

You Are Invited To Attend The Amarillo Area Bar Association 2018 Spring Institute

The 108th Year of AABA in the Texas Panhandle

May 4th and May 5th, 2018

Seminar • Golf Tournament • Dinner

SPEAKER PROFILES

Dustin Benham

"Better Cross-Examinations"
& *"Important Recent Texas Civil
Procedure Developments"*

Professor Benham is a law professor at Texas Tech who devotes his time to improving the civil-litigation system. He teaches and studies civil procedure, evidence, and advocacy. In 2017, 2016, and 2014, Professor Benham was honored with the law school's Best Advanced Professor Award, an award bestowed by vote of the student body. In 2015, Texas Tech University honored him with the President's Excellence in Teaching Award. In previous years, he was also awarded the Texas Tech Student Bar Association's Best Upper-Level Professor Award, and the Texas Tech Hispanic Law Students Association Best Professor Award. Before he was a teacher, Professor Benham was a practicing lawyer, representing large and small clients in trial and appellate courts around the country. He is licensed to practice in Texas and is also admitted to practice before the United States District Court for the Northern District of Texas.

Jody Holland

"How To Read Anyone in 10 Seconds or Less"

The objective in trial law is to win for your client. In order to win, one must master the science of understanding exactly who each juror is as well as understanding how to ask questions of those on the stand. In order to gain an advantage over the opposing counsel, the manner in which we pick jurors, structure our questions, and paint the right mental imagery for the jurors comes front and center into the strategy. People process using visual, auditory, and kinesthetic models of thought. They either respond to emotional appeals or logical appeals. They are optimistic, pessimistic, or realistic in their view of

the situation. They are secure or insecure in their decision-making. All of these aspects of their cognitive processing play into the way that they should be approached. In this program, you will learn how to map out the patterns of each person in under 10 seconds in order to scientifically build your jury without regard to factors that would be noticeable by opposing counsel. You will gain an unfair advantage in reading and understanding people through the science of physiognomy, or face reading.

Join Jody Holland, author of 16 books and 30 training programs, to learn how to read anyone's mental map in under 10 seconds, and gain an incredible advantage in how you communicate with others, choose jury members, and build the success of your practice.

Gary F. Kennedy

*"Twelve Years of Turbulence:
The Role of Lawyers during Times of Crisis"*

Gary F. Kennedy served as the Senior Vice President, General Counsel and Chief Compliance Officer of American Airlines and AMR Corporation from January, 2003 until his retirement in January, 2014. As General Counsel, Kennedy guided the airline through two of the most high profile events in the company's history - the 2011 bankruptcy filing and the 2013 merger with US Airways. Mr. Kennedy directed the efforts to obtain government approval of the merger, including the defense of lawsuits filed by the Department of Justice and multiple state attorneys general, and was called upon to testify before Congress to garner support for the merger.

As General Counsel, Kennedy managed the Company's legal affairs worldwide, including complex commercial litigation, employment litigation, labor union disputes and corporate

transactions. Kennedy has extensive experience dealing with US regulatory agencies, including the Department of Justice and the Department of Transportation.

Mr. Kennedy serves as a member of the Board of PIMCO Funds and the Board of the Marconi Group, a patent management company located in Dallas, Texas. He also served as an adjunct professor of law at Southern Methodist University and Texas Wesleyan University.

Mr. Kennedy is the author of a new book, published in February 2018, titled *Twelve Years of Turbulence, the Inside Story of American Airlines' Battle for Survival*.

Kennedy and his wife have four children and live in Dallas, Texas.

Terry Maxon

*"Twelve Years of Turbulence:
The Role of Lawyers during Times of Crisis"*

Terry Maxon is an award-winning journalist who wrote for newspapers in Dallas, Oklahoma City, and San Jose, Calif., for 42 years. He started out at the bottom as an obit/rewrite reporter for the *Oklahoma Journal* and covered Oklahoma City government and Oklahoma state government before becoming assistant city editor and city editor.

In 1980, he moved to the *Dallas Times Herald* to report on Dallas city government. In early 1983, he switched to the *Dallas Morning News* where he covered city government and transportation for five years.

After a brief stay in California and the *San Jose Mercury News*, Maxon returned to the *Dallas Morning News* in 1990 where he covered technology, legal affairs, energy and, for some 20 years, airlines and aviation. He retired from the News in September 2015. *Twelve Years of Turbulence* is his first book.

AABA IMPROVING THE LEGAL PROFESSION AND THE LEGAL COMMUNITY IN THE TEXAS PANHANDLE

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President-Elect: Brad Howard
Vice President: Joby Mills
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AABA 2018 Spring Institute Schedule of Events

Friday, May 4, 2018

Spring Institute Seminar: Amarillo College West Campus Lecture Hall, 6222 W. 9th
 8:00a Registration and Breakfast courtesy of Underwood Law Firm
 8:30a Welcome by Joby Mills, Chair of Spring Institute
 8:35-9:35a Mr. Gary Kennedy, Former Senior Vice President & General Counsel of American Airlines, "Twelve Years of Turbulence: The Role of Lawyers during Times of Crisis" and award winning journalist, Mr. Terry Maxon.
 9:35-9:45a Break
 9:45-10:45a Mr. Jody Holland, "How to Read Anyone in 10 Seconds or Less"
 10:45-11:45a Mr. Dustin Benham, Texas Tech University Law Professor, "Better Cross-Examinations" & "Important Recent Texas Civil Procedure Developments"
 Registration fee: \$60 Three hours of CLE including one hour ethics credit.

Friday, May 4, 2018

Golf Tournament: Ross Rogers Golf Course, 722 NW 24th Ave.
 12:30p Registration; box lunches and beverages; Welcome
 1:30p Shotgun start with awards ceremony at conclusion of tournament (Mulligans for sale – 2 for \$20)
 Registration fee: \$100 Includes green fees, cart, beverages, box lunch, and door prizes.
 Entries will be limited to first 104 paid participants..

Saturday, May 5, 2018

Spring Institute Dinner: Embassy Suites, 550 S. Buchanan St.
 6:00p Cocktail Hour
 7:00p Invocation/Dinner
 7:45p Installation of Officers and Directors: AABA, AAYLA, and AABF.
 Scholarship presentations by AABF.
 8:00p Live music performed by JARS of Sound
 Cost: \$60 per person.

REGISTRATION FORM

To register for the 2018 Spring Institute, this registration form and your check payable to the Amarillo Area Bar Association should be received by April 27, 2018.

Amarillo Area Bar Association
 112 W. 8th Ave, #615
 Amarillo, TX 79101

DEADLINE:
APRIL 27, 2018

For any additional information please contact AABA at 371-7226 or director@amarillobar.org.

Following are my reservations for the 2018 Spring Institute Events:

\$ _____ May 4: Seminar at Amarillo College West Campus Lecture Hall / Registration Fee: \$60/person
 \$ _____ May 4: Golf Tournament at Ross Rogers / Registration Fee: \$100/person
 \$ _____ May 5: Dinner at Embassy Suites / Registration Fee: \$60/person
 \$ _____ TOTAL AMOUNT ENCLOSED

Name: _____ Telephone Number: _____

Address: _____



PLEASE E-MAIL YOUR FOURSOME TO ryellison@gmail.com BY APRIL 27, 2018

