



The Advocacy Institute Is Pleased to Announce

PROGRAM ANNOUNCEMENT

POINT MADE: HOW TO WRITE LIKE THE NATION'S TOP ADVOCATES

May 4, 2015

1:00 p.m. to 4:00 p.m.

NJ Forensic Science & Technology Center

1200 Negron Drive

Hamilton, New Jersey

Program Summary

Many litigators write well. But how many write like Elena Kagan, Paul Clement, Seth Waxman, Walter Dellinger, Ted Olson, Maureen Mahoney, Eric Holder, David Boies, John Roberts, or Brendan Sullivan? If you want to get closer to the top, this new workshop offers concrete ways to do so. After reviewing more than 500 motions and briefs from the most renowned advocates, Ross Guberman has identified specific techniques for everything from the first line of the introduction to the final sentence of the argument section. Examples come from dozens of advocates, dozens of trial and appellate filings, and specialties ranging from intellectual property to torts and criminal law. In three hours, you'll go on a fast-paced tour of the best practices in advocacy writing. The program is also a companion to Guberman's book for Oxford University Press.

Who Should Attend?

This program is open to all DAsG and AAsG in the Department of Law and Public Safety, only.

Who Is the Faculty?

Ross Guberman is the president of Legal Writing Pro LLC, a training and consulting firm. From Alaska and Hawaii to Paris and Hong Kong, he has conducted more than a thousand programs on three continents for prominent law firms, federal judges, and dozens of agencies and associations.

Ross is also a Professorial Lecturer in Law at the George Washington University Law School, where he teaches a seminar on drafting and writing strategy.

Ross holds degrees from Yale, the Sorbonne, and the University of Chicago Law School.

Ross is the author of *Point Made: How to Write Like the Nation's Top Advocates*, an Amazon bestseller that reviewers have praised as a "tour de force," "a must for the library of veteran litigators," and "an indispensable tool" filled with "practical, trenchant advice." The first edition has sold 30,000 copies, and the book was nominated for Scribes Book Award for the best legal book of 2011. Ross's next books are *Point Taken: How to Write Like the World's Greatest Judges* and a guide to the world's best contract-drafting tips.

An active member of the bar, Ross is also a former professional musician, translator, and award-winning journalist. After the federal takeover of Fannie Mae, *Slate* magazine called his 2002 article about the company "totally brilliant and prescient." In her bestseller *Reckless Endangerment*, *New York Times* business columnist Gretchen Morgenson wrote that "the article was groundbreaking and made even the most jaded Washingtonian take note."

Ross has commented on business, law, writing, training, and lawyer development for newspapers, radio stations, and television networks. He has also addressed several major international conferences, including the American Society of Training and Development, NALP's Annual Education Conference, the Professional Development Consortium, the Professional Development Institute, and the Association for Continuing Legal Education.

The American Society for Training & Development has awarded Ross its Certified Professional in Learning and Performance™ credential for passing a rigorous eight-part test and for creating a standardized writing assessment that he has since administered to more than a thousand lawyers.

A Minnesota native, Ross lives with his wife and two children outside Washington, DC. Family travel has taken them everywhere from Australia to Zambia.

CLE Credit

NJ CLE Credit: This program had been approved by the Board on Continuing Legal Education of the Supreme Court of New Jersey for 3.4 hours of total CLE credit. Of these, 0.0 qualify as hours of credit for ethics/professionalism.

NY CLE Credit: 3.0 substantive credits (pursuant to the approved jurisdiction policy).

PA CLE Credit: 2.5 substantive credits (\$4.50 mandatory registration fee required).

How Do I Register?

State Employees

Most State employees are able to register for this course by going to <http://reg.dcj.lps.state.nj.us/login.aspx?portalid=2> and creating an AGAI Course Registration account. To do so, your computer **must** be attached to the government's Garden State Network. Upon opening the AGAI Course Registration System home page, you will see the Create Account link in the Login Box. Click on it and create your account, which will include you selecting a user name and password. Once you create your account, you can access the AGAI Course Registration System at <http://reg.dcj.lps.state.nj.us/login.aspx?portalid=2> to register for future courses or to manage your account. Please retain your user name and password for your records.

Non-State Employees or State Employees not Connected to the Garden State Network

If you are not a State employee, or are otherwise unable to access the AGAI Course Registration System through the Garden State Network, kindly email the Advocacy Institute at: AdvocacyInstitute@lps.state.nj.us for an authorization code to allow you access to the AGAI Course Registration System through the My New Jersey portal. **Setting up your account through the portal is a two-step process, the details of which are set forth in the next two paragraphs.**

Once you receive the portal authorization code you will be prompted to go to the My New Jersey portal at <http://www.state.nj.us/> and create a portal account. Once your portal account is created you are prompted to enter your authorization code. This is Step 1 of the process, which you need only do once.

If you have already been issued an authorization code in the past you do not need to request another one. You can log into your account on the Garden State Network at <http://www.state.nj.us> and under the heading NJ L&PS Applications you will see the Attorney General's Advocacy Institute's Registration System. Click on that and log into your account on our system.

Upon setting up your portal account, you need to set up your AGAI Course Registration System account. This is Step 2. To do so, log on to the My New Jersey Portal <http://www.state.nj.us/>. Upon opening the AGAI Course Registration System home page, you will see the Create Account link in the Login Box. Click on it and create your account, which will include you selecting a new user name and password. Once you create your account, you can access the AGAI Course Registration System at <http://reg.dcj.lps.state.nj.us/login.aspx?portalid=2> to register for future courses or to manage your account. Please retain your user name and password for your records.

TIMED AGENDA

Point Made: How to Write Like the Nation's Top Advocates

- | | |
|--------------------------|--|
| 1:00 PM – 2:05 PM | Introductions, Preliminary Statements, and the Theory of the Case |
| 2:05 PM – 2:50 PM | Style Tricks and Tips |
| 2:50 PM – 3:00PM | Break |
| 3:00 PM – 4:00 PM | Argument Structure, Flow, and Cohesion |