



STATE BAR
OF WISCONSIN

P.O. Box 7158, Madison, WI 53707-7158

Assessing Credibility in Any Legal Setting:

What They Don't Teach You in Law School
Featuring Doug Cash



IN-PERSON SEMINAR: Wednesday, October 11, 2023
Madison

LIVE WEBCAST: Wednesday, October 11, 2023

WEBCAST REPLAYS:
Thursday, October 19, 2023
Tuesday, October 24, 2023
Monday, October 30, 2023
Friday, November 10, 2023
Thursday, November 16, 2023
Tuesday, November 28, 2023
Friday, December 8, 2023
Monday, December 18, 2023



STATE BAR OF WISCONSIN
PINNACLE

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6 CLE

Programs start October 11. Register today!

Assessing Credibility in Any Legal Setting:

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Keep them honest

At the heart of any legal matter lies the quest for the truth. But incomplete, inaccurate, and deliberately false statements can hinder your results. At ***Assessing Credibility in Any Legal Setting: What They Don't Teach You in Law School***, certified fraud examiner, forensic interviewer, and financial crimes investigator Doug Cash will shed light on how to become a better lie detector.



You'll develop the skills to analyze verbal and non-verbal clues, become a better listener, and formulate the right questions. Delve into the science behind human communication and memory, discover the ten tell-tale signs of deception, and learn how to avoid the seven deadly sins of interviewing.

How you'll benefit:

- Recognize the purpose of the investigative proceeding and the costs of not getting the truth
- Know how to set the stage for a productive interview
- Understand how to structure your interview questions and avoid contamination
- Learn how to distinguish truth from deception
- Assess the importance of your own demeanor and biases
- Avoid problems by closing your interview the right way

Who should attend:

- New lawyers
- Criminal defense attorneys
- Prosecutors
- Civil litigators
- Corporation counsel
- Mediators
- Arbitrators
- Fraud examiners

Register today!

Credits

This program will be submitted to the Wisconsin Board of Bar Examiners for up to **6 CLE credits**. It does not qualify for EPR credit.

Registration

ONLINE: wisbar.org/seminars

PHONE: (800) 728-7788

FAX: (608) 257-5502

MAIL: State Bar PINNACLE Registrations
P.O. Box 7158
Madison, WI 53707-7158

State Bar CLE/PINNACLE Passbook registrations:

Passbook certificates must be received by the State Bar at least one business day prior to the event. For in-person seminars, walk-in registrations using Passbook Certificates are also welcome.

Registration cancellations:

Please visit wisbar.org/cancellations for information on PINNACLE registration cancellation policies.

Course materials for those attending the seminar:

Course materials are provided in PDF format and are downloadable from myStateBar.org up to two days prior to and 90 days after your seminar.

COVID-19 safety information:

Complete and current safety guidelines can be found at wisbar.org/covidsafety.

Be a star both in and out of the courtroom with the State Bar of Wisconsin PINNACLE National Presenter Series. Receive coaching from nationally recognized speakers with experience helping lawyers rise to the challenges of today's legal landscape.



Schedule

- 8:00 AM Registration**
- 8:30 AM Start Out the Right Way**
- Understanding confirmation bias
 - Cost of not knowing the truth
 - How to read handshakes
- 9:00 AM Asking the Right Questions the Right Way and Avoiding Contamination**
- Are your questions causing the subject to be defensive?
 - Why do we miss things?
- 9:30 AM The Stages of any Interview**
- Four common steps
 - Orientation, narration, cross-examination, resolution
- 10:00 AM Break**
- 10:15 AM The Mechanics of Memory and Human Emotions**
- How we store information
 - Left vs. right brain
 - Understanding human emotions
- 11:00 AM Understanding Truth and Deception**
- Truth vs. lies
- 12:00 PM Lunch (on your own)**
- 1:15 PM The Science of Human Communication: Recognizing Indicators and Body Movement**
- Types of human communications
 - Verbal and non-verbal indicators
 - Types of gestures
- 1:45 PM 10 Tell-tale Signs of Deception**
- Finding the right narrative balance
 - Mean length of utterance
 - Written statements
- 2:15 PM Break**
- 2:30 PM Do Not Destroy Your Proceeding**
- The importance of demeanor
 - What to avoid when asking questions
 - Interviewer tone and attitude

- 3:00 PM Finishing Up the Right Way and the 7 Deadly Sins of Interviewing**
- Closing an interview
 - How to avoid issues
 - Issue discussion

3:15 PM Question and Answer Session

3:30 PM Program Concludes

Following program start time, schedule may vary slightly from above listed times.

Dates Location

In-Person Seminar – Madison

Wednesday, October 11, 2023

State Bar Center

5302 Eastpark Blvd.

Madison, WI

(608) 257-3838

Webcast Replays

Thursday, October 19, 2023

Tuesday, October 24, 2023

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Live Webcast

Wednesday, October 11, 2023

Featured Presenter

Doug Cash is certified as a fraud examiner, forensic interviewer, and a financial crimes investigator along with being a private investigator. He has more than 27 years of experience in law enforcement and over 13 years of experience in forensic accounting examinations with Eide Bailly, LLP in Fargo, North Dakota. He specializes in white-collar crime and investigating fraud.

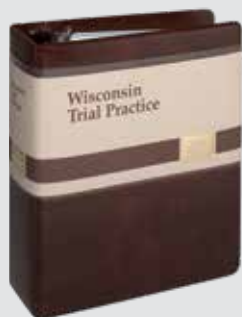


Doug has served as lead investigator in various types of fraud-related investigations, including embezzlement, money laundering, identity theft, Ponzi and pyramid schemes as well as theft by misrepresentation. He's a member of the Association of Certified Fraud Examiners, the International Association of Financial Crimes Investigators, and the International Association of Interviewers.

Book Bonus!

Wisconsin Trial Practice

Seminar attendees **SAVE 15%** on the *Wisconsin Trial Practice*.^{*} Researched and written by Wisconsin litigators, it's an invaluable trial preparation resource and a must-have for the practicing litigator.



* Attendees will receive information to access the discount via email after attending the program. Discount applies to both print and digital Books UnBound® editions of this title and cannot be applied to previous purchases. Offer valid as long as CLE credit is available for this program. For Books UnBound users, discount may be applied to purchase of individual Books UnBound title only and may not be used on purchase of full library.

Additional Learning Opportunities

Lying, Cheating, Stealing: Fraud Trends and Techniques 2023

Find out how fraud is typically detected and learn how to spot red flags. Delve into asset misappropriation, bribery and corruption, and financial statement fraud. Help protect your clients' interests and mitigate risks by taking appropriate measures to prevent fraud and recover losses. **1 CLE**

Webcast Replays: Sept. 27, 2023 | Nov. 15, 2023

CLE OnDemand Seminar: #CA3476; **Member:** \$99 | **Nonmember:** \$149

Wisconsin Rules of Evidence: A Courtroom Handbook

Improve your performance at trial with this quick and comprehensive guide to evidentiary rules. It's an essential reference for lawyers who need the rules of evidence at their command. Locate applicable evidentiary rules and cases with the *Handbook's* multiple cross-referencing features. (Includes 2021-22 and 2022-23 supplements)

Print Book: #AK0050; 618+ pp.; 10th ed. 2020-21; **Member:** \$229 | **Nonmember:** \$286.25

Books UnBound Subscription: #AE0050_SUB; **Member:** \$225 | **Nonmember:** \$281

Civil Litigation Forms Library

With easy access to an online library that includes motions, notices, summonses and complaints, interrogatories, orders, and more, finding the form you need is a snap. Each form is modifiable and can be adapted to your needs. Plus, the library is regularly updated to ensure statutory compliance. Subscribe today!

Online subscription: #FSFB3000 | **Members only:** \$159/year
(Discounts available on multi-user subscriptions.)

Assessing Credibility in Any Legal Setting

Priority Code: **S 4 3 1 5 B**

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<input type="checkbox"/> State Bar Member	<input type="checkbox"/> \$299	<input type="checkbox"/> \$329
<input type="checkbox"/> Nonmember	<input type="checkbox"/> \$399	<input type="checkbox"/> \$429
<input type="checkbox"/> Ultimate Pass Gold/Silver	<input type="checkbox"/> \$0	<input type="checkbox"/> \$0
<input type="checkbox"/> Passbook Certificate	<input type="checkbox"/> 1 Certificate	<input type="checkbox"/> 1 Certificate

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☐ Lawyer State Bar Member No. _____

☐ Nonlawyer Profession _____

Name _____

Firm Name _____

Address _____

City/State/Zip _____

Phone Number _____

Email _____

PAYMENT: Tuition Amount Enclosed \$ _____

☐ State Bar Passbook Certificate (enter certificate number) # _____

☐ Check enclosed (payable to State Bar PINNACLE) _____

☐ Ultimate Pass Gold ☐ Ultimate Pass Silver

☐ VISA ☐ MasterCard ☐ American Express ☐ Discover Exp. Date _____

Card No. _____

Signature _____

NOTICE: By attending this State Bar event, you understand and agree that you may be photographed and/or electronically recorded during the event and you hereby grant to the State Bar the right to use and distribute your name and likeness for promotional or educational purposes without monetary compensation. The State Bar assumes no liability for such use.

Mail to: State Bar PINNACLE Registrations
P.O. Box 7158
Madison, WI 53707-7158

Event Code: CA3557M WR R2 R3 R4 R5 R6 R7 R8