

The Perfect Question

How to Control the Witness, Reveal Hidden Information, and Persuade the Judge and Jury

Register at osbar.org/seminars (search for PQ23)



Friday, May 12, 2023

1 p.m.–3:45 p.m. PDT

Oregon State Bar Center

16037 SW Upper Boones Ferry Road, Tigard

or **Live Webcast**

CLE credits: 2.5 General

MCLE ID #: 98031

Register now at osbar.org/seminars
(search for PQ23)

Explore the impact of a carefully crafted question on achieving goals at deposition and trial. Understand the importance of putting a witness at ease in order to maximize the information obtained. Examine how witnesses can be controlled and manipulated during deposition and trial. Gain insight as to how tone, pace, and word choice affects a witness's response. Learn how to impeach a witness, and explore the techniques of framing, priming, and anchoring.

Presented by David Markowitz and Chad Colton, Markowitz Herbold PC, Portland.

Here's what members have said about David Markowitz's previous OSB seminars:

"Dave's courses are always interesting, organized, and thought-provoking, so I enjoy earning my CLE credits this way."

"Wonderfully presented and clear presentation on the nuts and bolts of formulating questions and the art of how and when to apply which techniques. I have tried numerous cases and found the presentation to be very helpful in organizing the way I should prepare my next trial."

"Most excellent. Concise, useful, and well-organized."



LIVE EVENT

\$80 ONLD member

\$110 OSB member

\$120 Non-OSB member

Electronic materials are included with your registration.



LIVE WEBCAST

\$80 ONLD member

\$110 OSB member

\$120 Non-OSB member

Webcast registration includes online access to the recorded seminar for 60 days after the event. Electronic materials are included with your registration.

50-Year and Active Pro Bono OSB members and Oregon judges and their lawyer staff – please call the OSB CLE Service Center at (503) 431-6413 or (800) 452-8260, ext. 413 to register for the seminars.



Need help with registration, refunds, tuition assistance or accessibility accommodations?

Call or email the OSB CLE Service Center:
(503) 431-6413 or **(800) 452-8260, ext. 413**
or cle@osbar.org

Please contact us at least 24 hours before the seminar for refunds and 72 hours before the seminar for accessibility accommodations.

The Perfect Question

How to Control the Witness, Reveal Hidden Information, and Persuade the Judge and Jury

Register at osbar.org/seminars (search for PQ23)

Schedule

- 12:30 Registration
1:00 The Perfect Question
3:45 Adjourn

(One 15-minute break will be taken during the presentation.)

Products

Audio CDs will be available after the live program. Please call the OSB CLE Service Center at (503) 431-6413 or (800) 452-8260, ext. 413, to place your order.

PQ23.CD
Audio CDs with electronic course materials.....\$120

This seminar will be available on-demand after the live program. Please visit www.osbar.org/seminars and search for PQ23. On-demand access is available for 60 days after the date of purchase.

General Information

Cancellations: Cancellation requests must be received at least 72 hours prior to the date of the seminar to qualify for a refund. Refunds are subject to a \$25 cancellation fee. To cancel, please call the OSB CLE Service Center at (503) 431-6413 or (800) 452-8260, ext. 413.

Tuition Assistance: Email a request stating your financial situation to cle@osbar.org or call the OSB CLE Service Center at (503) 431-6413 or (800) 452-8260, ext. 413, no later than one week before the seminar.

Accessibility Accommodations: Please call (503) 431-6375 or (800) 452-8260, ext. 375, at least 72 hours before the date of the seminar.

Meet David Markowitz



David is considered to be among the best trial lawyers in the country. His commanding presence and keen instincts have made him a courtroom icon. He is a founding partner in the law firm of Markowitz Herbold PC, where he focuses on commercial litigation and bet-the-company cases.

Dave is recognized in The Best Lawyers in America for “bet-the-company litigation,” is a fellow of the American College of Trial Lawyers, a member of the prestigious International Academy of Trial Lawyers, and is recognized by Chambers USA as one of the top commercial litigators in the U.S.

Meet Chad Colton



Chad serves as lead trial counsel in complex, high-stakes business and technology litigation. He has represented a wide range of clients—both as plaintiffs and defendants—including Fortune 500 companies, startups, and entrepreneurs. While he often handles high-profile

litigation, many clients call on him to resolve sensitive shareholder and partnership disputes for closely held and family-owned businesses. In the tech industry, Chad litigates trade secrets and intellectual property cases involving software, e-commerce, and other innovations. He previously served as the chair of the Oregon State Bar Technology Law Section and leads the firm’s Software and Technology Litigation Group. Chad’s trial work includes jury trials, bench trials, and arbitrations in cases involving trade secrets, business torts, contracts, intellectual property, non-competition agreements, and fiduciary duty.