



Embassy Suites - Napa Valley
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CSAC EIA BOARD OF DIRECTORS WORKSHOP THURSDAY, OCTOBER 4, 2018 1 PM - 4 PM



Dr. Steve Albrecht
PHR, CPP, BCC
Consultant, Trainer, Speaker, and
Author
<http://drstevealbrecht.com/>

Part One:
1:00 pm - 2:30 pm

Responses to the Homeless In Our Communities: Moving From Ideas to Solutions

The homeless population in California ranges, from “somewhat manageable” to “completely out of control”. There are a lot of misconceptions, misunderstandings, and even fears about homeless individuals, which leads to every kind of municipal response, from apathy to law enforcement sweeps. Cities and counties can face serious health problems when tent cities spring up, including crime, trespassing, trash, sanitation, vector control issues, to diseases like typhus, cholera, and noroviruses. The mental health and substance abuse struggles make this population difficult to deal with from a behavioral health standpoint, which often lead to their confrontations

with citizens or police. Dr. Steve Albrecht will lead a group discussion and small-groups exercises, based on his experience as a police officer and having taught hundreds of employees who work at Ground Zero for many homeless problems in our communities.

Come prepared to share what works, what doesn't, and how we can initiate immediate, viable, and cost-effective solutions by creating Homeless Task Forces that call upon outside-the-box resources we may not have previously considered.

Who Should Attend:

- City Managers
- County Admin Executives
- Chief Executive Officers
- Agency Executive Leadership
- Department Directors
- Elected Officials
- Social Service Professionals
- Substance Abuse Specialists
- Law Enforcement Personnel



Eugene P. Ramirez
Founding Partner
Manning & Kass Ellrod, Ramirez,
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Part Two:
2:45 pm - 4:00 pm

Reptile Theory: How it Appears in a Case & How Defense Counsel Must Work to Defend Against It

Plaintiff's attorneys claim they are convincing jurors to award millions of dollars in personal injury cases, based on the so-called “Reptile Theory”. This “theory” claims that plaintiffs can win large verdicts at trial by speaking to, and scaring, the primitive part of jurors' brains; the part of the brain they supposedly share with reptiles.

The Reptile strategy claims to provide the script that attorneys need to succeed at trial by applying advanced neuroscientific techniques to pre-trial discovery and trial. The basic concept is that the reptile brain is conditioned to favor safety and survival. Thus, if counsel can appeal to that reptilian portion of the jurors'

brains, counsel can influence their verdict. If the concept is conducted properly, the end result is that jurors will instinctively choose to protect their families/community from danger through their large verdict.

In reality, the “Reptile Theory” is nothing more than an attempt to circumvent the established “Golden Rule”. The Golden Rule argument refers to an attempt to persuade the jurors to put themselves in the place of the victim or the injured person and deliver the verdict that they would wish to receive if they were in that person's position. Many courts usually grant a *motion in limine* before trial to prevent this type of argument. However, in today's litigation environment, some courts across the country are allowing the “Reptile Theory” argument to be made to jurors. Come, join the conversation!