

UNMASK THE JURY

People are rarely as they appear;
this is why Hawaii's most successful
attorneys rely on Trial Run to:

- Identify sympathetic leanings of jury leaders.
- Challenge potentially damaging jurors.
- Understand jurors' and witnesses' mindsets, attitudes.
- Monitor jury reactions throughout trial process.
- Focus Groups / Mock Trials
- Understand Local Ethnic Bias

Paul Alston, Esq.

"We retained Trial Run to coordinate a mock jury trial and to assist us with jury selection. With their assistance, we were able to win a jury verdict of \$18.9 million, including \$10 million in punitive damages. In short, we highly recommend Trial Run...and we expect to use their services again."

Harold Hall, Ph.D., Forensic Psychologist

"I have known Kim since the 1970's as a highly competent and well respected forensic professional. In several screenings for police officer evaluation, she was right on target compared to (1) Psychological tests, (2) Clinical evaluation and (3) known history. For these reasons and others, I recommend her services without qualification.."

Maurice Arrisgado, Esq.

"You guys were right on with the pick on the power players for murder [trial]."

Mark Recktenwald, Esq.

"...Your observations about the witnesses and jurors were confirmed repeatedly by my own observations in the courtroom. You performed your analysis quickly, and were readily available to discuss your results. I found your assistance invaluable, and would enthusiastically recommend your company..."

William S. Hunt, Esq.

"Kim provides a detailed analysis which can be used during voir dire. I have consistently found that her suggestions as to how a certain juror would respond...to be amazingly accurate...I heartily recommend her services."

James J. Bickerton, Esq.

"Kim Iannetta's perceptions about jurors are amazingly accurate and we have repeatedly validated them both in voir dire questioning and in post-trial juror interviews. Her insights help us understand their likely reactions to the evidence and themes we are presenting."

John S. Edmunds, Esq.

"Kim's insights and observations are invaluable in picking a jury. As an example of her abilities, and as unbelievable as this may sound, she accurately predicted who would be picked as jury foreperson in two of my cases. And her descriptions of probable physical appearance and personalities of prospective jurors, prepared based only on handwriting on the jury cards, have been so accurate that many times, as the jury panel filed in, my associate and I have been able to identify certain prospective jurors even before the names are called. I wouldn't believe this was possible if I hadn't experienced it. Kim is superb and is highly professional."

JAN M. WEINBERG, ESQ.

"Kim's specific and detailed analysis of jury profiles was important in the selection of a good jury. Her insights into jury psychology and the interplay with issues involved in the lawsuit were helpful. Kim's involvement resulted in a more focused jury selection. Kim should always be considered as part of the trial team."



Kimon Iannetta, DABFE, FAFCE
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American College of Forensic Examiners (Life Fellow)
American Board of Forensic Examiners, Diplomate
American Society of Industrial Security
Author of "Danger Between the Lines"*

TRIAL RUN

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Fee schedule and description of services upon request.

