

RESUME OF JOHN P. BLUMBERG

Educational Background

- 1972 B.A. California State University, Long Beach (Cum Laude)
- 1976 J.D. Western State University College of Law
Associate Editor - *Law Review* (1975-76)
- 1993-1994 Mediator Training and Certification (100 hours)
- 2003-2005 National College of Advocacy (several courses)

Professional Honors and Achievements

- American Board of Trial Advocates: Advocate rank
- National Board of Trial Advocacy: Board Certified Civil Trial Specialist (1987-)
- American Board of Professional Liability Attorneys:
Certified Medical Malpractice Specialist (2011-)
- State Bar Board of Specialization: Certified Legal Malpractice Specialist (2011-)
- American Board of Professional Liability Attorneys:
Certified Legal Malpractice Specialist (2016-)
- California Trial Lawyers Association - Recognition of Experience Certifications:
Trial Lawyer, Professional Negligence, Appellate Law, Products Liability,
Insurance Bad Faith, Public Entity Liability and General Personal Injury (1989)
- Martindale-Hubbell Law Directory - Peer Reviewed Rating: AV (Highest possible) (1993-)
- Southern California Super Lawyers (Los Angeles Magazine) (2004-)
- Million Dollar Advocates Forum (2005-)
- Nominee, 2005 Trial Lawyer of the Year, Consumer Attorneys Association of Los Angeles
- National College of Advocacy: Advocate rank
- National Board of Trial Advocacy - President's Achievement Award (2022)
- Fastcase 50 - "Honoring the law's smartest, most courageous innovators, techies, visionaries, & leaders" (2022)

Judicial/Arbitration Appointments (past)

- Judge Pro Tem, Long Beach, Los Angeles, South Bay Municipal Courts
- Judge Pro Tem, L.A. Superior Court, Small Claims Appeals
- Arbitrator, Los Angeles and Orange County Superior Courts
- Arbitrator, Orange County Bar Association, Attorney-Client Fee Disputes
- Arbitrator and Mediator, American Arbitration Association
- Arbitrator, Long Beach Bar Association, Attorney-Client Fee Disputes
- Arbitrator, Kaiser Malpractice Litigation
- Civil Litigation Settlement Officer, Los Angeles County Superior Court
- Early Neutral Evaluator - Los Angeles County Superior Court

Professional Activities

- State Bar Committee on Rules & Procedures of Court (Member, 1989-1992, Chair, 1993)
- Course Director, Long Beach Bar Association Trial Advocacy Institute (1994-96)
- Board of Governors, Long Beach Bar Association (1988-1990)
- Board of Directors, Legal Aid Found. of Long Beach (1980-1992: Pres., 1986, 1987, 1992)
- Delegate, California State Bar Conference (1985-1990)

Professional Activities, cont'd

- Long Beach Bar Association-Legislation Committee (Chair, 1988)
- Long Beach Bar Association-Trial Section (Chair, 1994-1996)
- Long Beach Bar Association-ADR Section (Chair 1997)
- Executive Director/Principal Mediator, Dispute Resolution Center of California
- Coach for Mock Trial Competition, Los Alamitos High School (1997)
- Constitutional Rights Foundation Mock Trial Competition Scoring Judge (1999-2004)
- Ball-Hunt-Schooley Inn of Court (Exec. Comm., 2002-2004, 2006-2007, 2009-2016, 2018-)
- ATLA/AAJ Law School Mock Trial Competition Scoring/Presiding Judge (2005-)
- Consumer Attorneys Association of Los Angeles - Board of Governors *Emeritus* (2007-)
- Consumer Attorneys Association of Los Angeles - Board of Governors *Parliamentarian*
- Consumer Attorneys of California - Board of Governors (2007-2008)
- American Board of Trial Advocates - Los Angeles Chapter Exec. Comm. (2009-2014)
- American Board of Trial Advocates - National Board of Directors (2009- 2015)
- American Board of Professional Liability Attorneys - Board of Governors (2015-)
- Ball-Hunt-Schooley American Inn of Court (President for 2022-2024)
- National Board of Trial Advocacy, Board of Directors (2024-)

Lectures

- Moderator, California Continuing Education of the Bar: "Establishing and Maintaining Effective Attorney-Client Relationships" (1985)
- Faculty, Hastings Center for Trial Advocacy (1989)
- Faculty, National Institute for Trial Advocacy, Deposition Skills (1992-)
- Moderator, State Bar Annual Convention, Committee on Rules & Procedures of Court, "Sanctions" (1992)
- Speaker, California Trial Lawyers Association, Travel Seminars (1990,1991,1994)
- Speaker, Post-Partum Support Intl, Annual Convention: "Insurance Issues" (1992)
- Speaker, Long Beach Barristers Association, "Legal Malpractice" (1993)
- Panel Member, Orange County Annual Mediation Week Conference: "Court Connected Mediation" (1994)
- Speaker, Long Beach Medical Assn, Exec. Bd. Mtg. "Healthcare Mediation" (1994)
- Faculty, ABOTA Advocacy Skills Training Course (Jack Daniels Trial School) (1994-)
- Speaker, California Association of CPAs, "The Need to Litigate" (1995)
- Speaker, American College of Legal Medicine, "Healthcare Mediation" (1996)
- Speaker, Long Beach Board of Realtors, "Real Estate Mediation" (1996)
- Speaker/Moderator, Long Beach Bar Association, "Mediation Strategies" (1996)
- Speaker, Long Beach Bar Association, "Judicial Arbitration Tips" (1997)
- Speaker, Long Beach Barristers Association, "Avoiding Malpractice" (2001)
- Speaker, Family Law Study Seminar, "Fee Dispute Arbitration" (2002)
- Speaker, Orange County Paralegal Association, "Litigation issues." (2004)
- Speaker, Ball-Hunt Inn of Court, "Deposition Strategy" (2005)
- Speaker, Long Beach Bar Association, "Keeping Clients" (2005)
- Speaker, CAALA, "Trial Lawyer Skills for the New Lawyer," *Depositions* (2006)
- Faculty, National Institute for Trial Advocacy, Trial Skills (2007)
- Speaker, CAALA, Las Vegas Convention, "Medical Malpractice Arbitrations" (2007)
- Speaker, Ball-Hunt Inn of Court, "Avoiding Legal Malpractice" (2007)
- Speaker, National Business Inst., "Prosecuting Catastrophic Injury Cases" (2008)
- Speaker, Ball-Hunt Inn of Court, "Defense Medical Exams" (2009)
- Speaker, CAALA, Las Vegas Convention, "Defense Medical Exams - Not Independent" (2009)

Lectures, cont'd

- Faculty, ABOTA Masters in Trial, Anchorage, Alaska (2009)
- Speaker, CAALA Young Lawyers Division, “Dealing with Disagreeable Lawyers” (2009)
- Speaker, Ball-Hunt Inn of Court, “Be the water, not the rock. Advantages of civility” (2010)
- Speaker, CAALA, Webinar, “Avoiding Medical Malpractice Arbitration” (2010)
- Moderator, CAALA, Webinar, “Paralegal Power Lunch” (2010)
- Speaker, CAALA, Las Vegas Convention, “Avoiding Discovery Wars” (2010)
- Speaker, CAALA, Webinar, “Pains in the Neck” (2011)
- Speaker, CAALA, Las Vegas Convention, “Loss of Earning Capacity” (2011)
- Speaker, Ball-Hunt Inn of Court, “Amazing Persuasion Techniques” (2012)
- Speaker, USC Trauma Symposium, “Surviving Your Deposition” (2012)
- Speaker, American Board of Prof. Liab. Attys, “What, Why and How of Persuasion” (2012)
- Speaker, CAALA, Las Vegas Convention, “Priming for Juror Reception of Evidence” (2012)
- Speaker, Western State School of Law, Guest lecture, “Arbitration Practice” (2013)
- Speaker, Ball-Hunt Inn of Court, “How to Avoid Being Sued” (2013)
- Speaker, USC Trauma Symposium, “The Doctor as Witness” (2013)
- Speaker, USC Alumni Lecture Series, “Legal Malpractice” (2013)
- Speaker, CAALA, Las Vegas Convention, “The Science of Persuasion” (2013)
- Speaker, Western State School of Law, Guest lectures, “Civility” (2013-2016)
- Speaker, CAALA, Las Vegas Convention, “Expert Direct Examination” (2014)
- Speaker, American Board of Prof. Liab. Attys, “Persuasive Shorter Trials” (2015)
- Co-chair/moderator, CAALA, Las Vegas Convention (2015)
- Speaker, Los Angeles County Forum of Legal Secretaries, “Ethics” (2016)
- Speaker, Women Lawyers of Long Beach, “Ethics and Civility” (2016)
- Speaker, SeminarWeb, “Expert Testimony that Persuades” (2016)
- Co-chair/moderator, CAALA, Las Vegas Convention (2016)
- Speaker, CAALA, Las Vegas Convention, “Attorney Fee Liens” (2016)
- Speaker, American Board of Prof. Liab. Attys, “Devil’s Advocate Persuasion” (2017)
- Faculty, ABOTA Masters in Trial, Los Angeles (2017)
- Speaker, Consumer Attorneys of California Convention, “What is a Viable Legal Malpractice Case?” (2017)
- Speaker, American Board of Prof. Liab. Attys, “Liability for Website Misrepresentation” (2018)
- Co-chair/speaker (“Psychology of Persuasion”), ABOTA Masters in Trial, Los Angeles, (2018)
- Speaker, CAALA, Las Vegas Convention, “Ethical Issues in Retainer Agreements” (2018)
- Co-chair/speaker (“Civility”), ABOTA Masters in Trial, Los Angeles, (2019)
- Moderator, Consumer Attorneys of California Convention, “General Damages” (2019)
- Co-chair/moderator, ABOTA Masters in Trial, Los Angeles, (2020)
- Speaker, American Board of Prof. Liab. Attys webinar, “Become a Zoom Master” (2021)
- Speaker/panelist, L.A. County Bar Asso., “Zoom Arbitrations and Bench Trials” (2021)
- Speaker, Ball/Hunt/Schooley Inn of Court, “Mastering Zoom” (2021)
- Speaker, Long Beach Bar Association webinar, “Knowing About Legal Malpractice” (2021)
- Speaker, Calif. Applicants’ Attorneys Asso., “Legal Malpractice in Workers’ Comp” (2021)
- Co-chair/moderator, ABOTA Masters in Trial, Los Angeles, (2021)
- Speaker, Long Beach Bar Association webinar, “Excellent Attorneys Are Ethical” (2022)
- Speaker, Pincus Legal Education, “The Art of Jury Selection” (2022)
- Speaker, CAALA, Las Vegas Convention, “Actual Injury in Legal Malpractice” (2023)
- Co-chair/moderator, ABOTA Masters in Trial, Los Angeles, (2023)

- Speaker, Ball/Hunt/Schooley Inn of Court, “New Discovery Statute” (2024)
- Co-chair/moderator, ABOTA Masters in Trial, Los Angeles, (2024)

Newspaper columns *Long Beach Reporter*

- "The Trial Lawyer" (May 12, 1987)
- "The Sleeping Judge" (June 5, 1987)
- "The Justice Business" (June 30, 1987)
- "Referring The Case" (October 30, 1987)
- "Taking Your Own Expert's Deposition" (December 18, 1987)
- "New Punitive Damage Rules" (May 12, 1988)
- "Pleading Tort Damages" (July 12, 1988)
- "Interrogatories" (November 1, 1988)
- "New Jury Selection Rules" (February 6, 1990)
- "Attorney's Fees and Client Relations" (October 26, 1990)
- "Non Appealable Orders" (March 10, 1992)
- "The Timely Notice of Appeal" (March 17, 1992)
- "Minimizing Appellate Expense" (March 24, 1992)
- "The Substantial Evidence Rule" (August 21, 1992)
- "Settlement Through Mediation" (May, 1994)
- "Elder Abuse and Malpractice" (May 19, 1995)
- "Rules For Case Referrals" (September 19, 1995)
- "Advising Litigation Alternatives" (December 26, 1995)

Newspapers

- “Rent a Judge, Rent Secrecy” (Letter to the Editor) *LA Times*, December 8, 1981
- “Craze for Lawsuits” (Letter to the Editor) *LA Times*, June 21, 1985
- “Lawyers and Justice” (Letter to the Editor) *LB Press Telegram*, April 12, 1986
- "National Crisis In Insurance: Who's to Blame?" (Op Ed) *LB Press Telegram*, May 8, 1986
- “Defending Lawyers’ Fees” (Letter to the Editor) *LB Press Telegram* (September 10, 1995)
- “Jury Trials” *Long Beach Press Telegram* (July 8, 2001)
- “Attacks on Trial Lawyers Are Really Attacks on Victims” (Op Ed)
Long Beach Press Telegram (January 19, 2003)

Articles

- "Medication Errors," (Book Review)
Association of Trial Lawyers of America - *TRIAL*, Vol.19, No.9 (September, 1983)
- "Attorney's Fees and Client Relations"
California Trial Lawyers Association - *FORUM*, Vol. XIII, No. 8 (October, 1983)
- "Insurance Agent Liability"
Los Angeles Trial Lawyers Association-*ADVOCATE*, Vol.10,No.9 (October, 1983)
- "Attorney Liability for Malicious Prosecution" *FORUM*, Vol.XIV, No. 8 (October, 1984)
- "Resolving Conflicts Between Court Rules, Trial Court Orders and the Code"
ADVOCATE, Vol. 12, No. 2 (February, 1985)
- "Trial Techniques: The Malicious Prosecution Case Against Attorneys"
ADVOCATE, Vol. 13, No. 4 (Apr, 1986), Vol. 13, No. 5 (May, 1986)

Articles (cont'd)

- "The Day Care Injury Case"
FORUM, Vol. XVI, No. 4 (May, 1986)
- "Don't Pay Excessive Hospital Records Charges"
ADVOCATE, Vol. 13, No. 9 (October, 1986)
- "Fee Disputes Can Be Easily Avoided"
State Bar of California section on Law Practice Management -
THE BOTTOM LINE, Vol. 13, No. 4 (August, 1991)
- "Alternate Dispute Resolution: Required and Effective"
Condo Management Magazine, Vol. II, No. 17 (January, 1994)
- "Settlement Through Mediation"
FORUM, Vol. 24, No. 3 (April, 1994)
- "Ethics And ADR"
Orange County Lawyer Magazine, Vol. 37, No. 3 (March, 1995)
- "Mediation: A Way To Keep Health-care Disputes Out of Court"
Los Angeles County Medical Association-LACMA Physicians Magazine, (Sept, 1995)
- "What to Look For in a Legal Malpractice Expert Witness"
Los Angeles Daily Journal, Verdicts and Settlements (Nov. 29, 1996)
- "Avoiding the Pitfalls of the Legal Malpractice Lawsuit"
Los Angeles Daily Journal, Verdicts and Settlements (Jan. 31, 1997)
- "When Does a 'Blown' Statute of Limitations Lead to a Legal Malpractice Claim"
Los Angeles Daily Journal, Verdicts and Settlements (March 21, 1997)
- "The Malicious Prosecution Case Against Attorneys"
Los Angeles Daily Journal, Verdicts and Settlements (May 16, 1997)
- "The Duty to Give ADR Advice"
Los Angeles Daily Journal, Verdicts and Settlements (October 17, 1997)
- "Lawyers Who Pursue Unreasonable Actions May Be Sued By the Prevailing Defendants"
Los Angeles Daily Journal, Verdicts and Settlements (August 14, 1998)
- "Is It Really Legal Malpractice?"
California Lawyer (February 1999)
- "Frequently Asked Questions About Legal Malpractice" (1999)
Los Angeles County Bar Association SmartLaw Website
- "Informed Consent: The Duty to Disclose Medical Risks"
ADVOCATE, Vol. 31, No. 4 (April 2004)

Articles (cont'd)

- “The Life of a Trial Lawyer”
Voir Dire, The Journal of the American Board of Trial Advocates (Winter, 2004)
FORUM, Vol. 35, No. 1 (Jan-Feb 2005)
ADVOCATE, Vol. 32, No. 3 (March 2005)
- “Get the Papers”
California Lawyer (November 2004)
- “Legal Malpractice: “ What it is, What it isn’t, and How to prosecute it. “
ADVOCATE, Vol. 32, No. 6 (June, 2005)
- “Giving in to get your way: A counter-intuitive approach to litigation.”
ADVOCATE, Vol. 33, No. 4 (April 2006)
- “Good Counsel: Don’t get into a spitting match.”
TRIAL, Vol. 42, No. 7 (July 2006)
- “Future Public Benefits Are Inadmissible in Malpractice Cases”
ADVOCATE, Vol. 34, No. 3 (March 2007)
- “Medical Malpractice Arbitration”
FORUM, Vol. 37, No. 8 (October 2007)
- “Defense Medical examinations are not independent”
ADVOCATE, Vol. 36, No. 7 (July, 2009)
- “Avoiding Discovery Wars”
ADVOCATE, Vol. 38, No. 4 (April, 2011)
PLAINTIFF, Vol. 5, No. 5 (June, 2011)
- “The What, How, and Why of Persuasion”
PLAINTIFF, Vol. 5, No. 6 (July, 2011)
ADVOCATE, Vol. 38, No. 8 (August, 2011)
JOURNAL of the Kansas Association for Justice, Vol.XXXV, No. 3 (January 2012)
- “Damages for Loss of Earning Capacity”
ADVOCATE, Vol. 39, No. 5 (May, 2012)
PLAINTIFF, Vol. 6, No. 5 (May, 2012)
- “Expert Testimony that Persuades”
PLAINTIFF, Vol. 8, No. 3 (March 2014)
JOURNAL of the Kansas Association for Justice, Vol.XXXII, No. 5 (May 2014)
ADVOCATE, Vol. 41, No. 6 (June 2014)
- “Keep it Simple: A New Model for Trying a Lawsuit”
PLAINTIFF, Vol. 9, No. 2 (February 2015)
ADVOCATE, Vol. 42, No. 1 (January 2015)

Articles (cont'd)

- “Legal Malpractice Experts - Choosing, Using or Losing”
PLAINTIFF, Vol. 10, No. 10 (October 2016)
ADVOCATE, Vol. 44, No. 10 (October 2016)
- “The Psychological Science of Persuasion”
PLAINTIFF, Vol. 11, No. 10 (October 2017)
- “The Psychological Science of Jury Persuasion”
PLAINTIFF, Vol. 11, No. 11 (November 2017)
- “The Psychological Science of Persuasion”
ADVOCATE, Vol. 45, No. 12 (December 2017)
- “Admonitions and other mumbo-jumbo”
FORUM, Vol. 48, No. 6 (November/December 2018)
- “Communication Skills for Lawyers”
PLAINTIFF, Vol. 12, No. 12 (December 2018)
- “Ethical Considerations in Retainer Agreements”
ADVOCATE, Vol. 47, No. 2 February 2019)
PLAINTIFF, Vol. 13, No. 2 (February 2019)
- “Mistakes, Accidents and Advocacy”
ADVOCATE, Vol. 48, No. 1 January 2020)
PLAINTIFF, Vol. 14, No. 1 (January 2020)
- “CACI 506 – Alternative method of care: Doing Nothing is Not an Alternative Method”
FORUM, Vol. 50, No. 2 (March-April 2020)
- “Post-arbitration Award Procedures”
ADVOCATE, Vol. 48, No. 11 (November 2020)
- “Zoom Arbitrations and Bench Trials”
FORUM, Vol. 51, No. 2 (March-April 2021)
- “Persuasion Science for Trial Lawyers”
FORUM, Vol. 52, No. 2 (March-April 2022)
- “The Golden Rule”
ADVOCATE, Vol. 52, No. 5 (May 2024)

Book

- Persuasion Science for Trial Lawyers (Full Court Press, 2022)

Textbook

- Contributor to *Social Security Practice Guide* (Vol. 2), (Matthew Bender,1983)

Editor/Consultant

- CEB Action Guide: *Meeting Statutory Deadlines During and After Litigation* (1992, 1994, 1996)

Law Review

- "The Right to Counsel at the Pretrial Hearing for Probable Cause,"
Western State University Law Review, Vol. 3, No. 1 (Fall, 1975)

Professional Memberships

- National Board of Trial Advocacy
- American Board of Trial Advocates
- American Board of Professional Liability Attorneys
- American Association for Justice
- Consumer Attorneys Association of Los Angeles
- Consumer Attorneys of California
- Long Beach Bar Association
- Los Angeles County Bar Association
- American Inns of Court (Ball/Hunt/Schooley Chapter)

Practice Areas: Civil trials, specializing in professional malpractice, personal injury, fraud, insurance, contract, business and real estate. Expert witness.

Community: Board of Directors/Executive Committee, Long Beach Symphony Association

LECTURES

Live

Univ of Wyoming School of Law
New Jersey Association for Justice, Annual Boardwalk Convention
Teitelman Memorial Seminar (St. Louis, MO)
American Board of Trial Advocates International Conference
Women Lawyers Association of Long Beach
Consumer Attorneys Association of Los Angeles, Annual Convention
American Academy of Matrimonial Lawyers, Annual Convention

Webinars

American Board of Professional Liability Attorneys
FastCase
Ball-Hunt-Schooley American Inn of Court
Connectionology
Temple University, Beasley School of Law

Podcasts

Emerging Trends
Trial Lawyer View
The Jury Is Out
The Persuasion Occasion

ARTICLES

Consumer Attorneys of California - Forum
San Francisco Trial Lawyers Association - The Trial Lawyer
Indiana Trial Lawyers Association - The Verdict
Consumer Attorneys Association of Los Angeles - Advocate
Los Angeles Daily Journal
Orange County Trial Lawyers Association - The Gavel

BLOGS (Persuasion Science Summaries)

Translating The Science (April 23, 2022)
What We Don't Know Can Hurt Us (May 16, 2022)
Reality Isn't Universal (August 2, 2022)
Standard Contract (September 28, 2022)
Pausing, Processing And Persuasion (January 2, 2023)

JOURNAL REVIEWS

Plaintiff Magazine (Northern California)
Advocate Magazine - Journal of Consumer Attorneys Association of Los Angeles
Los Angeles Daily Journal
Journal of the Florida Association for Justice
Wyoming Lawyer Magazine
The Coffeeshouse - Journal of the Wyoming Trial Lawyers Association
The Verdict - Journal of the Indiana Trial Lawyers Association
Arizona Attorney Magazine
The New Mexico Trial Lawyer Magazine
Advocacy & Evidence Resources Blog, Temple University Beasley School of Law
Wisconsin Lawyer Magazine
The Tennessee Trial Lawyer Magazine
Utah Bar Journal
Trial - Journal of the Minnesota Association for Justice

