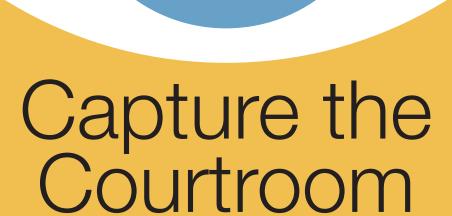
Commercial Law World

The official publication of the Commercial Law League of America

April/May/June 2013 Volume 28 • Issue 2 Fifth Circuit Expands
Forward Contract
Preference Defense
Find out how it could
affect your next case



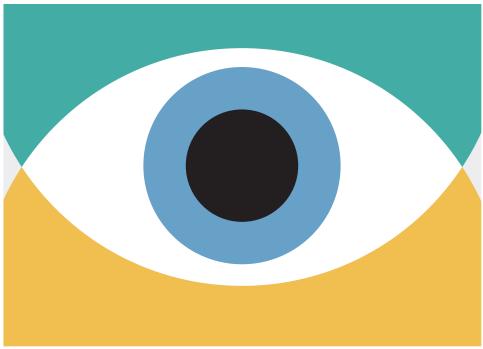
Influence your audience with key body language techniques



Also: Find out about the FTC's first report on the collection industry's debt buying sector; the new bankruptcy court claims transfer fee; and more!

Contents

Features



8

The Art of Persuasion in Written and Oral Advocacy, Part Two Find out how eye contact, body language and other elements can help influence your audience. *By William H. Thrush, Jr., Weinstock, Friedman & Friedman, P.A.*



12Getting The Word Out To A Wider Audience Get an inside look at how the CLLA has changed its marketing methods.

Get an inside look at how the CLLA has changed its marketing methods. By Erin Brereton, CLLA Marketing & Communications Director

16
Fifth Circuit Expands
Forward Contract
Preference Defense
Utilizing the Bankruptcy Code
in cases involving defending
preferences in bankruptcy

Industry Information

6 Legal News Round-Up Find out the latest legislative news from Washington!

24 Ethics and Professionalism
In this issue's ethics column, Robert Bernstein discusses contingent fees.

25 Tales From The Front
Our faithful columnist's recent
interaction with another attorney
serves as a reminder that there's
no substitute for personally
reading a document.

League Views:

2 The President's Page Read a slightly abbreviated version of new CLLA president Jeffrey Schatzman's 2013 Chicago Convention speech.

26 Viewpoint

Executive Vice President Tony Hilvers shares some of the upcoming changes that will enhance and add to traditional CLLA membership benefits.

28 CLLA Flashback Memories of a past Law List CLLA luncheon, captured in a League archive photograph.

Member News:

23 Newly Admitted Members
Find out who joined the CLLA in
January, February, March, April
and May.

21 Members NewsThe latest news from CLLA members around the globe.