



***Analytic Interviewing***  
***for***  
***Investigators, Attorneys & Accountants***

3/30/2012 – 4/1/2012

Join the Institute of Analytic Interviewing and VisualEmotion for a 3 day training course on Reading People and Interviewing Techniques! The course will feature the foundational skills of Analytic Interviewing and offer an advanced training on ***assessing credibility, reading nonverbal behaviors*** including deception and ***memory enhancing interviewing*** techniques.

**Key Topics Covered in the three day course:**

- Reading People: Detecting deceit from behavior and demeanor
- Rapport: How to build it and use it to your advantage
- Memory Enhancement: Witness interviewing
- Personality Assessment: Interviewing tactics for 4 specific personality clusters
- Case Studies and Focus Groups: Solidify and apply your new skills with real life case studies

Analytic Interviewing is a dynamic multi-dimensional system of questioning and eliciting the truth from suspects, witnesses and any other subjects of interest. The techniques taught in the analytic interviewing course combine the knowledge gleaned over 40 years of scientific research and validation through real-life application by professionals such as attorneys, law enforcement, regulatory inspectors, intelligence agents and investigators.

**6 key benefits you'll gain:**

- Learn techniques to establish rapport and to gain trust and see your information gathering capabilities multiply!
- Master the art of asking questions, how to phrase them and when to ask them.
- Understand the workings of memory and the proven memory retrieval techniques developed by **Dr. Edward Geiselman** that are admissible in court!
- Develop practical skills that will enhance *all* your interactions and ability to read people that you can apply immediately.
- Learn the behavioral and emotional clues that give away a liar including in-depth training on micro facial expression of emotion.
- Detect lies in interviews, meetings and in the courtroom!

**Join us at our Reno Event 2012!** Meet and learn from **James J. Newberry**, the co-creator of the internationally recognized and taught analytic interviewing system, **Dr. Edward Geiselman**, the co-developer of the cognitive interview and several other instructors that have highly specialized scientific and real-world expertise.

**\*Attention Attorneys\***

Earn CLE credits by attending our special training blocks on **Ethics and Drug Abuse!**

**Silver Legacy Hotel**

Reno, Nevada

**March 30 to April 1, 2012**

Early Bird Registration Special

**\$750.00**

(After 2/28/12 \$850.00)

Or

**\$325.00**

**to attend a single day session**

(After 2/28/12 \$375.00)

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To Register Call

**925.381.5778**

Limited Spaces Available!

**About the Institute**

The Institute of Analytic Interviewing is dedicated to excellence in training. Its instructors are committed to teaching professional investigators and intelligence officers the latest skills proven effective in the field. It is a basic tenet that the primary job of investigators is to find the truth. It is the responsibility of every instructor and every student to uphold this premise. The members of the institute are dedicated to changing the mind set of law enforcement from that of getting a confession to finding the truth.

# Analytic Interviewing Schedule

Register by February 28, 2012 to get the early bird rate!

Attend the entire 3-day program for \$750.00

Or

Attend a single day session for \$325.00

(after 2/28/12 rates are \$850.00 for 3-days and \$375.00 per day)

Friday, March 30, 2012													
7:30 – 8:00am	<b>Registration</b>												
8:00 – 8:30am	<b>Welcome &amp; Introductions</b>												
	<table border="1"> <thead> <tr> <th><b>Group 1</b></th> <th><b>Group 2</b></th> </tr> </thead> <tbody> <tr> <td>8:30 – 10:55am Emotions, Hidden Expressions &amp; Deception</td> <td>Memory Enhancement</td> </tr> <tr> <td>11:05 – 12:30pm Personality Assessment &amp; Disorders</td> <td>Memory Enhancement</td> </tr> <tr> <td colspan="2"><b>Break</b></td> </tr> <tr> <td>1:30 – 3:55pm Rapport Building &amp; Learning to Read People</td> <td>Witness Interviewing</td> </tr> <tr> <td>4:00 – 5:00pm Substance Abuse Prevention (CLE)</td> <td>Witness Interviewing</td> </tr> </tbody> </table>	<b>Group 1</b>	<b>Group 2</b>	8:30 – 10:55am Emotions, Hidden Expressions & Deception	Memory Enhancement	11:05 – 12:30pm Personality Assessment & Disorders	Memory Enhancement	<b>Break</b>		1:30 – 3:55pm Rapport Building & Learning to Read People	Witness Interviewing	4:00 – 5:00pm Substance Abuse Prevention (CLE)	Witness Interviewing
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Sunday, April 1, 2012													
8:00 – 12:00pm	Ethical Fitness Seminar (CLE)												
12:00 – 1:00pm	<b>Break</b>												
1:00 – 3:45pm	Interview Case Studies & Analysis in Focus Groups												
4:00 – 5:00pm	Closing Ceremony & Certificates												

## Reviews

“Your outstanding presentation was extremely professional and very well received by all that attended. The class was done with fervor and captivated the audience.

Your analytical interview techniques and instruction are an important part of our training and truly demonstrate the value of your curriculum. Some of the students remarked that it was the best interview training they have attended.”

*A.J. Carrol, Asst. Chief Golden Gate Division, California Highway Patrol*

“Enhanced the field agent’s ability to recognize areas we should pursue when assessing the validity of individuals and information.”

“Reading emotions – this skill alone worth the time taken to attend (participate) in the course. I would recommend it.”

“Yes! Investigators/source handlers/etc., always needs more training/refresher in all aspects of the ever changing information regarding dealing with people. The fact the ideas of this course were a result of clinical studies, made this more relevant to the class.”

*NCIX Critique Forms*

“I want to take opportunity to thank you and your staff for the training you recently provided to this Agency’s Security Protective Officers and the attendees from law enforcement agencies in the Washington Metropolitan Area. The Institute’s interview/interrogation methodologies, combines with academic research presented by Dr. Mark Frank, and incorporated practical exercises were universally well received by the class participants.

*James Kirkman, Chief Protective Programs Group, CIA*

## Course Descriptions:

### **Witness Interviewing and Memory Enhancement**

*FRIDAY March 30, 8:00am to 5:00pm & SATURDAY March 31, 8:00am to 5:00pm*

The Cognitive Interview (CI) technique is a systematic approach to questioning witnesses toward increasing the amount of relevant information obtained without compromising the rate of accuracy. The course covers how to formulate questions and when to ask them to obtain the most accurate information.

Attendees will learn about the nature of memory retrieval and how to conduct investigative interviews more effectively while avoiding the worst mistakes. In addition to the basic CI protocol, specialized techniques for use with unique populations will be presented based on research funded by the National Institute of Justice.

#### PRESENTER

#### ***R. Edward Geiselman, PhD***

R. Edward Geiselman is the co-developer of the Cognitive Interview technique. He has been a Professor of Psychology at the University of California, Los Angeles, for over 30 years. He earned his Bachelor degree from Purdue University in 1972 where he studied engineering and psychology. Subsequently, he earned both Masters and PhD degrees from Ohio University in experimental psychology. Since joining the faculty at UCLA, he has published over 100 research papers in social-science and police-science journals. He is the author of five books including The Psychology of Murder, Intersections of Psychology, Psychiatry, and Law (Volumes 1, 2, & 3), Eyewitness Expert Testimony, and Memory Enhancing Techniques for Investigative Interviewing: The Cognitive Interview. Professor Geiselman has served on the Los Angeles Superior Court Expert Witness Panel for 18 years and has offered expert testimony in over 350 criminal trials for both federal and state courts. Professor Geiselman has conducted training and offered other consulting services for numerous investigative agencies including the FBI, Homeland Security, Secret Service, Los Angeles Police Department, Los Angeles Sheriff's Department, Singapore Police Force, Health and Human Services, NTSB, LA Metropolitan Transit Authority, U.S. Marine Corps, and Walter-Reed Army Hospital. He also conducts investigative interviews for local police departments in ongoing cold-case investigations.

## **Emotions, Hidden Expressions & Deception**

*FRIDAY March 30 8:30am to 10:55am and SATURDAY March 31 8:30am to 10:55am*

Through facial expressions, people communicate their emotions and feelings. Additionally successful deception detection has been closely related to the identification and proper classification of hidden emotions called micro-facial expressions. Students will learn the origin of basic emotions, how to recognize hidden expressions of different emotions and what they mean in the context of deception.

### PRESENTERS

#### ***James J. Newberry, Founder of IAI***

James J. Newberry has a Bachelors degree from San Jose State University. He was a U.S. Military Intelligence Officer for 22 years and is a graduate of the U.S. Army Command and General Staff College and served as an instructor for the 6<sup>th</sup> Army Area Intelligence School. He is also a retired U.S. Treasury Special Agent who served 27 years in various assignments including Organized Crime Strike Force, as an Intelligence Officer and he taught at the Federal law Enforcement Training Center. Mr. Newberry is the co-founder of the Institute of Analytic Interviewing.

#### ***Maggie Pazian, MA***

Maggie Pazian is an internationally accredited trainer in the science of nonverbal communication and behavior, emotion perception and deception detection. Maggie earned her Master's in Communication from Rutgers University and holds over ten years of experience in both field and academia. She specializes in the field of emotion recognition, micro-expressions, body language, FACS and cues to deceit, creating dynamic skill building programs.

Maggie holds a lecturer position at Rutgers University and in addition is President of VisualEmotion LLC. VisualEmotion provides facial action coding (FACS), training and consulting for government agencies and the private sector. Maggie appeared on the Discovery Channel show *Monsters and Mysteries in Alaska* in March of 2010, is a regular contributor to an online news outlet Examiner.com and has co-authored several papers and presentations on deception detection.

## **Personality Assessment and Disorders – How to Communicate With Them**

*FRIDAY March 30 11:00am to 12:30pm & SATURDAY March 31 11:00am to 12:30pm*

Students will learn how to identify personality types and how to communicate with them as clients, as witnesses, in depositions, mediation and in court. Specifically they will also learn how to recognize the traits associated with personality disorders and how best to communicate with them in the same situations.

### PRESENTER

#### ***Brian Smith***

Lieutenant Brian Smith has 33 years with the Los Angeles County Sheriff's Department. He has a bachelor degree in Business Management from California State Polytechnic Univeristy, Pomona and is a graduate of the FBI National Academy. He spent 7 years assigned to the Department's Training Bureau. He supervised the Department's Mental Evaluation Team which conducts investigations of the persons with mental illness.

## **Rapport Building and Learning to Read People**

*FRIDAY March 30, 1:30pm to 3:55pm & SATURDAY March 31, 1:30pm to 3:55pm*

This workshop emphasizes the art of rapport building and how it works to improve relationships and communication to enhance skills in obtaining accurate facts as well as obtain cooperation from witnesses and opponents in depositions, mediation and courtroom settings. The student will learn how we process information and to recognize the nonverbal signs that we transmit while processing.

### PRESENTERS

#### ***James J. Newberry, Founder of IAI***

James J. Newberry has a Bachelors degree from San Jose State University. He was a U.S. Military Intelligence Officer for 22 years and is a graduate of the U.S. Army Command and General Staff College and served as an instructor for the 6<sup>th</sup> Army Area Intelligence School. He is also a retired U.S. Treasury Special Agent who served 27 years in various assignments including Organized Crime Strike Force, as an Intelligence Officer and he taught at the Federal law Enforcement Training Center. Mr. Newberry is the co-founder of the Institute of Analytic Interviewing.

#### ***Mary Daugherty***

Special Agent Daugherty is a graduate of Florida State University with a Bachelor Degree in Criminology. She is a Senior Special Agent with the Bureau of Alcohol, Tobacco, Firearms and Explosives currently assigned as the ATF Intelligence Officer working violent offenders, members of Domestic Terroristic organizations and firearm traffickers who illegally use or traffic in firearms. She has been in law enforcement over 24 years, with experience working various assignments as case agent, interviewer and working undercover operations in the Houston, TX area. She was a Crisis Negotiator for ATF and a volunteer with the Crisis Hotline Intervention Program in Houston, TX for five years.

## **Case Studies and Analysis in Focus Groups**

*SUNDAY April 1, 1:00pm to 3:45pm*

This session will involve workshops where the students will study and analyze actual cases and evaluate how the case could have proceeded differently if the various techniques taught in the training had been used at the different stages of the case development and trial. The possibilities for a different outcome will be studied. The students will consider how bias of the attorney, staff and investigators entered the fact gathering process and other stages of the case.

### PRESENTER

#### ***James J. Newberry, Founder of IAI***

James J. Newberry has a Bachelors degree from San Jose State University. He was a U.S. Military Intelligence Officer for 22 years and is a graduate of the U.S. Army Command and General Staff College and served as an instructor for the 6<sup>th</sup> Army Area Intelligence School. He is also a retired U.S. Treasury Special Agent who served 27 years in various assignments including Organized Crime Strike Force, as an Intelligence Officer and he taught at the Federal law Enforcement Training Center. Mr. Newberry is the co-founder of the Institute of Analytic Interviewing.

## **Substance Abuse and Prevention (CLE)**

*FRIDAY March 30, 4:00pm to 5:00pm & SATURDAY March 31, 4:00pm to 5:00pm*

In this one hour course the student will explore the myths about substance abuse. They will understand just what substance abuse is, the factors that lead to substance abuse and some of the common warning signs.

### PRESENTERS

#### ***Warren E. Hibbs***

Warren Hibbs has Bachelors degree in Psychology from California State University, Long Beach. During Warren's 16 year law enforcement career he has worked for several law enforcement agencies. Warren was instrumental in setting up substance abuse programs for the County of Santa Cruz, including Drug Court, Prop 36, and the Residential Substance Abuse Treatment Program (RSAT). Warren has interviewed and supervised thousands of cases involving abuse problems and has a real understanding of the challenges that come from substance abuse.

#### ***Susan J. Hibbs, J.D.***

Susan Hibbs received her B.A. degree from Saint Mary's College in Moraga, California. She received her J.D. from Monterey College of Law in Monterey, California. She has been with the Santa Cruz Sheriff's Office for 21 years before she retired from a management position. She was a supervisor in the Personnel Training, Recruiting and Hiring sections where she was involved in many hours of substance abuse training classes. Susan currently is with the California court-funded Legal Clinic for Calaveras and Amador Counties.

## **Ethical Fitness Seminar (CLE)**

*SUNDAY April 1, 8:00am to 12:00PM*

The overall training goal is to develop a tactical approach to recognizing, analyzing and resolving the ethical dilemmas and tough choices that occur when complying with the Rules of Professional Conduct (Nevada Supreme Court and ABA rules).

### PRESENTERS

#### ***Susan J. Hibbs, J.D.***

Susan Hibbs received her B.A. degree from Saint Mary's College in Moraga, California. She received her J.D. from Monterey College of Law in Monterey, California. She has been with the Santa Cruz Sheriff's Office for 21 years before she retired from a management position. She was a supervisor in the Personnel Training, Recruiting and Hiring sections where she was involved in many hours of substance abuse training classes. Susan currently is with the California court-funded Legal Clinic for Calaveras and Amador Counties.

## Lodging Information:

Silver Legacy Resort  
407 N. Virginia Street  
Reno, Nevada 89501  
1-800-687-8733

<http://www.silverlegacyreno.com/>

**Reservations should be made directly through the Silver Legacy Hotel**

### Room Rates:

- \$59.00 Single/Double Rate (Sun-Thu)
- \$89.00 Single/Double Rate (Fri & Sat)

### About Silver Legacy Resort

The Silver Legacy is completely connected to two other beautiful resorts – the Eldorado Hotel/Casino and Circus-Reno. The Tri-Property Resorts are the only Reno Hotels with such a wide array of entertainment choices both on property, and within walking distance of the hotel.

- ***The Silver Legacy, Eldorado Hotel/Casino and Circus Circus-Reno adjoin by spacious skywalks, lined with restaurants and shops***, providing easy access within this six-block entertainment complex!
- Within the combined Tri Properties of Silver Legacy, Eldorado and Circus-Reno ... and all under one roof, are:
  - ***Over 4,200 guest rooms***
  - ***28 outstanding restaurant choices, ranging from sushi to award-winning steakhouses, dance clubs and ultra lounges with live entertainment***
  - ***Extensive shopping and entertainment options including a 500-seat showroom, 200-seat Comedy Club and consistent concerts throughout the year***
  - ***Spa with massage rooms, dry sauna, wet sauna, Jacuzzi and locker rooms***
  - ***Health Club offers extensive cardio and strength training equipment***
  - ***Lulu's is a full service hair salon and offers manicures, pedicures and facials***
  - ***Full Service Business Center***
  - ***24-hour Room Service***
- Located in the downtown Arts District and steps away from the resorts:
  - ***Reno's Downtown River Walk on the Truckee River***
  - ***Kayak Park on the Truckee River***
  - ***Century Theater Complex***
  - ***Nevada Museum of Art***
  - ***Shopping in Reno's Arts and Antiques District***
  - ***Eclectic Boutique Shopping***
  - ***Pioneer Theater for the Performing Arts***
  - ***Bruka Theater***

- ***Fine Art Galleries***
- ***Wingfield Park Amphitheater***
- ***AAA Baseball Park and Freight House District (Farm Team for the Arizona Diamondbacks)***
- ***National Automobile Museum, The Harrah Collection***

Chosen “Best Hotel/Resort” in Northern Nevada by Nevada Magazine and the “Best Overall Hotel Casino” by Casino Player for three consecutive years!

#### **Air Accessibility**

Major air carriers serving Reno are Alaska, American Airlines, Continental, Delta, Horizon, Southwest, United and US Airways. The Reno/Tahoe International Airport is a full-service airport conveniently located within ten minutes from almost anywhere in Reno/Sparks.