

Brian J. Donnelly and Gary P. Muhlstock to Present at the New York State Bar Association

September 15, 2022

Brian J. Donnelly and Gary P. Muhlstock, partners in the Firm's General Liability, Tort and Insurance Defense Department, will be speaking live for the New York State Bar Association in a CLE program entitled: "Anchoring: How It Impacts Jury Verdicts & Negotiations, What Counsel Can Do". The program will take place virtually on Friday, September 30, 2022, at 12:00 PM EST.

To Register: [Click Here](#)

Program Description:

Anchoring is a powerful tool used by plaintiff attorneys in civil suits throughout the United States to secure high damage awards for their clients. Anchoring is a strategy used to cause jurors to rely on a specific reference point, or "anchor", when evaluating damages in a lawsuit. So if one goes into a store to purchase jewelry, an anchor is set when one sees the first price tag. That initial figure regardless of amount, will guide how much you are willing to spend. In litigation an anchor is set the moment one side first mentions a dollar amount. Studies have shown that anchoring not only effects juries but can affect judges too. As defense counsel, it is important to not only recognize when a plaintiff attorney is presenting an anchor, but for defense counsel to also have tools at their disposal to combat its potentially crippling effects in the courtroom. This seminar will review four strategies counsel can use: ignore the anchor, identify the anchor, identify and counter-anchor and lastly attack the anchor. A greater emphasis will be placed on how to best utilize the counter-anchor strategy as that has been proven to be the most effective. The seminar will then analyze cases in which an anchor and counter anchor were used.

About Cullen and Dykman's General Liability, Tort and Insurance Defense Department

Our litigation attorneys represent individuals and corporations in general liability, tort and insurance defense matters ranging from personal injury and insurance coverage disputes to large-scale commercial litigation. Clients frequently engage our litigators to act as trial counsel in high-exposure cases, and we have extensive experience in appellate litigation involving liability and insurance matters.

About Cullen and Dykman

Cullen and Dykman (www.cullenllp.com) has been providing legal services to institutional clients since 1850. The firm represents a wide range of clients, including banks and other financial institutions, energy, telecommunications and water companies, construction companies, insurers, educational institutions, religious organizations, and not-for-profits. With over 190 attorneys in seven offices located throughout the Northeast and Mid Atlantic regions, Cullen and Dykman is strategically positioned to meet the changing needs and demands of our clients.

Practices

- General Liability, Tort and Insurance Defense

Attorneys

- Brian J. Donnelly
- Gary P. Muhlstock