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**The State Bar of South Dakota
and
The Committee on Continuing Legal Education**

present

MEMORY

with Paul Mellor

Pamela Bollweg, Chair

**Thursday, June 23, 2011
Washington/Roosevelt/Lincoln Rooms
Ramkota Hotel**

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THE STATE BAR OF SOUTH DAKOTA and THE COMMITTEE ON CONTINUING LEGAL EDUCATION

PRESENT



Memory

Pamela Bollweg, Chair



Thursday, June 23, 2011

8:00 - 11:30 am

Ramkota Hotel, Sioux Falls

7:30 - 8:00 am Registration: Free to Active SD Bar Members, Others: \$100

As attorneys, we seldom leave home without our computers, calculators and PDA's. They are convenient, affordable and, most all, they come with a lot of memory. Unfortunately, one of the most powerful memory tools we own is seldom plugged in. Having trouble remembering what it is? If so, this seminar is for you. When you improve your memory, you improve your chances of winning.

Presented by:
Paul Mellor

Paul Mellor was a 2008 finalist in the nationally televised USA Memory Championship held annually in New York City. During the competition, Mellor remembered the names and faces of over 90 people in less than 15 minutes. He recalled the exact order of a shuffled deck of playing cards by studying them for less than three and a half minutes, and remembered the exact order of over 100 single-digit numbers in less than five minutes.

His seminars have benefitted thousands of attorneys by showing them how to build brain power in order to save time and be more productive. A graduate of Western Carolina University, Mellor has written extensively on memory improvement and has been quoted in Newsweek, The Wall Street Journal, and USA Today. He resides in Richmond, Virginia.

If you wish to have this program submitted to a mandatory CLE jurisdiction for CLE credit, please see DeeAnn or Nicole. Thank you.

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Making Your Case with a Better Memory

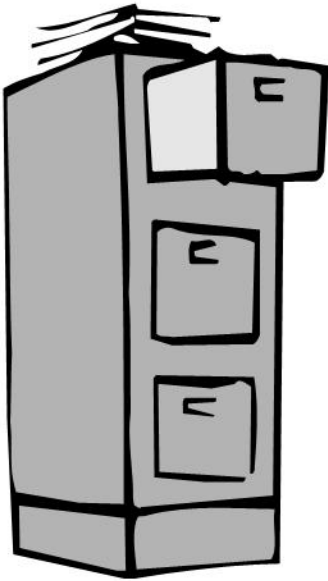


State Bar of South Dakota
Thursday, June 23, 2011
Sioux Falls, South Dakota

Presenter

Paul Mellor

8:14 am



8:14 am



8:14 am



4:27 pm



WHICH REMINDS ME ...

EGG

↓
EGG SHELL ····→ SHELL MACARONI

↓ MACARONI & CHEESE ←

CHEESE PIZZA ····→ PIZZA HUT

↓ HUT 1, HUT 2, HUT 3 ←

3 MUSKETEERS BAR ····→ BARMAID

↓ MADE MY BED ←

BED POST ····→ POSTAGE STAMP

↓ STAMP OUT FIRE ←

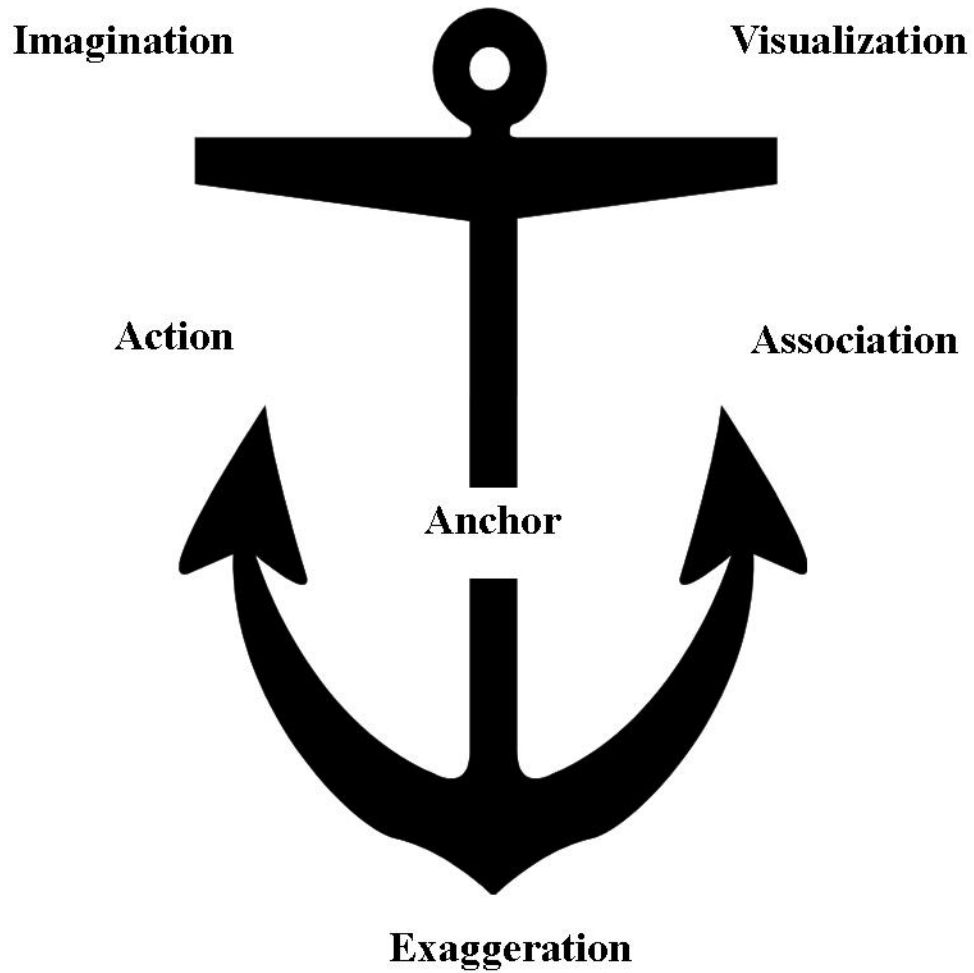
FIRE FLY ····→ FLYBALL

↓ BALLROOM DANCING ←

DANCING GIRLS ····→ GIRLS & BOYS

BOYSENBERRY PIE ←

Components to a Mental Filing System



1. _____

11. _____

2. _____

12. _____

3. _____

13. _____

4. _____

14. _____

5. _____

15. _____

6. _____

16. _____

7. _____

17. _____

8. _____

18. _____

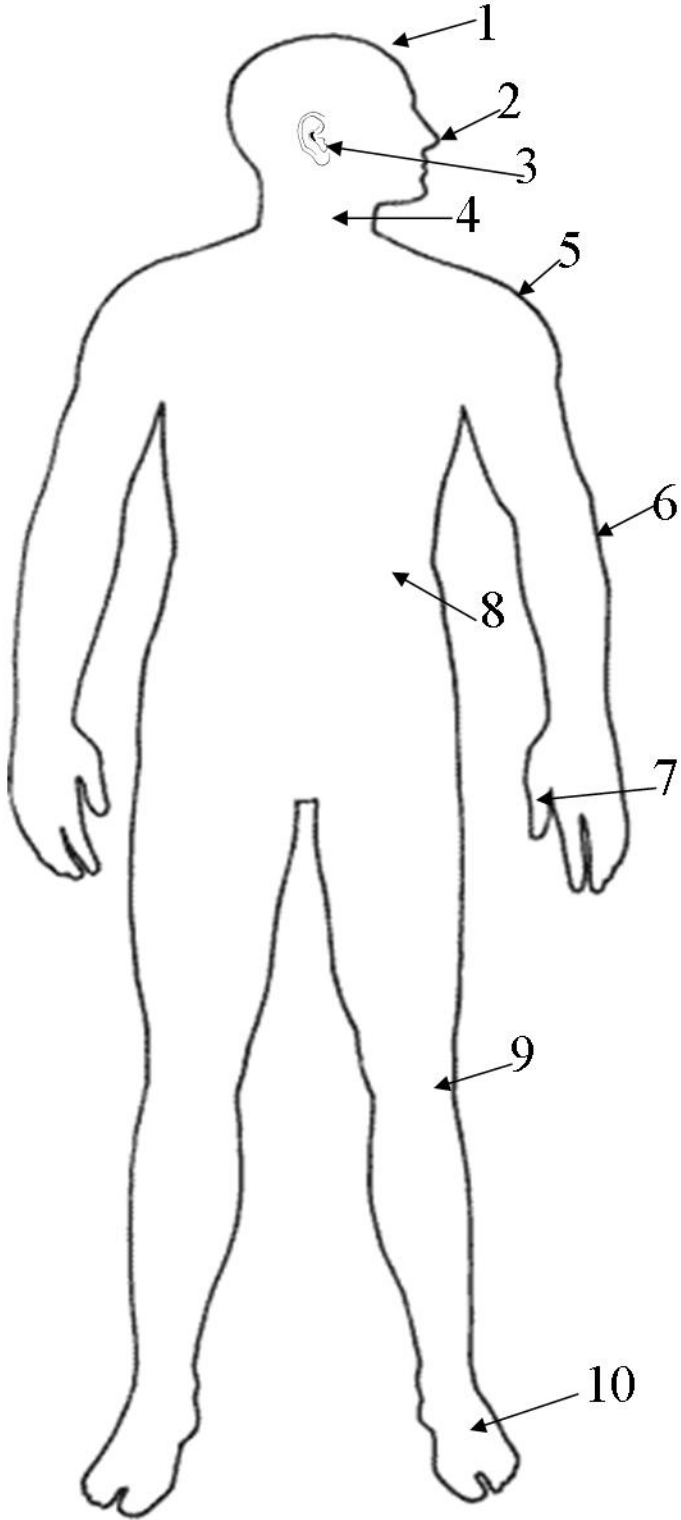
9. _____

19. _____

10. _____

20. _____

BODY ANCHOR



- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____

THE NAME GAME

- Get ready, here it comes
- “Hey, look at me when I’m talking.”
- “Hi, I’m Fptuith Mitwljht.”
- Throw it back
- “I’m Rose, like the flower.”

WHAT'S IN A NAME?

Walter

Roxanne

Julie

Tony

John

Sophie

Bill

Barbara

**Names of family
or friends**
➡

**Another person
with the same name**
➡

**Name translates to
object (visualization)**
➡

- | | | | |
|----|------------|---------------------|-------------------|
| 1. | <i>Ben</i> | <i>Ben Franklin</i> | <i>Ben = Bean</i> |
| 2. | _____ | _____ | _____ |
| 3. | _____ | _____ | _____ |
| 4. | _____ | _____ | _____ |
| 5. | _____ | _____ | _____ |
| 6. | _____ | _____ | _____ |
| 7. | _____ | _____ | _____ |
| 8. | _____ | _____ | _____ |

PICTURESQUE NAMES













GETTING TO THE SURFACE

- Color = Robert *Redford*,
- Brand Name = Burt *Reynolds* (Wrap),
- Place = Joan *Rivers*,
- Occupation = James *Taylor*,
- Object = Bill *Gates*,
- Animal = Michael J. *Fox*,
- Sounds Like = Henry *Aaron* (Iron),

Recap ...

Please, I beg you ...

Never ever,
attempt, try, strive, undertake,
make an effort, or take a crack
remembering more than two (2)
things at a time.

Thank You

Program Evaluation

Memory, June 2011

Please rate the following on a scale of one to five. Five being Excellent, and one being Poor.

1. Overall the program was: 5 4 3 2 1

2. Program Evaluation:

Mellor – Memory 5 4 3 2 1

Comments:

3. Program Materials: 5 4 3 2 1

Comments:

4. Facility: 5 4 3 2 1

Comments:

5. Any other comments about programming, scheduling, etc?