

## The Sedona Conference® Appoints New Executive Director

Written by Australian Business

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( [PRLEAP.COM](http://PRLEAP.COM) ) January 7, 2014 — Sedona, AZ — The Sedona Conference® proudly announces that Craig Weinlein, a partner with the law firm Carrington, Coleman, Sloman & Blumenthal, LLP in Dallas, Texas for 25 years, will leave that post to become the Executive Director of the organization, effective January 15, 2014.

During the course of his career, Mr. Weinlein has tried dozens of cases and argued numerous appeals in federal and state courts. His primary area of practice has been complex litigation and he has served as Chair of his firm's Intellectual Property Practice Group for the past decade. Mr. Weinlein has been on The Sedona Conference's Board of Directors since 2009, most recently serving as Chair, and has worked with the organization since 2000.

"When I first became involved with The Sedona Conference approximately 14 years ago, I recognized that the organization was unique and special," Weinlein said. "Its mission, to move the law forward in a reasoned and just way, is simple, beautiful and pure. I want to contribute to the success of that mission and I feel personal satisfaction when the important work of the organization has its intended impact. The commentaries, guidelines and principles produced by The Sedona Conference are influential and authoritative because they are known to be neutral, impartial, unbiased, well-researched, inclusive and thoroughly vetted. I very much look forward to working with the many members of The Sedona Conference community who believe in the mission and contribute their wisdom, time and financial support to continue the important work of the organization."

"The Executive Director position is critically important to the future direction of The Sedona Conference," said the Honorable John L. Carroll (ret.), a member of The Sedona Conference Board of Directors and Dean of Cumberland School of Law at Samford University. "Craig's long involvement in our activities, his leadership capabilities, and his incredible depth of knowledge in evolving legal issues make him the perfect choice for the position."

"Craig Weinlein is a brilliant scholar, a great strategist, an innovative thinker, and a master of organization, as well as an extremely congenial and giving person" said the Honorable Barbara M.G. Lynn, United States District Judge for the Northern District of Texas. "I am so pleased that The Sedona Conference, for which I have such enormous respect, has selected as its Executive Director my former partner and close friend. This is a match made in heaven, and I couldn't be more proud of Sedona and Craig for making this wonderful partnership."

Mr. Weinlein was selected by American Lawyer Media and Martindale-Hubbell as a 2013 Top-Rated Lawyer in Intellectual Property. He is also listed as one of the best trademark practitioners in Texas in Who's Who Legal: Texas for 2007 and 2008 and in the 2012 and 2013

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editions of World Trademark Review 1000-The World's Leading Trademark Professionals where he is described as "a remarkable litigator whose wide-ranging trial experience earns him a distinguished market standing." Mr. Weinlein's book, *The Art of Witness Preparation*, is a unique contribution to the literature on complex litigation because it focuses on the witness's testimony and presentation, instead of the lawyer's examination and performance. Mr. Weinlein's publication credits also include articles in *The American Journalism Review*, *The Journal of Arts Management and Law*, and *The American Symphony Orchestra League's Principles of Orchestra Management*.

"Both the day-to-day operations and the intellectual guidance needed for the future of The Sedona Conference are in good hands," said Richard G. Braman, Founder and Executive Director Emeritus of The Sedona Conference. "In working with Craig over the years, I have learned first-hand that he is a true believer in the mission of the organization and always puts the mission first." Mr. Braman remains involved with The Sedona Conference to assist in the transition to new leadership, and as a Board Member, Chair of the Development Committee, Co-chair of the Finance & Audit Committee and a member of the Strategic Planning Committee. Mr. Braman also will be involved in special projects as assigned by the Board from time to time.

Mr. Weinlein has a background as a child dancer and musician, having appeared on numerous national television shows, such as the Ed Sullivan Show, and in Broadway theatre. His involvement in music continues to this day. He has been married for 33 years to his wife, Christine, and they have two children. The Weinleins will be moving to Phoenix this month, where Craig will work in the main business office of The Sedona Conference.

About The Sedona Conference:

The Sedona Conference® (TSC) is a nonprofit, 501(c)(3) research and educational institute dedicated to the advanced study of law and policy in the areas of antitrust law, complex litigation, and intellectual property rights. It was founded in 1997 by Richard G. Braman, who has practiced in the areas of antitrust law, intellectual property, and complex litigation since 1978. TSC succeeds through the generous contributions of time by its faculties and Working Group members, and is able to fund its operations primarily through the financial support of its members, conference registrants, and sponsors.