



INSURANCE, SETTLEMENT, MEDIATION SUMMIT

SEPTEMBER 15-17, 2011

ENCORE LAS VEGAS, NV

360
ADVOCACY
INSTITUTE

HOW TO MAKE THE INSURANCE COMPANIES PAY AND TAKE ALL THE MONEY OFF THE TABLE

Leading litigators have a roadmap for working with insurance companies and earning the most at settlement or mediation. *Insurance, Settlement & Mediation Summit** will give you the insights for each turn in the process from a faculty of successful lawyers and experts. This three-day conference presents the critical steps and techniques that you can apply immediately so you leave nothing on the table.

Step 1 – Learn from **Insurance Insiders** the ins and outs of insurance companies' operations, what you need to know to make Colossus and other analysis programs work for you, and exactly how the claim process works.

Step 2 – Analyze the conduct of the insurance company for bad faith or alternative theories of recovery with assistance from leading insurance lawyers **Jeffery Liggio** and **Louis Silber**.

Step 3 – Explore novel ways to build the damages of your case from **Steven Gursten**, the leading Michigan auto lawyer.

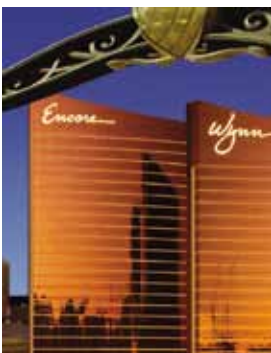
Step 4 – Thwart the common defenses to settling cases with tactics from **Gary C. Johnson**.

Step 5 – Negotiate with skills learned from **Robert Sachs**.

Step 6 – Mediate with the techniques learned during the interactive presentation by top-flight mediator – **Robert Creo** of The Master Mediators.

Step 7 – And finally, apply the insights from Defense Counsel **R. Clay Porter**, and clear the table of all the insurance company's money.

Don't miss this opportunity to hone your skills for even better success for your clients.



* We take our pledge of excellence seriously. If the Summit does not live up to your expectations, we will refund your registration fee. Because the faculty will use real cases from their own files and share information only available at the Summit, you will be agreeing to the confidentiality of the program when you have been accepted into the program. The Summit is open to plaintiff personal injury attorneys only and anyone who represents personal injury defendants and/or insurance companies is ineligible to attend.

The confidential nature of this program does not allow for audio or video recording, and the written materials are only available to attendees.

INSURANCE, SETTLEMENT & MEDIATION SUMMIT

SEPTEMBER 15-17, 2011 — ENCORE LAS VEGAS, NV

Thursday, September 15

8:00 a.m. – 4:30 p.m.

Breakfast and Lunch

An Insider's View of How Insurance Companies Work

Joseph Vaccaro

The Growing Hurdles to Property and Homeowners' Policy Recoveries

Louis Silber and Allison Davis

Analyzing the Improper Conduct of Health Insurers and the Managed Care Industry, UCR and Recupement

Robert Axelrod

Recognizing the Bad Faith Claim, Uncovering the Insurer's Misconduct and Finding the Fraud and other Alternative Theories of Recovery

Jeff Liggio

Understanding the Processes Employed by Insurance Companies to Determine the Value of a Case: The Process, The Software Programs (Colossus and Others) and Other Factors Used by Adjusters

Robert Dietz

Friday, September 16

8:00 a.m. – 4:30 p.m.

Breakfast and Lunch

Insights into the Practices of Mortgage Servicers and Banks to Force Insurances on Real Property Borrowers

Edward Haber

The Quagmire in Medicare: Medicare Secondary Payer

Will Shapiro

Exploring the Value of Cases: Novel Ways to Build Damages

Steven Gursten

Negotiation Tactics to Increase Settlements in Litigation

Robert Sachs and Jeanmarie Whalen

Overcoming the Most Common Defenses to Settle Cases for More Money

Gary C. Johnson

Confessions from a Defense Lawyer – Stop Leaving Money on the Table

R. Clay Porter and Joe Fried

Q & A Session – Analyzing Case Issues from the Attendees

Steven Gursten, Gary C. Johnson, Robert Sachs

Saturday, September 17

8:00 a.m. – 12 noon

Breakfast

The Art and Science of Decision Making in Mediation: From Selecting the Mediator to Break an Impasse

Robert Creo

FACULTY

Robert Axelrod, partner at Pomerantz Haudek Grossman & Gross, New York, NY, is a member of the firm's Insurance Practice team. He was on the successful trial team in *Addison v. American Medical Security*, and the settled actions *American Medical Ass'n v. United Healthcare Corp.* (\$350 million), *American Dental Ass'n v. Aetna, Inc.*, and *Wachtel v. Health Net, Inc.* (\$215 million). Mr. Axelrod is prosecuting cases against Allstate Insurance Company, American Home Mortgage, and Trilegiant.

Robert A. Creo, The Master Mediators, Pittsburgh, PA, a prominent ADR practitioner, has received recognition by *Best Lawyer's in America*, *Who's Who, Super Lawyers*, and *Pittsburgh Magazine's* Top Lawyers, arbitrating more than 4,500 days since 1979. He has served as a salary arbitrator for Major League Baseball and a grievance arbitrator for the National Football League. Mr. Creo was a founding member of the International Academy of Mediators and Mediators Beyond Borders (MBB).

Allison J. Davis, Silber Valente & Davis, West Palm Beach, FL, was an Assistant State Attorney for the Fifteenth Judicial Circuit in Palm Beach County, handling hundreds of felony and misdemeanor jury trials, prior to joining the firm. Ms. Davis is a member of The Academy of Florida Trial Lawyers and the Association of Trial Lawyers of America. She has authored several seminar articles on topics such as Florida Sanctions Law, Mental Anguish, Admissibility of Scientific Evidence and Expert Witnesses.

Robert Dietz, Insurance Claims Consulting, Arlington, WA, began working for the insurance industry in 1987 for Farmers Insurance Exchange. At Farmers he held positions as large loss adjuster, litigation negotiator and branch claims supervisor. He is certified in Colossus and served as a trainer for Farmers in a broad variety of divisions. After leaving Farmers in 200, Mr. Dietz founded Insurance Claims Consulting, a consulting firm, handling a broad variety of insurance issues.

Joseph A. Fried, Fried Rogers Goldberg, Atlanta, GA, brings to his cases an in-depth knowledge of physics, engineering, forensics, dynamics, biomechanics, human factors and accident reconstruction, which knowledge has proven crucial when investigating cases, examining opposing expert witnesses and in devising innovative visual aids for trial. He is a known for thinking outside the box when it comes to case strategy, development and presentation.

Steven Gursten, Gursten, Koltonow, Gursten, Christensen & Raitt, Farmington Hills, MI, is recognized as one of the nation's top attorneys handling serious auto accident personal injury and wrongful death cases, and auto insurance No Fault litigation. His firm is the state's largest law firm specializing in car accident, truck accident and motorcycle accident cases. He is a member of the Million dollar Advocates Forum.

Edward F. Haber, Shapiro Haber & Urmy, Boston, MA, upon graduation from Harvard Law School, taught at the Boston College Law School during the 1969-1970 academic year. He has been named a Massachusetts Super Lawyer numerous times, most recently in 2010. He has also been named to the national list of Super Lawyers in the Corporate Counsel Edition for securities litigation.

Gary C. Johnson, Gary C. Johnson, PSC, Pikeville, KY, has the largest personal injury verdict in Kentucky. In 2008 he was awarded the Peter Perlman Outstanding Trial Lawyer of the Year Award for his work as an advocate. Mr. Johnson, David Ball, Don Keenan, and Jim Fitzgerald set out to determine if there was a way to counter the insurance companies' propaganda. After four years of focus groups across the country the group concluded that there was an answer. A decision was made to share the research with other plaintiff lawyers and this led to the publication of the book, *Reptile - The 2009 Manual of the Plaintiff's Revolution*. He continues to participate in further research on the topic.

Jeffrey M. Liggio, Liggio Benrubi, West Palm Beach, FL, is a Board Certified Civil Trial Lawyers by the Florida Bar. He holds



a similar distinction with the National Board of Trial Advocacy. Past president of the Academy of Florida Trial Lawyers, Mr. Liggio was awarded the Al J. Cone Lifetime Achievement Award in 2008 for his unparalleled work and service to the legal community. Mr. Liggio lectures extensively on insurance and litigation skills and techniques.

R. Clay Porter, Dennis, Corry, Porter & Smith, Atlanta, GA, since 1985, has devoted his practice to motor carrier defense. His clients include both the motor carriers and the insurance companies. Mr. Porter serves as General Outside Counsel to Schneider National, Inc., one of the country's largest trucking companies with revenue in excess of \$3 billion. He is a frequent speaker at industry seminars.

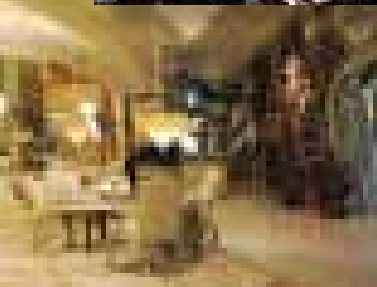
Robert L. Sachs, Jr., Shrager, Spivey & Sachs, Philadelphia, PA, has lectured nationally on nursing home abuse, medical malpractice, product liability, and truck accident litigation. He was appointed as Plaintiffs' Liaison Counsel for consolidated nursing home litigation in the Philadelphia Court of Common Pleas. He blogs frequently on the latest legal news and also nursing home and assisted living facility abuse and neglect.

Will Shapiro, The Plaintiff's Resource, Austin, TX, is one of the nation's leading experts regarding Medicare, Medicaid, ERISA lien resolution and claims administration for the past eight years. Mr. Shapiro, an original founder of The Plaintiff's Resource in 2007, assists catastrophically injured clients with Special Needs Planning and Medicare and Medicaid benefit protection. Prior to joining the Plaintiff's Resource, he served as a corporate tax consultant and a financial advisor.

Louis M. Silber, Silber Valente & Davis, West Palm Beach, FL, is a Board Certified Civil Trial Lawyer and Business Litigation Lawyer. He is a member of the Academy of Florida Trial Lawyers (EAGLE Sponsor), served on its Board of Directors, and is a member of the American Board of Trial Advocates (ABOTA). Mr. Silber has been awarded the Palm Beach County Civil Litigation Pro Bono Award, the Planned Parenthood Special Advocacy of Women Award and was the first male to receive the Susan B. Anthony Award.

Joseph L. Vaccaro, insurance consultant since 2008 with offices in Las Vegas, NV and Royal Palm Beach, FL, has more than 40 years of insurance claim experience, including 12 years in the claims department of one of the nation's largest insurance companies. He served as a subrogation claims examiner, in all aspects of claim adjusting including as a supervisor responsible for training adjusters. Mr. Vaccaro also worked for two law firms, as head of its pre-litigation unit.

Jeanmarie Whalen, Slawson Cunningham Whalen & Gaspari, Palm Beach Gardens, FL, has earned a total of \$26 million at three mediations since January 2011. Ms. Whalen is a member of the Multi-Million Dollar Advocates Forum and past president of the Florida Association for Women Lawyers. She has successfully litigated complex personal injury and wrongful death cases throughout Florida.



Don't leave money
on the table.

Encore at Wynn Las Vegas is Steve Wynn's all suite addition to the highly successful Wynn Resort & Country Club, the only casino resort to have the Mobile 5 Star, the Michelin 5 Red Pavilions and the AAA 5 Diamond Rating. In addition to the five restaurants that showcase award winning chefs presenting varied cuisine from around the globe, a casino that will excite the senses and the Esplanade for shopping, you can enjoy all of the 16 restaurants, spa and golf offered by the Wynn Resort & Country Club.

Conference Room Rates. 360 Advocacy has secured a limited block of suites on a first-come, first-serve basis at the group rate of \$169 (Sunday - Thursday) and \$249 (Friday and Saturday) single/double per night. Our room block will be held until August 20, 2011 or until the room block is sold out. After the room block is filled, rooms will be on a space and rate available basis only. For reservations call 877.321.9966 and mention the 360 Advocacy to receive the group rate.

CLE - A uniform application for accreditation for continuing legal education credit including ethics (approximately 17.25 general credits for 60 minute states and approximately 20.70 general credits for 50 minute states) has been submitted to all mandatory CLE states. There are no ethics credits. Please bring your license and/or bar information with you to the program.

360 Advocacy is offering a 3.0 hour Ethics Webinar online. Access to the Webinar and the CLE Credits will be available to all registrants of the Insurance, Settlement & Mediation Summit following the conference.

CONTACT

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360 ADVOCACY'S VALUABLE PARTNERS



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I and my firm represent only plaintiffs in insurance/injury litigation and do not represent any insurance companies in any type of litigation. _____ (Initials Required)

- \$ 1395 per person
 \$ 1245 per person if registered by August 5th
 \$ 1195 per person for the second+ person from the same firm

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