

Handling a Personal Injury Case From Start to Finish

Priority Code: S 3 6 9 6 B

| SEMINAR TUITION                                    | LIVE SEMINAR:<br>With PRINTED<br>Course Materials | LIVE SEMINAR:<br>With Downloadable<br>(PDF) Course Materials | WEBCAST SEMINAR:<br>With Downloadable<br>(PDF) Course Materials |
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Seminar Date/Location:

- ☐ **Live Seminar:** Thursday, January 31, 2019 – Milwaukee  
☐ **Live Webcast:** Thursday, January 31, 2019  
☐ **Webcast Replay:** Wednesday, February 13, 2019  
☐ **Webcast Replay:** Friday, February 22, 2019  
☐ **Webcast Replay:** Tuesday, February 26, 2019  
☐ **Webcast Replay:** Monday, March 4, 2019  
☐ **Webcast Replay:** Thursday, March 14, 2019

☐ Lawyer State Bar Member No. \_\_\_\_\_

☐ Nonlawyer Profession \_\_\_\_\_

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**Payment: Tuition Amount Enclosed \$** \_\_\_\_\_

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To purchase written course materials for those **not** attending this program, contact the State Bar at (800) 728-7788.

*\* Young Lawyers Division Members: State Bar member attorneys 36 years of age or younger or within five years of admission to the State Bar of Wisconsin. If you've opted out of YLD, you will not receive this discount.*

**Mail to:** State Bar PINNACLE Registrations  
P.O. Box 7158  
Madison, WI 53707-7158

Event Code: CA2877 LW R R2 R3 R4 R5

Registration

**Young Lawyers Save \$20!\***

PINNACLE knows that you're at the critical point in your career where you're developing your skills and practice, which is why Young Lawyers Division Members receive \$20 off any of the Build Your Practice seminars.

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**Four Easy Ways to Register**

**Online:** [www.wisbar.org/seminars](http://www.wisbar.org/seminars)  
credit card or Ultimate Pass only

**Phone:** (800) 728-7788 » credit card  
or Ultimate Pass only

**Fax:** (608) 257-5502 » credit card  
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**Mail:** State Bar PINNACLE  
Registrations  
P.O. Box 7158, Madison, WI  
53707-7158  
check, credit card, Passbooks, or  
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**State Bar CLE/PINNACLE**

**Passbook Registrations:**

Passbook Certificates must be received by the State Bar at least one business day prior to the event. For live seminars, walk-in registrations with Passbook Certificates are welcome.

**Registration Cancellations:** Please visit [wisbar.org/cancellation\\_policy](http://wisbar.org/cancellation_policy) for information on PINNACLE registration cancellation policies.

**NOTICE:** By attending this State Bar event, you understand and agree that you may be photographed and/or electronically recorded during the event and you hereby grant to the State Bar the right to use and distribute your name and likeness for promotional or educational purposes without monetary compensation. The State Bar assumes no liability for such use.

**Additional Learning Opportunities**

**CLE Seminars**

**Car Crash Symposium 2019**

Delve into common issues such as uninsured and underinsured motorist claims. Learn strategies for contested liability cases. Find out when your case could benefit from an accident reconstruction. Plus, discover the secrets to successful mediation in car crash cases. **7.5 CLE / 1 EPR**

**Live Milwaukee Seminar & Live Webcast:** Jan. 18, 2019

**Webcast Replays:** Jan. 29, 2019 | Feb. 6, 2019 | Feb. 11, 2019 | Feb. 21, 2019 | Mar. 1, 2019 | Mar. 6, 2019

**29th Annual Institute of Trial Practice (ABOTA)**

Learn trial skills in a unique demonstration setting. Discover techniques for effective openings, closings, and direct and cross examinations. Hear reasoning from plaintiff and defense attorneys about their approaches and strategies. Also, watch a jury deliberate and reach a decision. **10 CLE**

**Webcast Replays:** Dec. 26, 2018 | Jan. 4, 2019 | Jan. 7, 2019 | Jan. 15, 2019 | Jan. 24, 2019 | Jan. 30, 2019

**Save the Date! Winning at Deposition Featuring Shane Read**

Learn how to develop a strategy for a winning deposition in any practice area. Receive techniques for handling an evasive witness, expert witness, and opposing counsel. In addition, understand the ethics of witness preparation and deposition defense.

**Live Milwaukee Seminar & Live Webcast:** May 10, 2019

**Books/Books UnBound | Law Office Videos**

**Wisconsin Trial Practice**

Find step-by-step guidance for every stage of trial in one volume – including jury selection, presenting evidence, examining witnesses, motions, closing arguments, and post-trial motions. (Includes 2017-18 supplement)

**Print Book:** #AK0090; 710+ pp.; 3rd ed. 2013 - 2014; **Member:** \$179 | **Nonmember:** \$229

**Books UnBound® Subscription:** #AE0090; **Member:** \$159 | **Nonmember:** \$199

**Wisconsin Civil Procedure Before Trial**

It's your guide through the complexities of trial prep. Understand proper procedure for pretrial stages of a typical litigation case. It explains everything from jurisdiction and pleadings to motion practice and discovery.

**Print Book:** #AK0166; 1,244+ pp.; 2 vols.; 6th ed. 2017-18; **Member:** \$219 | **Nonmember:** \$269

**Books UnBound® Subscription:** #AE0166; **Member:** \$159 | **Nonmember:** \$199

**Preparing for Your Personal Injury Case**

Show your clients what to expect every step of the way in a personal injury case. Using true-to-life dramatizations, this easy-to-understand film illustrates the pros and cons of pursuing a suit.

**DVD:** #ED0024; **Member:** \$89 | **Nonmember:** \$115



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**REGISTER TODAY** [www.wisbar.org/seminars](http://www.wisbar.org/seminars)

(800) 728-7788

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----- CLE SEMINAR -----

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*This Build Your Practice Series  
program is endorsed by the Young  
Lawyers Division and the Litigation  
Section of the State Bar of Wisconsin*

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**7.5 CLE**

**1 EPR**

CREDITS



----- CLE SEMINAR -----

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7.5 CLE | 1 EPR

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## Personal injury doesn't have to trip you up

It's everything you need to start or improve your personal injury practice. At *Handling a Personal Injury Case from Start to Finish*, you'll receive a substantive law overview, discover secrets to success you didn't learn in law school, and find invaluable insights into:

- Selecting your clients
- Determining the need for expert witnesses
- Evaluating the case's strengths
- Filing notices and claims
- Conducting discovery
- Handling subrogation
- Preparing for mediation
- Winning in the courtroom
- Avoiding malpractice claims

## Tons of tools

NEW this year, the course materials include sample documents such as:

- Client intake forms
- Authorization forms
- Letters of retainer and representation
- Informative letters for clients
- Interrogatories
- Form to obtain complete information from law enforcement
- Disengagement letter
- Forms for interacting with health insurers
- Sample demand letter
- Subrogation spreadsheet

## Register now!

**\$20 tuition discount for YLD members**

See registration panel in this brochure for more information.

## Schedule

**8:00 AM Registration**

**8:30 AM Screening, Accepting, and Signing Up Personal Injury Cases**

- Initial client contact – screening, client interviews, CCAP and other research
- Eventual value vs. true potential for recovery
- Placing proper emphasis on damages vs. liability
- Keeping costs and time in proper proportion to value and risk
- Eventual fees vs. risk of loss
- Public duty and pro bono representation  
*Kelly L. Centofanti*

**9:00 AM Case Intake and First Steps for Defense of Personal Injury Cases**

- Defendant's perspective: jury or non-jury considerations
- Expert witnesses for the defendant: medical, accident reconstruction, and damage experts
- Witness preparation: the defendant, fact witnesses, experts
- Presentation of evidence: theme of the case, liability
- Demonstrative evidence – direct evidence and visual aids
- Closing arguments
- Post trial  
*Kelly L. Centofanti, Ronald G. Pezze, Jr.*

**9:30 AM Pre-Suit Investigation**

- Witness statements, record collection, physical evidence
- Finding coverage

- Will you need experts?
  - Where to find them
  - What if your expert doesn't agree?
- Evaluation of the case: strengths, weaknesses, viability
- Case theme
- Do you need further investigation?
- Presenting a demand letter
- Determining if and when a suit would be advisable
- The value of the case: how to find this information
- In a perfect world: what should be in the client's file? (And what shouldn't?)  
*Kelly L. Centofanti, Ronald G. Pezze, Jr.*

**10:00 AM Statutes of Limitation, Notices of Claim/Injury, and Other Traps for the Unwary**

- Requirements for government claims
- Traps to avoid in filing notices and claims  
*Kelly L. Centofanti*

**10:30 AM Break**

**10:45 AM Discovery – Formal and Informal**

- General considerations
- Authorizations
- Interrogatories
- Depositions
  - Preparing for your first deposition
  - Dealing with the difficult witness
  - Should you try to win the case? Or set it up for trial?

- Requests for Admission  
*Ronald G. Pezze, Jr.*

**11:30 AM Subrogation/Section 102.29/ERISA/Medicare Set-Asides**

- Collateral source rule
- Made whole rule
- Health insurance liens  
*Kelly L. Centofanti*

**12:00 AM Lunch (on your own)**

**1:00 PM Mediation Overview**

- Responsibilities of attorneys
- Responsibilities of mediators
- Payment for mediation
- Preparing the client  
*Kelly L. Centofanti, Ronald G. Pezze, Jr.*

**1:15 PM Preparing for Trial**

- Pre-trial motions including motions in *limine*
- Scouting the courtroom for technology
- Jury instructions and verdict
- Preparing a trial notebook
- Jury selection
- Opening statement
- Presentation of evidence
- Direct examination of witnesses
- Cross examination of witnesses
- Proving specials
- Proving pain, suffering, and disability
- Closing arguments
- Post-trial relief  
*Kelly L. Centofanti, Ronald G. Pezze, Jr.*

- 2:15 p.m. Behind the Curtain: What they don't tell you about practicing PI in law school**
- Reading medical records

- Saving money on medical records – use of the HITECH Act
- Pretrial stipulations
- Scheduling conferences
- The importance of understanding the local rule
- Jury instruction and verdict conference
- Getting along with the other side  
*Kelly L. Centofanti, Ronald G. Pezze, Jr.*

**3:30 PM Ethics: Avoiding the PI Malpractice Claim**  
*Thomas J. Watson*

**4:30 PM Program Concludes**



Call (800) 728-7788  
or visit **wisbar.org**  
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## Faculty

**Kelly L. Centofanti**  
Centofanti Law, S.C.  
Mequon

**Ronald G. Pezze, Jr.**  
Ratzel, Pytlik & Pezze LLC  
Brookfield

**Thomas J. Watson**  
Wisconsin Lawyers Mutual Insurance Co.  
Madison

## Credits

This program has been submitted to the Wisconsin Board of Bar Examiners for up to **7.5 CLE credits including 1 ethics and professional responsibility credit.**

The live and live webcast programs on January 31, 2019 will also be submitted for Minnesota credit.

## Location

### Live Seminar

**Radisson Milwaukee West**  
2303 N. Mayfair Rd., Hwy. 100 at North Ave.  
Milwaukee, WI  
(414) 257-3400

## Who should attend

- Personal injury lawyers
- General practitioners
- New attorneys starting out in personal injury
- Established attorneys new to personal injury
- Experienced personal injury lawyers seeking a refresher

## How you'll benefit

- Receive step-by-step guidance through every stage of a personal injury case
- Explore substantive law and issues to know before starting personal injury practice
- Hear advice for client selection, pre-suit investigation, mediation, and trial preparation
- Understand both plaintiff and defense perspectives
- Discover how to avoid malpractice claims and maintain an ethical practice
- Walk away with practical tips and tools to make you better organized and more efficient

## About the Build Your Practice Series

**The Build Your Practice Series** from State Bar of Wisconsin PINNACLE® introduces you to the fundamentals of various practice areas. Gain the tools and information you need to develop a new area of practice and expand your firm's offerings. Build Your Practice Series programs are endorsed by the State Bar's Young Lawyers Division.



**Save 20%!**

### Wisconsin Civil Litigation Forms Manual

**Save 20% on Wisconsin Civil Litigation Forms Manual.** Use discount code **CA2877** when you order online or by calling (800) 728-7788.\*

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- Motions
- Notices
- Summonses
- Complaints
- Affidavits
- Orders
- Interrogatories
- Authorizations
- And more

**Print Book:** #AK0036; 665+ pp.; 4th ed. 2018  
**Member:** ~~\$249~~ \$199.20 | **Nonmember:** ~~\$309~~ \$247.20

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