

Handling a Personal Injury Case From Start to Finish

Priority Code: S 3 6 9 6 B

SEMINAR TUITION	LIVE SEMINAR: With PRINTED Course Materials	LIVE SEMINAR: With Downloadable (PDF) Course Materials	WEBCAST SEMINAR: With Downloadable (PDF) Course Materials
<input type="checkbox"/> State Bar Member	<input type="checkbox"/> \$239	<input type="checkbox"/> \$219	<input type="checkbox"/> \$249
<input type="checkbox"/> YLD Member*	<input type="checkbox"/> \$219	<input type="checkbox"/> \$199	<input type="checkbox"/> \$229
<input type="checkbox"/> Nonmember	<input type="checkbox"/> \$319	<input type="checkbox"/> \$299	<input type="checkbox"/> \$329
<input type="checkbox"/> Ultimate Pass Subscriber	<input type="checkbox"/> \$20	<input type="checkbox"/> \$0	<input type="checkbox"/> \$0
<input type="checkbox"/> Passbook Certificate User	<input type="checkbox"/> \$20 + 1 Certificate	<input type="checkbox"/> 1 Certificate	<input type="checkbox"/> 1 Certificate

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 _____

Name _____
 Firm Name _____
 Address _____
 City/State/Zip _____

Phone Number _____
 Email _____

Payment: Tuition Amount Enclosed \$ _____

- State Bar Passbook Certificate (enter certificate number) # _____
- Check enclosed (payable to State Bar PINNACLE)
- Ultimate Pass Gold Subscriber
- Ultimate Pass Silver Subscriber
- VISA MasterCard American Express Discover Exp. Date _____

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Signature _____

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 L W 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
 credit card or Ultimate Pass only

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

Fax: (608) 257-5502 » credit card
 or Ultimate Pass only

Mail: **State Bar PINNACLE Registrations**
 P.O. Box 7158, Madison, WI 53707-7158
 check, credit card, Passbooks, or Ultimate Pass

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 for information on PINNACLE registration cancellation policies.

Course materials for those attending the seminar

Course materials are provided in PDF format and are downloadable from myStateBar on wisbar.org up to four days prior to and 90 days after your seminar. The PDF format is ideal for creating an electronic library that is easily stored, searched, and shared. Use a program like Adobe Reader or GoodReader for iPad to access the files from your computer, tablet, or mobile device during the seminar to make notes electronically, or print relevant sections ahead of time. **For live seminar attendees who prefer a printed format, please select the tuition option that includes printed materials for an additional \$20.**

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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CLE SEMINAR
 www.wisbar.org/seminars

REGISTER TODAY (800) 728-7788

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CLE SEMINAR

Handling a Personal Injury Case From Start to Finish

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.

7.5 CLE | 1EPR

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January 31, 2019 – Milwaukee

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Schedule

8:00 AM	Registration	<ul style="list-style-type: none"> • Will you need experts? <ul style="list-style-type: none"> ➢ 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?) 		
8:30 AM	Screening, Accepting, and Signing Up Personal Injury Cases	<ul style="list-style-type: none"> • 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 <p><i>Kelly L. Centofanti</i></p>		
9:00 AM	Case Intake and First Steps for Defense of Personal Injury Cases	<ul style="list-style-type: none"> • 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 <p><i>Kelly L. Centofanti, Ronald G. Pezze, Jr.</i></p>		
9:30 AM	Pre-Suit Investigation	<ul style="list-style-type: none"> • Witness statements, record collection, physical evidence • Finding coverage 		
10:00 AM	Statutes of Limitation, Notices of Claim/Injury, and Other Traps for the Unwary	<ul style="list-style-type: none"> • Requirements for government claims • Traps to avoid in filing notices and claims <p><i>Kelly L. Centofanti</i></p>		
10:30 AM	Break			
10:45 AM	Discovery – Formal and Informal	<ul style="list-style-type: none"> • General considerations • Authorizations • Interrogatories • Depositions <ul style="list-style-type: none"> ➢ Preparing for your first deposition ➢ Dealing with the difficult witness ➢ Should you try to win the case? Or set it up for trial? • Post-trial relief <p><i>Kelly L. Centofanti, Ronald G. Pezze, Jr.</i></p>		
2:15 p.m.	Behind the Curtain: What they don't tell you about practicing PI in law school	<ul style="list-style-type: none"> • Reading medical records 		
		<p>8:00 AM</p>	Requests for Admission	<ul style="list-style-type: none"> • Ronald G. Pezze, Jr.
		<p>11:30 AM</p>	Subrogation/Section 102.29/ERISA/Medicare Set-Asides	<ul style="list-style-type: none"> • 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 <p><i>Kelly L. Centofanti</i></p>
		<p>12:00 AM</p>	Lunch (on your own)	<p><i>Kelly L. Centofanti, Ronald G. Pezze, Jr.</i></p>
		<p>1:00 PM</p>	Mediation Overview	<ul style="list-style-type: none"> • Responsibilities of attorneys • Responsibilities of mediators • Payment for mediation • Preparing the client <p><i>Kelly L. Centofanti, Ronald G. Pezze, Jr.</i></p>
		<p>3:30 PM</p>	Ethics: Avoiding the PI Malpractice Claim	<p><i>Thomas J. Watson</i></p>
		<p>4:30 PM</p>	Program Concludes	

Following program start time, webcast replay schedule will vary slightly from above listed times.

Faculty

Kelly L. Centofanti

Centofanti Law, S.C.
Mequon

Ronald G. Pezze, Jr.

Ratzel, Pytlak & Pezze LLC
Brookfield

Thomas J. Watson

Wisconsin Lawyers Mutual Insurance Co.
Madison

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

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