

THE WYNN RESORT AND COUNTRY CLUB  
LAS VEGAS, NEVADA

AUGUST 29-31, 2010



BAD FAITH  
INSURANCE  
SUMMIT

360  
ADVOCACY INSTITUTE

# Summit Overview

To maximize the results in today's insurance environment, every attorney must have the latest tools to handle the insurance companies' delays, denials, and failure to pay tactics.

To maximize the results and recovery in any case with insurance coverage, you must know everything in the area of **Bad Faith**. However, the law and procedure surrounding bad faith is a minefield, filled with disasters and consequences that can not only maim your client's case but extinguish their rights. **The Insurance Bad Faith Summit\*** is a map to navigating this minefield.

Richard Slawson and his faculty of experts in insurance law and bad faith will show you how to:

- Recognize, preserve and strategize the bad faith claim from Richard Slawson and Fred Cunningham
- Uncover the evidence of the insurer's misconduct from Chip Merlin
- Avoid the pitfalls in handling the underlying injury claim from Tom Girardi
- Understand the inner workings of the insurance companies, including the claims handling process and their settlement process
- Delve into the jurors' subconscious – the Reptile – from Don Keenan
- Understand the mind of today's jurors
- Avoid getting in trouble when handling a bad faith case
- And a review of 50 states' bad faith case law



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\*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.



**Sunday, August 29, 2010**

**1:00 p.m. to 5:30 p.m.**

Recognizing and Preserving the  
Common Law Bad Faith Claim,  
Including the Multiple Claimant Case  
— *Richard Slawson and  
Fred Cunningham*

The Fundamentals of Insurance  
and the Insurance Claims Handling  
Process – Including Q&A Session  
— *Charles Miller and Stephen Strzelec*

*Don't Miss the  
Bad Faith Claim.*

*Learn from the best bad faith  
lawyers and experts.*

# Faculty

▲ **Richard Slawson** of Slawson Cunningham Whalen & Gaspari, Palm Beach Gardens, FL, has earned a reputation as one of Florida's premier Insurance Bad Faith trial lawyers. Assisting victims of insurance abuse and personal injury/wrongful death for more than 35 years, Mr. Slawson has obtained numerous multi-million dollar verdicts and settlements for his clients. The Florida Justice Association (FJA) recognized Mr. Slawson in 2006 with one of its highest honors – the Al J. Cone Lifetime Achievement Award. In 1990, he was presented with the Eagle Hall of Fame Award for a lifetime of leadership and financial giving to protect the rights of Florida families. Mr. Slawson has been profiled in The Best Lawyers in America for personal injury litigation for more than 10 years. He is Board Certified as a Civil Trial Lawyer in Florida.

▲ **Don Bauermeister** of Burke & Bauermeister in Anchorage, AK, focuses his practice on litigation involving negligence, wrongful death, products liability and insurance claims. He has earned five jury verdicts in excess of a million dollars in Alaska. In addition, he represented Exxon Corporation in the Exxon Valdez Oil Spill litigation. Mr. Bauermeister spent four years as the Rules Attorney for the Alaska Supreme Court.

▲ **Fred Cunningham** of Slawson Cunningham Whalen & Gaspari, Palm Beach Gardens, FL, limits his practice to the areas of personal injury and insurance company bad faith litigation, obtaining numerous multi-million dollar settlements and verdicts. Mr. Cunningham has been profiled in The Best Lawyers in America for personal injury litigation for the last seven years. He was recently selected for inclusion in Florida Super Lawyers. Mr. Cunningham is Board Certified as a Civil Trial Lawyer in Florida.

▲ **Thomas V. Girardi**, Girardi and Keese, Los Angeles, CA, is widely regarded by his peers as one of the nation's top trial lawyers, with nearly 50 years obtaining numerous multi-million dollar verdicts and settlements. In 2003, he received the most prestigious honor of being inducted into the Trial Lawyer Hall of Fame by the California State Bar. Mr. Girardi is a Member of the Board of Directors and former President of the International Academy of Trial Lawyers, an invitation-only organization limited to 500 trial lawyers and the first trial lawyer to be appointed to the California Judicial Council, the policymaking body of the state courts. Mr. Girardi has been honored by the Lawyers for Public Justice with the Trial Lawyer

**Monday, August 30, 2010**

**Breakfast and Lunch**

**8:00 a.m. to 5:00 p.m.**

Cross Examining the Insurance Adjuster to Win the Bad Faith Case

— *Richard Slawson*

Handling the Underlying Case Knowing That There is a Larger Case Beyond That

— *Tom Girardi*

Discovery of Insurer Misconduct:

Uncovering Pattern and Practice

the Expose the Insurance

Company's Bad Faith

— *Chip Merlin*

State by State Review of Bad Faith Case Law

— *Philip Sanov*

The Reptile – The Reptilian Mind and the Juror's Subconscious

— *Don Keenan*

Avoiding Malpractice When Handling Bad Faith Claims

— *Fred Cunningham*

# Program



of the Year award and the Consumer Attorneys Association of Los Angeles Ted Horn Memorial Award.

▲ **Don Keenan** of the Keenan Law Firm, Atlanta, GA, specializes in catastrophic injury and wrongful death cases and has secured more than 142 verdicts and settlements over \$1,000,000 including five over \$10,000,000 and one over \$100,000,000. Mr. Keenan has dedicated his practice to child injury and wrongful death cases

arising from medical negligence, products liability, and premise liability, with the goal of making our society safer for children. He has handled cases in 42 states and on three continents. He was selected by Oprah Winfrey as one of the “People Who Have Courage” noting that he has been fighting for the rights of abused children for 25 years.

▲ **Chip Merlin** of Merlin Law Group, Tampa, FL, is a noted national expert on insurance bad faith, lecturing to national trade groups and publishing a number of papers and articles on the subject. He has served a chair for the bad faith insurance litigation group and secretary of the fire and property insurance litigation group for AAJ. He was also the vice-chair for the subcommittee on property insurance law for the ABA.

▲ **Charles M. Miller**, principle in the Insurance Law Center of Berkeley, CA, worked for Fireman's Fund Insurance Company for 18 years in a variety of senior capacities. After leaving Fireman's Fund, Mr. Miller practiced law in the San Francisco and Oakland areas before opening the Insurance Law Center. He has served as an insurance expert on coverage and claims issues in more than 100 cases in both federal and state courts.

▲ **Phillip N. Sanov**, The Lanier Law Firm, Houston, TX, works in all areas of civil litigation with a primary focus on the firm's commercial litigation cases involving bad faith insurance claims, intellectual property, and other commercial disputes. Mr. Sanov and his team have extensive experience representing policyholder clients focused on insurance law, including insurance claim presentation, business income loss claims, coverage disputes, bad faith failure to pay issues, Alternative Dispute Resolution, and first-party insurance litigation. Before joining The Lanier Law Firm, Mr. Sanov was co-founder and

**Tuesday, August 31, 2010**

**Breakfast**

**8:00 a.m. to 12 noon**

Cognitive Neuroscience in the  
Courtroom: How Ordinary Jurors  
Process Information

— *Don Bauermeister*

Applying Cognitive Neuroscience  
to Potential Jurors in a Mock Focus  
Group Setting

— *Don Bauermeister*

# August 29-31, 2010

president of a litigation support technology company that focused on database document management and courtroom presentations.

▲ **Stephen L. Strzelec**, CPCU, CLU worked for State Farm Companies for 17 years prior to opening his consulting firm Strzelec Consulting Services of Sammamish, WA, in 2002. At State Farm, Mr. Strzelec held a variety of positions in the Auto and Fire Divisions including Auto Divisional Claim Superintendent. He served on the Steering Committee for State Farm Section Manager Forum and received extensive industry training while at State Farm.



**CLE** – A uniform application for accreditation for continuing legal education credit including ethics (approximately 16 general credits including 1.5 ethics credits for 60 minute states and approximately 19.2 general credits including 1.8 ethics credits for 50 minute states) has been submitted to all mandatory CLE states. Number of credits awarded will vary based on state regulations. Please bring your license and/or bar information with you to the program.

**The Wynn Resort & Country Club** — Why is the 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? It is the resort rooms that can easily be mistaken for a stylish apartment in Manhattan or London, with floor to ceiling windows, seating area, high speed internet and private fax, and more; award winning chefs in 10 fine dining restaurants and 6 casual restaurants; a full service spa, shopping; golf; and a casino designed to excite the senses.

**Conference Room Rates** — 360 Advocacy Institute has secured a limited block of rooms on a first-come, first-serve basis at the group rate of \$149 (Sunday - Tuesday) \$179 (Friday - Saturday) single/double room per night. Our room block will be held until July 26th 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-WYNN and ask for the 360 Advocacy Institute Block to receive the group rate.

**CONTACT**

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[www.360advocacy.com](http://www.360advocacy.com)

**PARTNERS**



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 early registration if registering prior to July 16, 2010
- \$ 1195 per person for the second+ person from the same firm

Name \_\_\_\_\_

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