

# Wisconsin Defense Counsel Young Lawyers Insurance Seminar



## *Insurance Company Insights: What Your Clients Wish You Knew* ©

Presented for the Wisconsin Defense Counsel by *Crystal M. Uebelher, J.D., CPCU, Clarity Education and Consulting, LLC*

**Tuesday, July 15, 2025 • 8:30am – 5:00pm**

**Location:** Wisconsin Mutual Insurance Co., 8201 Excelsior Drive, Madison, WI 53717

*Continental Breakfast and Lunch Included. \$249 Fee to Attend. Preregistration is required.*

**Must be WDC Member to Attend. 6.0 WI CLE Credits have been applied for, including 1.0 Ethics Credits.**

**Registration  
deadline is  
July 1, 2025**

### **8:30 AM .... Registration**

### **9:00 AM .... Insurance Company Operations**

This section will provide participants with an overview of the basic organizational structure of insurance companies. By understanding where the claims representative fits in the organization structure, participants will be better equipped to meet the needs of the insurer.

### **9:50 AM .... Break**

### **10:00 AM... The Role of Defense Counsel**

This discussion will teach participants how claims organization structures affect reporting relationships. Participants will discuss various tips for building client relationships through thoughtful reporting. Participants will also discuss barriers to obtaining trial experience and how to develop skills that will enhance trial opportunities.

### **10:50 AM... Break**

### **11:00 AM... Coverage Tips for Non-Coverage Attorneys**

Next, participants will discuss the common coverage issues all defense attorneys should be able to identify in the commercial and personal liability insurance policies. Participants will learn how identifying these issues can create stronger client relationships.

### **12:00 PM... Lunch**

### **1:00 PM..... Introduction to Reinsurance**

In this section participants will obtain a high-level introduction to the reinsurance process. Through this discussion, the lawyers will gain appreciation and insight into the role of reinsurance in claims management.

### **2:00 PM..... Ethics for Insurance Defense Lawyers**

Participants discuss the tripartite relationship, which creates the key ethical consideration when defending insureds. Current issues with the use of artificial intelligence will be explored.

### **2:50 PM..... Break**

### **3:00 PM..... Billing: We Don't Like It Either**

The section will begin with an exploration of insurance company financial metrics and where attorney fees fit in this framework. A panel of insurance carrier representatives will then answer questions from the participants regarding common billing issues.

### **4:00 PM..... Networking Happy Hour**

**CLICK HERE TO REGISTER!**

**REGISTRATION IS ALSO AVAILABLE ONLINE AT [HTTPS://SHORTURL.AT/JJ1M](https://shorturl.at/JJ1M).**

Attendee Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

#### **Method of Payment**

Please make checks payable to: WDC  
Amount: \$249

☐ Check ☐ VISA ☐ MasterCard ☐ Discover ☐ AMEX

Credit Card # \_\_\_\_\_

CSC Code \_\_\_\_\_ Exp. Date \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

Signature \_\_\_\_\_

**We cannot accept emailed credit card information. Please mail to the address below or fax to 414-755-1346 or register online.**

**CANCELLATION POLICY:** Notice given more than 72 hours before the start of the program will receive a 100% refund. Cancellations of 24-72 hours will be charged a \$25 processing fee. No refunds will be given for cancellations of 24 hours prior to the conference or later.

**Wisconsin Defense Counsel**  
6737 W. Washington St., Ste. 4210, Milwaukee, WI 53214  
(P) 414-276-1881 • (F) 414-755-1346 • [info@wdc-online.org](mailto:info@wdc-online.org)