



Wisconsin Defense Counsel
*Defending Individuals and
Businesses in Civil Litigation*

#WDCAnnual2026

2026 Annual Conference

August 13-14, 2026

Kalahari Resort and
Convention Center
1305 Kalahari Drive
Wisconsin Dells, WI 53965

Program Chair:
Nicole Radler
Simpson and Deardorff, S.C.

*Schedule of Events
& Registration
Information inside!*

**8.0 CLE has been
applied for.**

Schedule of Events

Thursday, August 13, 2026

8:00 - 8:55 AM
Registration & Continental Breakfast

8:55 - 9:00 AM
Opening Remarks

9:00 - 9:50 AM
Interactive Torts Update
Aaron R. Berndt & Alan W. Ray, Borgelt, Powell, Peterson & Frauen

9:50 - 10:00 AM

Break

Sponsored by Bell, Moore & Richter, S.C.



10:00 - 11:40 AM
Defending the Algorithm
Christopher M. Jacobs & Henry M. Sneath, Houston Harbaugh, P.C.

11:50 AM - 1:00 PM
Lunch & Annual Business Meeting

1:00 PM - 1:50 PM
Lessons Learned in Reverse: A Mediator-Turned-Judge's View From the Bench
Hon. Michael D. Rust, Winnebago County Circuit Court

1:50 - 2:00 PM
Break

2:00 PM - 2:50 PM
Influencing the Courtroom: Legislative Lobbying in the Legal Profession Panel
Moderator: Rebecca Hogan, Hamilton Consulting Group
Panelists: Caleb Gerbitz, Meissner, Tierney, Fisher & Nichols, S.C., Dan Mullin Crivello Nichols & Hall, S.C., Ariella Schreiber, Rural Mutual Insurance Co.

2:50 - 3:00 PM

Break

Sponsored by Baker Sterchi Cowden & Rice LLC



3:00 - 4:00 PM
Committee Meetings and Young Lawyers Committee Social

4:00 - 5:30 PM

Cocktail Reception/Panel Counsel Meetings
Sponsored by Crivello, Nichols & Hall, S.C.



Friday, August 14, 2026

6:45 - 8:00 AM
WDC Wellness Committee Walk!

8:00 - 8:55 AM
Registration & Continental Breakfast

9:00 - 9:50 AM
Humanizing the Defense: Practical Jury Connection Strategies
Nicole Marklein, West and Dunn, LLC

9:50 - 10:00 AM

Break

Sponsored by Weiss Law Office, S.C.



10:00 - 11:40 AM
Aligning Defense Strategy & Claims Reality: Bridging Law Firm and In-House Perspectives
Roger Flores, Crivello, Nichols & Hall, S.C. & Crystal Uebelher, Great American Insurance Group

11:50 AM
Adjourn

Hotel Information

Kalahari Resort and Convention Center
1305 Kalahari Drive
Wisconsin Dells, WI 53965

Call the Kalahari at 877-525-2427 or [book online here](#). Be sure to mention you are with the Wisconsin Defense Counsel Annual Conference. The deadline to book your room is July 13, 2026. The WDC price is \$209.00 for August 12-13.

Reservation Deadline: July 13, 2026

[CLICK HERE TO BOOK ONLINE!](#)



Thank You to Our 2026 WDC Sponsors!



2026 WDC Annual Conference Registration

TO REGISTER FOR THE ANNUAL CONFERENCE

Fill out this page and mail it back to the WDC office with payment. You may fax with credit card payment to: (414) 755-1346.

Registration is also available online at www.wdc-online.org

ATTENDEE INFORMATION

Name _____

Firm/Company _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

E-mail _____

PRICING INFORMATION

Non-Member Attorney Registration

Full Program (morning, afternoon & lunch) - \$400.00

1 Day (Thursday) - \$310.00

1 Day (Friday) - \$220.00

Non-Member Non-Attorney Registration

Full Program - \$250.00

1 Day (Thursday) - \$190.00

1 Day (Friday) - \$160.00

WDC & WCC Member Registration

Full Program - \$360.00

1 Day (Thursday) - \$280.00

1 Day (Friday) - \$190.00

WDC Member Non-Attorney Registration

Full Program - \$220.00

1 Day (Thursday) - \$160.00

1 Day (Friday) - \$130.00

Law Student Registration

Complimentary - \$0.00

Please note, your name will be displayed on the WDC website as attending this meeting.

Check here to opt out of this listing

Please note, your contact information will be provided to on-site sponsors at this meeting.

Check here to opt out of this listing

PAYMENT INFORMATION

Make Checks Payable to: WDC

Amount Enclosed \$ _____

Credit Card Payment Visa Mastercard Discover AMEX

We cannot accept emailed credit card information. Please FAX (414-755-1346) or mail - or register online.

Credit Card Number _____ Exp. Date _____ CVV _____

Cardholder's Name _____

Cardholder's Signature _____

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.

If you have any questions, please contact the WDC office: (414) 276-1881 or E-mail: info@WDC-online.org