

March 2010

A Monthly Publication of the  
Atlanta Claims Association  
www.atlantaclaims.com  
404-881-1777

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# CLAIMSCENE

## 88th Annual Claims Convention April 14–16, 2010



### ATLANTA CLAIMS ASSOCIATION "BUILDING A BETTER WORLD"

The Atlanta Claims 88th Annual Claims Convention is being held at the Gwinnett Center on April 14-16, 2010. Everything is in place to ensure another successful convention.

Joan White is in charge of the exhibitors and already has several reservations for an exhibit booth. Please make sure to go on the Atlanta Claims Web site for your registration letter and registration form. Our web site is [www.atlantaclaims.com](http://www.atlantaclaims.com). Be sure and mail your reservation forms as soon as possible to ensure that you receive your Exhibitors Kit from Freeman Decorating Company. This year we are offering online payment for all convention functions via PayPal, so please visit our web site for this additional option this year.

Candice Kirkpatrick at Proof of the Pudding in the Gwinnett Center has started to receive reservations for hospitality suites. If you have not heard from Candice please call her at the number listed below.

We are excited about the banquet's entertainment: "GLOW". The group is a seven piece high-performance dance/show band specializing in exceptional stunning vocals, harmony, and danceable music. Theirs is a fun show with audience interaction and they guarantee a full dance floor every time.

GLOW has an exceptional ability to satisfy all ages and has an extensive song list. Their performers are friendly, clean-cut and very professional.

Grand Prizes will be given prior to the entertainment and also at the band intermission. You must be present to win. A photographer will be available throughout the evening to take photos during the convention and during the banquet.



GLOW dance/show band

The Hampton Inn will be our convention hotel. Their rate is \$114/per night and the telephone number is 678--407-0018. Reservation cut-off date for the convention rate is 3/28/10. The Holiday Inn and the Homewood Suites are backup hotels. The Holiday Inn rate is also \$114/per night and the telephone number is 770-476-2022. Registration cut-off date for the Holiday Inn is 3/30/10. Homewood Suites rates are \$119/per night and their telephone number is 770-277-1243. Registration cut-off dates for the Homewood Suites is 4/2/10. When making your hotel reservations please mention Atlanta Claims Association so you receive our convention rates and be certain to book prior to the cut-off dates for our special rates.

Please contact any of the convention committee members if you need any additional information.

Rodean Wilson - Chair: 404-300-0943  
Juanita Keltner - Co-Chair: 678-427-1069  
Ginger Ewerth - Co-Chair: 678-473-3920  
Candice Kirkpatrick - Hospitality Suites: 770--813-7657  
Joan White - Exhibitors: 770-442-1317  
Violet Mobley - Ticket Sales: 770-413-4992

Visit [www.atlantaclaims.com](http://www.atlantaclaims.com) for further information and to register online.

# From the President



Dear Fellow ACA Members,

Spring is right around the corner. Our annual convention always kicks off spring for me as I am relatively certain that it will be warm in Atlanta for many months to come. You will find all the information you need to make your plans to attend the convention this year in this publication. You can also visit our website and even register for events online this year! We continue to do our best to serve all of our members. The mock trial is shaping up to be one of the best we have had in recent years. The theme for this year is "Building a Better World".

Mark your calendars for the Golf and Tennis outing which will take place June 15, 2010. We were rained out last fall when Atlanta received one of the worst flooding events in a century but the Golf and Tennis committee, chaired by Scott Busby, regrouped and have a nice event planned for early summer. The weather should be great in early summer with low humidity and temperatures that are still mild. Please watch the website and this publication for particulars.

Keeping with our goal of providing timely and relevant training for our industry, the Atlanta Claims Association presented our annual Workers' Compensation Seminar last month. The event was well attended again this year. I want to thank Greg Presmanes and his committee for investing the time that it takes to coordinate this event each year. I also want to thank our keynote speaker, Judge Rick Thompson. Additionally, thank you to our panelist and mock trial participants.

Our luncheon this month will be held at Maggiano's Restaurant at Cumberland Mall and our speaker will be Rebecca Carr. Rebecca Carr's topic will be Discovering Your Memory Power, I am sure we can all use some helpful pointers in this area.

I look forward to seeing you all at the March luncheon and the following month at the annual convention.

Sincerely,  
Russell Musgrove  
President, ACA 2009/2010

Next Luncheon:

**Thursday,  
March 4<sup>th</sup>, 2010**

Maggiano's Restaurant  
at Cumberland Mall  
1601 Cumberland Mall, SE  
Atlanta, GA, 30339  
770.799.1580

11:30 AM Registration  
Luncheon Cost: \$20.00

Reservations Required  
RSVP by Monday, March 1, 2010

Online registration and payment  
is now available for monthly  
luncheon meetings  
[www.atlantaclaims.com](http://www.atlantaclaims.com)

Contact:  
Robin Weidman  
770-977-2358

Directions:  
1-285 to exit 20 (US41/COBB PKWY)  
Turn on US 41-S  
Turn Right into Cumberland Mall

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Vol. LXVI, No. 3, March, 2010

# March Luncheon Topic: Discovering your Memory Power

**Speaker: Rebecca Carr, Trainer with  
Freedom Personal Development**

No CE credits offered



Rebecca Carr is a professional trainer who from the age of 5 knew that sales and training people was in her career cards. Over the years she has perfected her craft in both and in coordination with Freedom Personal Development, she trains professionals on not only discovering but increasing their memory power.

Have you met someone and 2 minutes later you could not recall their name? Have you ever wanted to do a presentation from “total” recall with the ease of saying the alphabet? In 45 minutes Rebecca will provide us with some tools to help us.

No, this is not our typical luncheon speaker but more of an interactive training that will help each of us regardless of what jobs we perform. In our jobs we meet people every day, and the first impression is the most important and a lasting one. It is good to refer to someone that you have met by their name. It shows you took interest in knowing who they are and maybe, that person will remember you when you meet them again. We hope that you will come out and join the ACA as we embark on a slightly different training dimension for luncheon attendees.

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## New Members

**Chantelle Dortch** - The McCart Group  
Duluth, GA

**Scott Ellison** - White-Hart and Associates  
Atlanta, GA

## Annual WC Seminar a Hit!

The Annual Workers' Compensation Section's Workers' Comp Seminar, hosted by Chairman Greg Presmanes, was a hit on Feb. 4 at Villa Christina with over 120 registered insurance professionals in attendance. A claim for catastrophic designation was analyzed from start to finish,



Chairman of the Georgia WC Board, Rick Thompson and fellow judge

focusing on setting reserves, evaluating it for settlement, negotiation and mediation techniques, culminating in a mock trial, presided over by Chief Administrative Law Judge Melodie Belcher. The Honorable Rick Thompson, Chairman of the State Board of Workers' Compensation opened

the seminar with remarks on the state of the Board since he assumed the chairmanship. Kerri Crosby presided over a panel addressing the setting of reserves, joined by panelists: Attorney Beverly Manley (Beverly Manley & Associates), Attorney Rob Ryan (Moore, Clarke, Duvall & Rodgers), Shirley Hinton (Grady Health Systems Workers' Compensation Manager), and Kevin Glennon (VP of Clinical Services, Total Medical Solutions). Greg Presmanes spoke on evaluating and negotiating the claim and presided over the panel joined by Judson Vaughn (JurisPerfect, Trial Consultant & Actor) who spoke on persuasion techniques,



Panel Participants on Reserving

and attorney Luanne Clarke (Moore, Clarke, Duvall & Rodgers) who spoke on mediation techniques. The mock trial participants were attorney Burt Tillman (Tillman & Associates; Mediated Dispute Resolutions), who represented the Claimant; attorney Lisa Wade represented the employer/insurer; Patty Bakmaz (Marketing Director, Vernis & Bowling) played the part of the Claimant; Sherry Collins (Accord Services, Provider Relations Coordinator)



Judson Vaughn using persuasive techniques to enhance negotiations

played the part of the employer; Mike Head played the part of the Claimant's expert vocational witness, while Susan Caston played the part of the employer/insurer's expert vocational witness. Robin Williams and Sherry Collins handled the registration table. Sponsors were: Vernis & Bowling, attorneys; Accord Services; Stop Loss, Inc.; Speak Easy Translation; Express Dental Care; R&R Vans & Lifts, Inc.; Sapphire Solutions; and Drs. Rick Hammesfahr and Craig Weil, The

Center for Orthopaedic & Sports Medicine. Thanks to all who volunteered their time and expertise, and those who attended, to make this a great seminar.

# 88th Annual Atlanta Claims Association Convention

## April 14-16, 2010

Dear Atlanta Claims Association Exhibitor:

The Atlanta Claims 88th Annual Convention will be held April 14-16, 2010, at the Gwinnett Center. The Gwinnett Center has more than adequate space for all our hospitality suites and exhibit space. Once again, we have reserved Exhibit Halls B and C.

We are pleased to have The Freeman Decorating Company as our convention contractor again this year. They are one of the nation's most respected convention and trade show contractors and are noted for their quality service, creativity and performance.

The fee for the booth is \$750 (the fee for a double booth is \$1,500). The 8' X 10' booth includes the following:

- A backdrop
- Booth dividers (3 ft. high and 8 ft. deep)
- One 7' x 44' identification sign
- One 6 ft. table (topped and skirted)
- One wastebasket
- Two chairs

Please note the exhibit area is not carpeted. If you want carpeting for your booth, you will have to purchase it directly from Freeman Decorating. Electrical service is not included in the exhibit booth fee. Increase the size of the booth by two for a double booth.

If you have additional needs, such as telephone service, extra tables, etc., these must be arranged directly with the exhibitor service department at Freeman Decorating. Their telephone number is 404-253-6400.

The booth will need to be set up Wednesday, April 14, 2010, between 3:00pm and 6:00pm and taken down Friday, April 16, 2010, between 8:00am and 11:00am. We ask that your booth be staffed Thursday from 10:00am until at least 7:30pm. We will have coffee and Danish for our Exhibitors on Thursday, April 15, 2010, from 8:00am to 10:00am. There will be a Reception Wednesday evening, a Luncheon on Thursday, and Banquet on Friday night.

You will be notified of your assigned space when you arrive at the convention on Wednesday, April 14th. Please come to the Exhibitors Registration area to get your booth assignment. Exhibitor packets for each booth will be placed in your booth on Wednesday between 3:00pm and 6:00pm.

We encourage each exhibitor to solicit business cards

and award individual door prizes. If you do so, you are not required to award door prizes to a direct competitor that may enter your drawing. Many exhibitors ask about serving cokes, popcorn, cookies, etc. in your exhibit area. This is allowed only if advance arrangements are made with the Gwinnett Center. Please contact Angie Bogen at 770-813-7532 with the Gwinnett Center.

Please go to the Atlanta Claims Association website and download the registration form and mail along with your exhibit booth fee as soon as possible. Please make your check payable to the Atlanta Claims Association and send to: Joan White, 10240 Crescent Ridge Drive, Roswell, GA 30076 OR this year for the first time, we are offering online registration and payment through PayPal [www.atlantaclaims.com](http://www.atlantaclaims.com). Once we receive your check, you will receive an email package from our exhibition coordinator, Freeman Decorating Company.

BANQUET: FRIDAY EVENING, APRIL 16, 2010

Each booth will receive two free tickets (four with a double booth). If you wish to order additional banquet tickets, please contact Violet Mobley at 770-413-4992 X12 or you may purchase at the registration booth. The Atlanta Claims Association Convention Committee is enthusiastic about this upcoming event. We look forward to another successful convention and thank the exhibitors for your support. If you have any questions, please contact Joan White at 770-442-1317 or [joanwhite59@charter.net](mailto:joanwhite59@charter.net). You may also purchase your banquet tickets online at [www.atlantaclaims.com](http://www.atlantaclaims.com)

Sincerely,  
Atlanta Claims Association Convention Committee

BANQUET TICKET ORDER FORM  
Deadline for MAILING: April 9,2010

Enclosed is \$\_\_\_\_\_ for \_\_\_\_\_ tickets  
At a cost of \$30 per ticket or \$300 per table

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Make your check payable to:  
ATLANTA CLAIMS ASSOCIATION

Mail your check and order form to:  
Violet Mobley  
P.O. Box 870290  
Stone Mountain, GA 30087  
770-413-4992 ext. 12

# The ACA Education Committee Presents the 2010 Claims Convention – Mock Trial

Don't miss out on this great annual educational event. This year our case is a little different than the usual car wreck or slip and fall case, as we present a "ripped from the headlines" (sort of) trial to keep you on the edges of your seats.

This year's trial is based on an actual, but perhaps exaggerated, fact pattern which was recently tried in Federal Court. We will be presenting a personal injury case which also involves a workers' compensation component, a subrogation lien, loss of consortium, medical narratives, and impeachment documents. We will also address some of the technical trends used in trying cases today by showcasing some of the newer courtroom technology.

We invite you to come and join the Education Committee, along with actors/attorneys Thomas O. Sippel, from the law firms of Leitner, Williams, Dooley & Napolitan, PLLC, and Marc H. Bardack, from Bovis, Kyle & Burch, LLC, for a fun and educational experience. Six continuing education credits will be awarded for adjusters and six CLE credits will also be available for attorneys.

8:15–9:00	Registration, Continental Breakfast
9:00–10:00	Welcome, Introductions, Pretrial Motions, Calling of the Case, Opening Statements
10:00–10:15	Break
10:15–12:00	Direct and Cross Examinations
12:00–1:30	Lunch (Lunch Provided. Please visit the Sponsor Tables located outside the Mock Trial.)
1:30–3:00	Direct and Cross Examinations
3:00–3:15	Break
3:15–5:00	Direct and Cross Examination, Closing Arguments, Jury Deliberation, Closing Comments

SIX (6) SPONSOR TABLES will be offered as part of the MOCK TRIAL. Sponsorships are \$300 and include the following:

- Signage
- Name Recognition during Mock Trial opening comments, breaks and lunch
- 13'x6' table, tablecloth directly outside the Mock Trial Entrance
- Sponsor may bring informational give-a-ways, promotional give-a-ways, door prizes.
- Video Recognition at the ACA Claims Convention Registration
- Recognition in the May newsletter

No table top or floor displays permitted unless already an ACA Convention Exhibitor located in Exhibit Hall F. If interested, Please contact Patty Bakmaz, Education Chair at 678-687-0198 or PBakmaz@National-law.com.

## Registration Form—2010 Mock Trial— 6 Hours of Credit

Enclosed is my registration fee:  ACA Member \$40\*  Non-member \$60\*

All fields below are required for registration and confirmation. Should you choose to become a member of Atlanta Claims Association during the mock trial, you will receive a \$10 Discount off your annual membership fee. You may also now pay through PAYPAL

Your Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Employer & Title: \_\_\_\_\_

Work Address: \_\_\_\_\_

Ins. License #: \_\_\_\_\_ \* Bar License #: \_\_\_\_\_

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

\* \$30 Additional Fee Required for Attorneys to obtain CLE credits.

Make your check payable to: Atlanta Claims Association

If you pay via PAYPAL, you must fax or mail your Registration form to the following or mail your check and registration form to:

Atlanta Claims Association

c/o Patty Bakmaz @Vernis and Bowling, LLC

7000 Peachtree Dunwoody Road, Building One, Suite 100, Atlanta, GA 30328

Telephone: (404) 846-2001 • Fax: (404) 846-2002 • pbakmaz@national-law.com

Please return your reservation as soon as possible, but no later than Thursday, April 9, 2010. Registrations may be faxed, mailed, or sent via E-mail. However, your reservations are not guaranteed until payment is received. Any questions may be addressed to Patty Bakmaz.

# 88TH ANNUAL ATLANTA CLAIMS ASSOCIATION CONVENTION

## April 14-16, 2010

### SPONSORSHIP OPPORTUNITIES

The annual Atlanta Claims Association convention is attended by hundreds of ACA members, claims professionals, attorneys, exhibitors and guests. This year, we are offering new opportunities for your company to advertise its services, plus its dedication and commitment to the association. We hope you will take advantage of these unique opportunities.

### SPONSORSHIPS AVAILABLE:

#### BANQUET COCKTAIL HOUR SPONSOR

*2 available \$500.00 each*

- Your company name on the ACA website
- Your company name in the ClaimScene newsletter after the event
- Your company name on banquet program
- Your company name on sign by bar area
- Special recognition by convention chairperson at the banquet
- 2 free banquet tickets

#### BANQUET WINE SPONSOR

*3 available \$500.00 each*

- Your company name on the ACA website
- Your company name in the ClaimScene newsletter after the event
- Your company name on banquet program
- Your company name displayed on cards on each banquet table
- Special recognition by convention chairperson at the banquet
- 2 free banquet tickets

#### ENTERTAINMENT SPONSOR

*4 available \$500.00 each*

- Your company name on the ACA website
- Your company name in the ClaimScene newsletter after the event
- Your company name on banquet program
- Your company name on banner in front of stage where band will perform
- Special recognition by convention chairperson at the banquet
- 2 free banquet tickets

#### BANQUET TABLE DECORATIONS

*3 available \$250.00 each*

- Your company name on the ACA website
- Your company name in the ClaimScene newsletter after the event
- Your company name on banquet program
- Your company name displayed on cards on each head table
- Special recognition by convention chairperson at the banquet
- 1 free banquet ticket

#### OFFICER LUNCHEON SPONSOR

*2 available \$250.00 each*

- Your company name on the ACA website
- Your company name in the ClaimScene newsletter after the event
- Your company name on banquet program
- Your company name on sign at luncheon
- Special recognition by President at luncheon
- 1 free banquet ticket

#### EXHIBITORS COFFEE BREAK

*1 available \$250.00 each*

- Your company name on the ACA website
- Your company name in the ClaimScene newsletter after the event
- Your company name on banquet program
- Your company name on sign at coffee break
- Special recognition in exhibitor packets
- 1 free banquet ticket

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To register as a sponsor for the ACA convention, please call Ginger Ewerth at 678-473-3920 or you may register and pay on line by visiting [www.atlantaclaims.com](http://www.atlantaclaims.com).

# Ed Kelly Education Award – Three to be Presented

The Edward S. Kelly Education Award will be presented at the 2010 ACA Convention Banquet on Friday, April 16, 2010. Three cash awards of \$250 will be presented to the three students attaining the highest scores in completing the Associate-in-claim (AIC), CPCU, and Senior Claims Law Associate (SCLA) designation in 2009. The three individuals will also be presented with plaques commemorating their achievements.

Only current ACA members are eligible to receive these awards. Scores cannot be obtained unless INS, AIC, SCLA, or CPCU courses have been completed during the 2009 calendar year.

All members sitting for these exams in 2009 need to notify Evelyn Brown of their full name as listed on the certificate from the institute. Exam scores and along with the eligibility form below should also be submitted to Evelyn Brown by April 6, 2010.

## Ed Kelly Awards Eligibility Form • Deadline: April 6, 2010

I completed:  AIC  CPCU  SCLA examination on \_\_\_\_\_ /09

Name \_\_\_\_\_

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Dukes, Dukes, Keating & Faneca, P.A.

Attorney at Law

2909 13th Street, Sixth Floor  
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Gulfport, Mississippi 39502

Tel: (228) 868-1111 Fax: (228) 863-2886  
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