



Quarterly Newsletter

Spring 2013

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**PLEASE REMEMBER TO
CHECK YOUR SPAM OR
JUNK MAIL REGULARLY
TO MAKE SURE YOU
HAVENT MISSED ANY
LA RIMS CHAPTER EMAIL
BLASTS AND
NEWSLETTERS**

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PRESIDENT'S MESSAGE

The annual RIMS Conference and Exhibition will be here in Los Angeles before we know it. Our Los Angeles chapter of RIMS is the host chapter, and we have reserved two (2) tables at the Monday morning general session. As a member of the LA chapter of RIMS, we welcome you to join us at our tables.

We encourage everyone to take full advantage of the conference to "Stay ahead of the curve." There will be many great sessions with excellent topics. We would also like to invite you to a few sessions that are sponsored by the LA RIMS chapter. These are the Entertainment Industry Session IND 109 Insuring Intellectual and Intangible Property Risks: Critical Issues for Risk Managers RMG 303 Recent Developments in Medicare Secondary Payer Liability, The ABC's of an Insurance Law J.D., and Charting the Course for RM: Building a Long-Term Strategy Grounded in Analytics. Many of your risk management peers are speaking at these sessions, so we encourage everyone to attend these events.

After the RIMS conference ends, our chapter will hold our next luncheon in May, and this will be a joint luncheon with the CPCU Society. We thought we would try something new, so please join us for this luncheon.

On June 5, 2013, we will hold our annual LA RIMS Golf Tournament at Brookside Country Club in Pasadena. All holes are currently sponsored, but there is ample opportunity for other sponsorships. Please register as soon as possible as we hope to reach 100% capacity very soon. We look forward to seeing you there!

See you at the RIMS Annual Conference and Exhibition April 21-24 at the Los Angeles Convention Center!

Ross Pebley, LA RIMS Chapter President 2012-2013



CPCU/LA RIMS Joint Meeting May 15, 2013

Loss Control:

Managing Risks in the Real World

Bill Turner - Liberty Mutual Insurance

Ed Mitchell - Metropolitan Stevedore Company

Have you ever received a call from an insurance carrier loss control representative asking to come and visit? Ever wondered why they are calling or what their purpose is? Ever worried about how your responses could affect your rates? Well, if you have then come to the joint RIMS-CPCU luncheon on May 15th to have your loss control questions answered. We have assembled a panel offering a broad perspective of loss control, including risk management, broker and carrier sides. Hear how brokers facilitate the loss control process and why they are an ally to both sides. Also hear real-life examples of loss control inspections and tips you can take to make your next visit a pleasant one.

Upcoming Meetings Mark Your Calendars

April 21-24, 2013

RIMS National Conference/Exhibition
Los Angeles Convention Center

May 15, 2013

CPCU/LA RIMS Joint Luncheon
Beverly Garland Holiday Inn, Studio City, CA

June 5, 2013

LA RIMS Annual Golf Tournament
Brookside Golf Course, Pasadena, CA

August 21, 2013

Monthly Luncheon
Beverly Garland Holiday Inn, Studio City, CA

September 18, 2013

Monthly Luncheon
Beverly Garland Holiday Inn, Studio City, CA

October 16, 2013

Monthly Luncheon
Beverly Garland Holiday Inn, Studio City, CA

November 20, 2013

Monthly Luncheon
Beverly Garland Holiday Inn, Studio City, CA

December 2013

Holiday Party

WELCOME NEW MEMBERS

Eytan Alpern - Advanced Medical Reviews
Robert Alves - Baker Commodities Inc.
Chris Anderson - Church of God aIC
Garth Aubert - Fitzpatrick & Hunt Tucker Collier Pagano
Aubert LLP
Phil Bahng - International Rectifier Corp.
Steven Baker - Honda North America Inc
Kunal Beerd- California State University - Fullerton
Shikhar Bista - University of California Northridge
Adam Boujida - Roll Global LLC
Scott Bower - Unified Grocers
Kandee Bracero - California State University Northridge
Gregg Breed - LAUSD/Division of Risk Mgmt & Ins. Ser-
vices
Richard Brown - MacAndrews & Forbes Holdings Inc.
Hieu Bui - California State University Northridge
Mu-Sheng Chang - California State University Northridge
Bor-Yu Cheng - California State University Northridge
Lee Cheng - Newegg Inc.
Ilan Cohen - California State University Northridge
Alan Collier - Fitzpatrick & Hunt Tucker Collier Pagano
Aubert LLP
Ashley Cortez - California State University - Fullerton
Leonardo Costantino - County of Los Angeles
Jeffrey Dalessandro - American Claims Management
Hrach Davtyan - California State University Northridge
Kirsten Dial - Fox Entertainment Group Inc.
Duy Do - Cal State Fullerton
Warren Doller - California State University - Fullerton
Scott Dou - California State University - Fullerton
Phuong (vicky) Duong - California State University - Ful-
lerton
Julie Edwards-Sanchez - USI of Southern California
Joe Franco - California State University Northridge
Justin Fredlender - California State University Northridge
Ardis Fuge - The Salvation Army
Walter Fuge - The Salvation Army
Christian Galarreta - California State University - Fullerton
Alma Garcia - California State University - Fullerton
Asha Ghai - California State University - Fullerton

Michael Goldberger - Blackstone Consulting Inc.
Stephen Grimaud- Select Staffing
Carrie Hagen- California State University Northridge
Ying Han - California State University Northridge
Robin Hebert - Jacobs Engineering Group Inc.
Elizabeth Ho - VCA Antech Inc.
Uyen Hoang - California State University - Fullerton
Eliza Hoang - California State University - Fullerton
Baijun Huang - California State University - Fullerton
Rich Hulme - Select Staffing
Seila Hun - California State University - Fullerton
James Hunt - Fitzpatrick & Hunt Tucker Collier Pagano
Aubert LLP
Jodie Hyams - White & Company
James Irwin - University of La Verne
Rain Jaama - California State University Northridge
Calvin Joe - City of Los Angeles
Laura Kelley - California State University Northridge
Mohammed Khalid - California State University - Ful-
lerton
Denys Kosoi - California State University Northridge
Michael Kosten - Fox Entertainment Group Inc.
David Laufer - Burke Williams & Sorensen LLP
Huy Le - California State University - Fullerton
Christine Leon - California State University - Fullerton
Annie Leung - California State University - Fullerton
Itzel Lopez-Vasquez - California State University - Ful-
lerton
Shannon Loughhead - Colony Capital LLC
Wilson Luu - California State University - Fullerton
Charles Malavet - Morgan Lewis & Bockius
Rami Malhas - California State University - Fullerton
Tatsiana Malyshko-Pitsis - California State University
Northridge
Barbara Martin - Fox Entertainment Group Inc.
Denise Martinez - California State University North-
ridge
Barak Mevorak - Advanced Medical Reviews
Gerardo Meza - California State University at North-
ridge

WELCOME NEW MEMBERS

Donna Miller - Parsons Corporation
Arlen Mirzaeian - California State University Northridge
Elizabeth Musser - Tressler LLP
Tara Nelson - University CalState Northridge
Anh Nguyen - California State University - Fullerton
Minh Nguyen - California State University - Fullerton
Craig Nicles - The Salvation Army
Mizuki Nonaka - California State University Northridge
Chinonso Nwogu - California State University Northridge
Bob Patterson - OHS
Ross Pebley
Susan Quinn - Guess? Inc.
Angelica Ramirez-Barbos - VCA Antech Inc.
Dave Rapp - Westfield LLC
Robert Rimmel - Entertainment Partners
Robert Reynolds - California State University - Fullerton
Scott Ritto - American Realty Advisors
Grady Sauer - California State University - Fullerton
Ken Saunders - The Salvation Army
John Shaw - Morris Polich & Purdy LLC
Tony Shelton - Roll Global LLC
Ian Smith - California State University Northridge

Fred Snelling - California State Northridge
Christine Snyder - California State University Northridge
Alexander Soto - University of La Verne
Luis Soto - Cheesecake Factory Incorporated
Alex Stamires - International Rectifier Corp.
Catherine Stevens - VCA Antech Inc.
Jason Stonehawk - California State University - Fullerton
Matt Strathman - Newegg Inc.
Michael Symonds - California State University - Fullerton
Undarmaa Ulambayar - California State University in Northridge
Paul Vacheron - American Realty Advisors
Jeff Wilson - Baker Commodities Inc.
Mark Winsborrow - NFI Industries
Sun-Mi Won - California State University - Fullerton
Richard Yamashita - Herbalife International
Chengding Yang - California State University Northridge
Rumana Yasmin
Melinda Yee-Dong - Panda Restaurant Group Inc.
Qinuo Zhang - California State University Northridge
Zhaozhan Zhou - California State University - Fullerton



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to order on our site go to
<http://www.larims.org/store.php>**

Horsemen Investigations and the Risk Management Industry

Horsemen Investigations is a premier provider of investigative services to the insurance fraud industry in both California and Hawaii, with reach and capabilities nationwide. With a comprehensive statewide network of “Company Employed” Investigators and proven superior capabilities, Horsemen manages the entire process from start to finish, providing the most personalized service with no sub-contracting. Horsemen has a large portfolio of services, including working with Risk Managers as the industry of Risk Management grows.

Risk Managers take on complex and critical assignments. They have to know the ins and outs of their company policies, as well as the cases they’re working on, in order to provide the best, most comprehensive analyses and results. Risk Managers play a key role in business operations. They deliver vital information to companies to keep operations running smoothly, as well as provide the most sufficient and accurate details to avoid potential detrimental issues. Risk Managers are aggressive in their approach, doing what it takes to keep decision makers in the know about potential or foreseeable problems, and help avoid them for future projects.

Horsemen Investigations synergistically works with Risk Managers with a “get it done today” attitude. Horsemen’s personalized approach aligns with the Risk Manager’s goals. Private Investigative work is as detailed and unique as possible; having a full understanding of the Risk Management business allows Horsemen to provide custom, measurable results.

Horsemen Investigations welcomes the growth of the Risk Management industry. Horsemen applies its knowledge base and assists Risk Managers in assessing any project. Horsemen positions itself with an “our growth is your growth” mentality. Risk Managers will find it easy to work with Horsemen Investigations; the personalized service helps Horsemen delve into the Risk Manager’s company policies, needs and expectations. That way, when Horsemen assists Risk Managers in investigating a claim, the expectations of the Risk Manager are in line with Horsemen’s standards. Horsemen’s Investigators stand on the front lines of fighting insurance fraud, and will stand on the front lines with Risk Managers as they assess their company’s health and status.

As a Risk Manager, it is important to know the vendors you work with are dedicated to you and your business. Horsemen Investigations gives Risk Managers peace of mind by



Horsemen Investigations and the Risk Management Industry (cont'd)

learning the ins and outs of each client they work with, handling the entire case start to finish, and understanding client-specific needs. Personalizing the service for each business is the cornerstone of Horsemen's success; with over 50,000 cases investigated, Horsemen has the expertise Risk Managers need. Horsemen understands that each company has particular needs based on the industry, company, and even job title.

Horsemen's proven difference is rooted in its values, focused on elevating client personalization and full-service capabilities. Its resources are dedicated to training and developing its people, maintaining quality standards and controlling all aspects throughout the investigative process. Measuring up to the client's expectations and achieving the specific desired goals is Horsemen's primary concern.

Training is a fundamental process at Horsemen Investigations. The Investigators undergo extensive in-house training throughout the year, giving Risk Managers the assurance that a skilled and highly trained professional is equipped with the latest liability protocols and developments in the field. Furthermore, Horsemen holds weekly meetings at the Corporate Office that consist of Training Sessions, Team Building Activities, Focus Groups, Production Meetings, etc. The Field Investigators are properly certified and continuously evaluated throughout every stage of their growth. Horsemen's operational philosophy is centered on technical training and focused on measuring investigative intelligence, giving Risk Managers the confidence they expect from an Investigator.

When you work with Horsemen, you can see the difference. Horsemen is willing and able to stand up to the test of being quantified. Horsemen provides you, the Risk Manager, with quarterly status reports to ensure the goals are being met along the way. The foundation of Horsemen's values and business practices are built on providing its clients with the best product, value and service experience. Its people are ready to serve and earn your trust, case-by-case, and believe the best way to achieve this outcome is by consistently demonstrating dedication to your success and complete satisfaction. Behind the scenes, you'll find over 100 energetic employees, with one singular focus – exceeding your expectations!

Horsemen is excited about the steady growth of Risk Management in the insurance fraud industry. Risk Managers bring a sharpened sense of awareness and expertise. Horsemen is dedicated to fighting insurance fraud and welcomes partnerships with Risk Managers to keep the fight strong.



Using Mock Trials to Improve Verdict and Settlement Results

By Dr. Juli Adelman, Principal of Vantage Trial Consulting

Introduction

A mock trial, also referred to as a focus group, is a process where information about a lawsuit is provided to a group of “mock jurors” in order to provide a better understanding of how jurors will view the lawsuit. This information can prove extremely valuable in understanding your case strengths and weaknesses and developing case themes and easily digestible analogies. Not only can it help you prepare the best possible way to communicate to a jury it can also help you favorably settle cases prior to trial.

The Process

Mock jurors are specially selected to represent a cross-section of the jury pool for the particular case. These individuals are presented with the facts of the case, which can take the form of attorney presentations, written materials, video presentations, etc. Participants complete written and/or oral questionnaires with case-targeted questions and engage in discussions and mock deliberations. The entire process is recorded and all responses are cataloged along with demographic information on each participant. The results are delivered either in oral or written form along with specific recommendations.

The Benefits

The following are some of the principle benefits of conducting a mock trial:

Negotiations

While the number of mock jurors involved in a typical mock jury is too small to provide a statistically reliable predicted verdict amount, a mock trial can provide a view as to what individual jurors think a case is worth prior to deliberating with other jurors. This amount can be fairly representative of damages from both the plaintiff and defense perspective and can provide you solid information prior to entering negotiations in mediation or otherwise.

Also, under certain circumstances the mock trial results can be used as direct tool in negotiations. Notwithstanding the statistical insignificance of the deliberated mock jury result, a formal written report from a professional trial consulting firm showing a favorable verdict can prove very powerful if shared with the opponent during negotiations.

Jury Selection

A mock trial helps identify how different kinds of jurors are likely to react to issues, arguments, evidence, exhibits and personalities specific to the case. Given the applicable jury pool and facts of your case, this can provide you an actionable plan for jury selection and trial.

The way each individual makes decisions is affected by their life experiences, attitudes and beliefs. The mock trial gathers information about what life experiences affect a juror’s thinking about your case and how. For example, how does a juror who has been in an accident view a case where the plaintiff was injured on the job at work?

Analogies

Analogies are powerful tools for underscoring your points at trial. Mock jurors often provide great analogies for or against your case. It is important to familiarize yourself with these analogies and to know how to respond to them and use them in your favor in front of the jury.

Themes

A mock trial can give you an opportunity to test themes and know in advance whether or not they resonate with a potential jury.

Missing Information

Mock jurors often provide feedback regarding information they would like to have learned more about. If a mock trial is done early enough, it can provide an opportunity to identify and track down this sometimes critical missing information.

Conclusion

In sum, mock trials can provide invaluable information to evaluating and litigating your case and can sometimes serve as a very powerful settlement tool.

Dr. Juli Adelman is principal and founder of Vantage Trial Consulting, a West Los Angeles-based trial consulting firm specializing in conducting mock trials and selecting juries. To learn more about Vantage please visit

www.vantagetrialsconsulting.com or you can email Dr. Adelman directly at juli@vantagetrialsconsulting.com