

Hupy and Abraham S.C.
personal injury lawyers

Current News For Bikers At
Hupy.com
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Biker Newsbrief

Spring 2013

Harley-Davidson 110th Celebration Gearing Up for the Big Show

August 29 through September 1 marks the dates of the giant Harley-Davidson 110th Celebration in Milwaukee. Actually, the party has begun worldwide with events on six continents all leading up to the Milwaukee extravaganza. Some of the pre-Milwaukee events include April celebrations in Melbourne, Australia and South Africa. June offers a huge party in São Paulo, Brazil, and the extraordinary Rome adventure, which includes an exclusive mass at St. Peter's Basilica for H.O.G. members only on Friday, June 14. There will be a Bike Blessing in St. Peter's Square on June 16 for 1,400 lucky H.O.G. sweepstakes winners.

Free 110th Tickets

All the worldwide events lead to Milwaukee at the end of August. Hupy and Abraham, S.C. is giving away 110th Anniversary ticket packages to 24 lucky riders. These tickets include admission to

the Henry Maier Festival Grounds (Summerfest) August 29-31, 2013, for all the activities, displays and entertainment there. Also, if you're a member of H.O.G., you'll be allowed to enter the grounds on August 29 for a special H.O.G. 30th Anniversary party. Also included is a map to historic Harley-Davidson sites within Milwaukee, a link to a free event app for your smart phone, a photo frame holder, commemorative laminated ticket and lanyard, 110th pocket guide, limited edition poker chip and guitar pick, drink koozie and automatic entry in the 110th Parade Pass Sweepstakes for the big parade ride on August 31. See below for details. See Current News for Bikers at HUPY.COM for updates.

"Success is how high you bounce when you hit bottom."

- General George S. Patton

Harley-Davidson Anniversary Tickets from Hupy and Abraham, S.C.

In the months leading up to the Harley-Davidson 110th Anniversary, Hupy and Abraham, S.C. will be holding monthly ticket drawings for 24 tickets - three pair of tickets (\$200 value) per month - to the 110th Harley-Davidson Celebration, being held August 29 to September 1, 2013.

Enter to win and join the celebration!

Three winners will be selected at the end of May, June, July and on the 15th of August. You can enter as many times as you want through the following methods:

Website: www.hupyharleytickets.com

Facebook: Like us on Facebook and share the contest page

Twitter: Tweet the contest page

Sign up today and increase your chances to win!

A complete list of rules and drawing details can be found at www.hupyharleytickets.com
Drawing held by Hupy and Abraham, S.C., 111 E. Kilbourn Avenue, Milwaukee, WI 53202.

Current News for Bikers
at HUPY.COM

Is Biker Safety Being Sold Out?

Hupy and Abraham, S.C. has been advancing the message "Watch For Motorcycles" in more venues than any other organization or governmental agency. Through a variety of media outlets and billboards, among others, "Watch For Motorcycles" has received more than 10 million views.

Unfortunately, very few but some motorcycle dealers and rights organizations have entered into exclusive agreements with law firms that benefit the law firms at the expense of your safety. For example, a law franchise in Arizona has a franchisee in Indiana that has paid for exclusive advertising agreements with several Illinois motorcycle dealers. The law firm is banning "Watch For Motorcycles" stickers from being displayed at the dealerships and avoiding competition through free enterprise by demanding exclusivity. Who gains from this? Who is the big loser?

This important safety message is being compromised by those businesses willing to forgo safety for monetary gain from law firms that do little to nothing to promote safety or awareness.

With the Harley-Davidson 110th Anniversary coming to Milwaukee, it's a shame some dealers are not willing to do something positive for motorcycle safety. If a law firm is so insecure it has to bribe its way into a business and demand exclusivity, these businesses should think twice about the disservice this represents to its customers. What kind of legal representation do clients get from a law firm that can't compete in the free enterprise system?

If you don't see the "Watch For Motorcycles" stickers in a motorcycle business near you, ask why.

20th Annual Black-N-Blue Ball

Hupy and Abraham, S.C. has been a corporate sponsor of the annual Black-N-Blue Ball for nine years. It is the premier indoor motorcycle event of the year. During that time we have invited dozens and dozens of guests to sit with us at our corporate tables, including clients, movie stars, local personalities, firefighters and freedom fighters. This year the 20th Annual Black-N-Blue Ball was another "sold out" event featuring the in-crowd of the motorcycle community in Wisconsin. The Delta Center in downtown Milwaukee was a sea of black leather and blue denim as the casually dressed crowd socialized with old friends and new, enjoyed complimentary hors d'oeuvres and browsed the tables and exhibits displaying this year's silent and live auction items. Each year this event raises money to help researchers find a cure for neuromuscular disease. The event also provides money

for such things as special care needs and summer camp.

The Black-N-Blue Ball has raised more than \$7 million in the past 19 years and in 2012 the Ball had nearly 1,300 guests and raised a net \$690,000.



20th Annual Black-N-Blue Ball Sold Out Event
Some of Hupy and Abraham, S.C.'s 20 guests enjoying the luscious dinner include, left to right; Attorney Chad Kreblin, Cheryl and Matt Driscoll and Laura Galow.

MRF 2013 STEAM Conference

A.B.A.T.E. of Illinois State Coordinator asks Tony "Pan" Sanfelipo to attend his presentation

The 2013 MRF STEAM Conference was held March 22-23 in Peoria, Illinois. STEAM, or Seminar To Educate And Motivate, is one of several regional workshops the MRF conducts throughout the country, hosted by a local state's rights organization. This year's event was hosted by A.B.A.T.E. of Illinois, and A.B.A.T.E. of Illinois State Coordinator Mike Myers personally invited Tony "Pan" Sanfelipo, Hupy and Abraham S.C. investigator, to attend his presentation. Hupy and Abraham, S.C. paid to send six attendees to this conference.

The states participating in the STEAM conference are Illinois, Wisconsin, Iowa, Minnesota, Nebraska, North Dakota and South Dakota. Workshops educate attendees about various topics involving motorcycle laws and safety as well as techniques on how to lobby state and congressional legislators on matters of interest to motorcyclists.

The highlights of the event were the evening banquet, guest speaker appearances and bidding on silent and live auction items. The money raised goes to help the MRF continue its work in Washington,

D.C. on behalf of the motorcyclist rights groups and members across America.

This year, Hupy And Abraham, S.C. offered a live auction item, which consisted of two tickets to the Harley-Davidson 110th Anniversary Celebration in Milwaukee, August 30-September 2, 2013, two tickets to the Kid Rock "Rebel Soul Tour" concert at the Marcus Amphitheater in conjunction with the H-D Anniversary and \$500 for lodging or other expenses. The winner of this great live auction item was Donn Lesch, from ABATE of Wisconsin.



The auctioneer works the crowd at the MRF STEAM Conference during the live auction. Wisconsin ABATE member Donn Lesch had the winning bid for the H-D 110th ticket package, donated by Hupy and Abraham, S.C.

May is Motorcycle Awareness Month

It is May; the sun is out, the weather is warming up and motorcycles are hitting the streets. Hupy and Abraham, S.C. recognizes May as Motorcycle Awareness Month. After the long winter, other drivers must learn how to share the road with motorcycles once again.

Hupy and Abraham, S.C. has been telling motorists to "Watch for Motorcycles" for years in an attempt to reduce the number of accidents and injuries to motorcyclists. In fact, the "Watch for Motorcycles" campaign has reached more than 10 million people through print publications, television, radio, bumper sticker promotions, airplane banners, PSA appearances with the sheriffs of two counties in Wisconsin and the Web.

Help keep the roads safe – SAVE A LIFE! To request your FREE "Watch for Motorcycles" bumper sticker, go to www.hupy.com.

Biker Killed in Iowa Crash

Insurance Company Offers \$200,000: Case Settles for \$710,000

A female motorcyclist from Minnesota was riding through Iowa in June, 2010, when a semitrailer coming toward her crossed the center line. The cyclist swerved to avoid a collision, causing her to enter the shoulder area of the roadway. When she attempted to re-enter the highway her rear tire hung up on the uneven surface between roadway and shoulder, causing her to lay the bike down. The first semitrailer passed by her, but she slid into a second truck's trailer and was then hit by a third truck. She died instantly at the scene.

The insurance company for the truck driver that initially crossed the center line argued that there was no contact and the motorcyclist simply lost control. Witnesses had a different version of what actually happened and the insurance company offered \$200,000 to settle. Attorney Jason Abraham of Hupy and Abraham, S.C. declined that offer and a lawsuit was filed. Before the case went to trial, the insurance company agreed to pay \$710,000 and the case settled.

Tips on Buying Insurance for your Motorcycle

By Drew (Doc) Webb

This is the time of year we can't wait to get back on the road. We are taking the covers off our rides, charging the battery, changing the oil and detailing before our first ride of the year. This is also the time of year to make sure your insurance coverage is active and up to date. As a motorcycle accident investigator for Hupy and Abraham, S.C., I have helped hundreds of motorcyclists who own all types of motorcycles and scooters. What is the right type of coverage for you regarding physical damage to your motorcycle in an accident? Premiums on your policy can get quite costly and it depends which insurance company you use.

I ride a 2009 Heritage Softail Custom that I own with no lien holders involved. I have continued the full policy, including collision coverage with underinsured and uninsured motorist with a \$500 deductible. Well, it is paid off. Some ask, "Why not just have a liability policy and save some money on your premium payment?" I could, but I take many risks having the liability policy only. If you're involved in an accident in Wisconsin, Illinois, Iowa or other states, there are a number of different scenarios that could take place. For example, if you are rear-ended by

an automobile at a traffic light, does this driver have insurance to cover the damages on you and your motorcycle? Don't take chances. You need high limits of uninsured and underinsured (UM & UIM) coverage. Consider an umbrella policy with the UM and UIM endorsements and make sure your collision coverage is for the actual cash value of your bike.

Another example is the most common accident I see every year. You have the right of way with a green traffic signal and someone coming in the opposite direction and not paying attention turns left in front of you. You try to avoid them, but end up hitting them or laying down your motorcycle. This driver has insurance and so do you. What do you do? That guy turned in front of me, it's his fault, and I want his insurance to pay for it. In Wisconsin, we have a comparative negligence statute for intersection accidents that can put you at fault to some degree even if you did not cause the accident. The defendant's insurance will try to use this to their advantage to minimize the payout for property damage and bodily injury. Use your insurance and let your insurance subrogate the defendant's insurance for the damages they pay. Activating your de-

ductible will likely be less expensive than taking a comparative hit on your damages and agreeing to that kind of settlement.

The last point I want to make is if you have a vintage ride with liability only, this may cause a problem in damage recovery. If you have a 1979 Shovelhead, for example, in mint condition with custom paint and parts, it should be fully insured to recoup your investment. You should at least have a written appraisal in your possession. Why, you ask? The defendant's insurance will not give you what you are expecting for the loss of your bike that you have put your blood, sweat, and tears into. They don't care and will only offer you the actual cash value at the time of the accident. Be prepared for this now and in the future. Keep a record and receipts of all custom and aftermarket parts you put on your ride so you can recover damages to the fullest.

Call Hupy and Abraham, S.C. at 1-800-800-5678. We are the law firm that has represented well over 3,000 injured bikers. Some have received multi-million dollar settlements.

Beware of lawyers who use gimmick marketing names instead of their own.

Attorney Jason F. Abraham Speaks at Lifesavers Conference

Jason F. Abraham, a partner at Hupy and Abraham, S.C. in Milwaukee, was asked to speak April 16 at Lifesavers 2013 in Denver. Lifesavers is a national conference on highway safety priorities and is the largest gathering of highway safety professionals in the United States.

Attorney Abraham gave a presentation to a panel on Motorcycle Crash Site Management, explaining the legal duties and responsibilities at a crash scene. He was asked to participate by Dr. Wayne Allard, Vice President for Government Relations at American Motorcyclist Association. Dr. Allard is a former member of the U.S. Senate, U.S. House and Colorado Senate. Joining Attorney Abraham to discuss crash scene management was Colleen Vetere, a lead instructor for Accident Scene Management, Inc. (ASMI). Hupy and Abraham, S.C. has been a financial sponsor of ASMI since its inception in 1996 and Attorney Abraham has lectured in several states at ASMI classes on the proper insurance requirements for motorcyclists.

Attorney Abraham received his law degree from Marquette University Law School in 1992. He has settled or tried personal injury cases with a combined value of more than \$180 million and has resolved multiple cases for more than \$1 million each. He is a Certified Civil Trial Special-

ist by the National Board of Trial Advocacy and holds the highest rating in Martindale-Hubbell's peer review rating system. He is a member of the State Bar of Wisconsin, American Bar Association, American Association for Justice, Multi-Million Dollar Advocates Forum, and a board member of the Wisconsin Association for Justice. He is licensed to practice in the states of Wisconsin and Missouri and the United States District Courts for the Eastern and Western Districts of Wisconsin.

ASMI is the leading international motorcycle trauma training organization in the world and has trained more than 20,000 cyclists on accident scene management in 29 states and Australia.

Lifesavers is the premier national highway safety meeting in the United States dedicated to reducing the tragic toll of deaths and injuries on our nation's roadways. Drawing nearly 1,700 participants in 2012, Lifesavers continues to be the essential conference since its start in the early 1980s. Each year, the Lifesavers Conference provides a forum that delivers relevant and timely common-sense solutions to today's critical highway safety problems.



Attorney Jason F. Abraham explains the legal responsibilities at a crash scene at the Lifesavers Conference in Denver. Attorney Abraham was invited to speak by American Motorcyclist Association Vice-President of Government Relations Wayne Allard.

Attorney Michael F. Hupy Named 2013 "Leader in the Law"

Milwaukee, WI – (January 10, 2013) The Wisconsin Law Journal has named Attorney Michael F. Hupy as one of its 2013 "Leaders in the Law" for his outstanding leadership, vision and legal expertise.

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Hupys Host Oscar Gala

Attorney Michael F. Hupy and Wife Hosted COA Oscar Night America-One of the Best Oscar Galas in the Country

On February 24, 2013, Attorney Michael Hupy and Suzanne Hupy hosted the Motion Picture Association of America's Oscar Night at the Hilton Hotel in Milwaukee. Only 46 nonprofit organizations throughout the United States have been sanctioned by the Association to host these events. The sold-out crowd of 400 attendees included a Wisconsin Supreme Court justice and her husband and raised \$154,000 for the Children's Outing Association.

Charity Navigator ranked COA as the number one nonprofit in Wisconsin and the number one Children's & Family Services agency in the nation.

Hupy and Abraham, S.C. Opens 3 Offices in Iowa

Since 1969, our firm has been providing the best services possible to our clients. Our continued growth is testament to that service. Besides our excellent representation of injured clients, we actively promote and sponsor scholarship, educational and safety programs. We have a long track record of giving back to our community.

We now have 11 offices:

- Illinois: Bloomington, Gurnee and Rockford
- Iowa: Cedar Rapids, Des Moines and Quad Cities
- Wisconsin: Appleton, Green Bay, Madison, Milwaukee and Wausau

We serve all of Wisconsin, Illinois and Iowa and beyond to help you if you're injured in a car accident, motorcycle

accident, wrongful death, slip and fall, pharmaceutical or medical negligence incident.

We were:

- Voted Best Personal Injury Lawyers by the public year after year in the Shepherd Express public opinion poll
- Rated Best Lawyers by lawyers and judges
- Voted Best Personal Injury Law Firm by the public on A-List, WISN.com
- Named Top Workplace by the Milwaukee Journal Sentinel in 2012

We have collected \$100s of millions for more than 15,000 satisfied clients and in 2012 donated more than \$200,000 to more than 100 community organizations.

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Biker Newsbrief

- FREE 110th Anniversary Tickets
- \$710,000 For Iowa Motorcycle Accident
- Harley-Davidson 110th News
- Iowa Offices Open



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