

Biker Newsbrief

Fall 2013

Local Media Go All Out for 110th

Seeks expert commentary from motorcycle community

There was so much going on during the Harley-Davidson 110th Anniversary that local media dedicated the entire week of August 25 to 31 to covering as much of the activity as possible. Needing an inside look at the festivities, they sought out local motorcycle community members for commentary about the festivities, and Hupy and Abraham, S.C. and its employees were an important source.

On August 24, 2013, Milwaukee Journal Sentinel reporter Rick Barrett did a story on the big party, and featured in his article were Hupy and Abraham, S.C. client Dave Zien and 22-year employee, Tony "Pan" Sanfelipo. The Journal Sentinel and the Shepherd Express also talked with Attorney Michael Hupy.

Zien, a long-serving member of the Wisconsin legislature is well known for his accomplishment of riding a single Harley-Davidson more than a million miles. That bike is on permanent display at the Sturgis Motorcycle Museum in South Dakota.

In the story Hupy and Abraham, S.C. investigator Tony "Pan" Sanfelipo is credited with calling the anniversary a "gathering of the tribes". He explained later that the "tribe" reference came from Dr. Martin Jack Rosenblum, former historian for Harley-Davidson, who used the phrase first at a huge motorcycle freedom rally in Madison in 1994.

Attorney Michael Hupy is part of a group of motorcycle enthusiasts who are spearheading a movement to rename U.S. Highway 45 in Wisconsin the Harley-Davidson Heritage Highway of Honor. He was featured in a front page photograph,



Former Wisconsin State Senator Dave Zien looks on as Attorney Michael Hupy displays a map showing Highway 45 as it transverses Wisconsin, the proposed Harley-Davidson Heritage Highway.

holding a map showing the highway route from the Illinois border up to the Upper Michigan border. Prior to the Harley event Hupy was also interviewed twice on local television concerning his campaign to save pedestrian lives by educating the public about pedestrian crosswalk right of way laws. He was also interviewed about the Harley celebration in the Shepherd Express. The article noted that he all but owns the paper's annual "Best Personal Injury Lawyer Award," which is a readers' poll.

Tim Hoelter to Speak

He is one of the 13 men who turned Harley-Davidson around in the 1980's and will speak on October 6th at Pallas Restaurant, in West Allis, Wis. See hupy.com, "Current News for Bikers" for more details.

More than 3,000 injured bikers have hired Hupy and Abraham, S.C.

Current News for Bikers
at HUPY.COM

Vicki Sanfelipo Recognized for Her Accomplishments

Vicki Sanfelipo, founder of Accident Scene Management (ASMI) and co-founder of Road Guardians, helped organize the annual Biker Belles Ride in Sturgis this year. She was also one of the women selected to speak at a symposium on women riders at the Deadwood Lodge, which was the base and starting point for this year's Biker Belles Ride. Coincidentally, Vicki was also featured in a special display at the Cross Roads at the Buffalo Chip, recognizing 20 influential women in the world of motorcycling.



Vicki Sanfelipo is recognized as one of today's influential female motorcyclists for her work with Accident Scene Management, Road Guardians, Diamond Posse and Allstate Insurance.

Her contributions to motorcycle safety and her dedication to recognizing and helping veterans through the fundraising work of the Diamond Posse (another organization she founded) have placed Vicki at the pinnacle of influential women riders

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Doing More to Save Lives

During the Harley-Davidson 110th Anniversary in Milwaukee, Hupy and Abraham, S.C. provided billboards at choice locations, reminding motorists to "Watch for Motorcycles." Our billboard campaign has been ongoing for several years, and millions of motorists have seen them in Wisconsin and Illinois.

After spending more than \$400,000 on our "Watch for Motorcycles" awareness campaign, Hupy and Abraham, S.C. launched an awareness campaign about a year ago reminding motorists to yield to pedestrians. Just prior to the big Harley-Davidson celebration coming to town, Attorney Michael Hupy wrote letters to 20 police chiefs in communities in southeastern Wisconsin, asking them to help him spread the word about pedestrians' rights in crosswalks. Several chiefs responded positively, and more are expected to join in Hupy's campaign to save lives. Interest in this issue heightened recently after a young woman was killed in a crosswalk on Milwaukee's east side.

Cell Phone Use Results in \$500,000.00 Settlement

A 22-year-old man was riding his 2005 Honda in New Berlin when he was struck by a car that turned left in front of him. He died at the hospital as a result of his injuries, and his mother hired Hupy and Abraham, S.C. to represent her in a wrongful death case.

Attorney Todd Korb argued that the car driver was distracted by using a cell phone at the time of the crash and the police investigation revealed a phone was indeed being used.

Although in Wisconsin loss of society damages in the wrongful death of an adult are capped at \$350,000, Attorney Korb was able to persuade the insurance company to settle for \$500,000, arguing that the motorcycle rider experienced pre-impact fright.

One police chief, David M. Banaszynski from the village of Shorewood, asked Attorney Hupy for bumper stickers for his fleet of police cars. Attorney Hupy has offered to provide these stickers, free of charge, to any police department that requests them. The firm also provides free stickers to the community in Wisconsin, Illinois, Iowa and nationally through our website.



Village of Shorewood Police Chief, David M. Banaszynski applies an "I Yield to Pedestrians" bumper sticker furnished by Hupy and Abraham, S.C. to a police car, as Attorney Michael Hupy watches.

ABATE of Wisconsin Moves State Meeting to Northwoods

The annual ABATE of Wisconsin State Meeting and Awards Program is traditionally held in the central part of the state. This year, committee members have moved the annual gathering to Cable, Wis., in beautiful Bayfield County. The date is October 11-13 and the host is Lakewoods Resort on Lake Namakagon.

Cable is famous for the American Birkebeiner cross-country ski race, which brings people from all over the world to this northern Wisconsin paradise. Cable started out as a service town, established as a base for the hundreds of railroad workers laying track in the late 1800s, and is named for the president of the Chicago Rock Island Railroad, Ransom Reed Cable.

ABATE members will enjoy the scenic forest roads around Cable (as long as it's not snowing) and the many attractions such as the Fresh Water Fishing Hall of Fame and Museum in nearby Hayward. Besides the many fun activities around Cable, this is a business meeting weekend and an appreciation and awards program.

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VICKI SANFELIPO

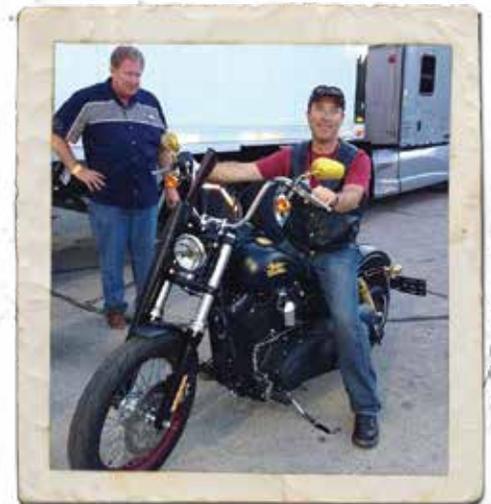
today. She also writes a safety column for Allstate Insurance's email blog. Hupy and Abraham, S.C. has been a financial sponsor of ASMI and Road Guardians since the beginning in 1996.

While in Sturgis this year, she arranged for her friends, Cris Sommer Simmons and Pat Simmons, to do a public service announcement about Road Guardians. Cris is a Sturgis Motorcycle Hall of Fame member, Cannonball long distance rider and accomplished author. Pat is a lead singer and guitar player with the Doobie Brothers. You can learn more about the Road Guardians' mission and view the Simmons' public service video at roadguardians.org.

Beware of Copycats

Our firm has been followed around, copied and imitated by other law firms for years. We're successful because of our record of excellent representation. More than 3,000 injured bikers have chosen us to represent them. We use our own name because we're proud of who we are and we don't have to hide behind gimmick advertising names. We're not a franchise, referral service or legal services program. Injured bikers choose us because of our reputation, not because of fancy graphics, exotic animals or other marketing ploys.

Don't accept what one reader termed "a cheap knockoff," (his words, not ours). Never be fooled by a gimmick. If you're injured, hire the lawyers who have a reputation of being the best around. When local media needed expert commentary during the Harley 110th Anniversary, they came to Hupy and Abraham, S.C. If you need a personal injury lawyer, hire the one more than 3,000 bikers have trusted.



Attorney Jason Abraham enjoyed being backstage during the Kid Rock concert at the Marcus Amphitheater. Here he is on Kid Rock's motorcycle.

WATCH FOR MOTORCYCLES

Hupy and Abraham S.C.

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The Ride Home Celebration

By Drew (Doc) Webb

The 110th Harley-Davidson Anniversary celebration lived up to the yearlong hype worldwide, ending in our fabulous city of Milwaukee. The downtown streets and outlying venues filled with motorcycles and the people who ride them was a sight to behold. The various custom paint jobs and themes were endless among the sea of motorcycles block after block. The Harley-Davidson culture is alive and thriving and that was apparent by all the people I met from around the world. In the days leading up to the big party, our offices at Hupy and Abraham, S.C. were buzzing with excitement. We had 3.5 million views of our "Watch for Motorcycles" message on electronic billboards to help keep bikers safe.

Our presence was known at many locations throughout the city including billboards, radio and TV advertising along with booth representation at Harley-

Davidson dealerships and the Summerfest Grounds. Bars and restaurants had asked for our sponsorship with "Watch for Motorcycles" banners and drink coasters we provided. Our booths represented our law firm with an assortment of free informative materials and gifts to the passing bikers. The very few bikers who were not familiar with what we do as a law firm seemed very impressed with our involvement in the community as a whole while they collected pens, "Watch for Motorcycles" bumper stickers, kickstand pucks and more.

It was very interesting to meet bikers from places all around the world such as Australia, Norway and Mexico. The language barrier did not matter. When I offered a kickstand puck to someone from Norway, he looked at me and wondered what I was giving him. It was easy to explain as I walked over to a motorcycle

and showed him exactly what they were for. He smiled at me and tried to pay me money for it. I shook my head no and he smiled, taking it with him.

I was gratified to learn a client rode down from Oshkosh just to shake my hand and give me that biker brotherhood hug to thank me personally for what I had done for him.

I answered many questions and greeted everyone I could with my reassurance of the best motorcycle representation in the Midwest. It was satisfying for me to connect with so many genuine bikers from all across the United States and overseas who live our lifestyle with passion and contentment for the road and, of course, riding in the wind.

Famous A.B.A.T.E. of Illinois Biker Receives Six-Figure Settlement

Jo "Linda" Giovannoni is an early A.B.A.T.E. of Illinois member and former officer for the organization. She is also an inductee of several motorcycle halls of fame, a former magazine owner/editor and journalist, and a lifetime H.O.G. and Palatine H.O.G. Chapter member.

She was working at a Harley-Davidson dealership in Illinois when she was involved in a crash with a car driver who violated her right of way. No longer able to work at the dealership, she knew who to hire to represent her — Hupy and Abraham, S.C. — and was so impressed she applied for a job and started to work for the law firm in its Gurnee, Ill., office.

While her case was pending, and through her work at the firm, she learned a lot about how insurance companies attempt to reduce what they have to pay for their insured customers' negligence. She said, "I'm very relieved to have had Hupy and Abraham, S.C. in my corner, covering my back."

She's glad her case is over and confident she had the best representation.



Cris Sommer Simmons and Pat Simmons rode vintage Harley-Davidsons from Sturgis, S.D., to the Harley-Davidson Museum in Milwaukee to celebrate the 110th Anniversary of the company. They asked their good friends, Tony and Vicki Sanfelipo to join them on the final leg of their long journey, from Columbus, Wis., to the Museum.

I WAS VERY GRATIFIED AT THE HARLEY-DAVIDSON 110TH ANNIVERSARY

By Attorney Michael Hupy

"Attending the Harley-Davidson 110th Anniversary was a very gratifying experience for me and a compliment to everyone at this law firm. Everywhere I went I was approached by former clients, some of whom I represented as many as 16 years ago, who thanked me for the high quality of representation they received from this law firm. Also gratifying was the fact that numerous riders approached me and thanked me for what this firm is doing for motorcycle rights and awareness."

"With 11 offices in three states, it takes many people doing their jobs superbly to have this type of reputation."

We have handled motorcycle accident cases every day for decades.



Hupy and Abraham, S.C. 22-year employee Tony "Pan" Sanfelipo appeared on three billboards during the H-D 110th, promoting a local Harley dealership.

Never hire a lawyer who uses a gimmick marketing name instead of his own.

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Hupy.com

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This is the law firm that has represented more than 3,000 injured bikers.

Some have received multi-million dollar settlements.

Prior results in an earlier case do not guarantee or suggest a similar outcome in future matters the law firm may undertake.

Hupy and Abraham S.C.

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- Cell Phone Use Results in \$500,000 Settlement
- ABATE of Wisconsin Annual Meeting



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Hupy and Abraham S.C. personal injury lawyers

and publishes the winners in its annual Best of Milwaukee issue. This year voting will be in a new two-step process. Please visit <http://expressmilwaukee.com/> and cast your vote for Hupy and Abraham, S.C. for best personal injury lawyers. You'll have to nominate us first in the initial step before September 22. For your ballot to be valid, you'll have to vote for 15 categories in any combination. Then return from October 3 to 27 to vote for the finalists. We appreciate your support.

Shepherd Express 2013 Best of Milwaukee Poll

It's the 24th annual Best of Milwaukee readers' choice poll! We'd love your support by using the link below and voting for Hupy and Abraham, S.C., please. Each year, the Shepherd Express asks readers to vote for their favorite Milwaukee-area businesses. The paper tallies the votes



Year after year our firm is rated best by judges and lawyers for legal ability and ethical standards and voted "best" in public opinion polls. Please keep us best by voting in Shepherd Express' Best of Milwaukee 2013 poll.

As a decades-long member of the South Suburban Chapter of A.B.A.T.E. of Illinois, Attorney Michael Hupy urges everyone to attend the Halloween Benefit on October 26, 2013, from 7 p.m. until midnight at Glenn Maker American Legion Post No. 1160, 10739 S. Ridgeland Ave., Chicago Ridge, Ill. This chapter party has been a great event in the past and is being reintroduced after a short absence. What makes it even better is the proceeds from the event are going to the amputee vets at Hines Veterans Hospital. This is a great way to have a fun party while thanking some of our heroes for putting their lives on the line in service of their country.

South Suburban Chapter of A.B.A.T.E. of Illinois Halloween Benefit