



## ALTERNATIVE DISPUTE RESOLUTION ROUNDTABLE PARTICIPANTS

**Sean Michael Shaw, Esq.**

Tallahassee

**Insurance Consumer Advocate**

**Office of the Insurance Consumer Advocate**

Sean M. Shaw has been a member of the Florida Bar since 2003 and has practiced in the areas of civil, criminal and administrative litigation with an emphasis on employment law. He is admitted to practice before all Florida state courts, the United States District Courts for the Northern, Middle, and Southern Districts of Florida as well as the United States Court of Appeals for the Eleventh Circuit. Mr. Shaw is a Tallahassee native and graduate of Leon High School. He attended Princeton University where he received a Bachelor of Arts degree. Mr. Shaw then attended the University of Florida, Levin School of Law, where he earned his Juris Doctorate. In November 2008, Mr. Shaw was appointed by Chief Financial Officer Alex Sink to be Florida's Insurance Advocate.

**Johnny L. Moore**

Tallahassee

**Deputy Insurance Consumer Advocate**

**Office of the Insurance Consumer Advocate**

Mr. Moore began working with health care companies in 2005 as an investment banker with Citigroup Global Markets, Inc.. Mr. Moore worked with companies ranging from medical device companies to health insurers in his capacity as an investment banker. Mr. Moore is a native of Tallahassee, Florida and is a graduate of Leon High School. Mr. Moore attended Morehouse College where he obtained a Bachelors of Science in 2000. He also holds a J.D. from Columbia University and a MBA from the University Of Chicago Booth School Of Business. Mr. Moore is admitted to the bar in New York and Washington, D.C.. Mr. Moore joined the office of the Insurance Consumer Advocate in 2009.

**R. Terry Butler, Esq.**

Tallahassee

**Senior Attorney**

**Office of the Insurance Consumer Advocate**

Mr. Butler has more than 28 years of insurance and legal experience in Florida, and began serving in the Office of the Insurance Consumer Advocate in July 2007. An experienced lawyer, Butler has worked for the Department of Financial Services since 2000. Prior to joining the Department, his experience included serving as Director of Legislation and Regulation with the Florida Association of Insurance Agents, Senior Attorney under Insurance Commissioners Bill Gunter and Tom Gallagher, and as an analyst and attorney on the Florida House Committee on Insurance. Butler holds a B.A. in Political Science from Miami University of Ohio and a J.D. from Florida State University.

**George Meros, Jr., Esq.**

Tallahassee

**The National Association of Public Insurance Adjusters**

George Meros is a shareholder in GrayRobinson, resident in the Tallahassee office. After graduation from the University of Virginia School of Law, he clerked for Justice Alan Sundberg of the Florida Supreme Court. His legal practice has focused on complex litigation at the trial and appellate levels, together with a regulatory/administrative law practice. George also lobbies before the Florida Legislature and Executive branch.

**Tim Zeak**

Lakeland

**Florida Public Adjusting**

Tim Zeak has been a full time public adjuster continuously for 31 years since 1979. He is president of Florida Public Adjusting, a member of FAPIA and Florida Windstorm Network and served as a previous member on FAPIA's Board of Directors. He is currently active as a Big Brother in Big Brothers Big Sisters. He also does some mentoring in the local High School, and involved in a project for intercity job training with micro loans, active with the Carter Center and has a pretty good throwing arm as an outfielder for the Lakeland Sr. Softball Team.

**Paul G. Neilson, Associate Manager – Property  
Travelers of Florida**

Tampa

Mr. Neilson is responsible for managing the personal and commercial lines property operation. He joined the Commercial Insurance Division of Aetna Life & Casualty in 1979, where he held a variety of claim handling positions. His claim handling experience includes: auto physical damage, marine, bond, commercial general liability, products liability, premises liability, automobile liability, no-fault, workers compensation, and commercial & residential property. He subsequently became a Property Reinspection Consultant in 1990 and served in that capacity in both California and Florida. Mr. Neilson joined Travelers of Florida in April 1996 after Aetna's merger with Travelers. Prior to joining Aetna, Mr. Neilson owned an auto body repair shop in Kalamazoo, MI. Mr. Neilson graduated from Western Michigan University with a Bachelor of Science Degree in Industrial Education. He serves on the Department of Financial Services, the Florida Insurance Council and the Florida Division of Emergency Management's IDAT Team, is a member and past presenter of FACAP, PLRB and the Windstorm Conference. Mr. Neilson has taught Building Damage Estimating sessions at both Vale National and AES.

**William “Chip” Merlin, Jr., Esq.  
Merlin Law Group**

Tampa

Chip Merlin is the founder and president of Merlin Law Group, Chip Merlin has dedicated his practice to the representation and advocacy of insurance policyholders in disputes with insurance companies in Florida, Texas, Mississippi and across the rest of the nation. Since 1983, Chip has served as a plaintiff's attorney with a primary focus on Commercial, Governmental, Condominium & Residential Property Insurance Claim Disputes. Chip is a noted national expert on Insurance Bad Faith, lecturing to national trade groups and publishing a number of papers and articles on the subject for organizations such as The American Association for Justice, The Florida Justice Association, The Florida Windstorm Conference, and Trial Magazine. He also publishes a daily blog on all things property insurance law at [www.propertyinsurancecoveragelaw.com](http://www.propertyinsurancecoveragelaw.com).

**Jim Reichle**

Lake Mary

**Florida Insurance Council, Inc.**

Jim Reichle is a native Floridian, married, has 3 boys and one grandson, and has been licensed in Florida since 1975. He has operated as an independent adjuster, CAT director, and company team manager throughout the USA. Jim has 34 years of experience in residential and commercial claims resulting from hurricanes, high winds, hail, flood, fire, snow load, and earthquakes. He has completed over 500 appraisals as appraiser or umpire and participates as co-moderator of the Umpire Certification Program taught at the annual WIND Conference.

**Art Newman**

Deerfield Beach

**Windstorm Insurance Network, Inc. (WIND)**

**BELFOR Property Restoration**

Art Newman is a Florida Licensed General Contractor and shareholder of Belfor Holdings with over 35 years experience in the insurance reconstruction industry. Belfor is the largest insurance reconstruction company with over 120 offices throughout North America, Canada, Europe and Asia. Mr. Newman is currently serving as President of the Windstorm Network. He is also active in the appraisal process throughout the United States as an umpire and appraiser.

**John A. Voelpel, III, CPCU, AIC**

Orlando

**Voelpel Claims Service, Inc.**

John A. Voelpel, III is the President of Voelpel Claim Service, Inc. John received his degree, Bachelor of Science in Business Administration, in December 1973 from the University of Central Florida (formerly Florida Technological University), Orlando, Florida. He received his CPCU designation in 1984. Mr. Voelpel belongs to several associations, including Central Florida Chapter CPCU; Orlando Claims Association, Inc. (past president – 2002-2003); Orlando Claim Manager Council (past president – 1987); Florida Advisory Committee on Arson Prevention (past president – 2003); and Windstorm Insurance Network (past president - 2005). Mr. Voelpel has been active in the insurance claims community for 35 years. Before founding Voelpel Claim Service, Inc. in 1998, he was employed for 24 years in the insurance industry. Over the last eighteen years he has participated in 750 appraisals; and of those he has acted as umpire 698 times; and has been appointed by the court 21 times. These appraisals have been conducted in both formal and informal manners with awards ranging from a few hundred dollars to several million dollars. He has acted as an umpire predominantly in Florida, but also in Alabama, Mississippi, Louisiana, Kentucky and Tennessee. Mr. Voelpel has been a member of the Umpire Committee since it was formed by WIND in 2003. He has been a faculty member on all Umpire Certification classes offered by WIND since its inception. Mr. Voelpel drafted the Umpire Code of Ethics which is still in effect to date.

**Stephen A. Marino, Jr., Esq.**

Miami

**Ver Ploeg & Lumpkin, P. A.**

Stephen A. Marino, Jr. is a shareholder in the law firm of Ver Ploeg & Lumpkin, P.A., with offices in Miami and Orlando, Florida. He focuses his practice on insurance coverage and bad faith litigation, taking cases through litigation into trial and appeal in both state and federal courts. Mr. Marino received his B.A. from Columbia University and his J.D., cum laude, from the University of Miami School of Law. He is a board member of the Miami-Dade Justice Association and the Florida Justice Association, and an appointed governor of the American Association for Justice. He is a frequent speaker on bad faith litigation and insurance coverage issues.

**Frank Artiles J.D., LL.M.**

Miami

**Insurance Appraisal and Umpire Association, Inc.**

**PINNACLE**

Frank Artiles J.D.,LL.M. is a board member of the Insurance Appraisal and Umpire Association, he received his Juris Doctorate from St. Thomas and a Master of Laws from the University of Miami School of law. He is a certified umpire through the windstorm network, licensed public adjuster and has recently passed the Florida's General Contractors exam. Mr. Artiles is also a candidate for the Florida State House of Representatives District 119 in south Florida for 2010.

**Christopher N. Mammel, Esq.**  
**Childress Duffy Goldblatt, Ltd.**

Orlando

Christopher Mammel is licensed to practice law in Colorado, Illinois, and Florida. He concentrates his practice on insurance coverage and insurance bad faith litigation on behalf of policyholders, insurance coverage related to employment and other litigation, injunctive proceedings, and business contract disputes in numerous trade settings. Mr. Mammel has acted as lead counsel in state and federal trial and appellate litigation in several states, including on behalf of certified classes. He is a shareholder in Childress Duffy Goldblatt, Ltd., a law firm emphasizing representation of insurance policyholders with offices in Chicago, Miami, Naples and Tampa.

**Leonard "Lenny" Bauman**  
**Florida Association of Public Insurance Adjusters, Inc.**

Seminole

Mr. Bauman has been working to assist the public with insurance claims as an all lines public adjuster since 1990. He is the President of Florida State Insurance Adjusters, Inc. Mr. Bauman has achieved the designation of Senior Claims Law Associate with certifications as a Property Claims Law Associate and Liability Claims Law Associate. He has been designated by the courts as an expert witness in both civil and criminal cases. He has served as an appraiser and an umpire in insurance disputes. He has served on the board and is a past president of Pinellas Executives' Association. Mr. Bauman also served as a board member and as an officer for the Florida Association of Public Insurance Adjusters, and is now the current President of this organization.

**William Stander, Regional Manager**  
**Property Casualty Insurers Association of America**

Tallahassee

William H. Stander is Assistant Vice-President for the Property Casualty Insurers Association of America, located in the Tallahassee, Florida, office. His duties include direct legislative, regulatory and public affairs responsibilities on behalf of the association's members in Florida, and managing other team members and jurisdictions. He began his career with PCI in March of 1999. Prior to joining PCI, Mr. Stander worked for the law firms of Broad & Cassel, Macfarlane, Ferguson & McMullen, and The Boyd Law Firm lobbying on a wide range of issues. Prior to that, Mr. Stander worked for over eight years with Fred A. Martin & Associates, Inc., lobbying primarily on insurance, economic development, and transportation issues. Mr. Stander has also served as Executive Director of several associations. Mr. Stander began his political career as an intern with former Florida Senate President Curtis Peterson.

**Robert C. Groelle, Esq.**  
**Groelle & Salmon**

Wellington

Robert Groelle is the managing partner of Groelle & Salmon P.A.; an insurance defense firm with offices in Wellington, Destin, Vero Beach, and Tampa, Florida. He has extensive investigative and litigation and trial experience in first party coverage issues, fraud and arson defenses in property loss claims, and first party bad faith. He is 'AV' rated by Martindale Hubbell; and is a member of Florida Defense Lawyers Association (FDLA), the Defense Research Institute (DRI), the Loss Executives Association, the Windstorm Insurance Network, and the Florida Advisory Committee on Arson Prevention. He is a regular speaker at insurance industry and legal educational seminars, and has published numerous articles on defense of property loss claims, coverage issues, and bad faith.

**Jeff Vanderpool, CPCU, ARM, AIC**  
**Senior Vice President and Chief Claims Officer**  
**Sunshine State Insurance Company**

St. Augustine

Jeff Vanderpool joined Sunshine State Insurance Company in 2003 and has extensive claims operational/managerial experience in both personal and commercial lines. Prior to joining Sunshine State, he held Vice President level positions at American Surety & Casualty Company, a property and casualty insurer and its related affiliates from 1992 to 2003. In addition, Jeff held various claims and regulatory management positions at Hanover Insurance Company, Dependable Insurance Group and GAB from 1982 to 1992. He serves on the National Advisory Council of the National Association of Independent Insurance Adjusters and the Advisory Board of Enservio, a firm specializing in the management of contents claims. Jeff is also a member of the Litigation Management Principles & Guidelines Committee of the Council on Litigation Management. He received a B.S. in Business Administration from Central Michigan University and has also earned the industry designations of CPCU, ARM and AIC.