

**Arthur P. Simpson**

Art has been a practicing Wisconsin attorney for over 25 years. Art specializes in civil defense litigation, as well as alternative dispute resolution. He is recognized for his innovative handling of complex issues in high-profile cases.

Art has had approximately 250 jury trials and over 50 appellate decisions. He has litigated thousands of cases. This experience has given Art a unique ability to accurately evaluate risks and execute solid strategies in both litigation and negotiation.

Art’s insightful views on discussing damages with juries were featured in a 2/23/09 *Wisconsin Law Journal* article entitled “How to avoid ‘damaging’ your case.”

Art has been a featured speaker at several industry events covering topics such as bad faith law, the recreational use statute, medical causation, use of surveillance, changes in statutory law affecting insurance coverage, and various other issues. In April 2010, Art testified on behalf of the Wisconsin Defense Counsel before the Wisconsin State Assembly Committee hearing a proposed bill (Assembly Bill 815) to restrict the access of defendants in personal injury litigation to pre-accident medical records. He spoke in opposition to the bill, seeking to distinguish the right to investigate evidence that may be relevant from the ultimate requirement that evidence put forth before a tribunal be actually relevant. AB 815 did not survive the Committee process.



View Art’s testimony provided by WisconsinEye (begins at 31:35 minutes).

From 2005 through 2010, Art was recognized among top insurance defense attorneys in the state, as reported by *Milwaukee Magazine* in Law & Politics’ “Wisconsin Super Lawyers” survey. Only 5% of the total lawyers in Wisconsin are listed as Super Lawyers. In May 2008, Art was honored by the *Wisconsin Law Journal* as a “Leader in the Law” based on achievement criteria such as outstanding leadership, vision, and legal expertise.

Art graduated from the University of Wisconsin Law School with honors in 1980. He is a member of the State Bar of Wisconsin, the Milwaukee Bar Association, and the Wisconsin Defense Counsel. He also serves as the Program Chairman for the WDC and is the co-chair for the Milwaukee County Bench & Bar Committee. In his spare time, Art enjoys spending time with family and friends.

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