

**YOST & BAILL**  
ATTORNEYS AT LAW

**Jeffrey M. Baill**

Partner

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Jeff Baill is one of the leading authorities on Subrogation in the world. Yost & Baill's clients routinely consult with Jeff to evaluate the subrogation potential of various loss scenarios and to plan a course of action to proceed forward on handling the loss. He has 35 years' experience in the subrogation industry trying cases, supervising lawyers, and advising and consulting with many of the largest insurance companies and self-insured entities in the country on strategies and practices to improve their subrogation results. Jeff's practice focuses on complex losses such as the 35W bridge collapse where he was designated by the court as the lead Subrogation Counsel

Jeff not only founded the National Association of Subrogation Professionals, but has served on its Board of Directors since its inception. He has spoken all over the country on virtually every area of Subrogation. In addition, Jeff is the Managing Partner at Yost & Baill responsible for setting the direction of the firm and implementing the policies set by the Partners.

Jeff has an extensive history of serving on not for profit boards, including being elected the President of three organizations. His leadership skills have been recognized in every organization he has been involved in. Jeff was awarded a Lifetime Achievement Award for changing the Subrogation Industry Forever by a prominent trade association, in recognition of his tireless efforts and dedication to the subrogation community.



**Education**

J.D., Hamline University School of Law  
B.G.S. (with distinction), University of Michigan

**Admissions to Practice**

Minnesota State Courts and United States District Court, District of Minnesota

**Honors & Awards**

- Awarded 2007 Don Kramer Award from the National Association of Retail Collection Attorneys for longstanding impact on the legal profession, and for work as founder of the National Association of Subrogation Professionals that "changed our industry and community forever"
- Lifetime member, NASP Board of Directors
- Awarded Certified Recovery and Subrogation Professional designation by NASP
- Named Super Lawyer by Minneapolis-St. Paul Magazine, Law & Politics Magazine and Twin Cities Business
- Named as Arbitrator and Mediator for Prudential Life Class Action Litigation
- 2014 recipient of United States Tennis Association Northern President's Award

**Leadership**

- Founder, National Association of Subrogation Professionals (NASP)
- Lifetime member, NASP Board of Directors
- Past President of NASP

- Hennepin County Bar Association Board of Directors
- Appointed USTA Northern General Counsel 2015 and 2016
- Elected to the USTA Nominating Committee for the 2013-2014 term
- Past member of the Executive Committee of the USTA
- Past Chair of the Presidents Committee of the USTA
- Past President USTA Northern Section
- Past Vice Chair, Institute of Forensic Investigation
- Past President of Jewish Community Center

### **Professional Associations & Memberships**

Hennepin County Bar Association  
 Minnesota State and Federal Bar Associations  
 National Association of Subrogation Professionals  
 Claims Litigation Management Alliance

### **Presentations**

#### **2015**

Minnesota State Bar Association - Minneapolis, MN.  
 "Becoming a Valuable Asset to Your Firm: Above and Beyond Being Just a Good Lawyer"

NASP Annual Conference - Reno, NV. "What I've Learned," Panel Discussion of Past Presidents

Minnesota Continuing Legal Education – Minneapolis, MN. "The Business of Law: Managing & Growing Your Law Practice"

Hennepin County Bar Association – Minneapolis, MN. "Law Firm Leadership"

Minnesota Continuing Legal Education - Minneapolis, MN. "Positioning Yourself as a Subject Matter Expert"

PLRB Conference – Anaheim, CA. Subrogation Mediation Workshop

NASP Executive Forum – Napa, CA. Subrogation and Class Actions

Insurance Company Presentation – Madison, WI. "The Importance of Subrogation"

#### **2014**

Insurance Company Presentation – Des Moines, IA. Workers Compensation Subrogation Workshop

NASP Annual Conference - Orlando, FL. "The Modern Subrogation Attorney: Going From Good to Great!"

NASP Annual Conference – Orlando, FL. "Work Site Safety: How the Mighty Could Fall? Potential Pitfalls and Interpretations of Workplace Safety Based Upon OSHA Guidelines (the Multi-Employer Work Site Policy)"

NASP Annual Conference – Orlando, FL. "Work Site Safety Explored: Real World Site Safety Examples Focusing on Keeping Our Industry Professionals Safe"

Insurance Company Presentation – Birmingham, AL. "Subro College 100"

Insurance Company Presentation – Murfreesboro, TN. "Subro College 100"

CPCU Presentation – Minneapolis, MN. Subrogation Overview

Insurance Company Presentation – Minneapolis, MN. "Workers Compensation Subrogation Issues"

Minnesota Continuing Legal Education – Minneapolis, MN. "The Business of Law: Managing & Growing Your Law Practice"

Hennepin County Bar Association – Minneapolis, Minnesota – "Becoming a Valuable Asset to Your Firm: Above and Beyond Being Just a Good Lawyer"

Insurance Company Presentation – St. Charles, IL – "Workers Compensation Subrogation Issues"

Hennepin County Bar Association - Minneapolis, MN – "Fund Raising Issues On a Non-Profit Board"

NASP Executive Forum- Amelia Island, FL- "Safety Issues at Loss Sites"

Hennepin County Bar Association - Minneapolis, MN. "Serving on a Non-Profit Board"

Professional Liability Defense Federation - Phoenix, AZ. "Building a Thriving Trade Association"

### **2013**

NASP Annual Conference - San Diego, CA.  
“Subrogation Ethics”

NASP Annual Conference - San Diego, CA.  
“Managing a Subrogation Law Firm”

Orlando, FL. Moderator; “Subrogation Management  
Issues”

Insurance Company Presentation - Sheboygan Falls,  
WI. “Insurance Subrogation Investigation”

National Association of Independent Insurance  
Adjusters - Hilton Head, SC. “The Changing World  
of Subrogation: Opportunities and Pitfalls”

Insurance Company Presentation - Cleveland, OH.  
“Work Comp Subro: A Multi-State Analysis”

NASP Executive Forum - Austin, TX. “Reflections  
On The Last Fifteen Years of Subrogation”

### **2012**

NASP Webinar - “Beds are Burning: The MN  
Supreme Court's New Permission to Subrogate  
Against Negligent Tenants”

NASP Chapter Meeting- Madison, Wisconsin-  
“Managing Subrogation Teams”

### **2011**

NASP Annual Conference - Orlando, FL. Moderator;  
“Subrogation Management Issues”

NASP Annual Conference – Orlando, FL. Subro  
College 100 Series  
Institute of Forensic Investigation - Chicago, IL.  
“Large Loss Investigations”

Insurance Company Presentation - Columbus, OH.  
“Comparative Fault Training”

Institute of Forensic Investigation - Minneapolis,  
MN. “Need for Forensic Trade Association”

### **2010**

NASP Annual Conference – Dallas, TX. Subro  
College 100 Series

Minnesota Fire Seminar- Prior Lake, MN. “Fire  
Subrogation Pitfalls”

USTA Semi-Annual Meeting- New York, NY. “Best  
Practices in the Lifecycle of a Volunteer”

Insurance Company Presentation- Middleton, WI.  
“Work Comp Subro Identification and Investigation”

Insurance Company Presentation- Eden Prairie, MN.  
“Subrogation Workshop for Claims People”

NASP Chapter Meeting - National Webinar. “Toyota  
Defect Claims”

PLRB Conference – San Antonio, TX. “Helping  
Property Managers Navigate the Subrogation Maze”

Insurance Company Presentation- Alpharetta, GA.  
“Work Comp Subro Investigation Training”

Insurance Company Presentation - Sacramento, CA.  
“Work Comp Subro Investigation Training”

### **2009**

Insurance Company Presentation - St. Charles, IL.  
“Select Work Comp Subro Issues”

NASP Annual Conference – Colorado Springs, CO.  
Panelist; “How to Effectively Deal with Media Issues  
on High Profile Subrogation Claims”

NASP Annual Conference - Colorado Springs, CO.  
Subro College 100 Series

NASP Annual Conference - Colorado Springs, CO.  
Subro College 200 Series; Product Liability

CPCU Presentation - Bloomington, MN. “Auto Fire  
Litigation”

Insurance Company Presentation - Owatonna, MN.  
“Work Comp Subro Recognition”

Insurance Company Presentation - Bloomington, MN. "Solving the Work Comp Subro Puzzle"

NASP Chapter Meeting - National Teleconference. "GM/Chrysler Bankruptcy Program"

Insurance Company Presentation - Cleveland, OH. "Navigating the Subrogation Maze"

Insurance Company Presentation- Bloomington, MN. "Identifying and Investigating Work Comp Subro Opportunities"

Minnesota Fire Seminar - Prior Lake, MN. "Vehicle and Heavy Equipment Fires"

PLRB Conference - Seattle, WA. "Navigating the Subrogation Maze"

Insurance Company Presentation - Atlanta, GA. "Solving the Work Comp Subro Puzzle"

Insurance Company Presentation - Sacramento, CA. "Solving the Work Comp Subro Puzzle"

## **2008**

Insurance Company Presentation – Minneapolis, MN. Subro College

Insurance Company Presentation – Algona, IA. Spoliation Seminar

Minnesota Fire Seminar – Prior Lake, MN. "A New Revolution; Vehicle Fires in Litigation"

PLRB Conference – Boston, MA. "Comparative Fault Training"

NASP Executive Forum – Las Vegas, NV. Group Discussion Leader on Subrogation Scenario

NASP Subrogation Litigation: Skills and Management Conference – Las Vegas, NV. Participant in Health Care Mock Trial

Insurance Company Presentation – Appleton, WI- Work Comp Subrogation Workshop

Insurance Company Presentation – Appleton, WI. "Subrogating Work Comp"

USTA Northern Workshop – Minneapolis, MN. "What Remarkable Organizations Do That Others Don't"

NASP Annual Conference – Hollywood, FL. Moderator; Executive Forum Roundtable

NASP Annual Conference – Hollywood, FL. Panelist; "How to Effectively Resolve Your Subrogation Lien in the Court of Media Publicity"

NASP Annual Conference – Hollywood, FL. Subro College

NASP Annual Conference – Hollywood, FL. Moderator; "War for Talent"

USTA Northern Board Meeting – Minneapolis, MN. "'Seven Measures of Success' for Remarkable Associations"

Insurance Company Presentation – St. Louis, MO. "Solving the Work Comp Subro Puzzle"

Insurance Company Presentation – Exton, PA. Continuing Legal Education Program on Subrogation and Ethics

NASP Minnesota Chapter Meeting – Edina, MN. Subro College

Minnesota Association of Farm Mutual Insurance Companies – St. Cloud, MN. "Subrogation: Trends and Opportunities"

## **2007**

Insurance Company Presentation – Chicago, IL. "Subrogation; Past and Future"

NASP Annual Conference – New Orleans, LA. Subro College

Insurance Company Presentation – Grinnell, IA. "Work Comp Subrogation"

Farm Bureau Claims & Legal Conference –  
Albuquerque, NM. “The Future of Subrogation”

Insurance Company Presentation – Madison, WI.  
“Modern History of Subrogation”

Insurance Company Presentation – Algona, IA.  
“Subrogation Recognition Training”

NASP Subrogation Litigation: Skills and  
Management Conference – Las Vegas, NV.  
Conference Chair; Organize and Moderate  
Conference

PLRB Conference – Orlando, FL. “Comparative  
Fault Training”

### **2006**

NASP Annual Conference – Orlando, FL. Subro  
College

The Iowa Chapter of The CPCU Society – Des  
Moines, IA. “Subrogation History and Comparative  
Fault Workshop”

Insurance Company Presentation – Chicago, IL.  
“Product Liability Litigation”

NASP Florida Chapter Meeting – Jacksonville, FL.  
“Comparative Fault Training”

Workforce Safety and Insurance – Bismarck, ND.  
“Half Day Workers Compensation Subrogation  
Workshop”

NASP Missouri Chapter Meeting – St. Louis, MO.  
“Trends in Subrogation”

Minnesota Self-Insurers Association – Minneapolis,  
MN. “Subrogation Practices and Procedures for All  
Risk”

PLRB Conference – Nashville, TN. “Comparative  
Fault Training”

NASP Subrogation Litigation: Skills and  
Management Conference - San Diego, CA. Organize  
and Moderate Conference

NASP Executive Planning Session – San Diego, CA.  
“Trends in Subrogation”

### **2005**

NASP Annual Conference - Austin, TX. Subro  
College

Execusummit - New York - Keynote Speech –  
“Trends in Auto Subro”

NASP Florida Chapter Meeting – Jacksonville, FL.  
“Trends in Property Subrogation”

NASP Iowa Chapter Meeting - Des Moines, IA.  
“Maximizing Work Comp Recoveries”

PLRB - San Antonio, TX. “Subrogation  
Fundamentals”

USAA - San Antonio, TX. “Maximizing Subrogation  
Recoveries”

West Bend Insurance - West Bend, WI – “Organizing  
a Subrogation Department”

### **2004**

PLRB – Chicago, IL. “The Marriage of the  
Subrogation Unit with the Field Claims Office”

Farm Bureau-Iowa – “Work Comp Subro”

State Farm - Bloomington, IL. Speech to New  
Subrogation Liaisons

NASP Annual Conference – Atlanta, GA. “Gator-  
Aide What Works – Management Open Forum”

### **2003**

ANPAC – Springfield, MO. “Subrogation  
Fundamentals”

NASP Chapter Meeting – Minneapolis, MN.  
“Subrogation Principals”

NASP Annual Conference – Reno, NV. “Subrogation  
Litigation”

NASP WI Chapter Meeting – Appleton, WI.  
“Workers’ Compensation Subrogation”

General Casualty – Minneapolis, MN. Workers’ Compensation Subrogation

State Farm Keynote speaker - Bloomington, IL. “Subrogation Beyond the Dollars”

St. Paul Companies – Minneapolis, MN. “Workers’ Compensation Subrogation”

### **Prior**

NASP Annual Conference – Tampa, FL

MetLife – Providence, RI

Crum and Forster – Milwaukee, WI

Travelers – Milwaukee, WI

NASP Annual Conference – Las Vegas, NV

NASP Annual Conference – Orlando, FL

NASP Annual Conference – Reno, NV

NAMIC Claims Conference – Biloxi, MS

Milbank State Auto – Milbank, SD

Guide One – Des Moines, IA

Northwest Property Adjusters – Minneapolis, MN

State Farm – Minneapolis, MN

Liberty Mutual – Minneapolis, MN

Farmers Insurance – Chicago, IL

Travelers Insurance – Minneapolis, MN

Secura Insurance – Minneapolis, MN

Minnesota Claims Association – Duluth, MN

Farm Bureau – Rochester, MN

Cigna – Minneapolis, MN

RTW – Minneapolis, MN

Medtronic – Memphis, TN

Medtronic – Minneapolis, MN

General Casualty – Minneapolis, MN

Farmers Insurance – Minneapolis, MN

Home Insurance – Minneapolis, MN

Minneapolis CLE

“Behind the Curtain” - Spring/Summer 2014

“What We Do” - Winter 2013

“Managing Safety” - Fall 2013

“Subrogation Law Firm Management: Controlled Chaos” - Summer 2013

“Jobs” - Winter 2012

“A Partnership for Efficiency” - Fall 2012

“Mythology” - Spring/Summer 2012

“Bridge to the Future” - Winter 2011

“Managing Contingencies” - Fall 2011

“Private Parts” - Spring/Summer 2011

“Elevated Speech” - Winter 2010

“Need for Speed” - Fall 2010

“Talking Points” - Spring/Summer 2010

“Subro Advocate” - Winter 2009

“Present Tense” - Fall 2009

“Technological Prisoners” - Spring/Summer 2009

“Ten Years After” - Winter 2008

“Breakfast With Nino” - Fall 2008

“Expert Advice” - Spring/Summer 2008

“Behind the Scenes” - Winter 2006

“Resource Allocation” - Fall 2005

“Consorting With the Enemy”

“Crime and Questions”

“Damages - Flying Under the Radar”

### **Publications**

November 2013, *The Hennepin Lawyer*,

"Confessions of an Insurance Subrogation Attorney"

### **Founder's Forum Articles from the National Association of Subrogation Professionals'**

#### **Subrogator Magazine**

“Do Your Homework” – Fall 2015

“Leadership vs. Management” – Spring/Summer 2015

“Work-Life Balance” – Winter 2015

“The Best and the Brightest” – Fall 2014