

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 also served on its Board of Directors for 19 years. 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 is a graduate of the University of Michigan and Hamline University School of Law where he served on the Law Review. He 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 has been awarded a Lifetime Achievement Award from two separate organizations for his impact on the Subrogation Industry. In addition, Jeff has been approved as a Mediator and serves in that function at



the request of various litigants. He has also been recognized as a Super Lawyer by Minneapolis St. Paul Magazine, Law & Politics Magazine and Twin Cities Business.

Outside of his practice, Jeff is very involved in the United State Tennis Association where he serves on the Board of Directors. Jeff is also an active member of the Hennepin County Bar Association, and is currently serving on the HCBA Board of Directors as the HCBA Treasurer, continuing on a leadership track which will have him serve as president for the 2019-2020 bar year.

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

- 2017 recipient of NASP Lifetime Achievement Award
- 2016 recipient of inaugural United States Tennis Association Volunteer Exceptional Service Award
- 2015 recipient of the Westfield Insurance OARS Award for Resolution Through Innovation
- Awarded 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”

- Awarded Certified Recovery and Subrogation Professional designation by NASP
- Named Super Lawyer by Minneapolis-St. Paul Magazine, Law & Politics Magazine and Twin Cities Business
- 2014 recipient of United States Tennis Association Northern President’s Award

Leadership

- Founder, National Association of Subrogation Professionals (NASP)
- Past President of NASP
- Current Hennepin County Bar Association Secretary
- Current member, Hennepin County Bar Association Board of Directors
- United States Tennis Association (USTA) Board of Directors 2017-2018. The USTA consists of 750,000 members, and it owns and operates the U.S. Open
- 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. The committee consists of the Presidents of the seventeen sections 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

Presentations

2017

Insurance Company Presentation – Mendota Heights, MN. Subrogation Update

Insurance Company Presentation – Des Moines, IA. Worker’s Compensation Subrogation

Hennepin County Bar Association – “Law Firm Leadership”

2016

NASP Annual Conference – Colorado Springs, CO. “Being a Leader: Leadership Skills for Subrogators”

Insurance Company Presentation – Cottonwood, MN. “Subrogation Trends and Best Practices”

Insurance Company Presentation – Appleton, WI. “Subrogation: Hot Topics”

Minnesota Association for Justice – Brainerd, MN. “Subrogation: Friend or Foe”

Minnesota Continuing Legal Education – St. Paul, MN. “Growing Your Law Practice”

Insurance Company Presentation – Fond Du Lac, WI. Workers Compensation Subrogation Training Program

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 Presentations

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

Publications

January 14, 2016, *Claims Management*, “Inextricable
Ties Between Claims and Subrogation Departments”

November 2013, *The Hennepin Lawyer*,
“Confessions of an Insurance Subrogation Attorney”

Founder's Forum Articles from the National
Association of Subrogation Professionals’
Subrogator Magazine

“Win From Losing” – Winter 2018

“Networking Comfort” – Fall 2017

“To Everything There Is A Season” –
Spring/Summer 2017

“Civility” – Winter 2017

“Networking to Overcome Impediments” – Fall 2016

“The Real Experts” – Spring/Summer 2016

“False Assumptions” – Winter 2016

“Do Your Homework” – Fall 2015

“Leadership vs. Management” – Spring/Summer 2015
“Work-Life Balance” – Winter 2015
“The Best and the Brightest” – Fall 2014
“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”