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HELP US SALUTE OUR VETERANS

PROGRAM AT FIRST ARENA HONORS TWIN TIERS RESIDENTS DURING JACKALS GAMES



Ned Marrow, 93, a World War II veteran, has been a Veteran of the Game four times, including in October.



Daniel Polinski, who had four wartime deployments, was a Veteran of the Game in 2011.



Roger Neumann was a Veteran of the Game in November 2015.

Daniel Polinski will never forget March 27, 2011.

That was the night the Sayre resident, an Army and Army Reserve veteran, was honored as a Veteran of the Game at First Arena in Elmira, a recognition program sponsored by the Ziff Law Firm.

"It was a real thrill, after my 41 years in the military, to be publicly recognized for my service," Daniel said. "I have never had such an honor, and it touched this old soldier's heart."

Ziff Law recognizes one military veteran at each regular-season home game of the Elmira Jackals professional hockey team, which plays in the ECHL. Veterans who have been honored say it's a night they will always remember.

The program, in its eighth season, has honored about 300 Twin Tiers veterans.

"The Ziff Law Firm really believes in veterans," Daniel said. "They don't do it once a year; they do it during every home game, so that tells you they are very concerned about honoring veterans."

Jim Reed, managing partner of the Ziff Law Firm, is part of a proud military family.

"My Dad served in the Army and my son, Gavin, is now serving as an Army paratrooper, so military service has been something I have always highly respected," he said. "But meeting many of the veterans we have honored has been an even greater eye-opener and a true privilege. I met a Marine who served on D-Day, a Navy helicopter pilot who flew through the Vietnamese jungles, and an Air Force pilot who flew missions in Iraq."

"Every veteran, whether deployed or not, served an important role in supporting our forces, and it makes all of us at the firm so happy that we can say thanks by honoring a deserving veteran at each hockey game."

Do you know a veteran who you would like to nominate to be honored? Here's how it works:

Male and female veterans and active-duty personnel who are home on leave can be nominated for the Veteran of the Game program by sending email to program coordinator Annette Viselli Thorne at athorne@ziffllaw.com or by calling her at 607-733-8866, ext. 218.

Those selected receive four free tickets to a game. During the game, the public-address announcer introduces the veteran and reads a short biography of their military service, and then Jackals fans salute the veteran with a big cheer.

For Annette, a paralegal at Ziff Law, the program is a labor of love.

"I am so very privileged to coordinate this program," she said. "I love to meet veterans and active-duty military personnel, some who have become what I believe to be lifetime friends. It's an education to hear their personal stories. We at Ziff Law feel there is no one single day to recognize these heroes."

Veterans who are honored by the program go home with a night of great memories.

"I know a few other veterans who were honored, and they were just as thrilled as I was to be there," said Daniel, an assistant principal at Sayre Junior-Senior High School, who was Army and Army Reserve from January 1968 through December 2009, including four wartime deployments. "It's a great idea to remind people in the community that we still have wartime-deployed soldiers."

Roger Neumann of Horseheads, an Air Force veteran who served for a year in Vietnam, was proud to be honored at First Arena in November 2015.

"As the public-address announcer told the Jackals fans about my military service, people looked up at me and started applauding," he said. "Even some of the players who were on the ice looked up and smacked their hockey sticks on the ice. It was a very special night."

World War II veteran Ned Marrow, 93, of Painted Post, has been honored four times as a Veteran of the Game, including on Oct. 28.

SONSIRE FIRST WOMEN'S SOCCER PLAYER NAMED TO HOYAS' HALL

RESPECTED MEDICAL MALPRACTICE LAWYER LOOKS FORWARD TO INDUCTION AT GEORGETOWN UNIVERSITY



Christina Sonsire will be the first women's soccer player inducted into the Georgetown University Athletic Hall of Fame in February.

and midfielder for the Georgetown University women's soccer team from 1994 to 1997 while she earned a bachelor's degree in Classics and International Relations.

The team captain and four-year starter graduated in 1998 as the team's all-time leading scorer in goals, assists, and total points. She held those records until 2009 and is currently ranked sixth all-time in goals scored (26), sixth in assists (18) and sixth in points scored (70) at Georgetown.

The Washington, D.C. university never forgot Christina's athletic achievements, and recently announced that she will be its first female soccer player inducted into the Hoyas' Athletic Hall of Fame in February.

"I am so proud to have been a part of this fantastic program," Christina said. "It is one of the greatest honors of my life."

Christina has also been inducted into the Halls of Fame for Notre Dame High School, Chemung County, and Section 4 for her scoring prowess as a high school player. She was the all-time leading scorer in the former Southern Tier Athletic Conference, and played in the Olympic Development Program as well as in the Empire State Games.

The same competitive fire that burns on the soccer field now drives her in the courtroom, Christina said.

"I have always been driven by competition, and frankly, that's what I love most about trial work," she said. "When you are in a trial, the goal is to help your client, but there is also that gamesmanship aspect that allows you to push yourself to the next level."

"When I am getting ready for a trial, it's like getting ready for a big game," she said. "It requires complete devotion and focus, all day and all night. For me, it's a very comfortable place because it's something that has been part of me since I was a young child."

Christina Sonsire is well-known in the Twin Tiers as a tough and fearless advocate for her medical malpractice clients at the Ziff Law Firm.

But before law school at the University of Montana and becoming an attorney, she was a gritty striker



Christina Sonsire is still active in soccer – as a coach with a Ziff Law Firm 7-and-under team in the Chemung Valley Soccer Association. "There is no greater joy than watching these young players develop," she said.

Christina caught the soccer bug young. By first grade – after seeing the boys in her class playing soccer – she decided she wanted to compete, too. "I told my parents I wanted to play soccer, and neither of them had ever played the sport, but I was persistent," she said.

Not long after, Christina found herself on a team in the Chemung Valley Soccer Association (CVSA) called Hayden's Huns, coached by Carl Hayden and Jim Levins, both Ziff lawyers at the time. And, by seventh grade, Christina had the chance to be among the first players to compete on an all-girls team in the Soaring Capital Soccer Club.

"That was an exciting time. Soccer had really taken off in our area, but there were not many opportunities to play with girls. The friendships I made with my Soaring Capital teammates – like those I made at Georgetown – are the kind that last forever."

Today, Christina has coached teams in CVSA and Soaring Capital, and currently coaches a 7-and-under Ziff Law team in CVSA. Daughter Laurel, 7, is following mom's example and plays on the team, and daughter Noelle, 4, can't wait to get started.

For now, with children to raise with husband Damian Sonsire, Christina is happy to get her kicks as a coach. She has worked with a core of children on her CVSA team for more than two years.

"There is no greater joy that watching these young players develop," she said. "They have grown so much, not just as players but as teammates, competitors, and young people. Coaching is one of the things I enjoy doing most."

Christina will be reflecting on her long history in soccer on Feb. 11 when she and seven other Hoya sports luminaries will be inducted into the Georgetown Athletic Hall of Fame during halftime of the Georgetown-Marquette University men's basketball game at the Verizon Center in Washington, D.C. There is a black-tie reception for the inductees after the game on the Georgetown campus.

"I never, ever imagined something like this would happen," she said. "It feels like an honor not just for me, but for all of my Georgetown teammates and the things we accomplished on the field together. Having the chance to take my daughters to a ceremony like this is one of the greatest gifts I could ever imagine. Hopefully it is something they will always remember."



Christina Sonsire was Christina Bruner from 1994 to 1997 at Georgetown University, where she led the offensive attack as a striker and midfielder.

GEE DRIVEN BY MOTORCYCLE SAFETY

WHEN OUR MOTORCYCLE LAW ATTORNEY TALKS, RIDERS SHOULD LISTEN

Adam Gee has been an experienced and respected personal injury lawyer since he joined the Ziff Law Firm in February 2004, and in recent years, he's also become known as the region's preeminent motorcycle law lawyer and an outspoken advocate for safer riding.

After earning a bachelor's degree from Allegheny College and his law degree from the Syracuse University College of Law, Adam started in criminal law as an assistant district attorney in the Chemung County District Attorney's Office, where he earned a reputation as a tough trial lawyer. He moved from the DA's office to lead the legal department at the county social services office in 2000 and helped the less fortunate in his community for several years.

When he was ready to consider private practice, he knew where he wanted to land.

"As I looked around, Ziff Law was my top choice because it was the firm with the best lawyers in town, and it looked like a practice where I could grow," he said.

He has handled personal injury cases of all kinds at Ziff Law, and has emerged as the voice of the law firm in two areas: truck and motorcycle collision cases. He has become a high-profile voice in the Twin Tiers about motorcycle safety.

Adam, a biker for many years, started with dirt bikes as a child in Elma, N.Y., and now rides a Harley-Davidson, so he knows very well the dangers faced by motorcyclists every time they ride. He's seen – too often, he said – what can happen to motorcyclists when they are involved in collisions.

"There is no such thing as a minor motorcycle collision," he said. "I have seen the devastating results of collisions, and it has made me a more careful rider. I know all the things that can go wrong in front of a motorcyclist."

In most motorcycle collisions, the riders are doing everything right, Adam said.

"It's usually someone in a car or truck who is not paying attention, or the driver does not see the motorcyclist for some reason," he said.

Adam's most frequent advice to motorcyclists: Do everything you can to be visible. For example, he will only ride a motorcycle with a modulating (blinking) headlight during daylight hours.

"I have seen drivers look once at me, and their heads snap around a second time when they see the light blinking," he said. "It grabs drivers' attention where they might not see a steady headlight."

Blinking lights, of course, are just part of the motorcyclist's defensive arsenal. The best weapon is vigilance. "Motorcyclists always have to be watchful and aware of their surroundings. We have all approached cars with turn signals on and wondered if the driver sees us and will he or she do something careless?"

Every motorcycle collision case has been memorable.

"The cases that stick out in my head, though, are the ones where the effect of the collision are going to be long lasting, perhaps the rest of the rider's life," he said.

"The most common type of collision is where a car crosses the path of the rider and the motorcycle hits the side of the vehicle. Those often end with devastating injuries or death.

"That's the biggest fear motorcyclists have – that drivers will do something careless."

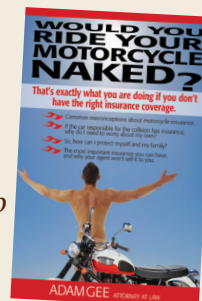
Adam also has another big fear – that most motorcyclists don't have enough insurance. When he talks about motorcycle safety to community groups, insurance and safety go hand-in-hand. People are always more concerned about their car insurance than their motorcycle insurance, he said.



Adam Gee is an outspoken advocate for motorcyclists in the Twin Tiers.

HOW TO LEARN MORE:

Send email to Adam at agee@zifflaw.com if you would like a copy of his free book on motorcycle insurance, if you would like him to review your motorcycle insurance policy for no charge, or you would like him to address your community group.



"We all know when we get on a bike, we are taking a risk, and it's a different risk than driving a car," he said. "There is a mindset in the motorcycling community where people almost brag about how inexpensive their motorcycle insurance is. I always urge riders to make sure they are protected, as well as their families. I see my job as educating bikers about what kind of insurance to buy."

Rule No. 1: Be sure to have enough Supplemental Uninsured/Underinsured Motorist (SUM) coverage, in case you have a collision with an uninsured or underinsured driver, you and your family will be better protected.

The absolute minimum he recommends is \$300,000, and for those who can afford the added premiums, up to \$1 million or more.

"People think they have full coverage, but usually what they are talking about is collision on their bike," he said. "What I always tell people is, don't worry about adding to the collision coverage on your bike, add to the SUM coverage, because the last thing you are going to worry about if you are involved in a bad collision is your bike. And if the collision is the driver's fault, their insurance will pay to fix your bike."

Adam has never had a motorcycle collision because he is always watchful, and being a motorcyclist has made him a safer driver, too, he said. "Safe motorcyclists are much more aware of their surroundings than other drivers," he said. "I am always trying to educate people that motorcycle safety is vehicle safety, too."

TO LEARN MORE ABOUT MOTORCYCLE INSURANCE, CONTACT ADAM TO RECEIVE HIS FREE BOOK – "WOULD YOU RIDE YOUR MOTORCYCLE NAKED?" – BY EMAILING HIM AT AGEE@ZIFFLAW.COM.

LOCAL BUSINESS SPOTLIGHT: AT KINGSBURY'S, OWNER MATCHES RIDERS WITH BIKES

POPULAR LONGTIME ELMIRA BIKE SHOP ADJUSTS TO CHANGING RETAIL TIMES



Winter is still a great time to ride a bike, said Paul Kingsbury, if you have the right clothing and equipment.



"I don't want them to give up on cycling because of a bad bike choice," said Paul Kingsbury, owner of Kingsbury's Cyclery.

Paul Kingsbury knows bicycles. He has been in the bicycle sales and service business for 35 years at Kingsbury's Cyclery in Elmira, and has biked all over the world. He's been riding for about 45 years in all seasons.

When he talks about bikes, people listen.

He has watched the bike business change dramatically in the last five to 10 years, as so many businesses have changed, because shoppers are buying online. Paul said many inexperienced buyers, faced with infinite styles and sizes, often make

unfortunate choices. Some come to Paul's shop with their new bikes, and Paul helps them get it right. "I don't want them to give up on cycling because of a bad bike choice," he said. "With the right bike, most people come to love it."

Paul has come to love being a downtown Elmira business owner, too. He's been at 228 W. Water St., on a block with fresh energy in recent years, for 20 years now. He lives over his shop and loves living downtown. He wishes more people would give it a try.

Paul's first shop was on West Church Street in West Elmira, and then he moved to South Main and Hudson streets on the Southside before landing in his current storefront.

He's adjusting to the new normal in the bike business. He has two ace bike mechanics, Sloane Sims and Tara Escudero, who keep busy year-round, and a retailing veteran, Bob Aiello, who helps with sales when the weather warms up.

He is open 10 a.m. to 6 p.m. Tuesdays through Fridays and 10 a.m. to 3 p.m. Saturdays. He also sells skateboards and sharpens ice skates.

But Paul's passion is bicycles.

Here is more of what Paul had to say recently:

Q: It's winter in the Twin Tiers, so riders have to be ready for anything. What advice do you have for people who want to ride in winter?

A: Winter riding can be amazingly beautiful. With the right clothes and equipment, it can be really fun, too. Personally, in winter, I throw cycling fashion out the window in trade for comfort and warmth. The key is to prevent the wind from cutting through your clothes and blowing away your body heat. Usually you'll generate enough heat to stay warm; the trick is not to lose it.

I wear a Merino wool base layer, then layer on as many insulating layers as I need for the temperature, and most important, wear a Windstopper outer layer. The Windstopper material really only needs to be on the front of your body, which is taking the brunt of the breeze. If rearward-facing areas are allowed to breathe, it'll help to control sweat. If you're sealed up too tight and moisture can't escape, you'll become soaked with sweat and become really cold. I prefer clothes to be a bit loose so moisture can escape more easily.

Also, if you keep your head, hands, and feet warm, you'll be much happier. I find a neck gator or scarf to be a key piece of clothing. One low-cost way to keep your head warm, in addition to a cap, is to put tape over the forward facing vents on your helmet. Also, a little bit of cotton in your ears can make an amazing difference.

In winter, you won't look like a bike magazine cover model or be very aerodynamic, but you will be warm.

In winter, I prefer to ride a bike with wider tires and full fenders. The larger tires can be run at a lower pressure, providing more comfort and better grip on the road. Full fenders are great for keeping the bike and yourself clean. There's nothing worse than a slush-covered bike and a soaking wet backside. That is a sure way to have a miserable ride.

After the ride, it's best to wash your bike. I use a little dishwashing detergent and warm water. I don't try and detail my bike; I just try to wash off the road salt. Even on a dry, sunny day the salt dust kicks up from your tires and covers the bike with an almost invisible layer of corrosive salt. It only takes a day or two for the chain and all other metals to begin rusting. Cleaning off your bike after each winter ride is incredibly important.

Q: Do you repair bikes all year?

A: There are a lot of folks who use their bikes all year. They use them many different ways. Some use them just for recreation, and some use them for transportation. In the offseason, the people who use them for transportation need service. And then after the first of the year, as we get closer to spring, people who are recreational riders bring their bikes in to get ready for the warmer weather. The winter is slower for us, but there are still things to do.

Q: How has the business changed in the last five years?

A: We see a lot more rails-to-trails riders who want hybrid bikes, so they can ride the Catharine Valley Trail or the Lackawanna Trail or the new Black Diamond Trail that goes from Cass Park in Ithaca to the top of Taughannock Falls State Park. The hybrid bikes are more upright, with straight handlebars and big, comfortable seats. They are not built to go fast; they are made to be comfortable and ride on a crushed-stone surface. They are quite popular. Mountain biking is big, too, but road riding is dropping off a little bit. I think people are looking to ride without traffic.

Hybrid bikes and mountain bikes are the big sellers now. A hybrid bike is a cross between a road bike and a mountain bike. It has wheels that are light and it offers smooth riding. The upright riding position is comfortable and allows a rider to see very well.

Riding in traffic might be a little more dangerous than it was before, but there are also better ways now to make yourself more visible to drivers and pedestrians when you are riding. I think the heightened danger is more perceived than reality. You definitely have to be aware because drivers are more distracted, but if you make yourself more visible and ride smart, you should be OK.

Q: How do you make yourself more visible to drivers?

A: The best way is to use headlights and taillights, even during the day. They are even more visible than if you wear a fluorescent jersey, which is certainly good, but lights stand out much more than the color of the clothing you wear. In the summer, when you are riding in and out of the shade, it's difficult for a driver to pick you out when you are in the shade and they are in the sun. But if you have headlights and taillights, and some are strobe lights, they definitely attract attention.

Q: What is your best safety advice?

A: Pretend you are invisible. Give yourself a way out of any situation. When drivers see you and look right at you, they might think they have more time than they do to pull out or turn. You have to anticipate what they are going to do – that they are going to do the wrong thing – and plan what you are going to do when they do it. Always watch for cars that are turning without signaling, especially drivers turning left across your path. That is very dangerous.

Never get beside a truck or any other vehicle at a red light or stop sign. You should stay behind the vehicles that are already there, because those drivers don't know you are there. If you roll up on their side, they still don't know you are there, and they might turn without realizing you are there.

Q: Why have you kept your shop downtown?

A: I think I see new enthusiasm for downtown from younger people, which is encouraging. In the past, it was the older folks who wanted to see the downtown of their youth come back. That's not coming back.

But now we are seeing younger people, especially people who moved to the area, embrace downtown.

I think the people who move here appreciate downtown more than the residents, because it is inexpensive, it is a beautiful area, and there is not much traffic to speak of. It's pretty pleasant.

It would be nice to get more people living upstairs over some of these buildings, but so far, the costs have been prohibitive. I was talking recently with a young man who is living in Riverside Suites (across from

Paul's shop, four upstairs apartments) and he loves it because he has a river view, it's right in the city, and it's not expensive.

I live over our store and we have Roundin Third, Los Panchos and The Bistro right in our block, and First Arena behind us. On hockey nights for the Elmira Jackals, our area is really busy and exciting. I play hockey in the winter and ride bikes in the summer, so it's nice that I don't have to drive anywhere to get on the ice. I play in an adult league and play on drop-in nights, too.

Q: Where do you like to ride in the Twin Tiers?

A: East Hill is really nice riding. I ride southwest of here, out to Pine City and Caton. Once a month, I ride to Trumansburg and back. That is a beautiful ride.



Kingsbury's Cyclery has been in business for 35 years, including the last 20 years on West Water Street in downtown Elmira.

The locals don't realize what's here. There is a CAF USA (Elmira Heights rail car company) employee from Spain who had been here a few times. He lives in the Pyrenees mountain ranges, one of the hot spots in Europe for cycling. He is amazed every time we ride how beautiful it is here, how many roads he can ride, and how little traffic there is. It's a beautiful area to ride.

Q: What's the future of your shop and bike businesses?

A: I think bike shops are going to become more service centers and have fewer bikes in stock because so many bikes are being bought online or in big-box stores. We are now about 50 percent sales and 50 percent service, and the trend has been service is increasing. I am happy I have two great bike mechanics.

Q: Do people buy bikes online and bring them in for you to assemble?

A: Yes, all the time. Five or 10 years ago, that would have really ruffled our feathers, but now it's just the way it is, so that's what we do. The good part is they will come back for service when they have problems. Also, online shoppers often buy the wrong style or size bike, and we try to help them out and get them on the right path.

Big-box stores will assemble bikes for extra money, and usually the work is not the best quality. People will go that route to save money because they are not sure they will love riding a bike. I understand that. Sometimes it works out for the buyer, but quite often, when someone doesn't like riding a new bike, it's because the bike doesn't fit them or it was poorly assembled at the store. That is too bad, because many people will give up on bikes after a bad experience. I think if they have a good experience with good customer service and a bike that fits, they will probably love riding.

People and bikes come in all sizes. The right match is the most important first step. When it's the right size, the ride is comfortable and efficient.

When I started 35 years ago, there were road bikes: 10 speeds and three speeds, and coaster brake bikes. Now each manufacturer has 100 different kinds of bikes. It's overwhelming for the customers because there are so many ways to go.

NEW ZIFF LAW LAWYER MAKING A DIFFERENCE

MIKE BROWN THRILLED TO BE WORKING WITH EXPERIENCED, RESPECTED PARTNERS



"The attorneys here have a great reputation as fierce advocates for their clients. They practice personal injury law the right way and truly care about their clients," said Mike Brown.

Mike Brown is happy he decided to join the Ziff Law Firm in September.

The 29-year-old associate said he's learning every day from what he calls the three best personal injury lawyers in the region: partners Jim Reed, Adam Gee, and Christina Sonsire.

"There is no other law firm like this in the Twin Tiers," said Mike, a 2012 graduate of the Syracuse University College of Law who was admitted to the bar in New York State in 2013. "The attorneys here have a great reputation as fierce advocates for their clients. They practice personal injury law the right way and truly care about their clients."

Mike is working with the partners on their cases and preparing for a February trial in a motor vehicle accident case, using many of the skills he developed in his first two legal jobs: as an assistant district attorney in the Broome County District Attorney's Office and an assistant attorney general with the New York State Attorney General's Office in Binghamton.

Mike has been helping with a range of cases from slip-and-falls to complex medical malpractice. "I have learned so much by observing the partners as they work and listening to their insights," he said. "It's been a great education."

Jim, Ziff Law's managing partner, said the partners are happy that Mike decided to join the firm.

"We get a lot of resumes every year from lawyers who wish to join our firm, but it is extremely rare that we find a combination of the many qualities we would require in any lawyer who was going to come to work for us: intelligence, real-world experience, work ethic, and great personality," Jim said. "Mike filled the bill on all scores, and his references all raved about how hard Mike worked and how effective he was in the courtroom. We think we hit a home run in hiring Mike."

Mike has a special interest in medical malpractice cases because he comes from a family of doctors – his father and two brothers are doctors and his wife, Courtney, is a registered nurse.

"I have always been intrigued by the medical profession," he said. "I have learned a lot by listening to family conversations."

Mike chose a law career after repeated shoulder injuries ended his baseball dreams. The former standout outfielder at Vestal High School and Le Moyne College in Syracuse sees many parallels between sports and a law career.

"It's a natural progression for an athlete to be a trial attorney because a lot of the same concepts and principles apply," he said. "You have to be prepared. My coaches always said that if you put in the effort beforehand, your body and mind will be ready to react to any situation."

"As a trial attorney, the same holds true – you must anticipate and be ready to counter many different legal arguments before you even step foot in the courtroom."

His first job as a lawyer gave him the courtroom experience he wanted. "Being an assistant district attorney is a surefire way to get trial experience as a young lawyer," he said. "I was in the courtroom all the time, prosecuting everything from traffic tickets to felonies. It was trial by fire."

After a year defending the state against claims in the Attorney General's Office, he was ready to make the move to Ziff Law.

"There are many parallels between being a prosecutor and a personal-injury lawyer," he said. "Many of the criminal cases I handled had personal-injury components, such as accidents with injuries. So it's been an easy transition, thanks to my experience, the partners and their great staff. I consider myself lucky to have this opportunity so early in my career."

FIVE MYTHS ABOUT MEDICAL MALPRACTICE CASES

YOU CAN'T BELIEVE MOST OF WHAT YOU HEAR ABOUT THE HIGH-STAKES, HARD-FOUGHT CASES

Medical malpractice cases are complicated and often misunderstood by people outside the legal profession.

In New York State, attorneys are required to file an affidavit with the court at the time they bring a lawsuit that states a medical doctor has reviewed the matter and found it to have merit. Indeed, according to a 2006 study by the Harvard University School of Public Health, about 97 percent of 1,452 closed medical malpractice suits in the U.S. were found to be strong cases.

Government records show that from 1991 to 2005, about 6 percent of physicians were responsible for 60 percent of malpractice payments. Of the 6 percent, each doctor was found liable of medical negligence twice, 2.3 percent were liable three times, and 1.1 percent were liable four times. The lawsuits help hold dangerous doctors responsible.

According to a 2013 study by the *Journal of Patient Safety*, medical errors were the third-leading cause of death in America. Only heart disease and cancer are bigger killers. The study said somewhere between 210,000 and 440,000 patients a year suffer preventable harm in a hospital which causes or contributes to their cause of death.

The medical malpractice attorneys at Ziff Law – Jim Reed, Christina Sonsire, and Adam Gee – take our responsibility to our clients very seriously. Our medical malpractice cases often take years of work, but in the end, we usually prevail for our clients, and they appreciate our years of service in getting them justice.

HERE ARE FIVE OF THE BIGGEST MISCONCEPTIONS about medical malpractice lawsuits, according to Ziff Law partner Christina Sonsire:

1. MOST MEDICAL MALPRACTICE LAWSUITS ARE FRIVOLOUS. Medical malpractice lawsuits are very expensive to prosecute (typical expenses alone, not fees, are \$50,000 to \$100,000 per case), so we can only accept those cases with very strong liability and serious injuries or death.

2. MEDICAL MALPRACTICE LAWYERS WILL TAKE ANY LAWSUIT. There is nothing to be gained by putting our clients through years of litigation if we don't believe we can do something to help them in the end.

3. THE MOTIVATION FOR FILING MEDICAL MALPRACTICE LAWSUITS IS ALWAYS MONEY.

The vast majority of people I have represented end up in my office because their lives were ruined by medical carelessness and they want to make sure no one else suffers in the same way. Of course, they want financial help putting their lives back together, but most are angry that they were badly injured because someone failed to do his or her job.

4. THERE ARE MORE MEDICAL MALPRACTICE LAWSUITS THAN EVER BEFORE.

Medical malpractice lawsuits are actually on the decline, according to the National Practitioner Data Bank (NPDB), which tracked medical malpractice data from 2004-2014, the most recent years available. NPDB is compiled by the U.S. Department of Health & Human Services.

Go here to learn more: WWW.NPDB.HRSA.GOV/RESOURCES/NPDBSTATS/NPDBSTATISTICS.JSP

5. MEDICAL MALPRACTICE LAWSUITS ARE DRIVING UP HEALTH CARE COSTS.

Lawsuits account for less than one-third of 1 percent of total health care costs, according to Dr. David Belk, a medical doctor who tracks health care costs, including trends in medical malpractice claims and payments here: <http://truecostofhealthcare.net/malpractice/>.

To get a true picture of medical malpractice in America, take a look at the chilling numbers in the charts compiled by the government and Dr. Belk.

The numbers don't lie

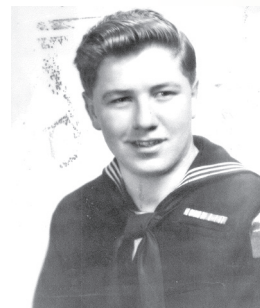
HELP US SALUTE OUR VETERANS (CONT.)

PROGRAM AT FIRST ARENA HONORS TWIN TIERS RESIDENTS DURING JACKALS GAMES

"Every time I am honored, it makes me feel very proud of my country," said Ned, a Navy veteran who survived a 1944 German torpedo attack on the USS Barr that killed 17 of his shipmates. "I tell veterans that they should be nominated for the program. It's a great feeling."

Daniel Polinski said he wished more organizations did what Ziff Law does at First Arena.

"You have to be a veteran to really appreciate what this program means to us," he said. "Ziff Law turns every Jackals home game into Veterans Day."



Ned Marrow served aboard the USS Barr during World War II.



Roger Neumann, an Air Force veteran, was deployed for one year in Vietnam during the war.



Daniel Polinski, an Army and Army Reserve veteran, was in the military for 41 years.



Local Lawyers, Big City Results!

303 William Street, Elmira, NY 14902-1338

CHRISTINA SONSIRE
A HALL OF FAMER
AT GEORGETOWN
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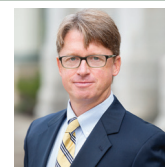
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ATTORNEY ADVERTISING

The information included in this newsletter is not intended as a substitute for consultation with an attorney. Specific conditions always require consultation with appropriate legal professionals.

FOR THE SIXTH STRAIGHT YEAR, ZIFF LAW AMONG BEST LAW FIRMS



JIM REED

For the sixth year in a row, the Ziff Law Firm is the only law firm in the Elmira, Corning, and Ithaca area named to a nationally recognized directory of top law firms in the United States.

Ziff Law was named a National Best Law Firm for 2017 in the practice area of Personal Injury Law for Plaintiffs by U.S. News – Best Lawyers.

“I am so proud of the team we have assembled and the incredible results we have achieved,” said Jim Reed, Ziff Law’s managing partner. “We have always believed that working hard and caring deeply about our clients would create good results, and it is so gratifying to see that we were correct. Winning this award once was great. Winning it six years in a row is amazing, and we could not be any happier.”

In addition to Reed, the other lawyers at Ziff Law are Adam Gee, Christina Sonsire, and Mike Brown.

Law firms were evaluated using client and peer reviews, and additional information provided by the firms, according to U.S. News – Best Lawyers, which ranked more than 10,000 law firms in more than 100 practice areas.

The rankings were announced in November by *U.S. News & World Report*, the parent company of U.S. News, and Best Lawyers, a national directory of top-rated attorneys.

JIM REED NAMED LAWYER OF THE YEAR: Jim was named the 2017 Plaintiffs’ Lawyer of the Year among personal injury lawyers in the Southern New York Region in October.

Jim was named the best plaintiffs’ lawyer based on the recommendations of lawyers in Chemung, Steuben, Tompkins, Broome and Tioga, N.Y., counties. This is the second time he was named Lawyer of the Year in the region. He first received the honor in 2015.

Reed, who has been practicing law since 1986, has argued cases at every level in the New York State court system and has successfully managed many multi-million dollar cases. His practice handles serious personal injury, bicycle accident and medical malpractice cases.

JIM REED NAMED BEST LAWYER: Jim was also selected by his peers in August to be featured in a national directory of top-rated attorneys for the sixth year in a row.

Jim, selected as a Best Lawyer in personal injury and medical malpractice law, was named to the 2017 Best Lawyers in America guide following a survey of lawyers in his geographical region and area of practice. Reed was first selected for the 2012 guide.

The Best Lawyers directory, a nationally recognized resource used to locate the best-qualified attorneys by region, is online at www.bestlawyers.com.