

**SIDE BAR Notes & News:**

The summer of 2006 marks our Twenty Fifth year providing Demonstrative Evidence to the legal community. We have strived to bring you, your clients and your firms the best possible results. We are proud of our admissibility factor and settlement ratio. Testament to our valuable role in your legal teams 'back pocket', is the number of return customers year after year and the verbal recommendations that bring us new clients on a regular basis.

I am starting my fourteenth year with WMA and if there was one point to pick, that seriously altered my career, it would be the first time that I was called to testify. In 1994 I prepared an accident site plan for **David Perecman** (NYC) of the intersection of Avenue V and Batchelder Street, Brooklyn, NY. I was unable to sleep for a week and while waiting in the halls of Brooklyn Supreme, consumed three rolls of antacid. Being a 'Fact' witness, I was tasked with testifying to the fair and accurate representation of the intersection at the time of the incident. I was told my testimony would take a maximum of 5 minutes, but actually I was on the stand for almost three and a half hours. Even though the exhibits were admitted into evidence, opposing council left me beaten. But soon after a sense of satisfaction and accomplishment took over. That experience taught me just how important our job is. It set the protocol for all jobs to follow, we set strict guidelines over and above what the courts will allow. Our admissibility factor is second to none.

We do not want to downplay any of our over 750 clients, we thank each one for their continued support. However, we would be nowhere today without our two biggest fans **Gary Pillersdorf** and **Marty Edelman**. Gary has been a client for over ten years and we have supplied exhibits for seventy eight of his firms cases. Marty has been a client since 2003, we have supplied exhibits for twenty one of his firms cases. Gary and Marty are both responsible for countless of referrals from other firms. All by their simple recommendation of our services.

We take great pride in our reputation of being fair, fast and accurate for all clients, single practice or large firm. We look forward to being able to serve you and your firms needs for another twenty five years.

Thanks Again,

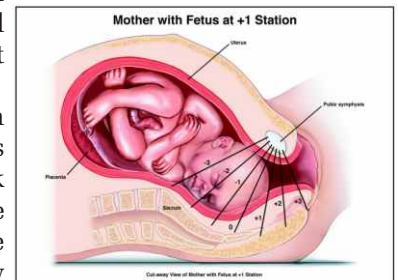
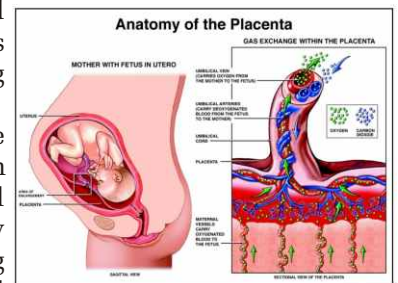
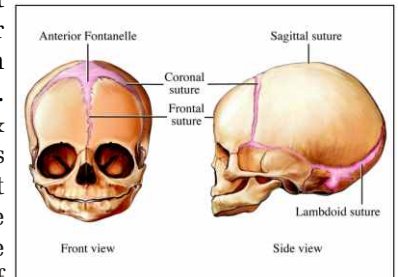
*Rob Jew*

**WMA CLIENT AWARDED \$212M VERDICT**

WMA is proud of the role we played in Kevin Fox's **\$212,580,000.00** award during a recent Suffolk County Supreme Court Medical Malpractice case; The record for the highest verdict ever obtained for an individual client in the State of New York. Kevin, of Russo, Fox & Karl, Hauppauge, has been a valued client since 1997 and we have prepared Demonstrative Evidence for thirty two of his cases and testifying to a few of those projects as well. We have produced everything from magnetic site plans for auto cases, technical illustrations for product liability cases, medical illustrations for medical malpractice cases, photographic and document enlargements for Kevin's remaining cases.

For this case we supplied Kevin with three medical illustrations specifically chosen from our catalog of over ten thousand medical images. These images clearly explained the complex issues raised in the proceedings. After the jury deliberated for a day and a half, a unanimous decision was delivered. The jury commented that the use of the presentation technology allowed them to quickly learn and understand the medical testimony and fact pattern.

We applaud Kevin for reaching this milestone in New York law. Additionally we congratulate him on the formation of his new firm Kevin M. Fox, pllc, we look forward to helping him and his new colleagues long into the future.



## WMA on John Dearie's 'The Common Law'

Recently, we had the pleasure of being asked to appear on John Dearie's "The Common Law", a weekly cable television talk show geared to the legal industry. John and Rob Frein discussed various types of Demonstrative Evidence and how they were instrumental in obtaining favorable verdicts. The show highlighted samples of trial exhibits, three-dimensional models and computer animations from the WMA archives.



If you did not see the show, contact us and we can send you a complimentary DVD for your viewing pleasure.

## NYSTLA TIP of the WEEK

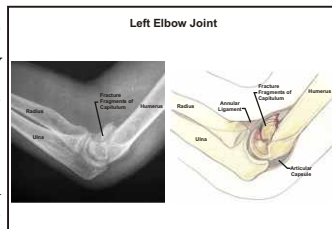
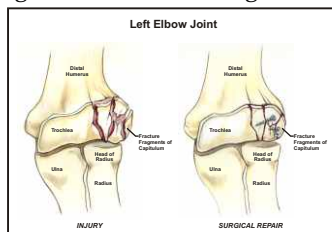
The **New York Trial Lawyers Association (NYSTLA) Partnership for Justice** Fund is a collaboration of businesses drawn together by NYSTLA that are committed to protecting the legal rights of New Yorkers. WMA Graphics, is proud to have been involved in the association since the early '90's and to be involved in the partnership for the past two years. We are even prouder to call many of the most influential NYSTLA members as clients.



As an aid to the NYSTLA membership, the partners have been asked to supply articles designed to provide insight to New York's legal community. We invite you to visit their website [www.nystla.org](http://www.nystla.org) and follow the links to the Partnership's 'Tip of the Week' page. There you will find WMA Graphic's contribution, **'Taking the Jury where you want them to go'**. An article designed to share helpful suggestions on how your office staff and legal team can keep costs down by preparing for exhibits prior to hiring a demonstrative evidence specialist.

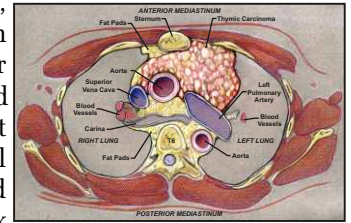
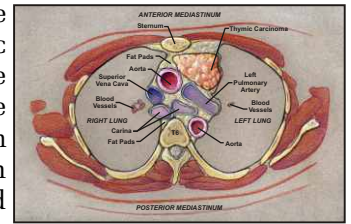
## Medical Illustration: Two Prong Approach

Currently Stacy Lazzara, WMA Graphics' Assistant Director, is working towards achieving her Certification in Medical Illustration (CMI). She has been taking the medical and scientific courses, while the entire staff is refreshing their skills with the necessary graphic courses. This certification, together with our new staff member Debbie Mahoney, will allow us to expand our legal support services even further into the Medical Malpractice and Personal Injury area. Debbie has her



Masters in Science and Medicine Instructional Art Design from Johns Hopkins School of Medicine and is a practicing Physician's Assistant and accomplished Medical Illustrator

Knowing our clients want for cost saving alternatives, we perfected the "Two Prong Approach" to supplying Medical Illustration. For many cases it is not necessary to create custom case specific proprietary illustration. The first 'prong', is allowing the client to choose exhibits from our library of over ten thousand pre-illustrated designs. Every muscle, bone, organ and affliction has been illustrated in beautiful color and clarity. Each is labeled and drawn in such a way that they are the perfect tutorial piece every time. The second 'prong', for more complex medical issues WMA staff members will work hand-in-hand with the cases medical expert to prepare case specific proprietary illustrations. By reviewing medical films, illustrations can be prepared to reflect the exact conditions shown in the negative. These illustrations are then reviewed by the medical expert and prepared as final courtroom exhibits. We even have the capabilities to animate spot illustrations to show an incidents scenario.



We also offer quality MRI, CT and X-Ray enlargement services. The reproduction of medical films is not a job for the local copy center, the subtle variations of a film's image needs to be handled in an appropriate manner. Our backlit image scanners and photographic contact cameras produce the highest quality

copy obtainable today. We can produce both negative and positive image copies to suit your needs. Case specific highlighting is an option on most medical films and other various admissible enhancements that can be added help clarify all exhibits. Additionally, you may inquire about our three-dimensional models of all body parts and functions.

## Graphics Staff Continues to Grow

WMA announces that **Rick Marcovecchio** will be joining the full time staff after working for a year as a in-house freelance designer. Rick, a master model builder, has a BS from Fordham University in Physics and his Masters from George Washington University in Electrical Engineering. He is a great addition to the staff and we are excited to have him on board.

