



To: IIABL Members & Associate Members

Fm: Jeff Albright & David Tatman

Re: The fight for auto/tort reform is on! - Will you do your part?

For almost two years, IIABL has been working toward the passage of auto/tort reform in the 2020 Regular Session of the Louisiana Legislature. The chess board is set! The elections this fall gave us a legislature ready to pass auto/tort reform. The media and the public are talking about auto/tort reform and demanding that legislators pass reform. We truly have a legitimate chance to improve our legal environment and auto insurance market!

But the trial lawyers are not rolling over!

“Real Reform Louisiana” is the trial lawyers answer to our auto/tort reform efforts.

The leading characters in the new organization are Gov. John Bel Edwards' former campaign communications director Eric Holl and Trey Ourso, who is listed as the president of the group on the Secretary of State's office business filing. If Ourso and his Gumbo PAC are involved, you can be sure major dollars will be spent on social media and other avenues to kill the Omnibus Premium Reduction Act, which is the number one priority of IIABL and other business organizations.

To learn more about “Real Reform Louisiana” you can read this article from the [Greater Baton Rouge Business Report](#), as well as the [news release from "Real Reform" Louisiana](#).

The organization says it plans to advocate for:

- Mandating insurance companies base insurance premiums on driving records
- Increasing transparency in insurance rate-setting and expenses
- Holding the insurance commissioner accountable in regulating the industry

This is the trial lawyer strategy...blame the insurance industry for high rates. Unfortunately, the public is more than willing to believe that **WE** are the problem.

The fight for tort reform is on! Will you do your part? We need YOU to educate your customers, friends and legislators about the real auto/tort problem! We need YOU to get this [PUSHCARD](#), which explains the auto/tort problem, to everyone you have contact with.

- Please put this [PUSHCARD](#) on your website
- Please put this [PUSHCARD](#) as a link on your emails
- Please email LYoung@IIABL.com and ask for hard copy pushcards to put in your mail and hand out to your customers

We cannot win the fight for auto/tort reform unless we convince people that we are not the problem, that only tort reform can lower auto insurance premiums.

We can't win this fight without YOU!