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insured party shall appear with a representative of the carrier with full authority to negotiate
 up to the limits of coverage.

Personal attendance will rarely be excused by the Court, and only for substantial
hardship. A written application to be available by telephone rather than in person shall be
served on opposing counsel and lodged with the judge, along with the Settlement
Conference Statement.

Only upon written showing of good cause, submitted at least seven calendar days
prior to the settlement conference, will the Court excuse a party or Counsel from mandatory
attendance of the settlement conference. Parties or Counsel may be excused from
attending the settlement conference only upon written authorization from Judge Larson.

Parties or counsel who fail to attend the settlement conference, and where absence
is not authorized by Judge Larson, will be subject to sanctions, pursuant to Federal Rule of
Civil Procedure 16(f).

Please provide a Confidential Settlement Conference Statement to the
chambers by Friday, February 18, 2011. It should be lodged with chambers and
should not be filed with the Clerk of the Court or served upon other parties.

17 The Confidential Settlement Conference Statement shall be as brief as possible and18 should rarely exceed 10 pages. It shall include the following:

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1. A statement of the facts of the case.

2. A statement of the claims and defenses including, but not limited to, statutory
 or other grounds upon which the claims are founded, a forthright evaluation of the parties'
 likelihood of prevailing on the claims and defenses and a description of the major issues in
 dispute.

3. A summary of the proceedings to date.

4. An estimate of the cost and time to be expended for further discovery, pretrialand trial.

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- 5. The relief sought.
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1 6. The party's position on settlement, including a history of past settlement 2 discussions as well as present demands and offers.

3 7. If there have been no prior discussions, plaintiff must serve a demand letter 4 outlining its theories for recovery, supporting facts and damages in writing before the conference, and defendant must respond in writing before the conference.

6 If the case involves any claims for injunctive relief, the parties must meet and confer 7 before the scheduled Settlement Conference in order to resolve as many issues as 8 possible. Results of the meet and confer must be included in the Settlement Conference 9 Statement. Failure to comply with these pre-conditions will result in forfeiture of the 10 Settlement Conference date.

11 Any request to continue the settlement conference shall be submitted in 12 writing after consultation with the opposing party. Submission by facsimile is 13 acceptable at facsimile number (415) 522-2140.

The parties shall notify Magistrate Judge Larson's chambers immediately if this case settles prior to the date set for settlement conference.

17 DATED: February 15, 2011

United States Magistrate Judge

United States District Court For the Northern District of California

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