



Melissa Baldwin
Structure Consultant

While being an active member of our Education Committee for the past 3 years and throughout the NSSTA meetings I've attended, the theme of growth has been at the forefront of discussion. I believe there are two topics we must address and achieve solutions for in order to grow our industry in both number and strengthen the success of structured settlements. First, how do we attract new, younger professionals for the next generation? Second, how do we ensure we are always considered an invaluable part of the settlement by our clients? My goal as a member of the Board would be to concentrate on these two areas and work closely with other Board members to achieve results.

In recent years I think we can all agree that the climate of our business has changed. But regardless of your role; as a Defense broker, a Plaintiff broker, a provider or life company representative - as members of NSSTA we should have the same common goal: to grow our industry and increase the need & importance of structures as part of any settlement negotiation. One example of how to start to accomplish this is through education of new potential clients. As one of the "next generation" brokers I cultivate relationships with numerous younger attorneys each year, providing them with the information and benefits structured settlements give to their injured clients. By networking at local and national attorney organizations in combination with providing presentations to firms, I am able to help grow that knowledge, understanding and become that invaluable resource to the next generation of attorneys. But I am not solely a structure broker, I am a comprehensive settlement planner who looks at every aspect of the case: the injured client's immediate and future needs, ongoing medical care, establishing an SNT, determining if the client is receiving SSDI or Medi-cal, retirement goals, what their concerns are for themselves and their families. Being the all encompassing professional that our clients trust, need and look to first when it comes to assisting with settlements, grows not only our individual businesses but our industry.

Throughout my 10 year career, as the industry has changed and new legislative challenges occur, I have continued to find innovative ways to grow my business and assist in a wider variety of settlements. The services we provide to the injured and their families brings security, solutions and the peace of mind they deserve. I am dedicated to making structured settlements an invaluable product to consider at each and every settlement. As a member of the NSSTA Board of Directors I would utilize my experience, passion and invaluable resources to finding innovative ways to address our growth and future success.

Thank you for your consideration and I look forward to seeing you at the Annual Meeting soon.

Best Regards,

Melissa Baldwin



ATLAS SETTLEMENT GROUP, INC.



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Melissa Baldwin has been a Settlement Consultant with Atlas Settlement Group for over 10 years, assisting attorneys and their clients in physical injury cases related to medical malpractice, catastrophic injury, wrongful death, and product liability as well as non-physical injury cases such as employment and discrimination, mass torts and attorney fees. As a consultant throughout California, Melissa focuses on the immediate and long-term financial needs of Plaintiffs, tailoring structured annuities and financial plans to meet each person's unique and specific set of present and future income needs. Whether it be payments for ongoing medical care, children's education, retirement planning, and other financial concerns, Melissa's focus is always her clients' best interest and ensuring financial security.

In addition to financial assessment and annuity planning, Melissa assists with case evaluation, prepares proposals and attends mediations and settlement conferences across the United States, free of charge. She enjoys helping her clients facilitate a successful settlement while making the process as easy as possible for all parties involved. Melissa is a proud member and supporter of many attorney organizations such as Consumer Attorneys of California (CAOC), Consumer Attorneys Association of Los Angeles (CAALA), San Francisco Trial Lawyers Association (SFTLA), Orange County Trial Lawyers Association (OCTLA) and the Beverly Hills Bar Association.

A native of California, Melissa earned her Bachelor degree in Political Science with a minor in Law from University of California, San Diego. Melissa enjoys hiking, family camping trips with her husband and their two children, and seeing live music shows all over California.