

April K. Toy

Milwaukee, WI

She/Her

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About April

An experienced trial and appellate attorney, April represents businesses, insurance companies, and individuals in civil litigation matters in both state and federal courts. She focuses on commercial litigation, legal malpractice defense, and insurance coverage disputes.

Her commercial litigation practice involves representing businesses in civil suits arising from state contract and tort law, including breach of contract, interference with contract, breach of fiduciary duty, intentional infliction of emotional distress, fraud, common law misrepresentation and claims arising under Wis. Stat. § 100.18.

In addition, April defends lawyers, nursing homes, insurance agents, and insurance brokers in civil suits alleging malpractice and professional negligence. She also regularly represents insurance companies in third-party and first-party actions, including those alleging bad faith.

April's Affiliations

- American Bar Association, Legal Opportunity Scholarship Committee, 2022 – 2024
- Defense Research Institute (DRI), Diversity and Inclusion Committee, 2020 – 2022
- The Fellows of the American Bar Foundation, Fellow
- Hispanic National Bar Association, National Executive Committee, Divisions, Sections and Committees, Vice President, 2025 – 2026; National Secretary, 2023 – 2025; Region IX President (Illinois, Indiana, Michigan, Wisconsin), 2021 – 2023; Community Service and Pro Bono Initiatives, Deputy President, 2019 – 2020; Latina Leadership Academy, 2019
- Hispanic Alliance for Career Enhancement, National Leadership Council, Vice Chair
- Leadership Council on Legal Diversity (LCLD), Fellow, 2023

- State Bar of Wisconsin, Leadership Development Sub-Committee, Chair, 2022 – 2023; Leadership Development Sub-Committee, Vice-Chair, 2020 – 2022; G. Lane Ware Leadership Academy, Participant, 2019 – 2020
- Wisconsin Law Foundation, 2022 Class of Fellows
- Wisconsin Trust Account Foundation, Inc., Grants/Evaluation Committee, Director, 2024 – 2025; Board of Directors, 2022 – 2023

Areas of Focus

Industries: Aging Services; Professional Services

Services: Appellate; Bad Faith, Market Conduct & Extra-Contractual Liability;
Insurance Coverage Litigation & Counseling; Litigation & Trial

Recognition

- *Madison365*, Wisconsin's 31 Most Influential Latino Leaders, 2025
- *Milwaukee BizTimes*, Rising Star in Law, 2022; Notable Latino Leader, Class of 2025
- *Diversity MBA*, Top 100 Under 50 Executive Leader, 2023
- *Wisconsin Super Lawyers*, Rising Star, 2019
- Marquette University Law School, CALI Award, Environmental Law

Credentials

Education

Marquette University Law School, JD, 2010

San Francisco State University, BA, 2006

Bar Admissions

Wisconsin

Court Admissions

US District Court for the Eastern District of Wisconsin

US District Court for the Western District of Wisconsin

Interests

Did you know...

April enjoys spending free time with friends and family and supporting her community through civic engagement. She also loves traveling, watching films, dogs, and regular trips to the coffee shop.

Community/Civic Activities

- Village of Shorewood, Recreation & Community Services Advisory Committee, 2017 – 2019; Board of Appeals, 2019 – 2022

Thought Leadership

Presentations

- Co-Presenter, “Ethical Challenges in the Legal Profession: Maintaining Integrity in Complex Scenarios,” Hispanic National Bar Association/VIA 2025 Annual Convention, Oxon Hill, Maryland, September 5, 2025
- Moderator, “When a Complaint Hits: What Every Attorney Should Know,” Hispanic National Bar Association/VIA Solo-Small Summer Series, sponsored by Berkley Select, Webinar, August 21, 2025
- Panelist, “The State of the Latino Attorney Wellness in the Legal Profession: Where Do You Belong?,” HNBA Annual Convention (AC2024), Washington, D.C., September 6, 2024
- Panelist, “Guarding Your Practice: Navigating Professional Liability For Lawyers,” HNBA and Berkley Select, Webinar, July 25, 2024
- Co-Presenter, “Coverage Trends with Biometric Data Lawsuits,” We’ve Got You Covered: Insurance Coverage in Wisconsin 2023 CLE Seminar, State Bar of Wisconsin, Madison, Wisconsin, October 26, 2023
- Panelist, “Biometric Information: Compliance, New Technology, and Privacy Violations,” HNBA/VIA Annual Convention (AC2023), Minneapolis, Minnesota, September 8, 2023
- Presenter, “Enhancing Cultural Awareness for the Next Generation of Lawyers: An Asynchronous Course,” Marquette University Law School, Webinar, 2023
- Co-Presenter, “Daubert Motion,” Pretrial Techniques 2022, State Bar of Wisconsin, Madison, Wisconsin and Webcast, September 28, 2022
- Moderator, “#HACEMás to Lead with Julissa Arce,” HACE National Leadership Council, Virtual Event, May 31, 2022
- Moderator, “Bad Hombres,” HNBA Region IX and LatinoJustice PRLDEF, Virtual Event, September 15, 2021
- Panelist, “Finding a Legal Job During an Economic Downturn,” HNBA Region IX and the Wisconsin Hispanic Lawyers Association, Virtual Event, April 19, 2021
- Co-Presenter, “Exploring Coverage Issues in Construction Defect Cases,” *We’ve Got You Covered: Insurance Coverage in Wisconsin 2020, State Bar of Wisconsin Seminar*, Madison, Wisconsin, October 23, 2020
- Moderator, “Closing the Gender Leadership Gap,” State Bar of Wisconsin 2019 Diversity Counsel Program, April 2019

Events

- April Toy Co-Presents Legal Ethics Panel at Firm-Sponsored HNBA/VIA 2025 Annual Convention, Sep 4, 2025
- April Toy to Participate in an HNBA and Berkley Select Webinar on Navigating Professional Liability For Lawyers, Jul 25, 2024
- April Toy to Present and Hinshaw to Sponsor the 2023 HNBA/VIA Annual Convention (AC2023), September 6-8, 2023

In The News

- April Toy Contributes to HACE's "LEGACY: Women of HACE & 40 Stories of Impact", Apr 27, 2022

Lawyers for the Profession® Alerts

- Hinshaw Readers' Choice Awards: Top Professional Liability and Legal Ethics Articles of 2024, Dec 30, 2024
- Wisconsin Appellate Court Enforces Limited Scope Retainer Agreement, Sep 25, 2024

Lawyers' Lawyer Newsletter

- Rules of Engagement: Setting the Proper Scope of Representation to Protect the Client and the Lawyer, Jan 5, 2024

Press Releases

- April Toy Named Among Wisconsin's 31 Most Influential Latino Leaders of 2025 by *Madison365*, Sep 30, 2025
- April Toy Elected to Serve on the National Executive Committee of the Hispanic National Bar Association for the 2025–2026 Term, Aug 7, 2025
- April Toy Selected as a *BizTimes Milwaukee* 2025 Notable Latino Leader, Jul 21, 2025
- April Toy Re-elected National Secretary of the Hispanic National Bar Association, Aug 7, 2024
- April Toy Elected National Secretary of the Hispanic National Bar Association, Sep 15, 2023

Webinar

- April Toy Moderates HNBA/VIA Solo-Small Law Firm Summer Series on Attorney Complaints and LPL Insurance, Aug 21, 2025

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