



**SCMA Presents its 22nd Annual Fall Conference:**  
The Business of Mediation: (A Frank Dialogue about the Practice of Mediation)  
Saturday November 6, 2010 Pepperdine University – Malibu, CA

PROGRAM OUTLINE

**8:00 a.m. – 8:45 a.m.**

Registration & Continental Breakfast

**8:45 a.m. – 9:10 a.m.**

Welcoming Remarks, Election Results & Installation – Phyllis Pollack

Moment of Silence for Richard Millen – Lee Jay Berman

Western Justice Center Millen Scholarship – Phyllis Pollack

President's Award – Phyllis Pollack

Cloke/Millen Peacemaker of the Year Award 2010 – Phyllis Pollack, Kenneth Cloke and Laurel Kaufer

**9:10 a.m. – 9:40 a.m.**

Peacemakers In Prisons\* - Laurel Kaufer

**9:40 a.m. – 9:45 a.m.**

Randolph Lowry Award – Kendall Reed

**9:45 a.m. – 10:30 a.m.**

Where Have We Been and Where Are We Going With Mediation and Neutral Services\* - Lee Jay Berman

**10:30 a.m. – BREAK**

**10:40 a.m. – 11:40 a.m. – BREAKOUT SESSIONS**

*Session 1* - Career Paths of Some Successful Mediators and What The Future May Hold – Ralph Williams, Nikki Tolt and Leonard Levy

*Session 2* – Public Relations/Branding For Mediators: Ethical Considerations\* - Joan Kessler, Michele Lando and Victoria Pynchon

*Session 3* – Society's Demands: New Applications For An Established Process\* - Laurel Kaufer

*Session 4* – ADR Legislative Update 2010 – Paul Dubow, Karen Smith and Eric Van Ginkel

**11:40 a.m. – BREAK**

**11:45 a.m. – 12:45 a.m. – BREAKOUT SESSIONS**

*Session 5* – Special Challenges for Multidisciplinary Mediators – Sean Collinson, Barry Davis, Ed Davis, Stephanie Maloney

*Session 6* – On Line Case Management and Case Communication – Jim Melamed

*Session 7* – Language of Conflict and Narrative Structure of Conflict Stories\* - Kenneth Cloke

*Session 8* – ADR Programs In The Courts Update 2010\* - Gail Killefer (USDC), TBA (Court of Appeals), TBA (Bankruptcy Court), TBA (LACSC)

**12:45 p.m. – 1:30 p.m. – LUNCH**

**1:30 p.m. – 2:00 p.m.**

Peacemaking As Business Development – Forrest (Woody) Mosten

**2:00 p.m. – 2:05 p.m. – BREAK**

**2:05 p.m. – 3:35 p.m. – BREAKOUT SESSIONS**

*Session 9* – Career Alternatives for ADR Professionals – Maurice Attie, Michael Diliberto, Charles Howard, Deborah Masucchi and Forrest (Woody) Mosten

*Session 10* – Death By Powerpoint: How To Produce Presentations Like a Pro – Janine Burke

*Session 11* – Closer: Selling The Settlement\* - Lee Jay Berman

*Session 12* – Events In The Community Mediation Arena\* - Doug Knoll, Angela Oh, Mariela Villar and Kent Zhu

**3:35 p.m. – BREAK**

**3:45 p.m. – 5:00 p.m. – BREAKOUT SESSIONS**

*Session 13* – Marketing With Technology – Scott Berman, Victoria Pynchon and Jim Melamed

*Session 14* – Mediators Use Of Spousal & Child Support Software\* - Steve Finston

*Session 15* – Applying Cognitive Science Concepts to Enhance Your Mediation Skills: How the New SCARF Brain Model and Cialdini's Six Principles Will Give You a Competitive Advantage Edge in Settling Disputes\* - Myer Sankary

*Session 16* – Black Belt Mediation: The Marshal Art of Conflict Resolution - Sam Konugres

**5:00 p.m. – CLOSING SESSION**

Closing Remarks & Raffle Drawings – Phyllis Pollack and Kendall Reed

\* denotes MCLE session



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Straus Institute for Dispute Resolution, Pepperdine University – Malibu, CA

**WHO SHOULD ATTEND?**

Mediators who want to closely examine their practice and learn how and what they can do to take it to the next level. You asked for it – so here it is! MCLE 6.5 hours (denoted by \*). Keynote Presentations, Discussions and Breakout Sessions are noted on the attached Program Outline.

**PRICING:**

- \$220 SCMA Members from 10/11 – 10/22      \$300 SCMA Members after 10/22
- \$295 Non-Members from 10/11 – 10/22      \$325 Non-Members after 10/22
- Students \$55 (Full Time, 12 Units Per Semester (Quarter))

**REGISTRATION:** Complete the following and fax to SCMA c/o 626-974-5439 or register online at [www.scmmediation.org](http://www.scmmediation.org)

NAME \_\_\_\_\_ PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_ TOTAL PAYMENT (Pricing from above) \$ \_\_\_\_\_

SESSION REGISTRATION: Please register me for the following sessions (check only the session(s) you will attend).

- |                                    |                                    |                                     |                                     |
|------------------------------------|------------------------------------|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> Session 1 | <input type="checkbox"/> Session 5 | <input type="checkbox"/> Session 9  | <input type="checkbox"/> Session 13 |
| <input type="checkbox"/> Session 2 | <input type="checkbox"/> Session 6 | <input type="checkbox"/> Session 10 | <input type="checkbox"/> Session 14 |
| <input type="checkbox"/> Session 3 | <input type="checkbox"/> Session 7 | <input type="checkbox"/> Session 11 | <input type="checkbox"/> Session 15 |
| <input type="checkbox"/> Session 4 | <input type="checkbox"/> Session 8 | <input type="checkbox"/> Session 12 | <input type="checkbox"/> Session 16 |

CREDIT CARD AUTHORIZATION:     TYPE OF CARD    VISA    MC    AmExp

CARD NUMBER: \_\_\_\_\_ EXP DATE: \_\_\_\_\_ CODE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

(All conference registrations made and fees paid by phone, fax, email and U.S. mail are considered made in good faith and payment will be expected. All reservation fees become non-refundable if cancellation occurs after 5:00 p.m. on November 1, 2010 unless pre-arranged with the SCMA Office. There will be a \$50 cancellation fee charged for any cancellation received after registration.)

You can also register online at [www.scmmediation.org](http://www.scmmediation.org) or mail payment payable to SCMA c/o 1430 S. Grand Ave # 256, Glendora, CA 91740