



ASSOCIATION OF ATTORNEY-MEDIATORS

*Advanced Attorney-Mediator Training
and Annual Meeting*

MEET ME IN ST. LOUIS **(THE CARDINAL RULES OF MEDIATION)**

*Hotel Saint Louis
705 Olive Street, St Louis, Missouri 63101*

FRIDAY - APRIL 3, 2020

12:00-12:30 pm **Conference Check-in and Registration**

12:30-12:45 pm **Welcome & Opening Remarks**

John Trimble, Indianapolis, IN, AAM National President

Jimmy Lawson, AAM National President-elect, Lakeland, TN,

Moderator

12:45-1:45 pm **The Psychology of Mediation**

Kim Kirn, St. Louis, MO

Mike Geigerman, St. Louis, MO

Simone Haberstock, St. Louis, MO

The panel will discuss new research conducted by psychologists and sociologists on how people make decisions, with reference to material in books such as "Before You Know it," "Nudge," "Thinking Fast and Slow," and "Blink". As mediators, we are constantly trying to persuade attorneys and clients to make tough decisions, and there is so much more going on than an exchange of numbers. The panel's discussion will bring much of this to light.

(1.00 hour)

1:45-2:45 pm **Crafting Effective Questions: A Small Group Exercise**

Heather McFarlane, Houston, TX

What makes an effective question? Mediators use questioning to frame issues, spark ideas, empathize, and resolve disputes. In this entirely interactive session, participants will experience the emotional impact of questions, and provide feedback on questioning techniques.

(1.00 hour)

2:45-3:00 pm **Break with snack**

3:00-4:00 pm **How Much Do the Merits of a Dispute Matter?**
Chris Braun, Indianapolis, IN

How much do the merits of a dispute really matter in reaching an agreed upon resolution of that dispute? Many litigants and mediators often insist that the merits, or lack thereof, are perhaps the most significant factor in resolving a dispute and overly emphasize the merits while ignoring non-merit based considerations. While the merits of a dispute should not be disregarded, they can often be largely irrelevant in achieving settlement. This presentation will focus on the amount of emphasis that should be placed on the merits, as opposed to other non-merit based considerations, and how doing so will significantly enhance the likelihood of settlement.

(1.00 hour)

4:00-5:15 pm **Ethics...Smethics...Why Shouldn't I Do It This Way?**
Ross W. Stoddard, III, Irving (Las Colinas), Texas

Ever had that nagging feeling that you were about to say or do, or worse that you had just said or done, something that might cross the line of appropriate/ethical mediator behavior? Even worse is when you have no thought that there is anything inappropriate or unethical in your action! In our (hopefully!) enlightening interactive session we will together explore a variety of potentially uncomfortable scenarios in which we find ourselves as mediators, so that all of us are better attuned to know what to do or say when they occur again as inevitably they will!

(1.25 hours ethics)

5:15 pm **Closing Remarks**
Jimmy Lawson, AAM National President-elect, Lakeland, TN

Adjourn to Reception

Bring your folder and nametag on Saturday morning and please sign the Saturday attendance sheet at the registration table for our records.

5:30–6:30 pm **Cocktails in the Foyer – Enjoy time networking with fellow attendees. Spouses are welcome to join us with prepaid registration.**

6:30 pm **Dine Around Groups Meet in Hotel Lobby to Depart for Dinner**
(Attendance Optional; See Dine Around sign-up sheets/information cards at check-in table)

SATURDAY- APRIL 4, 2020

8:15 am Continental breakfast provided for conference attendees

8:30-9:00 am **AAM Annual Meeting and Election of Directors**

MEMBER PARTICIPATION IS CRUCIAL. We will be electing two new Board members and welcoming in our new President and President-Elect. *All are invited to attend.*
(No CLE Credit)

9:00 - 10:00 am **Facilitation vs. Evaluation....The Fine Lines We Tread**
Jerry Diekemper, St. Louis, MO

The disagreements over facilitation versus evaluation have been around for years. In reality, all mediators are evaluators. Of paramount importance, however, are the questions of if, how, and when the mediator should verbalize the evaluations to preserve party self-determination. This presentation aims at providing thoughtful and practical answers.

(1.00 hour)

10:00-10:15 am **Break** - CLE Sign Up sheets will be available.

Please sign the appropriate state MCLE sheet(s) for MCLE credit. We will need your bar number for our records. Illinois now requires your 7-digit ARDC# to receive credit. Please sign on each state sheet in which you wish to receive credit.

Certificates of Attendance will be available at the end of the day.

10:15-11:15 am **An Introduction to Early Dispute Resolution: Fairly and Ethically Resolving Disputes 30 Days From Inception**
Michael Hawash, Houston, TX
Peter Silverman, Toledo, OH

In litigation, settlement comes after lawyers engage in months of expensive, adversarial posturing. Through the use of comprehensive practice and ethics protocols, Early Dispute Resolution (EDR) seeks to replace the traditional litigation model with methods to resolve disputes within 30-60 days at a fraction of the cost, while reaching roughly the same resolution as protracted litigation.

(1.00 hour)

11:15 am -12:30 pm Improv Skills for Mediators
Jenni Dressler, Chicago, IL

Join Jenni Dressler, a mediator and AAM member, corporate attorney, and Second City-trained improv actor, to enrich and develop your collaborative skillset. Using improv skills and exercises in a fun-filled, interactive hour of demonstration and practice, learn how to interpret nonverbal expression and emotion cues to build a bridge between the needs and interests of your mediation clients.

(1.25 hours)

12:30 pm Adjourn – Lunch on your own. Thank you for attending!

Please return the yellow evaluation forms to the registration table as you leave. You may recycle the red, green and yellow cards.

Certificates of Attendance will be available as you exit.

Marketing Segment Attendees will take a short break and return to the meeting room to begin the marketing program at 12:45. A light snack will be provided. (Lunch will not be served.) Please evaluate this segment before turning in your yellow evaluation form at the registration table.

Marketing for Mediators

12:45 – 1:30 pm Marketing in a Millennial World
Heather McFarlane, Houston, TX
Trish Cheatham, St. Louis, MO

Join AAM Member Heather McFarlane and Trish Cheatham, CEO of Think Tank PR and marketing firm headquartered in St. Louis, as they bring us this marketing segment. Marketing has evolved at a break-neck pace over the past 10 years. Do you know how to reach people with your brand? Learn stats and facts regarding the “new age of marketing” and how you can build a strategy that works.

(No CLE hours requested for marketing)