



# NATIONAL ACADEMY OF DISTINGUISHED NEUTRALS

Advanced Mediation Training Retreat  
JW Marriott Resort, Orlando, FL  
August 5-7 2010

*Presented by the Faculty of*



American  
Institute | *of*  
Mediation

## About the National Academy of Distinguished Neutrals

The Academy membership consists of attorneys distinguished by their hands-on experience in the field of commercial conflict resolution, and by their commitment to methods of alternative dispute resolution. Established in 2009, the NADN was formed as a national organization incorporating members of the following preeminent statewide associations; the Florida Circuit-Civil Mediator Society, the California Academy of Distinguished Neutrals, the North Carolina Academy of Superior Court Mediators, the Georgia Academy of Mediators & Arbitrators and the Tennessee Academy of Mediators & Arbitrators. More than 450 ADR attorneys across the USA are now recognized as members of the Academy.

Membership is by invitation only, and limited to attorneys and judges who are state-certified or registered and who have proven experience in the resolution of commercial & civil disputes. All Academy members have been found to meet stringent practice criteria and are amongst the most in-demand ADR attorneys in their respective states, as voted by both local peers and litigators.

## About the American Institute of Mediation

“The AIM Institute distinguishes itself in the marketplace for mediation, negotiation, conflict resolution and peacemaking training by attracting the most talented and successful trainers to create cutting-edge courses that they are most passionate about, offering attendees the courses that the experts in the trenches deem most valuable. AIM is a community where trainers thrive and synergize, and mediators connect, learn and gather to discuss the field’s growth and development.”

For more information, please visit the [www.americaninstituteofmediation.com](http://www.americaninstituteofmediation.com)

National Academy of Distinguished Neutrals  
104 Churchill Way, W. Palm Beach FL 33411  
Tel: (813) 600-5678 Fax: (866) 257-4698 Email: [director@nadm.org](mailto:director@nadm.org)

*Executive Director: Darren A. Lee*  
*Membership Coordinator: Rose-Anne Raies*

*For more information, please visit the association website at [www.nadm.org](http://www.nadm.org)*

# TRAINERS

Our inaugural 2010 event features speakers exclusively from the California-based American Institute of Mediation (AIM). The AIM faculty features an impressive roster of some of the nation's preeminent ADR trainers.



American Institute of Mediation

## AIM FACULTY MEMBERS



### LEE JAY BERMAN, Los Angeles, CA

Lee Jay Berman began as a full-time mediator and trainer over 16 years ago, and has successfully mediated over 1500 matters. He is a national panelist with the AAA, a Distinguished Fellow with the International Academy of Mediators, a Diplomat with the California Academy of Distinguished Neutrals, and a Dispute Resolution Expert with the United Nations Development Programme. He was 'Mediator of the Year' for the US Bankruptcy Court in California in 2007 and the Daily Journal named him one of California's Top Neutrals in 2008 and 2009. A respected trainer, he founded the American Institute of Mediation, leaving his position as Director of Pepperdine Law School's 'Mediating the Litigated Case' program after seven years. He has taught mediation and negotiation skills to judges, mediators and business leaders in Croatia, The Kingdom of Jordan, Delhi, Amsterdam and Dubai, as well as 18 U.S. states.



### DOUG NOLL, Fresno, CA

Doug Noll is a full time peacemaker and mediator, specializing in difficult, complex, and intractable conflicts. He is an adjunct professor of law and has a Masters Degree in Peacemaking and Conflict Studies. Mr. Noll is AV-rated and was a business and commercial trial lawyer for 22 years before turning to peacemaking. He is also a Fellow of the International Academy of Mediators, a Fellow of the American College of Civil Trial Mediators and a Diplomat with the California Academy of Distinguished Neutrals. Mr. Noll is an author of the books 'Sex, Politics & Religion at the Office: The New Competitive Advantage' (Auberry Press 2006), with John Boogaert, and 'Peacemaking: Practicing at the Intersection of Law and Human Conflict' (Cascadia 2002), and numerous articles on peacemaking, restorative justice, conflict resolution and mediation.



### ERICA ARIEL FOX, Boston, MA

Erica Ariel Fox, J.D., is a Lecturer at Harvard Law School, the Founder of the Global Negotiation Insight Institute (GNII, or "genie"), and a Partner of Mobius Executive Leadership. Erica is recognized internationally for her pioneering work that explores the personal, spiritual, and deeply human aspects of negotiation and leadership. For fifteen years she has led seminars around the globe, including in Asia, Africa, the Middle East, Latin America, all over Europe, and throughout the United States and Canada. Erica will complete her first book in 2010, currently titled "The Beyond Yes Method: A Seven Step Journey to Negotiation Mastery." She serves as Core Faculty for the American Institute of Mediation and on the International Advisory Board of Mediators Beyond Borders. Erica received her undergraduate degree with honors from Princeton University and her law degree with honors from Harvard Law School where she has taught negotiation since 1996.



### MEL RUBIN, Miami, FL

Melvin A. Rubin has been an ADR practitioner for over 25 years and has mediated over 5000 cases in all areas of conflict. He is nationally known for his work in ADR ethics, professional malpractice and designing ADR systems after mass disasters, including hurricanes, the insurance industry and the current mortgage foreclosure crisis. He merges the practitioner, ethicist and teacher into all of his work. Mr. Rubin acts as a consultant and advisor to third party administrators of State wide ADR programs, including the mortgage foreclosure mediation program. He is the immediate past president of the American College of Civil Trial Mediators; a member of the editorial board of the American Journal of Mediation; currently serves on the Florida Supreme Court Mediation and Arbitration Policy and Rules Committee (over 12 years) and is adjunct professor at the University of Miami Law School (8 years). Mr. Rubin has written extensively, including a regular ethics' column for the Advanced Commercial Mediation Institute (a part of ACR), ADR chapters for Lexis Nexus and has been the keynote speaker for various international, national and state ADR conferences.

## THURSDAY AUGUST 5

3:00pm onwards - Registration

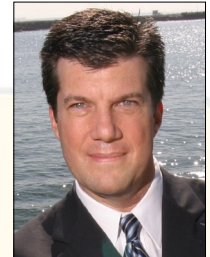
7:00-8:00pm Cocktails - Meet & Greet Reception

## FRIDAY AUGUST 6

### *Harnessing the Power of the Master Mediator*

Presented by Lee Jay Berman & Douglas Noll

*(American Institute of Mediation, Los Angeles, CA)*



#### AGENDA

8:00-9:00 Breakfast / Introductions

9:00-10:30 *"Harnessing The Power Of The Master Mediator", Part 1*

10:30-10:45 Refreshment Break

10:45-12:00 *"Harnessing The Power Of The Master Mediator", Part 2*

12:00-1:00- Lunch

1:00-3:00 *"Harnessing The Power Of The Master Mediator", Part 3*

3:00-3:15 Refreshment Break

3:15-5:15 *"Mediation & Negotiation Ethics"*  
*Presented by Mel Rubin (Miami, FL)*

6:30-8:30 Academy Banquet *(Ticket Holders Only)*

This course is designed explicitly for mediators who have achieved a level of success and a respect for other mediation styles and applications, and who are prepared to move beyond the confines of evaluative and facilitative processes of mediation and make a difference with their work – both in the lives of participants in their mediations, and in themselves. This course is for those who are ready to move to the next level of awareness and perception in the mediation room and read all of the information that people are giving them - verbal and non-verbal, scientific and intuitive - in order to achieve the highest level of mediation mastery.

This workshop is just what mediators need who feel like their work has hit a plateau. In this experiential workshop, we reach outside of classic mediation training and work with the tools that master mediators draw upon that allow them to function at a higher level. These skills include neuro-linguistic programming (NLP), the psychology of conflict, neuro science of the brain, raising your perceptual levels, heart-mind coherence, and even martial arts to demonstrate the push, pull and twist of dialogue in conflict and negotiation.

### *Mediation & Negotiation Ethics*

Presented by Mel Rubin

*(American Institute of Mediation, Coral Gables, FL)*

As mediation's usage increases and markets and users become more sophisticated, competition increases and the lines of ethics can become blurry. Mediators in newer markets need to discuss and flesh out ethical issues and embed thoughtful decision-making. This segment will cover the traditional ethical issues surrounding confidentiality, disclosure, conflicts of interest and bias and others.



SATURDAY AUGUST 7

## *Beyond Yes: Deeper Wisdom and the Art of Negotiation*

Presented by Erica Ariel Fox

*(American Institute of Mediation / Harvard Program on Negotiation, Cambridge, MA)*



### AGENDA

8:00-9:00 Breakfast / Introductions

9:00-10:30 “Beyond Yes”, Part 1

10:30-10:45 Refreshment Break

10:45-12:00 “Beyond Yes”, Part 2

12:00-1:00- LUNCH

1:00-3:00 “Beyond Yes”, Part 3

3:00-3:15 Refreshment Break

3:15-5:15 “Beyond Yes”, Part 4

In ‘Beyond Yes’ participants will learn the basic method that moves negotiators from competence toward mastery. In this course we introduce a system we call “archetypes and autobiography” to help people map their own obstacles and paths to success in light of timeless systems for understanding human nature. Drawing on presentations, reflection, partner and group exercises, and simple insight practices, this class is an excellent gateway into the places beyond reason and emotion where our true wisdom and best skills reside. The tools, techniques and insight of the Beyond Yes framework apply to all of life’s negotiations, both professional and personal.

The Beyond Yes™ method, originated at the Harvard Negotiation Insight Initiative, moves people from competence toward mastery by exploring the interplay between the best practices of negotiation and insights of the great wisdom traditions. In this program, we learn how to work with timeless principles and our own life story to deepen and expand our effectiveness at engaging and resolving our toughest conflicts, both with others and within ourselves.

## VENUE



JW Marriott® Orlando, Grande Lakes  
4040 Central Florida Parkway  
Orlando, Florida 32837 USA



The unparalleled JW Marriott Orlando Hotel Grande Lakes, features masterful architecture and 500 acres of tropical landscape. This memorable Orlando luxury resort gives guests an experience unlike any other hotel and resort in Orlando, FL. The JW Marriott Orlando luxury hotel offers guests a plethora of lavish amenities, from oversized marble bathtubs and remarkable resort views, to a refreshing spa and the world-class Greg Norman-designed golf course. From organic Southern Italian cuisine at Primo, to hand-rolled sushi in the Lobby Lounge, this luxury hotel in Orlando, Florida offers endless dining options to please any palette.

Perfectly positioned as a quiet retreat, the JW Marriott Orlando Hotel is also located near the city's top attractions.



### Reduced Rates

We have 50 deluxe rooms reserved for members, at a reduced rates of \$125+taxes per night (normal rates \$289). Attendees names will be provided to the hotel *in advance* to reserve these discounted rates.

## CLE / CME CREDITS

This course has been approved for 16 CLE Credits by the Florida Bar - Approval Code 3590-0 (16 General CLER credits, including 2 Ethics credits)

This course has been approved for 13.5 CLE Credits by the State Bar of Georgia - Course#138759 (13.5 Regular CLE Hours, including 2 Ethics Hours)

This course has been approved for 13.5 CLE Credits by State Bar of North Carolina - Course #5735 (13.5 Regular CLE Hours, including 2 Ethics Hours)

### Florida Members 'CME' credits:

This course provides 16 CME hours total, including 2Hrs for Ethics and 1Hr Cultural Diversity. Mediators are required to self report those hours applicable to their areas of certification at the time of their renewal. For more information on the CME requirement, visit, [www.flcourts.org](http://www.flcourts.org), select Alternative Dispute Resolution/Mediation."

# REGISTRATION

## NADN Advanced Mediation Training Retreat JW Marriott Resort, Orlando, FL August 5-7 2010

Only members of the National Academy of Distinguished Neutrals, and its affiliated mediator associations in Florida, California, North Carolina, Georgia and Tennessee are eligible to attend this advanced CLE course.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

TEL \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

SPECIAL NEEDS (Dietary etc) \_\_\_\_\_

### SELECT SEMINAR CHOICE BELOW:

- Yes, I will staying at the hotel for the Training Retreat ..... \$895  
*(Includes Thursday reception cocktails, ticket to Friday Banquet, daytime lunches & refreshments)*
- Seminar Fee Only (incl. daytime lunch & refreshments)..... \$695  
*(For local members not staying at the Marriott or attending evening functions)*

### BANQUET OPTIONS:

- Extra Banquet Guest ..... \$150  
Please provide name of your guest \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

THIS TOTAL WILL BE BILLED TO MY CREDIT CARD ON FILE ON June 1st 2010

Signature \_\_\_\_\_ Date \_\_\_\_\_

*(If your credit card is not on file for member dues, please contact us to make alternate arrangements)*

### Hotel Reservations:

Hotel rooms are in addition to the above fees. Make your reservation directly with the JW Marriott Orlando by calling 800-433-5402 any time after March 5th 2010. Special Academy room rate is \$125.00+taxes for 3 nights, Thursday through Saturday - please identify yourself as an Academy attendee. June 30th 2010 is the final cutoff for reservations at this rate.

### Cancellations:

Full refund before June 30th 2010 - no refunds thereafter. All cancellations must be made in writing.

Please fax this signed form back to Rose-Anne Raies at (866) 257-4698