



**APFM**  
ACADEMY OF PROFESSIONAL FAMILY MEDIATORS

Registration Brochure  
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# SELLING PEACE in an Adversarial World

## APFM 2015 Annual Conference

October 22-25, 2015 | Sheraton Reston | Near Washington, D.C. – USA



**Academy of Professional Family Mediators**

3600 American Blvd West, Suite 105 | Minneapolis, MN 55431

For Conference related contacts, email: [ashleyc@ewald.com](mailto:ashleyc@ewald.com) | Phone: 651-288-3423 | Web: [www.apfmnet.org](http://www.apfmnet.org)

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## Welcome | Officers & Board

### President's Message

On behalf of the Board of Directors and myself, let me welcome you to the 2015 Annual Conference. The work of the Conference Committee under the leadership of our co-chairs Virginia Colin and Marilyn McKnight has been outstanding in quality and immeasurable in terms of time, effort and energy. They have succeeded in goal number one, which is to present you, our members, with a vibrant conference, full of diverse workshops and pre-conference institutes.

The roster of presenters includes a mixture of well-established leaders in mediation and many new presenters who bring fresh ideas and approaches to our work. We hope that your experience of the conference renews, re-energizes, empowers, and expands your skills as a professional Family Mediator.

I remember going to my first Academy of Family Mediators conference in 1991, and how intimidated I was, particularly around the more well-known members of the organization. I encourage you to take any opportunity to introduce yourself to any of the Board members, presenters, or anyone else who you would like to meet during the conference. Our annual get-together provides a unique once-a-year opportunity to network, establish new friendships, and renew old ones.

*Carpe diem*—seize the day and the opportunities that the conference presents.

Chip Rose, APFM President

### PRESIDENT

**Chip Rose**

crose@igc.org

### VICE-PRESIDENT

**Pascal Comvalius**, Communications and International Committee

pascal@ericksonmediation.com

### SECRETARY

**Bob Horwitz**

robert.horwitz@gmail.com

### TREASURER

**Debra Synovec**

debra@wholemediation.com

### BOARD MEMBERS

**Michael Aurit**, Conference Committee

michael@auritmediation.com

**Victoria Coleman**, Diversity Committee

info@angerdr.com

**Virginia Colin**, Conference Co-Chair and Public Relations Committee

mediatorQ@gmail.com

**Stephen K. Erickson**, Standards and Ethics Committee

steve@ericksonmediation.com

**Stephen Evans**, Conference Committee

stephenevans911@gmail.com

**Stacey Langenbahn**, Membership Committee

shl@detentemediation.com

**Marilyn McKnight**, Conference Co-Chair and Liaison to the Professional Mediation Board of Standards

marilyn@ericksonmediation.com

**Don Saposnek**, Editor, The Professional Family Mediator

dsaposnek@mediate.com

**Jocelyn Wurzburg**, Diversity and Conference Committee

Wurzburg@mediate.com

# SELLING PEACE in an Adversarial World

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## Conference Keynote, Peter Yarrow

THURSDAY, OCTOBER 22, 2015, 7PM



A Peter Yarrow performance, today, in a concert hall, school auditorium, synagogue or church, festival or benefit, does more than assure a memorable evening of music, camaraderie and “Puff’s Special Magic” for everyone, young and old alike. Peter’s music and songs resonate with a history that he and his musical compatriots, Mary and Paul, not only helped to write, but

one that has changed and inspired millions to continue to keep on keepin’ on, hold firm to principle, and not be deterred in the face of adversity. His performances create an environment in which a sense of reassuring commonality is shared at a time when society is deeply concerned for its welfare and its future.

In the wake of Mary’s passing, Peter has properly asked himself, “How can we make sure the legacy of Peter, Paul & Mary endures?” Partly, the trio’s continued presence is assured simply because people’s lives have been touched and, in meaningful ways, shaped by the trio’s music. Remarkably, four generations of children have now grown up loving and listening to PP&M.

In answer to his question, Peter Yarrow, with great love and conviction, has assigned to himself a special role in “carry-ing on” Mary Travers’ and the trio’s tradition. Although folk music has been largely side-barred for decades, Peter’s recent groundbreaking successes might change that. His million-selling illustrated children’s book and CD of “Puff, The Magic Dragon” has provided him with a new platform, and created a new path, whereby folk music might occupy the limelight once again. Few, if any, other folk singer/activists have, in recent years, sold a million copies of a CD, or anything else for that matter?

A lot that’s atypical happens when Peter performs alone – or with his daughter, Bethany Yarrow and Rufus Cappadocia, her virtuoso, cellist, musical partner, or with Noel Stookey, or other performers. Something special occurs when Peter famously brings an audience together in song, creating a caring community in a way that only folk singers can. Each of Peter’s performances attracts, from near and far, an audience drawn from thousands upon thousands who have heard Peter’s sing and speak at more than 500 solo, pro-bono, benefit appearances

made over the last decade. In this time, he reached out to over a half-million co-advocates for positive change in America.

Significantly, Peter’s success with “Puff” led to the publishing of four other children’s books including his self-penned late-60’s hit, “Day Is Done,” which, like “Puff,” reached the #1 spot in Publisher’s Weekly. Peter also released three children’s song-book collections: “Favorite Folk Songs”, “Sleepytime Songs” and “Let’s Sing Together”, each with 12 illustrated songs and a CD. Most importantly, all forty-plus songs from these books have, at Peter’s direction, been made available, free, to all educators; teachers, school counselors, administrators and others – downloadable at [www.operationrespect.org](http://www.operationrespect.org).

These books add to Peter’s dedicated efforts to bring folk music back into the mainstream by exposing children to folk music on a broad scale in their homes, summer camps, churches and synagogues and schools. In turn, the books, and their free-to-educator songs, also advance Peter’s central, current, advocacy; that is, the utilization of the magic of music to help create safe, bully-free school environments.

Twenty-two thousand schools in America now use the “Don’t Laugh At Me” Program (DLAM) of Operation Respect, a non-profit that was founded by Peter and world-renowned educator, Dr. Charlotte Frank, over a decade ago.

Uniquely using music in conjunction with well-tested social-and-emotional development curricula, DLAM helps create a strong school community that assures children and youth a safe, welcoming, environment free of bullying, ridicule and teasing.

Peter’s presence honors each venue and group that asks him to share his songs and words. They resonate with Peter, Paul & Mary’s entire history as well as reflect Peter’s current advocacies and efforts for the common good. More than a famous performer, Peter has become an icon of caring who has performed for presidents and royalty, but much more importantly, someone who has walked the walk of commitment to ethic and purpose on Martin Luther King’s historic marches, at other marches, festivals and gatherings, many that he himself has organized, for equal rights, peace and justice, or simply for continuing the singing of a music that has inspired his life and helped move society towards fulfillment of its hopes and dreams.

### Thursday, October 22, 2015

8:00am - 7:00pm

**Registration Desk Open**

8:00am - 9:00am

**Continental Breakfast**

9:00am - 12:30pm

#### PRE-CONFERENCE MORNING SESSIONS

- |     |                                                                                                          |                                                                   |
|-----|----------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| 1.1 | Creative Presentation of Core Financial Issues in Mediation                                              | <i>Chip Rose</i>                                                  |
| 1.2 | Quit Your Day Job: Make Money Mediating                                                                  | <i>Diane Neumann</i>                                              |
| 1.3 | What Are We Doing and What Matters: The Impact of Specific ADR Strategies and Approaches                 | <i>Toby Guerin</i><br><i>Nick White</i><br><i>Jamie Walter</i>    |
| 1.4 | Developing and Marketing a Successful Elder Mediation Practice                                           | <i>Robert Rhudy</i>                                               |
| 1.5 | Flexible Thinking in the Mediation Process: How We Make Decisions – Emotionally, Financially and Legally | <i>Mary Atwater</i><br><i>Jane Ochsman</i><br><i>Regina DeMeo</i> |
| 1.6 | Why We Stay ... An Inside Look into Domestic Violence                                                    | <i>Catherine Cullen</i>                                           |

12:30pm - 2:00pm

**Lunch**

2:00pm - 5:00pm

#### PRE-CONFERENCE AFTERNOON SESSIONS

- |     |                                                                                                                                          |                                                          |
|-----|------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|
| 2.1 | Creativity and Integrity in Family Mediation: Defining the Elements of a Distinct Profession                                             | <i>Lawrence Gaughan</i>                                  |
| 2.2 | Financial Mediation and Collaboration Begin with a Solid Foundation                                                                      | <i>Garrick Zielinski</i><br><i>Grant Zielinski</i>       |
| 2.3 | Family Violence Screening Training for Family Dispute Resolution Professionals: Towards a Uniform Model of Screening and Safety Planning | <i>Arlene Henry</i><br><i>Carol Hickman</i>              |
| 2.5 | Meet the Morales Family: A Role Play Demonstration of Elder (Adult Family) Mediation                                                     | <i>Crystal Thorpe</i><br><i>Halee Burg</i>               |
| 2.6 | How to Use Your Collaborative Law Team in Collaborative Mediation Now                                                                    | <i>Stacey Langenbahn</i><br><i>Linda Miller-deBerard</i> |
| 2.7 | Sponsoring the Conversation: The Missing Art                                                                                             | <i>Carl Schneider</i>                                    |

7:00pm - 8:30pm

#### DESSERT RECEPTION AND MUSICAL ENTERTAINMENT

3.1

*Peter Yarrow*

8:30pm - 10:30pm

**Dessert Reception, and Musical Entertainment**

Program as of September 23, 2015. Updates can be found online at [www.apfmnet.org/sessions.cfm](http://www.apfmnet.org/sessions.cfm).



### Friday, October 23, 2015

7:00am - 8:00am	<b>Yoga</b>	
7:30am - 8:30am	<b>Continental Breakfast &amp; Mentoring</b>	
7:00am - 5:00pm	<b>Registration Desk Open</b>	
8:30am - 10:00am	<b>PLENARY</b>	
	<b>4.1 Searching for (and Selling) Peace in an Adversarial World</b>	<i>Justin Corbett</i>
10:00am - 10:30am	<b>Break</b>	
10:30am - 12:00pm	<b>SESSIONS SERIES 5 (90 MINUTES)</b>	
	<b>5.1 The IRS: The “Third Party” at the Table</b>	<i>Michael Leshin</i>
	<b>5.2 Diversity and Cultural Sensitivity in Mediation – Add Multi-Cultural Mediation to Your Tool Box</b>	<i>Alla Roytberg Lara Traum</i>
	<b>5.3 eMarketing Your Family Mediation Practice</b>	<i>Martha Chan Dan Couvrette</i>
	<b>5.4 40 Years of Marketing Mediation: Successes and Lessons Learned</b>	<i>Marilyn McKnight Stephen Erickson</i>
	<b>5.5 So I Have My 40-Hour Certificate: Now What?</b>	<i>Oran Kaufman</i>
	<b>5.6 Special Needs and Divorce</b>	<i>Judith Glasser John Spiegel</i>
	<b>5.7 State of the States: Keeping Family First in Family Courts.</b>	<i>Beth Myers</i>
	<b>5.8 Transformative Negotiation</b>	<i>Michele Huff</i>
12:00pm - 1:30pm	<b>Lunch &amp; Annual Meeting</b>	
1:30pm - 3:00pm	<b>SESSION SERIES 6 (90 MINUTES)</b>	
	<b>6.1 To Prenup and/or To Postnup: That Is the Question (What Everyone Should Know About These Life-Changing Documents)</b>	<i>Vicki Shemin</i>
	<b>6.2 Emerging Technologies to Advertise Your Mediation Practice: Social Media, Website, Blogging, Online Branding</b>	<i>Justin Kelsey Julie Tolek</i>
	<b>6.3 Incorporating Co-Parenting Education into the Mediation Process: Providing a Long-term Solution for Families in Conflict</b>	<i>Stephen Evans Tamra Krutz</i>
	<b>6.4 Strategies to Deal with Immature Individuals and Couples in Mediation</b>	<i>Michael Scott</i>
	<b>6.5 Meanings of Silence: Discovering Sound Tools for Effective Communication in Mediation</b>	<i>Anita Dorczak</i>
	<b>6.6 Neuroscience and Attachment Theory: Do They Help Us Construct Appropriate Overnight Schedules with Young Children?</b>	<i>Carl Schneider</i>

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## CONFERENCE SCHEDULE AT A GLANCE

- |     |                                                                                                                                                        |                                   |
|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|
| 6.7 | Conciliation and Other Hybrid Forms of Private Dispute Resolution: Client, Lawyer and Supporting Professional-Friendly Formats for Matrimonial Matters | <i>William M. Levine</i>          |
| 6.8 | MORE Great Train Wrecks in Mediation                                                                                                                   | <i>Don Saposnek<br/>Chip Rose</i> |

3:00pm - 3:30pm

**Ice Cream Social**

3:30pm - 5:00pm

### SESSION SERIES 7 (90 MINUTES)

- |     |                                                                                               |                                                     |
|-----|-----------------------------------------------------------------------------------------------|-----------------------------------------------------|
| 7.1 | Non-Verbal Communication: The Meaning Without the Words                                       | <i>Ben Parker</i>                                   |
| 7.2 | How Diversity Can Strengthen Your Practice                                                    | <i>Joy Rosenthal<br/>Priscilla Prutzman</i>         |
| 7.3 | Ten Critical Financial Issues Every Divorce Mediator Needs to Know                            | <i>John Faggio</i>                                  |
| 7.4 | Best Interests of the Child, Redux: From Custody to Attachment to Attunement                  | <i>Don Saposnek<br/>Michael Scott</i>               |
| 7.5 | Activity-Based Parenting Plans                                                                | <i>Jerry Bagnell<br/>Lori Wainwright</i>            |
| 7.6 | Mediating with Game Theory Principles                                                         | <i>Kenneth H. Waldron,<br/>Allan R. Koritzinsky</i> |
| 7.7 | Could I REALLY Make a Difference? How to Help Families with Special Needs Plan for the Future | <i>Mary Ann Ehlert</i>                              |
| 7.8 | 7+ Cross-Promotion Strategies to Boost Word-of-Mouth Referrals                                | <i>Vikram Rajan<br/>Mark Bullock</i>                |

6:00pm

**Dine-Around/Dinner On Your Own**

8:00pm - 11:00pm

**AFM Reunion & Celebration for All**

## Saturday, October 24, 2015

7:00am - 8:00am

**Yoga**

7:30am - 5:00pm

**Registration Desk Open**

7:30am - 8:30am

**Continental Breakfast and Mentoring**

8:30am - 10:00am

### PLENARY

8.1 **Unconscious Bias**

*Eric Peterson*

10:00am - 10:30am

**Break**

10:30am - 12:00pm

### SESSIONS SERIES 9 (90 MINUTES)

9.1	Divorce Settlement: Not All Assets Are Created Equal	<i>Stephen Linkner</i>
9.2	Mediation and Adaptation: Can Standard Models of Western Mediation Work with People from Different Cultures?	<i>Nadia Shahram</i>
9.3	Market to Your Own “Tribe”	<i>Marta Papa</i>
9.4	Navigating the High Conflict Mediation	<i>Brian Hirsch</i>
9.5	Spirituality and Religion in Family Mediation	<i>Lawrence Gaughan</i>
9.6	I Just Want This Over	<i>Carol Goloff</i>
9.7	Integrated Mediation: How to Use the Tools in the Toolbox	<i>Robert Bordett</i> <i>Marsha Schechtman</i>
9.8	MORE Great Train Wrecks in Mediation	<i>Don Saposnek</i> <i>Chip Rose</i>

12:15pm - 1:15pm

### SESSIONS SERIES 10 (60 MINUTES) TOPIC LUNCHES

10.1	Finding Your Niche as a Psychologist (MHP) Mediator: Acknowledging the Limits and Recognizing the Value of Your Expertise	<i>Robert Horwitz</i>
10.2	Marketing Mediation in Sound Bytes	<i>Stacey Langenbahn</i>
10.3	Sibling Rivalry Issues in Elder Mediation	<i>Sig Cohen</i>
10.4	Mediator Certification	<i>Marilyn McKnight</i> <i>Steve Menak</i> <i>Victoria Coleman</i> <i>Larry Gaghan</i> <i>Robert Bordett</i> <i>Stephen Erickson</i> <i>Martin Kranitz</i> <i>Paula Trout</i>
10.5	Marriage Mediation	<i>John Fiske</i>
10.6	Diversity and Cultural Sensitivity in Mediation	<i>Joy S. Rosenthal</i> <i>Priscilla Prutzman</i> <i>Alla Roytberg</i> <i>Lara Traum</i> <i>Jocelyn Wurzburg</i> <i>Ratie Zhou</i> <i>Nadia Shahram</i>

1:30pm - 3:00pm

### SESSION SERIES 11 (90 MINUTES)

11.1	Expanding Your Practice to Include Elder (Adult Family) Mediation: Challenges and Opportunities	<i>Crystal Thorpe</i>
11.2	Search Engine Optimization (SEO) Is Not Enough. Online Advertising with Google & Facebook	<i>Cliff Rohde</i>
11.3	Mediating Without Ever Having Litigated: Confessions of Two 30-something Mediators about Practice Building, Strategic Marketing, and Defeating the Odds	<i>Amanda Singer Michael Aurit</i>
11.4	Cooperative Private Divorce	<i>Steve Erickson Marilyn McKnight</i>
11.5	Custody Mediation: Mothers, Fathers and the Informal State	<i>Susan Oberman</i>
11.6	What Was I Thinking? Reflective Practice Using a Case Consultation Group	<i>Eileen Coen Catherine Crockett Catherine Cullen Donna Duquette Carolyn Finney Martin Kranitz Carl Schneider John Spiegel Audrey Yowell</i>
11.8	Timing, Intervention and Inertia	<i>John Fiske Diane Neumann</i>

3:00pm - 3:30pm

**Break**

3:30pm - 5:00pm

### SESSION SERIES 12 (90 MINUTES)

12.1	Am I Relevant to My Prospects?: Three 2015 Marketing Best Practices	<i>Steve Abramowitz Brad Holmes Greg Rublev</i>
12.2	Making Yourself Available and Following Through: Marketing and Building Rapport with Diverse Populations	<i>Scottie Reid Janet Bayer Wanda Donnelly Jay Knight</i>
12.3	Managing AND Respecting High-Conflict Clients	<i>William Eddy</i>
12.4	Power and Invitation – Beyond Balancing Power	<i>Bernhard Behrend</i>
12.5	Two to Tango: Attorneys and Psychotherapists Finding Success with Integrative Mediation	<i>Kathleen Adams Stephen Sulmeyer</i>
12.6	Mediation for Modern Families: Tips and Techniques	<i>Jennifer Suzor</i>
12.7	Thinking Outside the Box: Proactive Family Law Mediation Skills	<i>Linda Meekins McLain</i>
12.8	Five Keys to a Rewarding Divorce Mediation Practice	<i>Keila Gilbert</i>



6:00pm - 10:00pm **Banquet & Silent Auction**

10:00pm - 11:59pm **Conference After-Glow**

## Sunday, October 25, 2015

7:00am - 8:00am **Yoga**

7:30am - 8:30am **Continental Breakfast**

8:30am - 10:00am **CLOSING PLENARY**

**13.1 Peaceful Persuasion in the Supreme Court - Gay Marriage Rights** *Maureen Holland*

10:00am - 10:15am **Break**

10:15am - 12:00pm **Role Play & Closing Comments**

**14.1 Mediators in the Fishbowl – Role Plays with John Fiske and Bill Eddy** *Moderated by John Fiske & Bill Eddy*

## Silent Auction

Dear APFM Member,

The Diversity Committee of APFM is holding a silent auction of donated items to raise funds for scholarships to attend our annual conference. These will be needs-based and promote our goal to increase diversity of folks at our conference and in our profession. We need your help!

If you are an artist, know an artist, have a condo in the Caymans or an apartment in Paris, would you please donate an item for auction?

No item is too inexpensive or extravagant. You might donate mentoring time or training. Just think of the silent auctions you have participated in and create a donation. These are fun, and they enhance social interaction and often create friendly and lively competition.

Please contact the conference meeting planner to secure a donation form: [ashleyc@ewald.com](mailto:ashleyc@ewald.com).

## Thursday, October 22, 2015

9:00AM - 12:30PM

### PRE-CONFERENCE MORNING SESSIONS

#### 1.1 Creative Presentation of Core Financial Issues in Mediation.

The purpose of this pre-conference institute is to show the practical application of interest-based negotiation theory to the resolution of the core financial issues including the family residence, child support and alimony.  
*Chip Rose*

#### 1.2 Quit Your Day Job: Make Money Mediating.

Building a successful mediation practice isn't an accident; rather, a lot of work and thought go into creating a practice. Diane Neumann has been in practice for 34 years and runs a successful practice with four full-time divorce mediators, in addition to herself. Attend and hear her advice and the story of how and why Diane Neumann & Associates: Divorce Mediations Services, became a success. Find out how you can quit your day job and be a full-time mediator with a good income. "It's the foundation that's important."  
*Diane Neumann*

#### 1.3 What Are We Doing and What Matters: The Impact of Specific ADR Strategies and Approaches.

What are the impacts of ADR strategies used by the neutral during the ADR process? Do these strategies impact people differently? Does the impact of the strategy differ depending on the type of case? Explore results from the largest ADR study to use live observation and behavioral coding. The researchers observed hundreds of court-referred ADR sessions, tracking practitioner strategies and participant responses in real-time. The resulting quantitative data connects the strategies with short- and long-term outcomes. This is a rare opportunity for practitioners, courts, and administrators to learn about the research and discuss practice and program implications for the field.  
*Toby Guerin, Nick White, Jamie Walter*

#### 1.4 Developing and Marketing a Successful Elder Mediation Practice.

This session will be a combination of presentation and facilitated discussion to provide an overview on the development and delivery of elder mediation services

generally – what is elder mediation, how to ethically and effectively provide elder mediation, what are the resources to help develop an elder mediation practice, what types of conflicts and transitions benefit from elder mediation and related (e.g. coaching) services – and how to market a successful elder mediation practice. I will share my experience in this presentation and will encourage elder mediation colleagues from across the U.S. and Canada to attend, participate and share their experiences. I intend to develop and distribute a survey to members of the Association for Conflict Resolution's Elder Mediation Section (which I served as a founding chair) as part of my preparation for this workshop and my invitation to encourage their participation. (Note: ACR's annual conference in NV is about 10 days before APFM's annual conference this year and I will present a workshop at the ACR conference on my "Engaging Conflict for Fun and Profit" report.

*Robert Rhudy*

#### 1.5 Flexible Thinking in the Mediation Process: How We Make Decisions – Emotionally, Financially and Legally.

The study of NeuroEconomics is an emerging, interdisciplinary field that works to explain how humans make decisions. People in conflict may respond by working towards resolution, avoiding conflict all together, or by becoming entrenched in their positions. The speakers will discuss how the brain makes important decisions – emotionally, financially, and legally – and will offer language and tools to use in mediation to address conflicts. Participants will learn new communication skills to promote flexible and respectful thinking. Topics include: Thinking Fast and Slow, Flexible and Inflexible Thinking, the Role of Cognitive Bias, as well as common obstacles to understanding another's point-of-view.  
*Mary Atwater, Jane Ochsmann, Regina DeMeo*

#### 1.6 Why We Stay ... An Inside Look into Domestic Violence.

As more people begin the divorce process after 15, 20, 30 plus years of marriage and describe abuse of some type, it is important to understand why many stay in abusive relationships. This workshop is based upon a presentation given twice a month by the presenter to Maryland employees. This workshop will address

## Thursday, October 22, 2015

reasons why individuals stay in abusive relationships by giving participants a real look inside a DV life. What does DV look like? Is it more than the traditional cycle of abuse? Who are the survivors? Who are the abusers? How can we help, what can we do? What can happen during the divorce process?

*Catherine Cullen*

12:30PM - 2:00PM

**Lunch**

2:00PM - 5:00PM

### PRE-CONFERENCE AFTERNOON SESSIONS

#### **2.1 Creativity and Integrity in Family Mediation: Defining the Elements of a Distinct Profession.**

This will be an interactive workshop about mediating and implementing fair and workable divorce and other family agreements. We will inventory and discuss the full range of personal attributes, professional experience, conflict resolution skills, and knowledge of substantive options that lead to successful family mediations. This includes the ability to diagnose and manage the most difficult divorce settlements. We will also consider the differences between amateur and professional family mediation and share ideas on the definition of family mediation as a distinct profession.

*Lawrence Gaughan*

#### **2.2 Financial Mediation and Collaboration Begin with a Solid Foundation.**

Our intent is to teach family law professionals how we educate clients on all financial matters incident to divorce using financial tools designed specifically to help clients and other financial professionals quickly and accurately understand all possible outcomes for income tax filing options, after-tax income available for spending and determine the after-tax spendable income available to both parties. The session is designed to allow a person with limited knowledge about income taxes to accurately calculate federal and state taxes, understand tax filing status and exemptions, as well as compare multiple support scenarios using financial tools specifically designed to educate them. Divorce Financial Solutions, LLC has developed financial tools specific to divorce and designed to educate and provide

information, options, and creative solutions to their problems.

*Garrick Zielinski, Grant Zielinski*

#### **2.3 Family Violence Screening Training for Family Dispute Resolution Professionals: Towards a Uniform Model of Screening and Safety Planning.**

Family violence and abuse affects families in all levels of society, all levels of education, all cultural groups and all age groups. When couples separate, families are particularly vulnerable. This includes not only physical violence but also includes less overt forms of emotional and psychological control and power imbalance. The question for family dispute resolution professionals is how to identify the presence of family violence and power imbalance within the context of family law dispute resolution. This is even more difficult in cases where there are no bruises, cuts or broken bones, and when the only witnesses may be the children. Emotional, psychological control and power imbalance are far more difficult to identify. In British Columbia, screening for family violence and power imbalance is mandatory pursuant to section 8 of the Family Law Act, S.B.C. 2011, c.25. In other jurisdictions it is considered best practice to screen. In this presentation, various models for Screening and Safety Planning will be compared, including Australia, Ontario and British Columbia. A model of Screening and Safety Planning will be presented that draws from the best practice principles in each jurisdiction.

*Arlene Henry, Carol Hickman*

#### **2.5 Meet the Morales Family: A Role Play**

Demonstration of Elder (Adult Family) Mediation  
How does Elder & Adult Family Mediation look and feel different from other kinds of mediation, and how is it similar? This workshop will give a glimpse into what a facilitated family meeting might look like. Crystal Thorpe and Halee Burg, adult family mediators at Elder Decisions, will provide an overview of the critical work that occurs before a family meeting takes place, and will then role play a family meeting – with opportunities for group debrief and feedback. Join us to actively observe and discuss this rich role play.

*Crystal Thorpe, Halee Burg*

## Thursday, October 22, 2015

### 2.6 How to Use Your Collaborative Law Team in Collaborative Mediation Now.

Did you spend money and time training for mediation or collaborative law but you can't generate enough clients to make a living? Do you yearn to be a full-time peacemaker and cannot find a way to make it work? Or are you a successful mediator or collaborative professional who wants to reach all clients, not just those with higher incomes? Learn how to use the mediation and collaborative skills you already possess in an exciting, innovative, and remunerative new practice called collaborative mediation! Make a new multidisciplinary team or expand the practice of your current collaborative law team to meaningfully serve families in all economic ranges! Legal, financial, mental health, parenting or child specialists should not miss this fantastic opportunity!

*Stacy Langenbahn, Linda Miller-deBerard*

### 2.7 Sponsoring the Conversation: The Missing Art.

We'll see and discuss two videos which vividly exemplify mediators dealing with Ken Cloke's primary critique of how many of our mediations are conducted: People often tell their stories repeatedly and to everyone within hearing. But they don't tell their stories to the people who most needed to hear them, the ones their stories were about, their opponents, adversaries....In failing to do so; they unconsciously locked themselves in a relational silence. If they told their stories repeatedly yet remained unsatisfied, it was because they were speaking to the wrong listeners.

*Carl Schneider*

7:00PM - 8:30PM

## DINNER AND KEYNOTE

### 3.1 Peter Yarrow

A Peter Yarrow performance, today, in a concert hall, school auditorium, synagogue or church, festival or benefit, does more than assure a memorable evening of music, camaraderie and "Puff's Special Magic" for everyone, young and old alike. Peter's music and songs resonate with a history that he and his musical compatriots, Mary and Paul, not only helped to write, but one that has changed and inspired millions to continue to keep on keepin' on, hold firm to principle, and not

be deterred in the face of adversity. His performances create an environment in which a sense of reassuring commonality is shared at a time when society is deeply concerned for its welfare and its future.

*See the full description on page 3.*

8:30PM - 10:30PM

### Dessert Reception and Musical Entertainment

Enjoy music and conversation during dessert. Bring your guitar, saxophone, flute, or other musical instrument!

## Friday, October 23, 2015

7:00AM - 8:00AM

### Yoga

7:30AM - 8:30AM

### Continental Breakfast & Mentoring

7:00AM - 5:00PM

### Registration Desk Open

8:30AM - 10:00AM

## PLENARY

### 4.1 Searching for (and Selling) Peace in an Adversarial World

Selling peace in an adversarial world requires resonant, recallable messaging during potential clients' critical decision making moments. With the promise of help just a click away, these moments are increasingly occurring online through search and site exploration. Understanding the root of clients' online activities and responsively positioning your online brand accordingly can help ensure your pitch for peace is front and center at just the right moment. Together, we will explore the broad range of family conflicts chronicled into search bars across the country. From jealous fiancées to assisted living facility complaints, we will examine over 30 family-specific conflict contexts for which extensive search data has been tracked over the past several years. We will see where and when these conflicts occur, their frequency, intensity, and the specific language potential clients use to detail their experiences. With this in hand, we can compare how family mediators' own websites

## Friday, October 23, 2015

respond to these queries and identify the incredible number of opportunities to frame our messages in ways which are more visible, targeted, and resonant than ever before.

### About the Presenter



**Justin R. Corbett** is the Chief Project Officer with Advancing Dispute Resolution, an organization dedicated to helping move the ADR field further, faster. His current focus is on exploring the emerging big data on dispute resolution and creating visual dashboards and

data artistry that reveal new opportunities for ADR organizations and practitioners. Example projects in this area include an exploration of what people search for when in conflict by examining over 150 million conflict-related search queries; a review of what people are saying about ADR by analyzing ten million ADR-specific tweets; a look at how our field is spreading by cataloguing over ten thousand ADR job descriptions; and a reflection on the field's self-promotion by evaluating the text on over a thousand ADR websites. Justin previously served as Executive Director for both the Association for Conflict Resolution, as well as the National Association for Community Mediation. He founded a community mediation program serving the Indianapolis metropolitan area, served as the Project Manager for the Indiana Supreme Court's Mortgage Foreclosure Mediation Program, was an Associate Professor of Negotiations and ADR with Indiana University, and serves on the Editorial Board for Mediation Theory and Practice. He received graduate degrees from Pepperdine University's Straus Institute for Dispute Resolution, Indiana University in nonprofit management, and the University of Cambridge in cross-sector partnerships. You can read more and connect with Justin at [Google.com/+JustinRCorbett](https://www.google.com/+JustinRCorbett) or [Linkedin.com/in/JustinRCorbett](https://www.linkedin.com/in/JustinRCorbett).

10:00AM - 10:30AM

**Break**

10:30AM - 12:00PM

### SESSIONS SERIES 5 (90 MINUTES)

#### 5.1 The IRS: The "Third Party" at the Table.

Review of the basic tax issues which present in a divorce: Filing Status; Dependency Exemption; Child Tax Credit; Education-related tax credits; Alimony; Section 121 – sale of principal residence; Section 1041 (understanding basis and capital gains tax); and interspousal transfer of assets (QDROs); Innocent spouse; and miscellaneous issues.

*Michael Leshin*

#### 5.2 Diversity and Cultural Sensitivity in Mediation – Add Multi-Cultural Mediation to Your Tool Box.

"The wise man belongs to all countries, for the home of a great soul is the whole world." – Democritus. While representing culturally diverse clients in court requires a degree of knowledge and cultural sensitivity, acting as a neutral mediator often presents even a greater challenge – to maintain a delicate balance between honoring the cultural and religious rules and rituals that a family has held sacred for hundreds if not thousands of years and, on the other hand, helping people understand U.S. law and come up with agreements that are considered fair and legally enforceable under our modern civil system. We will explore issues common to cross-cultural, multi-cultural and religious families. What should a mediator pay specific attention to? How can a mediator help participants develop compromises and agreements that will honor their cultural beliefs and yet be legally enforceable? Are we able to develop a mediation model that would help mediators add multi-cultural mediation to their toolkit and expand their business by offering it as a service to the public? Is there a network of professionals that mediators should consider involving in the mediation process, such as relevant cultural experts?

*Alla Roytberg, Lara Traum*

#### 5.3 eMarketing Your Family Mediation Practice.

This session will discuss using blogs, websites, and social media as well as contributing articles to traditional and e-news outlets to grow a family mediation practice. With 30+ years of combined experience marketing family



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lawyers and other divorce professionals, the presenters will review selected participants' websites, blogs, and social-media pages, letting them know what they're doing right and where there's room for improvement. They'll also discuss traditional marketing strategies, examining what works, what doesn't, and why. You'll learn what to do (and what's a waste of time/money), what it will cost (in terms of time/money), how to get started, and how to continue.

*Martha Chan, Dan Couvrette*

### **5.4 40 years of Marketing Mediation: Successes and Lessons Learned.**

Selling divorce mediation is about knowing the audience of referral sources, and how to impact and capture a moving target. This workshop will discuss the successes and failures of marketing our own successful mediation practice to an ever-changing audience and culture since 1977. We have tried it all. Print ads, radio ads, marketing consultants, web consultants, seminars for therapists, for attorneys, for churches, op ed pieces, mailings, even driving a 41 Chevrolet in the gay pride parade down Hennepin Avenue with signs advertising "family mediation." You name it, we have probably tried it. We are at the spot now where we think we have an answer to the questions, what likely works and what is a waste of money.

*Marilyn McKnight, Stephen Erickson*

### **5.5 So I Have My 40 Hour Certificate: Now What?**

So you just completed your 40 hour divorce mediation training! Now what? How will you start your practice? How will you get clients? Does it make sense to get experience litigating first? Should you offer litigation and mediation services? This workshop will explore the considerations you should take into account in starting your practice and help you create a strategic plan for your practice.

*Oran Kaufman*

### **5.6 Special Needs and Divorce.**

Although learning disabilities, ADHD, Asperger's syndrome, and autism spectrum disorders present special challenges in connection with marital separation and divorce, relatively little research has been done on this topic. This workshop will provide a survey of available

research and offer practical guidance for accommodating these special needs in mediation and other collaborative divorce processes. Special attention will be given to developing effective parenting plans for children with learning disabilities, ADHD, Asperger's syndrome, or autism spectrum disorders. This workshop will begin with a concise overview of relevant terminology and concepts.

*John Spiegel, Judith Glasser*

### **5.7 State of the States: Keeping Family First in Family Courts.**

A presentation and discussion about a 2015 survey exploring the practical reality of how mediation keeps family first in family courts. An exploratory survey of ten states' acceptance of mediated agreements in family courts providing an overview of how each state works with mediators either within or alongside court systems, and what that means for your practice. This survey provides: Baseline for expanding discussion about best practices with individual state processes and policies. Opportunity for exploring implications of establishing or growing a successful court-connected family mediation practice – including the real or perceived politics of "Bar Bias". Context for setting realistic expectations of outcomes for clients and for newly trained mediators.

*Beth Myers*

### **5.8 Transformative Negotiation.**

Negotiation is a fact of life. Yet most of us negotiate using techniques developed in the 20th Century. Transformative negotiation goes beyond "Win-Win" by acknowledging our human connection and interdependence. Transformative negotiation is more than "Getting to Yes"; it involves skillful interactions that may involve hearing and saying "No". The essence of transformative negotiation involves the ability to: 1) bring mindfulness to communications (listening and speaking); 2) prime creativity in preparations, i.e., starting with why, overcoming gaps (informational, cultural, linguistic, gender, generational), and using leverage and frames; and 3) reduce emotionalism (and other blocking mechanisms) by educating, cultivating patience and compassion.

*Michele Huff*

## Friday, October 23, 2015

12:00PM - 1:30PM

### **Lunch & Annual Meeting**

This is your chance to hear about the state of the APFM and to bring your questions and comments to discuss with the Board of Directors.

1:30PM - 3:00PM

### **SESSION SERIES 6 (90 MINUTES)**

#### **6.1 To Prenup and/or To Postnup: That Is the Question (What Everyone Should Know About These Life-Changing Documents)**

In what I foresee as a highly interactive session with appeal to practitioners of all levels from a variety of backgrounds, I hope to cover all the topics below to convey the key learning points while also imparting a sense of excitement about this area of the law so that folks will leave contemplating 1) whether they want to integrate this work into their practice if they have not already done so; and 2) if they do this work already, they will leave with new insights about the work they already do and how to do it better. The more I have come to practice in this area, the more I have come to feel that there is a tremendous role for mediators to play to literally “save the day,” as too many marriages have fallen off the grid or started off on the wrong foot due to poor lawyering/family pressures/waiting too close to the wedding day/other stressors. Mediators may be in the most ideal position to understand the dynamics in the room and help the couple achieve a mutually agreeable resolution. Managing the legal team is no small part of the task, either!

*Vicki Shemin*

#### **6.2 Emerging Technologies to Advertise Your Mediation Practice: Social media, Website, Blogging, Online Branding.**

Bring the problem-solving creativity of the mediation room to your marketing. Learn the difference between the different social media platforms, such as Facebook and blogging, and how each can be used for marketing in different ways. We will also discuss the pitfalls of using technology to market your mediation practice. Confused as to where to begin? You will walk away with action items that you can start implementing right away.

*Justin Kelsey, Julie Tolek*

#### **6.3 Incorporating Co-Parenting Education into the Mediation Process: Providing a Long-term Solution for Families in Conflict.**

In this session/workshop, we will share how and why we developed our Solution Focused Co-Parenting Education process and how we have used this process to market our mediation services, increase our referral base, and double our practice. We will discuss how a co-parenting component can be used as a tool for pre-mediation. Post-mediation, post-court or as part of the mediation process itself. We believe that experienced mediators are uniquely qualified to assist people in learning how to resolve their disputes and return to self-determination rather than continuing to turn to the adversarial process to make decisions for themselves and their children. This workshop will include a demonstration with group participation of a number of the co-parenting tools we use in our sessions that have proven effective in helping co-parents shift from their old personal relationship to a business relationship focused on the needs of their children.

*Stephen Evans, Tamra Krutz*

#### **6.4 Strategies to Deal with Immature Individuals and Couples in Mediation.**

The stress of a divorce often contributes to immature behavior by the parties during mediation. This behavior frequently undermines, interferes, or impedes the mediation process. The resulting dynamic of the couple frequently appears imbalanced. This session will provide a new and viable model for the mediator to identify and assess immaturity in clients and their relationship. In addition, the session will explore strategies to counter the immature behavior that will result in a more successful resolution to the mediation process and promote a more respectful and mature dynamic between the couple.

*Michael Scott*

#### **6.5 Meanings of Silence: Discovering Sound Tools for Effective Communication in Mediation.**

In this workshop, we will explore the role of silence in the mediation process. We will look at different meanings and functions of silence. In this interactive workshop, participants will be asked to reflect on

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their experience with silence. During the workshop we will use visual and auditory aids, music, brief movie clips and exercises involving audience participation. We will focus on mediation as a form of communication during which various types of silence may promote or inhibit successful resolution of conflict, hoping for the participants to leave with sound tools to deal with silence in the mediation process.

*Anita Dorczak*

### **6.6 Neuroscience and Attachment Theory: Do They Help Us Construct Appropriate Overnight Schedules with Young Children?**

More divorcing couples have very young children. Herein lies the controversy: how best to parent infants and toddlers in divorce? Should they have overnights with both mom and dad or with just the “primary” parent? Are dads’ insurances on overnights a self-interested request that may actually be harmful to infants and toddlers? We will examine perspectives, biases, and what the data suggest on the implications of attachment theory and neuroscience for divorcing families. It will be an opportunity for informed discussion on this controversial, critical topic.

*Carl Schneider*

### **6.7 Conciliation and Other Hybrid Forms of Private Dispute Resolution: Client, Lawyer and Supporting Professional-Friendly Formats for Matrimonial Matters.**

A review of my own framework for private (not court-annexed) conciliation, with a discussion of many other hybrid formats, with case examples, consideration of pros and cons; and, hopefully, consideration of reservations that participants may have. I will incorporate the use of financial and other professionals in hybrid processes throughout. Will touch on marketing. Application of professional lifetime learning to private dispute resolution.

*William M. Levine*

### **6.8 MORE Great Train Wrecks in Mediation.**

Every experienced mediator has had cases that can best be described as train wrecks. This workshop will utilize a round table approach to encourage advanced mediator participants to share their experiences and their insights into the lessons these experiences provide,

within a safe and respectful circle. The facilitators will explore and analyze these case examples with the goal of co-creating strategies that might have averted these train wrecks. Participation in this workshop is intended for advanced mediators who are willing to share their own experiences and engage with the experiences of their colleagues.

*Don Saposnek, Chip Rose*

3:00PM - 3:30PM

### **Ice Cream Social**

3:30PM - 5:00PM

## **SESSION SERIES 7 (90 MINUTES)**

### **7.1 Non-Verbal Communication: The Meaning Without the Words.**

This training will focus on giving participants a practical look into how non-verbal communication plays a vital role in giving words their meaning. Non-verbal are defined (proxemics, kinesics and paraverbals) in terms of how they can be used as tools to build rapport and direct communication for the positive meanings that are needed to build connections with/between conflicting parties.

*Ben Parker*

### **7.2 How Diversity Can Strengthen Your Practice.**

This experiential workshop will present an overview of a bias awareness model that is used extensively in social service agencies and schools. Based on the assumption that everyone has bias and everyone has experienced bias, the workshop will explore different kinds of bias and differences and look at the advantages of being in more diverse environments. We will share stories about how three different organizations became more diverse, and we will open up discussion about the principles of how this diversity came about and how they can be applied to participants’ practices. Participants will be asked to explore an action plan for what they individually can do to make their practices more sensitive to issues of diversity.

*Joy Rosenthal, Priscilla Prutzman*

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### **7.3 Ten Critical Financial Issues Every Divorce Mediator Needs to Know.**

This session is designed to make mediators aware of critical financial and tax issues that many times “creep” into settlements and, if not addressed properly or overlooked, could threaten the financial future of their clients.

*John Faggio*

### **7.4 Best Interests of the Child, Redux: From Custody to Attachment to Attunement.**

When does the traditional gender-neutral bias of “Best Interests of the Child” evolve into a bias towards the real needs of real children in real custody disputes? In this interactive workshop, two very long-time practitioners of child custody mediation present the evolution of their thinking about best parenting plans, and invite the participants to share their evolving ideas about this perennially controversial topic. We will include current social and biological research about the needs of young children in divorce and will explore the need for stronger advocacy for the child’s best interests.

*Don Saposnek, Michael Scott*

### **7.5 Activity-Based Parenting Plans.**

An Activity-based Parenting Plan is constructed using the child’s activities and routine as the basis. The underlying philosophy is that a child (other than an infant), except for time spent sleeping, usually spends more time away from home than at home. This is especially true in situations where both parents work outside the home. The assumption is that the best interests of the child are served by following a plan or schedule that is least disruptive for the child and changes his or her daily routine as little as possible.

*Jerry Bagnell, Lori Wainwright*

### **7.6 Mediating with Game Theory Principles.**

With a long history of theory and research, Game Theory is applied in this presentation to mediating family law disputes. Rather than presenting the complicated mathematics involved in Game Theory, three easily learned and immediately applicable Game Theory principles are distilled to bargaining stages to reach optimal outcomes for both parties.

*Kenneth H. Waldron, Allan R. Koritzinsky*

### **7.7 Could I REALLY Make a Difference? How to Help Families with Special Needs Plan for the Future.**

A Special Needs Planning Educational Seminar... The speaker, president and founder of Protected Tomorrows and sister to an individual with disabilities, provides a passionate glimpse of her life with her sister, Marcia. The presentation will educate and entertain, as well as provide a good basic understanding of some important facts for your families. Some topics of discussion include: How to create a map of the future; how to prepare legally and financially; how to incorporate and maximize government benefits; how to prepare for transition; and how to communicate the Future Care Plan™ to the family.

*Mary Ann Ehlert*

### **7.8 7+ Cross-Promotion Strategies to Boost Word-of-Mouth Referrals.**

In this session, we’ll discuss methods of co-marketing and cross-promotion, including guest blogging, co-authoring, article swaps, Referral Circle meetings, and more. Do the math: “Each panelist invites 15 attendees x 3 panelists = 45 people in the room.” That’s an equation for a successful co-presentation (seminar, webinar, etc.)! Learn from marketing best practices and peer discussion. Do you know the potent relationships hiding in your Outlook, Gmail, Rolodex or LinkedIn? It’s a lot less awkward to introduce someone else to an association leader or media contact than to pitch yourself; learn how in this session. Co-marketing is a catalyst for word-of-mouth referral results.

*Vikram Rajan, Mark Bullock*

6:00PM

**Dine-Around/Dinner On Your Own**

8:00PM - 11:00PM

**AFM Reunion & Celebration for All**

## Saturday, October 24, 2015

7:00AM - 8:00AM

### Yoga

7:30AM - 5:00PM

### Registration Desk Open

7:30AM - 8:30AM

### Continental Breakfast and Mentoring

8:30AM - 10:00AM

## PLENARY

### 8.1 Unconscious Bias

We all know that the unconscious mind is a powerful force affecting our behavior in our everyday lives. Every human being gets triggered -- either positively or negatively -- when we are exposed to different kinds of people or stimuli. Cutting-edge studies and research within the cognitive sciences point us to the conclusion that most of these decisions are not made by bad people with bad attitudes, but rather by well-intentioned people who have no idea about the internal unconscious processes that may be affecting their decision-making every day.

This presentation will help you discover patterns of unconscious bias so that you can help people navigate through their impact on decision-making processes. It will also help you confront your own internal biases so that you can practice conscious awareness in your own life.

*Eric Peterson*

10:00AM - 10:30AM

### Break

10:30AM - 12:00PM

## SESSIONS SERIES 9 (90 MINUTES)

### 9.1 Divorce Settlement: Not All Assets Are Created Equal.

This user-friendly, informative program defines and teaches the terms and concepts needed by mediators to hold discussions with clients, colleagues, and others concerning the marital estate's assets, liabilities, and business valuation. After a brief overview, this practical "primer" conveys the differences between the many types of assets and liabilities (cash, real estate, other

investments, collectibles, intellectual property, unpaid bills, family loans, mortgages, etc.). The session continues with discussions on valuation methods, discount and capitalization rates, and discounts for lack of control and lack of marketability. Attendees from other venues comment that they "...never understood all this until now."

*Stephen Linkner*

### 9.2 Mediation and Adaptation: Can Standard Models of Western Mediation Work with People from Different Cultures?

In order to mediate conflict arising between clienteles from different cultures, we have to decide the essentials of the Western model which can or can't be compromised, for example neutrality or individual rights. Neither of the two may be as important in the non-Western model. This interactive seminar will lay the groundwork for establishing a working protocol for family and divorce mediation within the Middle Eastern and European Culture clientele living in Western countries.

*Nadia Shahram*

### 9.3 Market to Your Own "Tribe."

After 25 years of training professionals in Family Mediation, the most common question I am asked is, "How am I going to get clients?" This is usually followed by, "I'm afraid lawyers and judges won't refer clients to me." It's time to dispel the myth that the only way to get clients is from court lists and the legal community. The truth is that 75% of the last 4,000 divorce mediations I've successfully completed have been referred to me by Marriage Counselors. Through this workshop, learn how to use your own community to build your mediation practice.

*Marta Papa*

### 9.4 Navigating the High Conflict Mediation.

Much work has been done over the years to better understand what drives conflict in family disputes and how to lessen and/or deal with it. However, not enough has been done to compile and disseminate this information, especially in a mediation setting. This session seeks to heighten mediators' awareness of what/who can trigger conflict and how to deal with it when it



### Saturday, October 24, 2015

arises, while still maintaining the integrity of the process and the trust between the mediator and the disputants.

*Brian Hirsch*

#### **9.5 Spirituality and Religion in Family Mediation.**

This will be an interactive seminar about various aspects of spirituality and religion, both as to family mediation clients and the professional roles of the mediator. As we thus consider spirituality and religion in both an individual and multicultural sense, we can examine the common human search for meaning as it affects both the mediator and the clients. Mediating a divorce settlement involves the material world of finances and things, as well as the spiritual world of family and relationships. These are often difficult to separate in the context of a divorce. Reaching a divorce settlement that enables the clients to keep both the material and the spiritual sides of their lives intact and vital is also a goal that enlists the spiritual journey of the mediator. Lawrence Gaughan

#### **9.6 I Just Want This Over.**

Every divorce mediator has heard the phrase, “I just want this over.” Another favorite is, “How many more sessions?” Lawyer-mediators, especially those in the first five years of their mediation career, often have a difficult time avoiding assuming the role of arbiter. Having an intimate knowledge of the law often clouds the ability to listen carefully, thoroughly, and facilitate conversation. When clients are emotionally charged, it is easy for the lawyer-mediator to be tempted to arbitrate – become judge and jury. Once the mediator begins to make decisions for the parties, it is inevitable that one or both will feel they had legal representation during the process. During this 90-minute session, tools to avoid this pitfall will be explored.

*Carol Goloff*

#### **9.7 Integrated Mediation: How to Use the Tools in the Toolbox.**

This workshop will instruct how to move from a solo mediator to a team or sequential mediation model. We will also teach how to move from the Collaborative Divorce Model into an Integrated Team Mediation model. This workshop will be taught by sharing actual mediated cases, utilizing info-graphics as well as group interaction.

*Robert Bordett, Marsha Schechtman*

#### **9.8 MORE Great Train Wrecks in Mediation.**

Every experienced mediator has had cases that can best be described as train wrecks. This workshop will utilize a round table approach to encourage advanced mediator participants to share their experiences and their insights into the lessons these experiences provide, within a safe and respectful circle. The facilitators will explore and analyze these case examples with the goal of co-creating strategies that might have averted these train wrecks. Participation in this workshop is intended for advanced mediators who are willing to share their own experiences and engage with the experiences of their colleagues.

*Don Saposnek, Chip Rose*

12:15PM - 1:15PM

### **TOPIC LUNCHES (60 MINUTES)**

#### **10.1 Finding Your Niche as a Psychologist (MHP)**

##### **Mediator: Acknowledging the Limits and Recognizing the Value of Your Expertise.**

This session is intended for psychologists and other mental health professionals who don't know much about dividing pensions or stock options but have a wealth of skill in helping couples resolve conflict and cooperate in raising their children. Pre-mediation mediation, co-mediation, co-parenting counseling, parenting coordination, collaborative practice, and other roles will be described. Participants will be encouraged to share their own experiences in carving out their niches as non-attorney mediators.

*Robert Horwitz*

#### **10.2 Marketing Mediation in Sound Bytes.**

You know those catchy phrases you remember from commercials? Why do they work so well? Don't underestimate how incredibly important sound bytes are to your mediation practice. Make yourself memorable as a mediator with sound bytes. Join me in this fun, interactive, session where we will explore the power of sound bytes and as a group make a list of the best – and the worst.

*Stacy Langenbahn*

#### **10.3 Sibling Rivalry Issues In Elder Mediation**

The session on sibling rivalry will explore its sources and present examples of it in the context of

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aging parents. We will also discuss how to prevent sibling rivalry from creating family rifts as well as address how mediation can serve to mitigate sibling disputes, especially in cases where caregiving and/or inheritances are at play.

*Sig Cohen*

### 10.4 Mediator Certification.

*Professional Mediation Board of Standards:*

*Marilyn McKnight*

*Steve Menak*

*Victoria Coleman*

*Larry Gaghan*

*Robert Bordett*

*Stephen Erickson*

*Martin Kranitz*

*Paula Trout*

### 10.5 Marriage Mediation.

*John Fiske*

### 10.6 Diversity and Cultural Sensitivity in Mediation.

I once had a court ordered African American client say to me in mediation “No offense, lady, but I just don’t want one more white person in my face!” No offense taken and I understood. We need more racial diversity in our profession and, to be effective, we need to understand cultural differences in our diverse society. All our presenters on these topics have agreed to have lunch and to engage us in a lively round table discussion on this important topic. Lucky us!

*Joy S. Rosenthal*

*Priscilla Prutzman*

*Alla Roytberg*

*Lara Traum*

*Jocelyn Wurzburg*

*Ratie Zhou*

*Nadia Shahram*

1:30PM - 3:00PM

## SESSION SERIES 11 (90 MINUTES)

### 11.1 Expanding Your Practice to Include Elder (Adult Family) Mediation: Challenges and Opportunities.

Communication among adult siblings and their parents often becomes more complex and difficult as families

age. What once may have been casual conversations about jobs, daily life, and children/grandchildren, may suddenly turn to conversations about health and safety vs. independence, driving, living situations, caregiving, long term care planning, and more. And while everyone may want “what is best,” there is often disagreement on what that looks like. Some families make it through this transition gracefully on their own, and yet as awareness grows, more families are turning to mediation for help. Learn about this growing opportunity, the unique aspects of Elder/Adult Family Mediation, and some challenges and opportunities for marketing and providing this service.

*Crystal Thorpe*

### 11.2 Search Engine Optimization (SEO) Is Not Enough. Online Advertising with Google & Facebook.

Participants will gain a fundamental understanding of how the two most popular online advertising channels work. Google Adwords and Facebook are doing battle for advertising dollars, and each company approaches advertising differently. Google focuses on search terms; Facebook focuses on the demographics of its users. Done well, each channel can be an effective way to reach your target audience. Done poorly, you can waste hundreds or even thousands of dollars. We will discuss campaign launch and management best practices. You will become equipped to determine why it may make sense to fit online advertising into your promotional budget.

*Cliff Rohde*

### 11.3 Mediating Without Ever Having Litigated: Confessions of Two 30-something Mediators about Practice Building, Strategic Marketing, and Defeating the Odds.

The speakers both began their careers as family mediators soon after graduating from law school. This session will give participants a candid account of how they each built their own Family Mediation practice. They will discuss the challenges they have faced, lessons learned, and how it is possible to defeat the odds as young mediators in private practice. The session will also explore strategic marketing skills and the ways in which Amanda and Michael have built and marketed their firms with a comprehensive ground-up approach. Additionally, we wish to begin a critical dialogue of young mediators’

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place in our field, our mutually beneficial collaboration with seasoned mediators, and together we can positively shape the future of mediation.

*Amanda Singer, Michael Aurit*

### 11.4 Cooperative Private Divorce.

Adversarial divorce as it is now practiced throughout the world contaminates inter-family relationships and causes trauma in children. Only in our divorce courts is parenting so scrutinized that parents and even children are alienated. In September 2012, a group of divorce professionals formed to consider ways for divorcing couples to finalize their divorce settlements without going through a court.

*Steve Erickson, Marilyn McKnight*

### 11.5 Custody Mediation: Mothers, Fathers and the Informal State.

Custody Mediation, while seeming to be conducted between two parents, includes a nearly invisible third party, the “informal” state. As parents attempt to determine what is best for and fair to their children, the doctrine of *parens patriae* – as well as other social, legal, and historical factors – is in effect. *Parens patriae* (the state is the father) gives the state authority to decide what is in the best interest of children. The state decides whether parents meet its established standards and practices. The hidden role of the state belies the claim made by mediators that the parties control the outcomes.

*Susan Oberman*

### 11.6 What Was I Thinking? Reflective Practice Using a Case Consultation Group.

This session will share the experience of nine of us who have met monthly for a case consultation group for more than six years! This has been an incredibly valuable and unique experience for us. In discussing cases, we practice reflective practice, focusing on the interventions of the mediator, what was tried, and how it worked. Together, we’ve shared questions, failures, impasses, learning’s, occasional successes, and personal joys and sorrows. We also rotate homes and share a meal together. This group is composed of nine experienced mediators, each of whom has a successful practice, and

several are among our longest practicing mediators in Maryland. The combined mediation experience of this group is more than 150 years, so our biggest challenge was creating a safe space where we could be vulnerable with one another.

*Eileen Coen, Catherine Crockett, Catherine Cullen, Donna Duquette, Carolyn Finney, Martin Kranitz, Carl Schneider, John Spiegel, Audrey Yowell*

### 11.8 Timing, Intervention and Inertia.

We discuss basic principles of inertia and how they apply in mediation. Class discussion of problems mediators encounter when one spouse wants to hurry and the other to slow down, or one spouse continually interrupts the other, or one wants the divorce and the other does not. How long does the mediator listen before doing something else? Role plays illustrate various approaches and the advantages and disadvantages of each. Sensing when clients are ready to agree and when they are not there yet. “The readiness is all,” says Hamlet at the very end.

*John Fiske, Diane Neumann*

3:00PM - 3:30PM

Break

3:30PM - 5:00PM

## SESSION SERIES 12 (90 MINUTES)

### 12.1 Am I Relevant to My Prospects?: Three 2015 Marketing Best Practices

In this interactive, hands-on session, groups of attendees will compare notes and problem solve under the guidance of three marketing and sales experts to learn new skills they can apply immediately in their practices.

The session will cover three core marketing and selling disciplines that all small businesses must master to compete and grow. Search marketing, social proof, and partner marketing will be covered. Attendees will walk out with 3 frameworks, new confidence, and a practical path to growth.

*Steve Abramowitz, Brad Holmes, Greg Rublev*

### Saturday, October 24, 2015

#### **12.2 Making Yourself Available and Following Through: Marketing and Building Rapport with Diverse Populations.**

In this unique presentation, experienced mediators with the Maryland Court of Special Appeals' Alternative Dispute Resolution Division will discuss strategies that mediators can use to market their services to diverse populations, including Lesbian-Gay-Bisexual-Transgender groups and ethnic and racial groups. The presenters will demonstrate mediation techniques that will help the mediator to be more effective when conducting mediations with disputants from the aforementioned populations. These techniques include: self-awareness; self-reflection; catching biases; and remaining neutral in spite of trigger words used by disputants to belittle or disparage another disputant.

*Scottie Reid, Janet Bayer, Wanda Donnelly, Jay Knight*

#### **12.3 Managing AND Respecting High-Conflict Clients.**

Most mediators know the frustration of “losing control” of the process when dealing with high-conflict behavior by one or more parties. This session will emphasize client control techniques used in the trainer’s “New Ways for Mediation” method (also known as “Proposal-Focused Mediation”). Rather than focus on the overall method, this session will focus on how to maintain respectful client management in each step of the process, including video clips and practice exercises. This session is appropriate for those who have attended a previous session on New Ways for Mediation and those who are new to this approach.

*William Eddy*

#### **12.4 Power and Invitation – Beyond Balancing Power.**

Most family mediators have been trained to balance power at the mediation table. Equal bargaining power provides a fair fight ending with a fair agreement. The problem with this approach is that it is based in a competitive worldview and the negotiation is viewed as a battle where the mightier wins. By integrating concepts of conflict, power and collaboration, a new approach emerges that goes beyond the limited options available with a competitive view. This presentation will explore how that integrated collaborative view is a more effective approach at the mediation table.

*Bernhard Behrend*

#### **12.5 Two to Tango: Attorneys and Psychotherapists Finding Success with Integrative Mediation.**

This presentation will discuss a revolutionary approach to dispute resolution: Integrative Mediation, a model of co-mediation involving an attorney-mediator and a psychotherapist-mediator who work together as co-equal partners throughout all phases of mediation. This approach recognizes that emotional and psychological issues are present in every conflict, regardless of the subject matter of the underlying dispute. According to researchers, meaningful consideration of both the legal and non-legal components of disputes tends to result in a more efficient process, a deeper level of resolution, greater durability of agreements, and higher satisfaction on the part of the disputants.

*Kathleen Adams, Stephen Sulmeyer*

#### **12.6 Mediation for Modern Families: Tips and Techniques.**

Nothing can be more adversarial than a family that not only experiences breakdown but very quickly grows with new partners, step-children, and in-laws. Discussing holidays for two people with four families is challenging: things quickly double, triple and quadruple when families multiply. Focusing only on the “children of the dispute” can lead to hurt feelings and issues with new partners. Trying to even out the playing field can lead a mediator to feel like a referee on a football field. Learn and discuss best practices for the inclusion of other parties in multi-party mediation, and learn to define new objectives for the family that go beyond the traditional “access schedule”.

*Jennifer Suzor*

#### **12.7 Thinking Outside the Box: Proactive Family Law Mediation Skills.**

Many family law mediations are doomed to fail before the opening session, primarily because the mediator is either unprepared or does not recognize how his/her basic approach to a family law dispute must be vastly different than any other type of case. This session will assist the mediator in preparing for the family law case and realigning client expectations. Skills such as intuitive listening, question reframing and knowledge of the clients’ own frame of reference can assist the practitioner in uncovering undisclosed party

## Saturday, October 24, 2015

interests. It's as much about what isn't said, as what the parties actually tell you. How you as mediator use that information determines the success of the settlement effort.

*Linda Meekins McLain*

### 12.8 Five Keys to a Rewarding Divorce Mediation Practice.

The bulk of mediation professionals are struggling to establish a professionally and financially rewarding practice. For the most part, they remain "generalists" that clamor for any type of mediation case they can get. We believe that the road to true success for any practitioner in the field of mediation today is to target a specific area of expertise and then build a program and marketing plan tailored to the clients who need those particular services. The most widely needed mediation services are for divorcing couples, so a mediation professional can certainly build a successful practice based upon meeting their specific needs. This course will offer the five most important keys to establishing and building a divorce mediation practice which is professionally and financially rewarding and makes a meaningful contribution to the well-being of divorcing couples and their children.

*Keila Gilbert*

6:00PM - 10:00PM

**Banquet & Silent Auction**

10:00PM - 11:59PM

**Conference After-Glow**

## Sunday, October 25, 2015

7:00AM - 8:00AM

**Yoga**

7:30AM - 8:30AM

**Continental Breakfast**

8:30AM - 10:00AM

### CLOSING PLENARY

#### 13.1 Peaceful Persuasion in the Supreme Court - Gay Marriage Rights

The entire struggle waged by the LGBT community to gain equal civil rights to marry has been peaceful. The victory is monumental. We will get an inside look at the process that led to that astonishing victory - from one of the prevailing attorneys!

*Maureen Holland*

10:00AM - 10:15AM

**Break**

10:15AM - 12:00PM

### ROLE PLAY & CLOSING COMMENTS

#### 14.1 Mediators in the Fishbowl – Role Plays with John Fiske and Bill Eddy.

Gather around the stage for an unusual opportunity to witness and compare three different experienced mediators in action. Each will demonstrate his or her own unique style. Professional actors will play the parts of the mediating parties. Each demonstration will be followed by a Q & A segment. This is always a great way to learn and a great way to compare your own styles and techniques with those of other practitioners.

*Moderated by John Fiske & Bill Eddy*



## Join the Conversation!

## #APFM2015



# SELLING PEACE in an Adversarial World

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## SPEAKERS



Steve Abramowitz  
Kathleen Adams  
Mary Atwater



Michael Aurit  
Jerry Bagnell  
Bernhard Behrend



Robert Bordett  
Janet Boyer  
Mark Bullock



Halee Burg  
Eileen Coen  
Sig Cohen

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Justin Corbett  
Catherine Cullen  
Marth Chan and Dan Couvrette



Antoinette Delruelle  
Regina DeMeo  
Anita Dorczak



Donna Duquette  
MaryAnne Ehlert  
Stephen Erickson



Stephen Evans  
John Faggio  
Carolyn Finney



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John Fiske  
Larry Gaughan  
Keila Gilbert



Judith Glasser  
Toby Guerin  
Arlene Henry



Carol Hickman  
Brian Hirsch  
Brad Holmes



Robert Horwitz  
Michelle Huff  
Oran Kaufman

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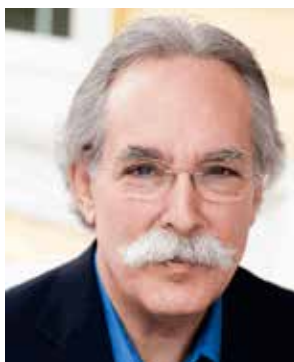
## SPEAKERS



Justin Kelsey  
Jay Knight  
Allan Koritzinsky



Martin Kranitz  
Tamra Krutz  
Stacey Langenbahn



Michael Leshin  
William Levine  
Stephen Linker



Marilyn McKnight  
Linda Meekins McLain  
Steven Menack



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Linda Miller-deBerard  
Beth Myers  
Diane Neumann



Susan Oberman  
Jane Ochsman  
Marta Papa



Eric Peterson  
Benjamin Praker  
Priscilla Prutzman



Bob Rhudy  
Vikran Rajan  
Cliff Rohde



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Joy Rosenthal  
Alla Roytberg  
Greg Rublev



Don Saposnek  
Marsha Schechtman  
Carl Schneider



Michael Scott  
Nadia Shanram  
Vicki Shemin



Amanda Singer  
John Spiegel  
Stephen Sulmeyer

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Jennifer Suzor  
Crystal Thorpe  
Julie Tolek



Lara Traum  
Paula Trout  
Lori Wainright



Kenneth H. Waldron  
Nick White  
Peter Yarrow



Garrick Zielinski  
Grant Zielinski



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## REGISTRATION Information & CONFERENCE Venue

The APFM conference will be held at the Sheraton Reston located just outside of historical Washington, D.C.

11810 Sunrise Valley Drive  
Reston, Virginia, 20191 – United States  
Website: [www.sheratonreston.com](http://www.sheratonreston.com)

### HOTEL RESERVATIONS:

To reserve your room call 1-800-561-9186 and mention the Academy of Professional Family Mediators special conference rates. We expect our special rate room block to sell out early, so reserve now. The special rate for APFM is \$139 per night (plus applicable taxes) for single or double occupancy. **These rates are only good until September 21 (or earlier if sold out).** After that, rooms may only be available at the prevailing rates.

Sheraton Reston Hotel is located just minutes from **Dulles International Airport**, and is pleased to offer complimentary 24-hour shuttle transportation to and from the airport. Upon arrival at Dulles Airport, simply call the hotel at (703) 620-9000 and then proceed to curb 2H outside of the baggage claim area. Look for the Sheraton Reston Hotel Shuttle. When it's time to head back, please inform the front desk, who will be happy to arrange your return trip to Dulles Airport. Please be aware that due to airport shuttle restrictions they are required to drop you off at the arrivals entrance (2H) only and you will then need to proceed upstairs in order to check in. They suggest adding an additional 15 minutes to your departure schedule. Additional directions and venue information can be found on Hotel Information page on the conference website.



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