

KERN COUNTY SUPERIOR COURT AND
KERN COUNTY BAR ASSOCIATION

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AMERICAN INSTITUTE OF MEDIATION

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MAXIMIZE YOUR MEDIATIONS

Meet the mediaors for a dynamic and informative program on mediation advocacy and participation secrets for attorneys, insurance adjustors and the business community

WEDNESDAY, MARCH 17, 2010

KERN COUNTY SUPERINTENDENT OF SCHOOLS BUILDING
1300 - 17TH STREET, CONFERENCE ROOM B (FIRST FLOOR)

PARKING LOCATED NORTH OF THE BUILDING IN THE PARKING STRUCTURE

8:30 AM - 9:00 AM

REGISTRATION / CONTINENTAL BREAKFAST

9:00 AM - 12:00 PM

PROGRAM - FEATURING LEE JAY BERMAN

12:00 PM - 1:00 PM

LUNCH - SPEAKER: THE HONORABLE FRANK J. OCHOA, SANTA BARBARA COUNTY SUPERIOR COURT

1:00 PM - 4:30 PM

PROGRAM / PANEL PRESENTATIONS

FEATURING DOUG NOLL & MEMBERS OF THE COURT'S ADR PANEL

4:30 PM - 5:30 PM

MIXER AT THE BELL TOWER CLUB

**THIS COURSE HAS BEEN APPROVED BY THE STATE BAR OF CALIFORNIA
FOR 7 MCLE HOURS, INCLUDING 1 ETHICS HOUR**

THE COST *FREE*, WITH THE EXCEPTION OF \$35.00 FOR ATTORNEYS REQUESTING MCLE CREDITS.

REGISTRATION

ON-LINE REGISTRATION AVAILABLE AT WWW.KERNBAR.ORG

REGISTRATION DEADLINE: MARCH 10, 2010

Register Early as seating will be limited due to members of the judiciary and business community also in attendance.

NAME: _____ E-MAIL: _____

ADDRESS: _____

PHONE: _____ COMPANY: _____

CHECK ALL APPLICABLE: ☐ PROGRAM ☐ CONTINENTAL BREAKFAST ☐ LUNCH ☐ MIXER

PLEASE INCLUDE \$35.00 PAYMENT FOR YOUR MCLE CREDIT AND MAIL YOUR COMPLETED REGISTRATION & PAYMENT TO:

KERN COUNTY BAR ASSOCIATION • 1675 CHESTER AVENUE, SUITE 220 • BAKERSFIELD, CA 93301

FOR REGISTRATION INFORMATION CONTACT CWILSON@KERNBAR.ORG

FOR GENERAL INFORMATION CONTACT KELLY.LAZERSON@KERN.COURTS.CA.GOV OR 661-868-4940.

THANK YOU TO OUR SPONSORS:		
 BBB Start With Trust	 KLEIN DENATALE GOLDNER COOPER-ROSENTHAL & KIMBALL-LLP	 LeBeau Thelen
Susan Salvucci, Esq.		

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WEDNESDAY, MARCH 17, 2010

AGENDA

- 8:30 - 9:00 AM **REGISTRATION & CONTINENTAL BREAKFAST**
- 9:00 - 9:15 AM **WELCOME & INTRODUCTION**
HON. MICHAEL LEWIS, PRESIDING JUDGE, KERN COUNTY SUPERIOR COURT
H. A. SALA, ESQ., PRESIDENT, KERN COUNTY BAR ASSOCIATION
- 9:15 - 10:45 AM **KEYNOTE ADDRESS BY LEE JAY BERMAN (MEDIATOR, PRESIDENT OF AIM):**
"WHY MEDIATION?"
- 10:45 - 11:00 AM **BREAK**
- 11:00 - 11:45 AM ***"WHAT'S GOING ON WITH MEDIATION IN KERN COUNTY"***
HON. WILLIAM PALMER, JUDGE & ADR CHAIR, KERN COUNTY SUPERIOR COURT
KELLY LAZERSON, ESQ., ADR ADMINISTRATOR, KERN COUNTY SUPERIOR COURT
RICHARD D. OWEN, ESQ.
LIZ GARVIN, DIRECTOR, BETTER BUSINESS BUREAU
- 11:45 - 12:00 NOON **UPDATE ON THE ACTIVITY OF THE KCBA ADR SECTION**
JOE FERRA, M.S., M.F.T., PRESIDENT, KCBA ADR SECTION
KEN BYRUM, ATTORNEY / PAST PRESIDENT, KCBA ADR SECTION
- 12:00 - 1:00 PM **LUNCH - *"MYTHS AND MISCONCEPTIONS ABOUT COURT ANNEXED MEDIATION PROGRAMS"***
HON. FRANK J. OCHOA, JUDGE, SANTA BARBARA SUPERIOR COURT
- 1:00 - 1:45 PM **PANEL 1 - *"SELECTING THE RIGHT MEDIATOR"***
MEDIATORS: JACK DRAPER, ESQ., STEVEN PORTER, ESQ., SUSAN SALVUCCI, ESQ.
- 1:45 - 2:30 PM **PANEL 2 - *"NON-MONETARY SOLUTIONS"***
MEDIATORS: BRENT ROSENBAUM, ROBERT FAIRMAN, ESQ., LAURELYN IRVING
- 2:30 - 2:45 PM **BREAK**
- 2:45 - 3:30 PM **PANEL 3 - *"MEDIATOR SECRETS, TIPS AND CLOSING THE DEAL"***
MEDIATORS: KEN BYRUM, ESQ., ALAN SALER, ESQ., CRAIG MCCOLLUM, ESQ.
- 3:30 - 4:30 PM **PANEL 4 - *"CONFIDENTIALITY AND OTHER ETHICAL CONSIDERATIONS IN MEDIATION"***
FEATURING DOUG NOLL, ESQ. AND MEDIATORS JOE FERRA, M.S., M.F.T., JEANNIE GILLEN,
AND JACK HARDISTY
- 4:30 - 5:30 PM **MIXER - AT THE BEAUTIFUL DOWNTOWN BELL TOWER CLUB**

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Susan Salvucci, Esq.

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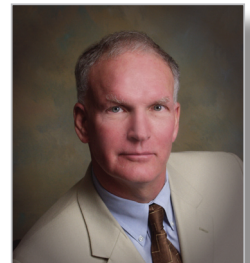
LEE JAY BERMAN



American
Institute of Mediation

Lee Jay Berman began as a full-time mediator and trainer over 16 years ago, and has successfully mediated over 1,400 matters. He is a national panelist with the American Arbitration Association, and is a Distinguished Fellow with the International Academy of Mediators, a Diplomat with both the California and National Academy of Distinguished Neutrals, internationally certified by the International Mediation Institute, and a Dispute Resolution Expert with the United Nations Development Programme. He was Mediator of the Year for the US Bankruptcy Court in 2007 and the Daily Journal named him to California's Top Neutrals in 2008 and 2009. Also a respected trainer in the field, 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 also teaches at Lipscomb University's Institute of Conflict Resolution. He launched the Santa Barbara Superior Court's successful ADR program and chaired the statewide committee that published the Standards of Practice for California Mediators. He served three years on the State Bar of California's Standing Committee on ADR and has published numerous articles on mediation and ADR. He lives with his wife in Marina del Rey, California and hosts a syndicated weekly radio talk show called "Talk it Over" that airs weekends on KERN and KERI.

Douglas E. Noll, Esq. 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 a Distinguished Fellow of the International Academy of Mediators, a Fellow of the American College of Civil Trial Mediators, on the American Arbitration Association panel of mediators and arbitrators, and was one of the first mediators certified under international standards established by the International Mediation Institute. He 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, and is a speaker, facilitator and trainer. Mr. Noll is host of The Doug Noll Show, which streams live Thursday evenings at 7 pm Pacific from www.wsRadio.com. Mr. Noll has been listed as one of the Best Lawyers in America since 2005 by bestlawyers.com and is a Northern California SuperLawyer.



DOUGLAS E. NOLL



Noll Associates
peacemaking · resolving business conflicts



JUDGE FRANK OCHOA

Judge Frank Ochoa was elected to the Santa Barbara Superior Court in 1996. He was the court's Presiding Judge from January 1, 1998 - January 1, 2001, managing the court through the unification process. From 1983-1996, Judge Ochoa sat on the Santa Barbara Municipal Court. He has served as Judge Pro Tem for the California Court of Appeal. At the state level, he has served on the Trial Court Budget Commission and on the Probation Services Task Force. He has served on the Executive Board of the California Judges' Association, and as Chair of CJA's Court Administration Committee. He was recently appointed by the California Supreme Court to act as a Special Master for the Commission on Judicial Performance.

In 1999, he was a recipient of the Santa Barbara County Bar Association's "President's Judicial Award" for having developed the Court Administered Dispute Resolution (CADRe) program. In 2000, he received the Southern California Mediation Association's "Judge of the Year" award for promoting the use of Alternative Dispute Resolution in the courts.

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Susan Salvucci, Esq.