



Robert J. Mc Donnell, MS, APM  
[rmcdonnell@alliance-mediation.com](mailto:rmcdonnell@alliance-mediation.com)  
973-709-0188

**NEWS FOR IMMEDIATE RELEASE:**

**“MEDIATION’S TURNING POINT: AN ALTERNATIVE BECOMES MAINSTREAM”  
NJAPM ANNUAL MEDIATION CONFERENCE ON NOVEMBER 14TH  
Keynoter, Douglas N. Frenkel, Author and Penn Law Professor**

Trenton, NJ (November 4, 2009) With the implementation of the foreclosure mediation program in New Jersey, mediation is becoming a major part of how law firms, the judiciary, and disputants approach the prevention and resolution of disputes of all types. In his welcome speech at the New Jersey Association of Professional Mediators’ 16<sup>th</sup> Annual Conference, NJAPM President Robert McDonnell will describe how the Association has been front and center in the evolution of mediation. NJAPM is the largest statewide mediation organization and the only organization in New Jersey that accredits professional mediators. The conference, open to all interested parties, is scheduled for Saturday, November 14, 2009 from 8:15 AM to 4:00 PM. at the Doubletree Hotel Training Center, 300 Atrium Drive, Somerset, New Jersey. The registration fee for NJAPM members is \$155. To register, contact 1-800-981-4800, or register online at [www.njapm.org](http://www.njapm.org)

Keynote Speaker, author and professor, Douglas N. Frenkel will speak on "Effective Mediator Persuasion: What the Research Tells Us." Frenkel is the co-author of *The Practice of Mediation: A Video Integrated Text* and is the Morris Shuster Practice Professor of Law at Penn Law. He serves as a mediator in employment, commercial and institutional matters.

Featured Speaker, Jerry Lewis will talk about "What it Takes For a Client to Move from a Position or Belief." Lieutenant Lewis for 25 years served the New Jersey State Police and had supervised the Violent Crime Analysis and Polygraph Unit. His keen insight on human belief systems led him to develop interviewing techniques that have significantly improved confession rates.

Michelle Perone, Esq., Chief, Civil Courts Programs for the Administrative Office of the Courts (AOC), Caroline Petrilla, JD, APM, Assistant Director of the State Office of Dispute Settlement (ODS), and Bonnie Blume Goldsamt, JD, APM, will provide an update on the NJ court mediation programs, including the foreclosure mediation program.

- More -

## **Session I Workshops include**

**A. *Ethical Issues in Foreclosure Mediation*** with Michelle Perone, Esq. and Caroline Petrilla, JD, APM

**B. *Mediating Parenting Disputes*** with Risa A. Kleiner, Esq., APM, Eileen A. Kohutis, PhD, Eric Johnson, PhD, LCSW, APM, and Kenneth Neumann, PhD., APM.

**C. *Social Media Marketing for Mediators*** with Lisa Kanda, President of Elkay Corporate Advisors.

## **Session II Workshops include:**

**D. *What do Attorneys Want in Civil Mediation*** with Nicholas Stevens, Esq.

**E. *Elder Mediation: The Benefits and Risks*** with Kathryn Mariani, MAR, Barbara Foxman, LCSW, and Michele Mathes, JD.

**F. *What Mediators Should Know About Business Evaluations and Forensic Accounting*** with Larry Thoma, JD, CFE, CPA/ABV/CFF, DABFA.

## **How to Register:**

The registration fee for NJAPM members is \$155. The fee for non-members is \$175, of which \$20 will be applied to membership dues if joining NJAPM. The fee for full-time students and government employees is \$115. There is a surcharge of \$20 for payment at the door. Mail registration fees made payable to NJAPM, to NJAPM, 1 AAA Drive, Suite 102, Trenton, NJ 08691-1803. You may also register and pay online at [www.njapm.org](http://www.njapm.org). For more information or questions, call 1-800-981-4800.

With over 450 members, NJAPM is the largest statewide mediation organization and the only organization in New Jersey that accredits professional mediators who have high levels of experience and education. Mediators accredited by the organization are given the designation APM® (Accredited Professional Mediator). NJAPM is dedicated to fostering excellence in the field of mediation, promoting mediation as the preferred method of dispute resolution, encouraging and providing mediation education to the public, the government and the professions, training and accrediting professional mediators, and protecting the public through standards of conduct for mediators. The Association can be reached at 1-800-981-4800, and the website is [www.njapm.org](http://www.njapm.org).

###