



# AAM-a-gram

ASSOCIATION OF ATTORNEY-MEDIATORS

## President's Message

March 2017

*"...to support and promote professional and qualified attorney-mediators who are committed to the proposition that the existing dispute resolution system can fulfill its intended purpose through the use of mediation."*

2016–2017  
AAM

### BOARD OF DIRECTORS

Sid McCollum, Immediate  
Past-President

Jeff Kilgore,  
President

Debra Leo,  
President-Elect

Kim L. Kirn,  
Secretary

Paul Clote,  
Treasurer

Bob Berliner

Francis "Hank" Raucci

John Trimble

Jay Zeleskey

◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆◆

Executive Director,  
Brenda Rachuig

Good Day to all members, new and old.

I first want to thank Debra Leo and all the presenters (***Courtenay Bass, Trey Bergman, Joe Bontke, Fran Brochstein, Paul Clote, Debra Leo, Tom Newhouse, Chris Pappas, Ross Stoddard and Ron Wiesenthal***) for an excellent program last fall. I was pleased that we had so many states represented. The variety of states adds to our on-going conversation of how we all aid in the resolution of disputes. Sid's ***Each One Get One*** campaign has been a success and we need to continue to try to grow our membership. Our programs are always top notch, as will be the Santa Fe, New Mexico program now less than a month away.

I stated and made a commitment to add extra value to our members by expanding our benefits to included marketing training opportunities so we can better help our client/disputants with the tools we have learned and developed over time as AAM members. We had a marketing audio seminar in January (a webinar without visual contact) where Steve and Cindy Reddy of Select Marketing in Houston presented nearly an hour of tips and comments of how to use modern digital and computer tools to better reach our clients, whether attorneys or individual disputants. I believe the program was a success and the audio is available on our members' only section of our website as this letter is written. The evening marketing conversation was free to members, with questions presented to attendees beforehand to allow the questions and answer to be more specific to what the audience wanted to hear, and I hope to arrange another audio conversation in the near future.

The board unanimously voted in a new Emeritus Membership Level for those that no longer mediate and do not need the insurance coverage. We had received requests from AAM members that were retiring who wanted to stay "connected", so to speak, and would still enjoy to travel with the group from time to time. There is an article later in the newsletter covering the details, but we welcome these "veteran mediators" to stay around and share their wisdom and experience.

**CHAPTER  
PRESIDENTS**

Bexar County/San  
Antonio Chapter  
Don Philbin

Central Texas  
Chapter  
David Moore

Houston Chapter  
J.L. "Larry" Hinojosa

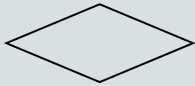
Illinois Chapter  
Michael Leech

North Texas Chapter  
John Shipp

Oklahoma Chapter  
Jake Jones

Mississippi Chapter

St. Louis Chapter  
Frank Neuner



**Association of  
Attorney-Mediators**

**P O Box 741955**

**Dallas, TX 75374-**

**1955**

**1-800-280-1368**

**972-669-8101**

**972-669-8180 Fax**

**www.attorney-  
mediators.org**

**Email:**

**aam@attorney-  
mediators.org**

***President's Message—Continued***

As president of AAM, I was invited to the Global Pound Conference in Austin TX where outstanding mediators, arbitrators, in house counsel, attorneys and industry end users gathered to discuss the use of ADR throughout the world. We participated in multiple live survey questions where we had immediate feed-back on how the different groups perceived an issue. The panels were made up of knowledgeable people and I am proud to say an AAM member was on nearly every panel. The survey results are being compared with similar conferences around the globe and I should be able to share the comparisons in a newsletter following our Annual Meeting in Santa Fe, NM April 7 & 8 2017.

I look forward to seeing you all in Santa Fe!

Jeff Kilgore

AAM National President

**Emeritus Membership Level**

In response to requests from retiring members, the AAM Board has voted to make a new membership level/category available to active members. The Latin word Emeritus translates "veteran soldier". Many of our long time AAM members were the true "mediation soldiers" and we feel it is appropriate that retiring AAM members be encouraged to stay connected with AAM. This level of membership will be \$25 per calendar year but will not include insurance coverage. It will allow admittance to AAM conferences and functions at the AAM member rate. Attendance at these conferences would be beneficial to both the retiring member as well as new AAM members. It would provide the opportunity for the Emeritus mediator to network with newer mediators and share their wisdom and experience, as well as an opportunity to travel with the group and enjoy the camaraderie so evident at AAM events. You will find this optional membership available on the Join AAM page. We look forward to continuing these special connections with AAM members and welcome our first Emeritus members.

## Welcome AAM New Members

We are pleased to announce the following new AAM members as of the last newsletter printing:

<b>Stacy Alexander</b>	<b>Austin, TX</b>
<b>M. Todd Allen</b>	<b>Dallas, TX</b>
<b>Daniel Ben-Zvi</b>	<b>Los Angeles, CA</b>
<b>Cara Carlson</b>	<b>Houston, TX</b>
<b>Michael Connelly</b>	<b>Houston, TX</b>
<b>Cory Fein</b>	<b>Houston, TX</b>
<b>Kenneth Fields</b>	<b>Phoenix, AZ</b>
<b>Paulo Flores</b>	<b>Dallas, TX</b>
<b>William Fowler</b>	<b>Austin, TX</b>
<b>William Kirkendall</b>	<b>Seguin, TX</b>
<b>William LaFuze</b>	<b>Houston, TX</b>
<b>Walter Lamkin</b>	<b>Saint Louis, MO</b>
<b>Jean Lawler</b>	<b>Manhattan Beach, CA</b>
<b>David Levin</b>	<b>Santa Fe, NM</b>
<b>Leonard Levy</b>	<b>Reseda, CA</b>
<b>George Martinez</b>	<b>Dallas, TX</b>
<b>Hicks Morgan</b>	<b>Dallas, TX</b>
<b>Will Pierson</b>	<b>San Antonio, TX</b>
<b>Greta Ravitsky</b>	<b>Houston, TX</b>
<b>Debra Schuster</b>	<b>St. Louis, MO</b>
<b>Michael Shane</b>	<b>El Paso, TX</b>
<b>Robert Shults</b>	<b>Houston, TX</b>
<b>Fred Smith</b>	<b>Chicago, IL</b>
<b>Timothy Soefje</b>	<b>Plano, TX</b>
<b>Anne Stark</b>	<b>Dallas, TX</b>
<b>Tracie Washington</b>	<b>New Orleans, LA</b>
<b>Dulcie Wink</b>	<b>Katy, TX</b>

We welcome you to the **Association of Attorney-Mediators** and look forward to your active participation within this organization! Please let an officer of a local chapter or a member of the national board know what AAM can do for you and how you would like to become involved in AAM's activities.

# Welcome!

## Challenge Yourself

The AAM Fall CLE Seminar and Advanced Mediator Training was held on September 16, 2016 in Houston, Texas. As always, Dinner With A Group was a great way to begin our time together. Fifteen “early arrivers” met for dinner to enjoy networking, food and drink prior to the day’s CLE event. Such a fun way to meet others before the training begins! The following morning, sixty AAM and non-AAM members attended for a fun day of learning and networking – followed in the evening by a short reception before catching the shuttle back to the airport.

The day’s topics concentrated on breaking impasse, a much requested topic on our evaluations from past conferences. We heard from **Jeff Kilgore** and **Tom Newhouse**, **Ron Wiesenthal**, and **Ross Stoddard** on techniques, suggestions and creative ways to deal with impasse. We were also introduced to the Mediation-Arbitration Hybrid Dispute Resolution Process by **Trey Bergman**, **Courtenay Bass** and **Chris Pappas**. Our guest speaker for the day, **Joe Bontke**, of the Houston District office of U.S. Equal Employment Opportunity Commission, gave a delightful and insightful presentation on “Negotiating with People Who Are Not Like You”. Another special feature of the day was the marketing topic at lunch, presented by **Steve** and **Cindy Reddy** of Select Marketing in Houston. Let’s not forget the much sought after ethics topics. **Paul Clote** began the ethics discussion with issues relating to mediation and a panel followed including **Debra Leo**, **Fran Brochstein**, **Paul Clote** and **Ron Wiesenthal** to continue the discussion on moving past impasse in an ethical manner. Thank you, speakers, for volunteering and making your information available to the members of AAM.



## Marketing Opportunities Are Everywhere!

Marketing is a process by which companies create interest for their goods and services. It's all about creating interest. Marketing opportunities in the America are everywhere, and vary greatly in financial and time requirements. What is your marketing process? What marketing opportunities are you utilizing? Any of the marketing opportunities listed below are functions of and support for your marketing efforts. In other words they are part of your marketing process.

We all expect General Motors to have fabulous marketing. What about your neighborhood hair salon, dentist, plumber, attorney, or hardware store? What about you? Too expensive? Doesn't have to be. Doesn't need to be. A small business can employ very effective marketing for a small percentage of their annual sales.

The US Small Business Administration & Small Business Development Centers are good sources for FREE Business Solutions which includes budgeting. Many books, schools, consultants, & business blogs recommend between 4% - 8% for a marketing budget. Every Industry has a recommended percentage to allocate for marketing. Profit margins and projected sales budgets are driving factors that need consideration. Many variables can move the marketing investment percentage up or down. Some of these variables may include new product launch, new product category, & new location. You may want to allocate a higher percentage considering anything "New" in your business.

Allocating marketing funds correctly may require the assistance of a professional if you have never done it before. A marketing budget is not NASA Rocket Science! Be flexible and don't be afraid to try something new. Get involved in a Networking Group, Join a Service Club, Buy an ad for a local non-profit fund raiser, or buy some auto magnets. Oh yeah, expand your visibility within your Chamber. Join a committee, go to mixers & ribbon cuttings, and become an ambassador.

Marketing Opportunities are everywhere in America. There are many opportunities and different variations. What works for a Mexican Restaurant may not work for a Lawn Maintenance Company. What works for a Realtor may not work for a Attorney. Be involved in your marketing, even if you hire it out to a professional. Don't be afraid to change it up and allow time for each piece to succeed. Don't go to one networking meeting and expect a lot of referrals. Don't join a Chamber and expect all the members to immediately want to do business with you. One ad in a magazine won't make your phone ring or cause your floor traffic to sky rocket.

Remember that marketing is a process. Remember that people usually need to know, like, and trust before they do business with you. There are lots of exceptions, but think how you buy from others. Don't you want to know, like and trust? I do!

**Marketing Opportunities are Everywhere—continued**

**Potential Parts of your Marketing Mix:** • Business Cards • Magazines, Radio, Television, Newspaper, & Bill Board Ads • Networking Groups & Trade Shows • Website • Chamber of Commerce • Better Business Bureau • Delivery Service • Auto Magnets • Rack Cards, Flyers, Banners, and Brochures • Email, Email Campaigns • Direct Mail • Referrals • Testimonials, Reviews • Promotions, Sales • Internet Advertising • Social Media; Face Book, Twitter, YouTube • Video Marketing

For any of these opportunities to produce results you will need to be involved. If you do not get involved and understand that this is a process then any positive results will be few and far between. If you don't care about your business why should someone else? Get involved, and have fun meeting new business opportunities.

*Steven Reddy · Select Marketing · 201 Water Oak Dr. · League City, TX 77573  
O) 409.737.5387 · C) 214.616.1054 · Steven@SelectMkt.com*

Networking in Houston 2016



**The Association of Attorney-Mediators  
presents its  
Advanced Attorney-Mediator Training and Annual Meeting  
Advancing the Art of Mediation**



**Santa Fe, New Mexico  
April 7 & 8, 2017  
La Fonda on the Plaza**

**Join us in Santa Fe, NM as we Advance the Art of Mediation. We will learn new techniques from experienced mediators around the country and enjoy networking time, as well as time to enjoy all that Santa Fe has to offer. We will collect fresh ideas and learn about various skills, complexities, and styles of the art of mediation. You will come away with so many novel items to add to your pallet and have the opportunity to share your experiences along the way.**

**Program, speaker and MCLE information is available on the AAM website.  
Hotel and other information is also available.**

**[www.attorney-mediators.org/register](http://www.attorney-mediators.org/register)**

**AAM National Office email: [aam@attorney-mediators.org](mailto:aam@attorney-mediators.org)  
[www.attorney-mediators.org](http://www.attorney-mediators.org)**

## Proxies for Incoming Directors Sent by Email

Our Annual Meeting is fast approaching, and we will be electing two new Board members at that time. Your proxy will be due prior to April 7, 2017. Please email to [aam@attorney-mediators.org](mailto:aam@attorney-mediators.org), fax to 972-669-8180, or mail your proxy to the AAM National Office **ONLY** if you will not be attending the annual meeting. **Your vote is important!**

Click here for the proxy that will need to be returned to the AAM National Office: [Election of Directors and Proxy 2017.pdf](#) (Clicking this link opens the printable pdf)

### Jimmy Lawson

**Jimmy Lawson** practices in Lakeland, TN and has been an AAM member since 2012. For more information about Jimmy, please see his bio. [Lawson Bio.pdf](#)

### Mark Myers

**Mark Myers** practices in Slidell, LA and has been an AAM member since 2010. For more information about Mark, please see his bio. [Myers Bio.pdf](#)

The logo features a large, stylized red checkmark on the left, followed by the word "Vote" in a bold, dark blue, sans-serif font.





## Illinois Chapter of AAM to Host Elder Mediation Training

**AAM Illinois is pleased to offer Elder Advanced Mediation Training.** The two-day, 15 hour-CLE mediation training, presented by Robert J. Rhudy of Senior Mediation and Decision-Making, Inc. (Mr. Rhudy's bio can be found on the AAM website at this link: <https://www.attorney-mediators.org/Speaker-Bio-Rhudy>), will cover

- What's unique about elder mediation
- Common issues
- Participants & roles
- Ethics issues
- Elder care mediation from a practitioner's view
- Elder care professional on common elder issues
- Recent developments
- Management & marketing of elder mediation practice
- Resources for the elder mediator.

The training is limited to 30 participants. It includes two hours of professional responsibility credits, experts in elder care and elder law, and facilitated role plays. All participants will receive a copy of Mr. Rhudy's *Elder Mediation Today Manual and Resource Guide* (3<sup>rd</sup> ed.) in addition to other materials used in the training. The agenda for the training is available at <https://www.attorney-mediators.org/Agenda-Elder-Training>.

**Cost:** \$195 for current AAM National members

\$495 for non-AAM members (paid registrants are entitled to a credit of \$200 toward first-year membership dues if membership application completed within one year)

**Lodging:** At registration, registrants can indicate their interest in further information on lodging. Depending on the number of registrants requiring rooms, AAM Illinois will arrange for a block of rooms or provide information on hotels with reasonable rates near the site of the Training.

**Registration:** AAM website- <https://www.attorney-mediators.org/event-2478085>