



PENNSYLVANIA  
COUNCIL OF MEDIATORS

**2010 Annual Conference**

**Expanding Mediation  
Practice in Challenging  
Times**

**April 23-24, 2010**

**Radisson Hotel Camp Hill  
(Harrisburg)**

**Conference Co-Sponsors  
ACR – Greater Delaware Valley Chapter  
Mediation Council of Western PA**

**Host Organization: Good Shepherd Mediation Program**

**CLE Credits Available**

# Expanding Mediation Practice in Challenging Times

## Conference Co-Sponsors

**ACR-Greater Delaware Valley Chapter** offers networking, advocacy and educational opportunities in the Southeastern Pennsylvania, Delaware and Southern New Jersey region for professional and volunteer practitioners in any form of conflict resolution. (See <http://acrgdv.ning.com/> )

**Mediation Council of Western PA** is the only association of professional mediators in Western Pennsylvania that promotes public understanding and use of mediation, provides a directory of qualified mediators and presents in-service training for professionals. (See <http://mediationwp.org/index.cfm> )

**FRIDAY, APRIL 23, 2010**

## PRE-CONFERENCE WORKSHOP

**8:00 - 8:30 AM**

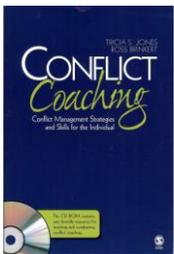
**Pre-Conference & Conference Registration and Continental Breakfast**

**8:30 AM - 3:30 PM**

**Pre-Conference Workshop (Continental breakfast & lunch included)**

## Comprehensive Conflict Coaching

*Presented by Tricia S. Jones, Ph.D., and Ross Brinkert, Ph.D., Partners in Conflict Coaching Matters LLC and authors of "Conflict Coaching: Conflict Management Strategies and Skills for the Individual" (Sage, 2008)*



Conflict coaching is the fastest growing area of professional dispute resolution practice in the United States. Fortune 500 companies and government agencies are using conflict coaching as part of effective conflict management systems. Mediators and other dispute resolution professionals, human resources specialists, and organizational development experts are expanding their ability to help people deal effectively with conflict through the conflict coaching process.

Many mediators in workplace, community and educational contexts have experienced frustration when one or more disputants want to mediate, but other disputants choose not to. What practice interventions can provide insight and service to the interested party? Conflict coaching is an approach that allows conflict specialists to meet with individual disputants, before or in lieu of mediation, to help them better understand their conflict and build skills for enacting constructive conflict management. This workshop introduces participants to the Comprehensive Conflict Coaching model, explains the conflict and communication theory bases of the model, and engages participants in a series of role plays and learning exercises to develop their skills as conflict coaches. The workshop also includes discussions of how conflict coaching can best fit mediators' current ADR practices. Critical issues of ethical and practical implementation challenges will be discussed, in addition to suggestions for institutionalizing conflict coaching. (6 CLEs)

### Learning Objectives for the Comprehensive Conflict Coaching Training

- Learn the Comprehensive Conflict Coaching model and how to adapt it to a variety of situations
- Understand how to integrate conflict coaching with other dispute resolution processes
- Develop strategies for evaluating the impact of conflict coaching on the individuals and organizations you serve

# FRIDAY, APRIL 23, 2010

## PCM ANNUAL CONFERENCE

**4:00 - 6:00 PM** Conference Registration

**4:15 - 5:15 PM** PCM Annual Meeting to elect Board members and officers, and to approve proposed changes in the by-laws

**5:15 - 6:15 PM** Wine & Cheese Reception

**6:15 - 7:15 PM** Dinner

**7:15 - 9:00 PM** PCM's 2010 MVP (Most Valuable Peacemaker) Award:  
**Cheryl Cutrona**



Executive Director of the Good Shepherd Mediation Program since 1991, Cheryl Cutrona is also an attorney, mediator, trainer, writer, editor, and adjunct faculty member at Temple University's Beasley School of Law and St. Joseph's University. She mediates for the PA Dept. of Education's Office of Dispute Resolution, the Philadelphia Bar Association Lawyer Fee Disputes panel, and the US Postal Service REDRESS program. Cheryl sits on the Joint State Government Commission's SR 160 Advisory Committee on Alternative Dispute Resolution and a number of other important ADR boards. A previous recipient of the PA Bar Association Alternative Dispute Resolution Committee's "Sir Francis Bacon Dispute Resolution Award," PCM is pleased to honor her as our 2010 Most Valuable Peacemaker.

### **Exploring New Channels to Increase Awareness of Your Mediation Practice** *Catherine Shafer, President of cds creative, and John Dawe, President of Dawe Consulting*

We are all faced with millions of information bits every day – from traditional advertising to signage, from emails to direct mail, from logo t-shirts to car emblems. Consumers have begun to tune out, only paying attention to messages that break through the clutter. How can your mediation practice compete without breaking the bank? We will explore new channels of messaging that can help you target your audience and grow your mediation practice with an investment of time – not money (or at least not much money.)

You'll come away with knowledge of the power of social media to create conversations about your practice, information on how to set up and use a Facebook page, LinkedIn page and a Twitter account. You will learn why blogging isn't dead and how you can become the "expert" in your field, as well as the means to combine your existing marketing with social media for synergy and success

## SATURDAY, APRIL 24, 2010

**7:30 - 10:00 AM** Conference Registration

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

**8:30 - 10:00 AM** Saturday Plenary Session

### **World Café: Conversations That Matter** *Janet Trump, Cultivator, Something Yet To Be*

World Café is a growing global movement that supports conversations that matter in corporations, government and community settings around the world - conversations that catalyze positive change. We will use World Café and the dynamic dialogue that results to explore questions related to expanding mediation in challenging times. The experience is based on the assumption that people already have within them the wisdom and creativity to confront any challenge, regardless of how difficult it appears. The process is practical and engaging, simple yet revolutionary.

# WORKSHOPS

**10:15 AM-12:15 PM SATURDAY MORNING WORKSHOPS (2 CLEs each)**

**A1: Dealing With the Difficult and Unexpected**  
*Bernie Behrend, Mediator*

Mediators can be uncertain about, or frustrated by, competitors who won't collaborate, participants who won't talk to each other, violations of guidelines, power imbalances, expressions of strong emotions or venting that doesn't calm, name calling, lying or trying to determine the truth, and buyer's remorse or settlements that don't stick, to name a few. This facilitated discussion seeks to help mediators (at all levels of skill and experience) tackle some of the more difficult situations they encounter, and create for themselves an integrated approach to the how, what and why of their practices. We will sort through situations where gaps appear between theory and practice, strategies we were taught that appear impractical or ineffective, and how to react effectively in the face of the unanticipated. Participants will be invited, but not required, to bring their questions, quandaries, and qualms to the discussion.

**A2: Neuroscience and Mediation: How Understanding the Brain Helps Mediators Resolve Disputes**  
*David M. Frees, III, Lawyer, Author, Speaker (Communication and Persuasion Skills) and Stephen P. Lagoy, Lawyer, Mediator and Neutral*

Neuroscience seeks to explain human behavior in terms of the activities of the brain. It looks at the biological basis of consciousness and the mental processes by which humans perceive, act, learn and remember. A basic understanding of the biology of the brain should help mediators recognize, explain and deal with behaviors often seen in the mediation context. The workshop will be a non-technical introduction to how the brain works and the application of that knowledge to the mediator's role. Participants will learn important strategies and several techniques that they can begin using right away.

**A3: Create or Improve Your Website to Attract Mediation Clients**  
*Susan Perloff, writer, editor and writing coach ([www.SusanPerloffWrites.com](http://www.SusanPerloffWrites.com))*

If you don't have a website yet, learn how and where to start. Listen to a non-technical description as you dip your toes into electronic marketing. If you want to improve your existing website, learn to think from the perspective of visitors. Focus on the benefits of hiring *you*. Leave with new ideas and usable skills.

**A4: Breaking Into Jail: Bringing Mediation into Prison for Pre-Release Mediations for Inmates and Family**  
*Erricka Bridgeford, Director of Training, Community Mediation Maryland*

Significant research points to the importance of stable relationships in an inmate's ability to integrate successfully into society after release. Because the "moment of release" is a crucial period of time, actions taken within the 24 hour period after release can determine an individual's success on the outside. The re-entry preparation needs to move into the prison itself, prior to release. Through the work of several centers, Community Mediation Maryland has created a process to work with inmates to identify what important relationships in their lives could benefit from facilitated conversations. Up to three mediation sessions take place before an inmate is released and follow up sessions occur after release. Initial evaluations of the project highlight this approach as a promising re-entry intervention. This interactive session will discuss the successes and challenges of this innovative and unique program.

**A5: Doing World Café**  
***Janet Trump, Cultivator, Something Yet To Be***

The design principles of World Café conversations can be applied in just about every conflict management setting: family, community, business, government, health, and education. Its reliance on intimate exchange, disciplined inquiry, cross-pollination of ideas, and possibility thinking tends to foster psychological safety. It also tends to lessen instances of inappropriate grandstanding and dogged attachment to a single point of view. While no formal instruction is needed to engage in World Café-style dialogue, there are key points to consider for facilitating success. This workshop will outline the seven World Café design principles. These principles, used in combination, create a “conversational greenhouse” that nurtures the conditions for rapid propagation of actionable knowledge.

**12:15 - 1:30 PM LUNCH (included in registration fee)**

**12:30 – 1:30 Special Lunch Gathering for Community Mediation Leaders**  
***Facilitated by Grayfred Gray***

Explores the question: How do community conflict resolution centers sail in these stormy seas? Be sure to indicate your anticipated attendance on the registration form.

**1:45 - 3:45 PM SATURDAY AFTERNOON WORKSHOPS (2 CLEs each)**

**B1: Non-Violent Communication (NVC\*) for Mediators**  
***Max Rivers, of Two Rivers Mediation***

For people who took this session last year, this year’s workshop will deepen understanding on how to use NVC, as well as provide a quick introduction to NVC’s basic concepts for first timers. NVC is an essential tool for teaching conflict resolution to disputants with ongoing relationships so that they can continue to resolve their differences. Besides adding value for clients in the long-term, NVC offers an important, wider perspective on the nature of conflict, which will strengthen any mediator’s toolkit. (\*NVC and Non-Violent Communication are trademarks of [www.CNVC.org](http://www.CNVC.org) and Marshall Rosenberg)

**B2: Parsing Conflict in Family Mediation: Ethics in Practice**  
***Dr. Edward P. Hanna, Mediator and Assistant Professor, Kutztown University***

This is intended to be a highly interactive workshop, engaging participants to develop an ethical frame of reference in their approach to how conflict is defined and how those definitions influence practice strategies and outcomes. Participants will interact in teams, reviewing typical (and not so typical) family mediation scenarios. They will then be asked to provide ethical rationales for their strategic and tactical approaches, including their sources. They will discuss how these considerations influence practice styles and the underlying assumptions about outcomes. An ethical model that includes empowerment, diversity, social justice and cultural competence will be presented. The goals of the workshop are to generate creative thinking that integrates ethical principles as tangible strategic tools in mediation practice. It is also intended to provide mediators an opportunity to reflect on their own practice and process within a broader context that will sharpen skills. (2 CLE ethics credits)

**B3: Harnessing Intense Conflict Energy**  
***Erricka Bridgeford, Director of Training, Community Mediation Maryland***

This interactive session will focus on harnessing the energy of high intensity conflict and using it to help mediation participants understand each other and work toward solutions that meet the needs of everyone involved. Mediators traditionally rely on ground rules, lectures about respect, caucuses, or breaks in response to shouting matches, vulgar language, cursing, and name calling. Additionally,

diversity is often thought of as only having to do with ethnicity. This reinforces stereotypes about how to handle different people. If the solutions people develop are going to be real for them, the conversation must be based in their reality as well. Mediators will explore their own ideas about conflict behavior and understand where their biases may prevent an authentic dialogue. We will discuss the concepts of creating a space for real dialogue where mediators work on understanding, without judging or fixing the way people express themselves.

**B4: Reaching out to the Spanish Speaking Population**  
***Rodrigo 'Rod' Gereda, Chief Facilitator for the Father James Doyle, CSC,***  
***Community Mediation Institute, Wilkes-Barre, PA***

This workshop will provide non-Spanish-speaking professionals with functional workplace cultural skills to reach out to the Spanish-speaking population by targeting issues related to providing services. The program uses phonetics encoding to address the most important Spanish commands, questions, and phrases critical to the conflict resolution and mediation industry. No prior knowledge of Spanish is required or necessary. Beginning with learning how to pronounce and read key cultural phrases, we will cover session routine, office procedures, making appointments, trolling for personal data, work and family issues, communication strategies, telephone conversations, health matters, questions and statements generic to mediation sessions, as well as inappropriate dialogue, alert and danger words.

**B5: Rejuvenating your Mediation Practice in a Turbulent Economy**  
***Cheryl Cutrona, Esq., Director, Good Shepherd Mediation Program***

Staying afloat in this economy is no small feat! Harnessing new technology and social networking is hot, but neglecting good old-fashioned outreach is risky. In this interactive workshop, participants will share successful strategies for generating new business and revitalizing ongoing client relationships. The discussion will focus on mediation, coaching, facilitating, training, consulting and other specialties practiced by community mediation centers and private practitioners.

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