



**The Voice of ADR
in California**

Southern California Mediation Association's 20th Annual Conference Science of the Mind: Tools for Negotiators

Nov. 7 & 8, 2008

November 5, 2008

SCMA's conference will focus on the new frontier of the science of the mind. Participants will have a rare opportunity to advance their understanding about how the brain directs perception, behavior, emotion and decision making in negotiations.

Some of the programs will include: UCLA Neuroscientist Dr. Jeff Schwartz and attorney/mediator, blogger, Stephanie Allen will be keynoting with a program entitled "The Science of the Mind and the Brain: New Insights for Negotiators." Other topics include:

Brain Biology of Fair Behavior - UCLA Neuroscientist Golnaz Tabibnia, USC Prof. Peter Carnevale and international mediator and educator Bob Creo (one of the founders of Mediators Beyond Borders)

What Happens When Settlement Negotiations Fail? (With the author of the newly published report and Sandy Gage.)

Improvisation Techniques and Skills as an Overlay to Mediation - Jeff Krivis and Brian Brieter

Solution Focused Mediation: Quantum Mechanics and Neuroscience: The Power is in the Focus

The Neuropsychology of Conflict-How the Brain Works in Mediation Doug Noll and Lee Jay Berman

EVENT OVERVIEW

SCMA's 20th Anniversary Dinner Includes:

Honoring Past SCMA Presidents
Improv Comedy Show Featuring:
Brian Brieter

Facilitated by: Jeff Krivis, Master of Ceremonies: Lee Jay Berman

Friday, November 7, 2008

6:00 p.m. - 7:30 p.m. Reception & Buffet Dinner
7:30 Program
The Luxe Hotel
11461 Sunset Boulevard, Los Angeles, CA 90049

SCMA's 20th Annual Mediation Conference

The New Frontier, Science of the Mind:
Tools for Negotiators

Saturday, November 8, 2008

Pepperdine University
Straus Institute for Dispute Resolution

Effective Caucus Strategies: Building on the Work of Dr. Murray Bowen - Forrest Mosten and Dr. Mary Lund.

Body Language and Facial Expressions - Prof Clark Freshman - UC Hastings and Lisa Klerman, Adj Prof USC Law

The Science of Settlement - Author Barry Goldman and Ralph Williams

This event is unique in that no one has ever joined such leading authorities in the science of the mind with top mediators and negotiators to develop new ways to understand human thinking, behavior and decision making in negotiations.

We will also be honoring Judge Dorothy Nelson who will receive the Cloke Miller Award; and we will also honor SCMA Past Presidents during our 20th Anniversary Dinner Celebration. In addition, Jeff Krivis and Brian Brieter will present an "Improv Comedy Show" to illustrate how the rules of improvisation apply in performance and negotiation.

If your personal or business life involves negotiations, persuasion, or changing minds, you can't afford to miss this rare opportunity to acquire the latest scientific knowledge about psychology and human behavior, essential tools for negotiators. We have assembled a faculty of esteemed academics who join with experienced mediators to explore this exciting "New Frontier" of diverse topics that will enhance your negotiating skills.

Space is limited, so reserve your seat today! We look forward to seeing you there!

Southern California Mediation Association
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24255 Pacific Coast Highway
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8:00 a.m. - 4:30 p.m.