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NEWS **FOR IMMEDIATE RELEASE:**

NJAPM, NJ's LARGEST MEDIATION ASSOCIATION, FEATURES 360 DEGREE MARKETING EXPERT CHRISTINE FILIP AT ANNUAL CONFERENCE ON NOVEMBER 15TH

Also - Update on NJ Judiciary's Foreclosure Mediation Program Will Be Presented

Trenton, NJ (October 29, 2008) Christine Filip, attorney and president of The Success Group, will keynote the 15th Annual Conference of the New Jersey Association of Professional Mediators (NJAPM). The author of *Effective Marketing for Lawyers*, Filip will focus on a practical topic for mediators, "360 Degree Marketing - All You Need to Succeed in Rainmaking." The Conference, open to all interested parties, is scheduled for Saturday, November 15, 2008 from 8:15 AM to 4:00 PM. at the Doubletree Hotel, 200 Atrium Drive, Somerset, New Jersey. To register, contact 1-800-981-4800.

Christine Filip, a former IBM and Savin executive, is an internationally known speaker, media "talking head" and author of over 100 marketing and sales articles. Her timely marketing presentation will call on her expertise as shown in Inc. Magazine, American Management Association and Bloomberg Radio.

NJAPM President, **Robert J. McDonnell**, MS, APM, (Accredited Professional Mediator) will open the conference and welcome all members and guests. Michelle V. Perone, Esq., Chief of Civil Court Programs at the NJ Administrative Office of the Courts, will provide an update on the statewide Judiciary program to assist homeowners in foreclosure actions.

In one of the other featured presentations**, Linda Stamato and Sandy Jaffe,** co-directors of the Center for Negotiation and Conflict Resolution (CNCR) at Rutgers, will present "Public Decision Making, Conflict Management and the CNCR." They will describe how their organization, believing disputes can be settled by constructive negotiation, consensus-building and problem-solving approaches, instead of by force or adversarial argument, serves as a resource both inside and outside New Jersey.

Robert J. Lenrow, Esq., APM will complete the morning plenary session with a presentation on "Accommodating and Dealing with Disabilities in Mediation." Mr. Lenrow will introduce the legal aspects of accommodating disabilities, and will describe the afternoon divorce and general equity role-play workshops.

- More -

Following a networking luncheon, there will be two sessions of workshops, each offering a choice of three different topics. These professional workshops are designed to educate and update those who practice mediation, those who are considering entering this growing field, and those working with professional mediators to solve disputes.

Session I Workshops include:

A ***Getting and Maintaining Peak Performance to Outperform the Competition***–with Lisa Kanda, President of Elkay Corporate Advisors and past president of the New Jersey Communications, Advertising and Marketing Association.

B. ***Divorce Mediation Role Plays*** with Robert J. Lenrow, Esq. APM, Kenneth Neumann, PhD, APM, and the New Jersey Mental Health Players.

C. ***Unique Perspectives in "Elder" Mediation: A Paradigm Shift*** with Tony Serra, Esq., Nina Weiss, Esq., and Marcie Cooper, MSW, LCSW, C-ASWCM.

Session II Workshops include:

D. ***What do Attorneys Want in Civil Mediation*** with Nicholas Stevens, Esq. Focusing on procedures, forms, communication methods, mediation styles, and other issues that mediators should be knowledgeable about as they mediate civil disputes.

E. ***General Equity Role Plays focusing on Elder Care Mediation*** with Robert J. Lenrow, Esq., APM, Tony Serra, Esq., Nina Weiss, Esq. and Marcie Cooper, MSW,LCSW,C-ASWCM and the New Jersey Mental Health Players.

F.***Family/Divorce Mediation– A View from the Bench*** with moderator Risa Kleiner, Esq., APM, and presenters Hon. John Harper (Retired) and Hon. Ann R. Bartlett, J.S.C., Family Part, Hunterdon County

How to Register:
The registration fee for NJAPM members is $155. The fee for nonmembers 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. For more information or questions, call 1-800-981.4800.

NJAPM is the largest statewide mediation organization with over 400 members, 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®. 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 their website is located at **www.njapm.org**.

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