



(6 hours, includes 1 hour of Ethics – Iowa CLE Approved – Activity Number 355148)  
(6 hours, includes 1 hour of Ethics – Minnesota CLE Approved – Event Code 330136)

*Once again, the Academy is hosting its annual advanced skills seminar. Due to the continually evolving COVID-19 situation, this year's seminar will be held virtually through Zoom. Our opening session provides a unique learning opportunity for anyone who could suddenly find themselves in the middle of a conflict situation. A registration option is available for those who wish to attend just the opening session. To finish out the day, we will then host a distinguished group of renowned ADR Professionals leading sessions aimed to build the ADR insight and experience of those who are routinely involved with dispute resolution. We look forward to having you join us for this virtual event. Michael J. Pitton, Iowa City – President, American Academy of ADR Attorneys*

**Friday, November 13, 2020**



**9:30am – 12:45pm Keynote: Doug Noll, JD, MA**  
**De-Escalate Workshop: How to Calm an Angry Person in 90 Seconds or Less**

Neuroscience rejects the western myth that humans are rational beings. Science has established that humans are 98% emotional and 2% rational. Unfortunately, the Enlightenment emphasis on logic and rational thinking has created a large set of unintended consequences. All conflict is emotional and most relationship problems are emotional. In this workshop, participants will be introduced to the top level ideas in the neuroscience of emotional experience. Based on new understanding, they will learn techniques for dealing with the strong emotions of others. There will be a 15 minute break at a mid-point during the session.

**12:45pm – 1:15pm Break for Lunch**

**1:15pm – 2:15pm Advanced Marketing Techniques in a Virtual World**

Join for an interactive session discussing marketing tips. Participants are invited to bring their best marketing tip and questions about building and sustaining a legal practice in these unique times.

**2:15pm – 2:30pm Break**

**2:30pm – 3:30pm Socially Distanced but not Legally Isolated: Arbitration in the Time of COVID-19.**

Hosted by Former Chief Justice Marsha Ternus and Michael Pitton, Attorney and Adjunct Professor UI College of Law, this presentation will address the way arbitration proceedings can be tailored to ensure a safe, timely, and fair resolution of disputes in this age of physical distancing. Techniques for conducting arbitrations in a digital format will be discussed, including managing witnesses and exhibits. Attendees will be invited to share their experiences in using various digital platforms and describe how they have addressed the unique challenges of conducting or participating in a virtual hearing.

**3:30pm – 4:30pm Ethical Issues in Conciliations - Estate and Trust Disputes**

Estate-related disputes are often highly contentious. In this session, Nick Critelli - Mediator, Conciliator, Attorney and Barrister - explores ethical issues while comparing the functional differences between conciliation and mediation in the context of Trust and Estate disputes.

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### Registration Options

Full Seminar \$200

Doug Noll Session Only - \$100

**REGISTER:** <https://secure.affinipay.com/pages/academyofadrattorneys/seminar> by Wednesday, November 4, 2020  
Registered attendees will receive Zoom links for the sessions by email on Monday, November 9, 2020.