

Along with the SCBA Education Committee and SCBA's Alternative Dispute Resolution Section, presents:

Helping Your Client Help Themselves Advocating for Your Client and Settlement

The panelists will share their observations on the expectations of mediation, the role of advocacy skills, and the need for client preparation both substantively and emotionally, including tips on demeanor, tone, negotiating techniques, and working with opposing parties and the mediator.

There will also be a brief update on California's legislative efforts to modify the mediation confidentiality statutes – the “malpractice” carve-out.



Robert A. Murray
Co-Founder and Director
Arbitration & Mediation Center

Mr. Murray has been an attorney for 39 years and a mediator in the North Bay Area counties since 1992. He began the practice of law in 1977 with prominent law firms in Oakland and San Francisco, before moving to Sonoma County in 1980. Since 2002, Bob has focused exclusively on mediation and other dispute resolution services. Mr. Murray is a member of the Sonoma County Bar Association's ADR section Committee (Chair 2002), the Association for Dispute Resolution of Northern California, a chapter of the Association for Conflict Resolution, The Mediation Society and the Board of Directors of Sonoma County Legal Aid Society (1998 - 2003). Mr. Murray was a professor of Professional Responsibility at the Empire College, School of Law, in Santa Rosa, 1979 - 1989 and 2006 - 2008. He has participated in presentation of various seminars on mediation and arbitration advocacy



Brian J. Purtill, Esq.
Law and Mediation Offices of Brian J. Purtill

Mr. Purtill has been an Arbitrator and Mediator with Santa Rosa's Arbitration & Mediation Center since 1996, and a civil litigator in Sonoma County since 1984, the last ten years of which were spent as “of counsel” to the Santa Rosa firm of Spaulding McCullough & Tansil LLP up until July 31, 2014. He now devotes himself full-time to his ADR work, which, like his litigation career, includes a variety of claims, including: personal injury; trusts and estates claims; real estate sales disputes; partnership dissolution; landlord/tenant claims; and other personal and business disputes. Mr. Purtill currently is a member of the Board of Directors of the Sonoma County Bar Association, where he chairs the ADR section

- Date:** Wednesday, October 18, 2017 **Time:** Check-In: 3:45 am; Presentation: 4:00—5:00 pm
- Place:** SCBA Office, 111 Santa Rosa Ave., Ste. 222, Santa Rosa, CA 95404
- Registration Fee:** \$55--SCBA Members; \$70--Public
\$20--Students (Students must provide proof of current enrollment with registration to receive discount)
- MCLE:** 1.0 Unit Participatory Credit in General Law*

Water and light snacks will be provided.

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