

AAA EDUCATION SERVICES



American Arbitration Association  
*Dispute Resolution Services Worldwide*

# Arbitration Symposium on B2B Disputes



B2B

OCTOBER 2, 2003  
Los Angeles

OCTOBER 3, 2003  
Anaheim

ATLANTA BOSTON CHARLOTTE CHICAGO CINCINNATI CLEVELAND DALLAS DENVER DETROIT FRESNO HARTFORD HOUSTON KANSAS CITY  
LAS VEGAS LOS ANGELES MIAMI MINNEAPOLIS ORLANDO NEW ORLEANS NEW YORK PHILADELPHIA PHOENIX PITTSBURGH EAST PROVIDENCE  
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# ARBITRATION SYMPOSIUM ON B2B DISPUTES

## Who Should Attend

In-House Counsel, Outside Counsel, Litigators, Corporate Executives, and any other professionals that have participated or represented clients in administered or court-referred arbitration proceedings.

## Why You Should Attend

Arbitration is continually becoming the dispute resolution process of choice for businesses today. This course will help participants develop and refine their knowledge in the fundamentals of the arbitration process as well as honing strategies for effective arbitration advocacy.

## Locations

### October 2, 2003

Wilshire Grand Hotel  
930 Wilshire Boulevard  
Los Angeles, CA 90017

### October 3, 2003

Hilton Anaheim  
777 Convention Way  
Anaheim, CA 92802

## Cost

\$169 (includes lunch and parking)

## AAA Faculty Includes

Florence M. Peterson, Esq., General Counsel  
Michael R. Powell, Vice President  
Charles A. Schmidt, Western Division Vice President  
Paul L. Van Loon, Esq., Vice President

## Approved for 6 CA CLE Hours

Presenter	Title of Program
Michael J. Bayard, Esq.	Latest Trends in Major Construction Projects: Judicial References and Project Neutrals.
Christine W.S. Byrd, Esq.	One Size Doesn't Fit All: Tips on Drafting ADR Clauses that Work for You.
Peter D. Collisson, Esq.	Compelling Non-Signatories to Arbitration.
Pieter N. Dwinger (Los Angeles) Harold Coleman, Jr., Esq. (Anaheim)	Using ADR to Resolve Construction Defect Disputes.
Reginald A. Holmes, Esq.	The Effective Advocate in an Intellectual Property Case: What the Arbitrator Expects from Counsel.
John C. Lautsch, Esq.	How to Present a Winning Case to Arbitrators.
Florence M. Peterson, Esq.	Keynote Address: Latest Business Trends in ADR.
Les W. Robertson, Esq.	Mass Claims in Arbitration.
Deborah Rothman, Esq. (Los Angeles) John J. "Jay" McCauley, Esq. (Anaheim)	Arbitration Advocacy: Avoiding the 10 Worst Mistakes Attorneys Make at Arbitration.
Charles E. Rumbaugh, Esq. ( <i>Moderator</i> ) Bernard Fried, Esq. Reginald A. Holmes, Esq. Andrew F. Kim, Esq.	Panel Discussion: The Benefits and Pitfalls in Party-Appointed Arbitrations.
Justice Alice D. Sullivan (Ret'd.)	Enforcement of U.S. Arbitration Contracts Between International Parties.
Justice Alice D. Sullivan (Ret'd.)	Enforcement of International Arbitration Awards.

# ARBITRATION SYMPOSIUM ON B2B DISPUTES

Name: \_\_\_\_\_ Phone: (     ) \_\_\_\_\_ Fax: (     ) \_\_\_\_\_

Organization & address: \_\_\_\_\_

Fee: \$169.00 (includes lunch and parking) Method of payment:  Check  AmEx  Visa  MasterCard

Card #: \_\_\_\_\_ Exp. date: \_\_\_\_\_

Name on card: \_\_\_\_\_ Cardholder signature: \_\_\_\_\_

Mail this form along with a check *payable to AAA* to **Charles Fairchild, AAA, 725 South Figueroa, Suite 2400, Los Angeles, CA 90017**. If paying by credit card you may fax this form instead to 213-623-9134. *Refunds are not available for cancellations within 5 business days of the event. Substitutions are allowed at any time.*

## Please select the location and sessions you plan to attend:

- October 2<sup>nd</sup> in Los Angeles (Wilshire Grand Hotel, 930 Wilshire Boulevard, Los Angeles, CA 90017)
- October 3<sup>rd</sup> in Anaheim (Hilton Anaheim, 777 Convention Way, Anaheim, CA 92802)

**8:00 a.m. Registration and Continental Breakfast**

**8:40 a.m. Welcome Introduction**

**9:00 a.m. Breakout Session I (choose one):**

- Arbitration Advocacy: Avoiding the 10 Worst Mistakes Attorneys Make at Arbitration.
- Compelling Non-Signatories to Arbitration.
- Enforcement of U.S. Arbitration Contracts Between International Parties.
- The Effective Advocate in an Intellectual Property Case: What the Arbitrator Expects from Counsel.

**10:30 a.m. Break**

**10:45 a.m. Breakout Session II (choose one):**

- Arbitration Advocacy: Avoiding the 10 Worst Mistakes Attorneys Make at Arbitration.
- Compelling Non-Signatories to Arbitration.
- Enforcement of International Arbitration Awards.
- Mass Claims in Arbitration.

**12:15 p.m. Lunch and Keynote Address: "Latest Business Trends in ADR."**

**1:30 p.m. Breakout Session III (choose one):**

- Enforcement of International Arbitration Awards.
- One Size Doesn't Fit All: Tips on Drafting ADR Clauses that Work for You.
- Panel Discussion: The Benefits and Pitfalls in Party-Appointed Arbitrations.
- Using ADR to Resolve Construction Defect Disputes.

**3:00 p.m. Break**

**3:15 p.m. Breakout Session IV (choose one):**

- How to Present a Winning Case to Arbitrators.
- Latest Trends in Major Construction Projects: Judicial References and Project Neutrals.
- One Size Doesn't Fit All: Tips on Drafting ADR Clauses that Work for You.
- Panel Discussion: The Benefits and Pitfalls in Party-Appointed Arbitrations.

**4:45 p.m. Adjourn**

# ARBITRATION SYMPOSIUM ON B2B DISPUTES

This comprehensive, CLE-approved program is designed to teach attorneys how to become more effective representatives in an arbitration proceeding. With lectures and facilitated discussions, this highly interactive program features facilitators chosen for their experience and expertise.

## What others are saying about the AAA's Education Programs...

*"I'm looking forward to trying out my new knowledge, then coming back to learn more!"*

*"The presenters are consummate professionals who are experts in their craft."*

*"The relevancy of the handouts and enthusiasm of the trainers made the program invaluable!"*

## About the Keynote Speaker

Florence M. Peterson, Esq. is General Counsel of the American Arbitration Association. She graduated from the University of Connecticut with honors before receiving her Masters from St. Johns University and her J.D. from Rutgers University. She has worked for the Department of Justice as a trial attorney and also as a school psychologist. Ms. Peterson has also served as Senior Vice President and Regional Vice President for the American Arbitration Association.

**OCTOBER 2<sup>ND</sup> IN LOS ANGELES • OCTOBER 3<sup>RD</sup> IN ANAHEIM**



**American Arbitration Association**

*Dispute Resolution Services Worldwide*

*725 South Figueroa Street, Suite 2400*

*Los Angeles, CA 90017*

**If you represent clients in arbitration proceedings, this is one program that you will not want to miss!**