

# Indiana Association of Mediators

Save these dates - Saturday, **February 27, 2010 - IAM Marketing Conference**. Also, the next meeting of the IAM Board will be on Monday, January 11, 2010 at 7:30 p.m. by teleconference. Contact [Mary Hoeller](#) for call-in information if you wish to participate.

Welcome to our newest members - Marlo Dale, Michael Commons, Niquelle Allen, and Keith Thompson (Indianapolis), Mae Chinn Songer (Jasper) and June Shrieves (Greenwood).



Marlo Dale



Keith Thompson



The IAM Annual Meeting of the Membership was held at Buca di Beppo on October 29<sup>th</sup>.

Members attending (who enjoyed an excellent meal!) included (left to right) Marvin Pavlov and Eileen Maguire (Directors), Mary Hoeller (President & Director), Rick Wacker (Treasurer & Director), Kim Van Valer (Director), Barbra Bachmeier (Secretary & Director), Cindy Felsten (Immediate Past-President & Director) & Bill Kuntz (President-Elect & Director). Other Directors (not shown) include Josephine Hughes (Indianapolis), Doug McMillan, (Valparaiso), and Dana Renay, (Carmel).

## **IAM Marketing Conference - Saturday, February 27, 2010**

Make plans to join us at the IAM Marketing Conference on Saturday, February 27<sup>th</sup>, which will be held at the NASW - Indiana Chapter offices (the Indiana Interchurch Center near the Butler campus), 1100 W. 42<sup>nd</sup> Street, Suite 226. Our featured speaker for this Conference will once again be Diana Mercer, who presented at the IAM's 2009 Conference. This Conference will be an expanded version of the presentation to be given at the American Bar Association Dispute Resolution Conference in 2010, so if you aren't planning on making the trip to San Francisco in April, be sure to take advantage of this exciting opportunity in INDY. You will leave with a marketing plan based on YOUR personal strengths & interests that can be implemented on Monday morning! This Conference is primarily designed to address the marketing needs of the solo practitioner or small firm.



A successful ADR practice can't be built on luck alone. As more professionals join the field there will be more competition for cases. Creating a marketing plan which you will actually implement can help you grow your practice, educate the public, and enhance your client service. Developing your signature style and defining what makes your practice unique will set you apart as a professional. And even if you're a solo practitioner, operating your ADR practice as a professionally run business just makes sense in these tough economic times. Topics that will be covered at the Conference include:

- Elements of a successful marketing plan for the solo practitioner
- Identifying the best referral prospects
- Effective networking
- Marketing on a budget - what works and what doesn't?
- Introduction to upsizing your practice
- Web marketing including use of blogs, social networking sites, podcasts, webinars, anchor text & backlinks
- Branding your mediation practice
- Marketing through Client Service, creating a client-based practice
- Measuring your success - ROI and metrics

Whether you're just beginning or have been practicing for years, this Conference promises to help you get new clients and build your practice on proven marketing techniques. So, don't miss your chance to hear this dynamic nationally-recognized speaker right here in Indianapolis! Registration is limited to the first 75 paid registrations received. However, as an incentive to register early, the first 25 IAM members or persons who join the IAM and register for the Conference will receive a \$25.00 Speedway Gas Gift Card. If you send in an IAM Membership Application before the first of the year with your registration, the price of your IAM dues for 2009 and 2010 is included in the price of registration. The ICCLE has certified the Conference for 7.5 hours CME and the NASW has certified it for 7.5 Continuing Education hours. For more information, visit the [IAM website](#).

Registration for IAM & NASWIN members:	\$175.00
Non-members with 2010 IAM membership included:	\$250.00
Non-members wishing to attend, but not join the IAM:	\$300.00

### 2010 IAM Dues

If your 2010 dues haven't been paid yet, current IAM members can renew their membership for \$50 provided that payment is made before December 31, 2009. Since current members always get a break on the price of IAM conferences, renewing now will not only save you \$10, but registering for a conference in 2010 will cost you less! For former (or new) members, the cost is \$60. Checks should be sent to Rick Wacker, Treasurer / 4520 W. Jurist Court / Trafalgar, IN 46181.

### Change of Office

IAM member Sarah Dicks has moved her office. Her new location is: P.O. Box 97 / 2268 N 650 W / Waynetown, IN 47990 / Tel: (765) 234-0013 / Fax: (765) 234-1745 / E-mail: [sdickslaw@att.net](mailto:sdickslaw@att.net)

### YouTube Contest

IAM member and Conference Speaker Diana Mercer has entered an original three-minute video in the American Bar Association Dispute Resolution Section's Mediation Video Contest on YouTube®. The goal of the contest is to further the public understanding of mediation in a creative and thoughtful way that promotes the use of mediation as a way of resolving disputes. Diana's video can be viewed at this [website](#). Voting continues until January 15, 2010 and if enough IAM members support one of our own, Diana has a shot at winning \$1,000. Please visit the site and vote!

### Conference Calls on New Rules

On November 16<sup>th</sup>, IAM members participated in a conference call on the new ADR Rules that were recently approved by the Supreme Court. If there is sufficient interest, a similar call will be held to discuss the new Child Support [Guidelines](#), which become effective on January 1, 2010. Contact [Mary Hoeller](#) if you are interested in participating in the call.

Have a funny mediation story? Want to share an announcement about your practice, speaking engagement, a good book on mediation or other item of interest? Have you run into a situation you weren't sure how to handle? Your item can be distributed to the membership and insights shared! Contact [Rick Wacker](#).

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