

# THE BAR ASSOCIATION OF SAN FRANCISCO

The ADR Department of The Bar Association of San Francisco presents



## Mediation Advocacy for Litigators

Engaging in Facilitated Negotiations from a Position of Strength

### Speakers

**Claudia Viera**

Viera Mediation & Law

**Geri Green**

ADR Services, Inc.

**Howard Herman**

JAMS

### Moderator

**Honorable Laurel Beeler**

United States District Court, Northern District of California

Too often, settlement is mistakenly seen as giving in. In reality, mediation—when approached strategically is one of the most powerful tools a litigator has to deliver results. Zealous advocacy doesn't end when you leave the courtroom; your clients expect you to go to bat for them at every stage, and for most civil cases, that stage is mediation, not trial.

This dynamic, practice-focused program brings together three seasoned mediators and a California judge to give you the inside track on achieving superior results through mediation. Whether you are new to mediation or a seasoned advocate, this program will equip you with concrete, ready-to-use skills to powerfully represent your clients throughout the mediation process.

### Topics

- Accessing mediation from a position of strength
- Selecting the right mediator
- Preparing effectively for mediation advocacy
- Making considered judgments on process design
- Best practices and tools for making the most of mediation day
- Pitfalls to avoid
- Ethical obligations
- Negotiation strategies

**Tuesday**

**September 30, 2025**

MCLE Registration: 5:00 - 5:30 p.m.

In-Person Program: 5:30 - 6:45 p.m.

Refreshments and Mixer: 6:45 - 7:30 p.m.

### MCLE: 1 Hour

To receive MCLE credit, you must sign in during the designated MCLE registration period. This activity is approved for Minimum Continuing Legal Education credit by the State Bar of California. BASF is a certified provider. Provider #103

**Pre-registration is required.**

### Location

In-Person

BASF Offices

50 Fremont Street, Suite 1700  
San Francisco, CA

### Cost

Free for BASF Law Student Members

\$30 BASF Members

\$55 Non-Member

For half or full scholarships, please write to Miranda Martin at [mmartin@sfbbar.org](mailto:mmartin@sfbbar.org).

### Special Requests:

People with disabilities should contact BASF regarding reasonable accommodations at [mking@sfbbar.org](mailto:mking@sfbbar.org).

All are welcome, varying rates apply based on membership status.

Register online: [www.sfbbar.org/calendar](http://www.sfbbar.org/calendar)

**Event Code: ADR252048**