

NEW YORK STATE COUNCIL ON DIVORCE MEDIATION  
Invites you to attend the  
UPSTATE FALL MINI-CONFERENCE  
**“Best Practices”**  
Saturday, September 11, 2010, Justin’s Grill, East Syracuse, New York  
(Directions below)

PROGRAM (see page 2 for more detail on presentations)

9:00-9:30      **Registration**

9:30-11:00    **Topic: The Unauthorized Practice of Law –  
“What Constitutes a Violation?”**

**Speaker:** Ed Thompson, Esq., Attorney-in-Charge, Syracuse Attorney

Generals

Office

11:00-11:15    Break

11:15- 12:15   **Topic: Web Advertising and Drafting Documents:  
What Crosses the Line from Ethical to Unethical? *Or***

**New Laws Impacting Divorce (see 2:30-3:30) depending upon demand**

**Speaker:** Christine Hickey, Esq.

12:15-1:00    Lunch (order at registration)

1:00-2:30      **Topic: Building Your Mediation Practice/Using Social Media and  
Analytics**

**Speaker:** Wendy Brabon, Ignite Worldwide

2:30-3:20      **Topic: New Laws Impacting Divorce: No-fault, Counsel and Expert  
Fees, Spousal Maintenance**

**Speaker:** Christine Hickey, Esq.

Please send checks, payable to “NYSCDM” by September 6, 2010, along with this portion of the form (completed) to Kathy Jaffe, 978 Route 45, Suite 108, Pomona, New York 10970.

***Lunch is not included. Box lunches may be ordered at registration for between \$9.25-\$12.50.***

Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

Payment for \_\_\_ (#) members at \$40 NYSCDM members, Payment for \_\_\_ (#) \$45 non-members

Amount enclosed \_\_\_\_\_ Check No. \_\_\_\_\_ \*NOTE: *There will be a \$10 charge for payment at the door.*

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**Topic: The Unauthorized Practice of Law – What Constitutes a Violation:** This presentation will examine conduct that constitutes the unauthorized practice of law on the part of admitted attorneys and non-attorneys alike under New York State Law, including standards of proof, enforcement and penalties.

**Topic: Web Advertising and Drafting Documents: What Crosses the Line from Ethical to Unethical?** This presentation will take the viewers through a variety of websites currently available on the internet courtesy of WiFi technology and Big Screen Projection. Not only will we look at the promises made by mediators, we will look at whether or not those promises are within the purview of acceptable family and divorce mediation services. This discussion returns to the heart of a very timely topic: Is what you do considered “dual representation” or “the unauthorized practice of law”?

**Topic: Building Your Mediation Practice/Using Social Media and Analytics:** Successful mediators must build a “brand” and connect with people in need of our services. We will explore how to navigate through the many options we have today in social media, websites, apps, and search engine optimization. The presenters will discuss how to get started in social media, how to create a business Facebook page, understand your goals and objectives for your website and get “found” in the search engines.

**Topic: New Laws Impacting Divorce: No-fault, Counsel and Expert Fees, and Spousal Maintenance.** The landscape of domestic relations law in New York has changed. Come find out how.

**Directions to Justin's Grill in East Syracuse, New York:**

**Justin's Grill, 6400 Yorktown Circle, East Syracuse, New York 13057 315-437-1461**

**From the Thruway:**

Exit 35 (Carrier Circle)

Follow Circle & Signs for 298 East

Take your first left onto Old Collamer Road

After the stop sign, we are located on the left hand side after the Hampton Inn.

**From 81 North and 81 South:**

Follow 690 East; Take the Thompson Road North exit

Follow Thompson Road North

Just before Carrier Circle, follow 298 East

Just as you are merging onto 298 East, take your first left onto Old Collamer Road

After the stop sign, we are located next to the Hampton Inn on your left hand side

**From 481 South, 481 North & 690 East:**

Follow 690 West, Take the Thompson Road North Exit

Follow Thompson Road North

Just before Carrier Circle, follow 298 East

Just as you are merging onto 298 East, take your first left onto Old Collamer Road

After the stop sign, we are located next to the Hampton Inn on your left hand side.

Continuing Legal Education: Up to 3.5 hours of CLE credit is available. CLE credits are being applied for and will be earned depending on sessions attended. Financial hardship policy available upon request. To apply, write Kathy Jaffe Mediation Services, LLC, 978 Route 45, Suite 107, Pomona, New York 10970.

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