

THE MEDIATOR

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“Making peace, one person at a time”

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NCS Updates



Mediation Marketing Boot Camp

The American Center for Conflict Resolution Institute has invited Patti to speak during a teleconference January 10, 12 noon – 2 PM EST. Cost \$25. Call 1-800-517-0857 to register and receive the call-in number. Learn trade secrets to build your practice.



John Gets Published!

Those of you who know Dr. John realize he wouldn't be working on something erudite. No scholarly research he. Instead, he's been hard at work getting his first calendar aptly named “From the Fringe©” published by ProForma. Calendars are available this year in small bookstores and shops. They're \$14 - \$15 most places, though if you order directly from John, it's a steal at \$10 each. Next year, he has bigger plans to expand to Borders and other well known chains. Congratulations, John!

Build a Business Marketing Tip... This year, we're including in each issue a helpful approach we've used to help grow our mediation practice. We are also interested in hearing from if you have a unique or successful tool you use to build your business and are happy to include your “tip” with attribution in future issues.

Our first suggestion is to **create an Advisory Board**. Invite people you know and some you don't and who represent a variety of backgrounds, education and experience. Keep diversity in mind, both to enrich you personally and to help you access sectors of the population you may not know.

The NCS Advisory Board meets quarterly for about 1 ½ hours after work. We provide a light supper and make sure we have an agenda for the meeting which we send several days prior to the meeting. You'd be amazed at the amount of work our Board accomplishes during a relatively short time. Between meetings, keep your Board apprised of business developments and invite their input via email when decisions need to be made. **The Board is an invaluable source of wisdom, creative ideas and contacts with potential clients.**

Special thanks to our Advisory Board members: **Dr. Joyce Banjak, Beverly Briggs, Alan Dahart, Cheryl D'Mello, Kathryn Dorsey, Dr. Harrold Spicknall, Kate Varholick and Pamela Ziss.**

2009 CALENDAR

- Jan. 7** Advisory Board Mtg., 5:30 – 7 PM
- Jan. 10** Radio Interview with The American Center for Conflict Resolution Institute (800) 571-0857 to register.
- Jan. 13/ Feb.17** “Without Becoming Enemies” for divorcing couples who want to learn about mediation. No charge. 7:30 – 8:30 PM at our office.
- Jan. 19** Martin Luther King, Jr. Day
- Jan. 20** Inauguration Day / Pres. Obama
- Jan. 31** Women's Retreat: Living Spiritually in a Devil-Wears-Prada World. At St. Matthias Catholic Church, 1200 W. Sprague, Parma. \$10. Included continental breakfast and lunch. Call (440) 888-8220 for registration form. Limit 100 women. Ch 5 TV anchor, Danita Harris, keynote speaker.
- Feb. 13/ Oct. 2** Advanced Elder Mediation training. \$100. CEUs and BENHA approved. John and Patti Bertschler at our office.
- Feb. 17** “Understanding the Difference between Sadness and Depression in Late Life.” John Bertschler, PhD. No charge. Brecksville Department of Human Services. 12:30 – 1:30 PM
- Mar. 12-13 and June 25-26** Basic Mediation training. \$250. John Bertschler, PhD and Mark Newton, J.D. 8:30 – 4:30.
- July 9, 10, 15, 16, 17** Divorce and Family Mediation Training. \$725. John Bertschler and Mark Newton, JD. 8:00 – 5 PM daily.

Custom in-house trainings are available to your organization. Please call for more information (216) 236-6200.

“While premature to presume, there is cause to believe, or at least to hope, based on the model of his presidential campaign that the leadership style and governance of President-Elect Barack Obama will be a boon to conflict management practice and a valuable endorsement of mediation.” – Robert Benjamin, MSW, JD, Mediator (article from Mediate.com, 2008)