

# NJAPM MEDIATION MATTERS

NJAPM  
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**Editor: Linda F. Spiegel, Esq.**



## NJAPM 10TH ANNUAL SPRING SEMINAR

ONLINE ONLY

Friday, May 2, 2025

[REGISTER NOW](#)

9:30 AM - 4:00 PM

## PRESIDENT'S MESSAGE

SUZANNE ENGLISH, MA



Dear NJAPM members,

This is my final message to you all as NJAPM president, and as our wonderful editor of *Mediation Matters*, Linda Spiegel joked, the Spring President's Newsletter Message is *The State of The Union for NJAPM*.

I am very pleased to report that thanks to our wonderful new Executive Director, Barbara Silverstone, who has stepped into the helm, our organization has never been stronger. We continue to improve our website and just completed a major improvement to our Find a Mediator page. This update should improve access and increase traffic to our mediators.

One advantage of our having an executive director, is that we are centralizing more of our great free membership programs, from the Carl Cangelosi Webinar Series, Peer and Special Interest Groups and the very popular Weekly Consultation Hour. These programs through the website are now all more accessible to our members.

I am also excited to report the NJAPM has created an independent foundation for our organization, which has now been approved as a 501(c)3. Our expanded status should open

many more opportunities for the organization. The Cultural Competency Committee is already utilizing our status and currently working with Kean University on a grant for an ADR program; and I am sure many more grant prospects will be coming in NJAPM's future. You can read more about how this new entity will function in the article from our Executive Director, Barbara Silverstone.

None of these wonderful programs would be possible if not for our great volunteer leaders, who are too many to name. It is thanks to these devoted volunteers that NJAPM can offer these and other fantastic programs, such as the Annual Fall Conference and our Spring Seminar, at reasonable cost. From our all-volunteer board to all the member programs, the active volunteerism at NJAPM is something to be proud of. These programs provide mediation practice support, continuing education, and an additional benefit—the establishment of lasting friendships. I encourage all our members to take advantage of these programs and do not be shy to volunteer; the experience of working with your fellow mediators is priceless.

I deeply appreciated the honor of being your president. I have received the true reward of all your support and the long-lasting gift of friendship from so many of you. Thank you, it has been a pleasure.

Suzanne B. English

## WHAT DIVORCE MEDIATORS NEED TO KNOW ABOUT FAFSA CHANGES

BY ANJU D. JESSANI, MBA, APM

If your divorcing clients have children in high school, the subject of college will be on the front burner in the mediation process. You do not need to have a child in college to know that the cost of higher education has outpaced inflation. To attend Rutgers University as a New Jersey resident as a full-time student will cost you approximately \$14,500 in tuition, and \$16,000 in room and board, for a total of \$30,500 (not including fees, books, transportation, and personal expenses). Attending New York University will cost you approximately \$63,000 in tuition and \$25,000 in room and board, for a total of \$88,000. It is no wonder that the issue of college and college financial aid is an important topic for separating and divorcing clients.

Almost all colleges and universities use the FAFSA (Free Application for Federal Student Aid) to determine eligibility for federal student aid. Many private colleges and universities and some public institutions also use the CSS (College Scholarship Service) Profile to award non-federal financial aid. A few colleges and universities have their own financial aid application forms. All forms need to be updated annually. You can find the CSS

form online at

<https://cssprofile.collegeboard.org/>

and the FAFSA form at

<https://studentaid.gov/h/apply-for-aid/fafsa>.

There are no changes to the CSS rules that require that both parents to complete the form if separated or divorced. Previously, only the parent the child lived with more of the time (i.e. the custodial parent) was required to complete the FAFSA. If that parent was remarried, their new spouse's income would be included in their household income. The FAFSA rules changed starting for the 2024-2025 school year for separating and divorcing and divorced clients as follow, and the term custodial parent is no longer used.

FAFSA asks parents to first identify their marital status at the time they are completing the application; the choices are:

- Single (never married)
- Married, including common law marriage
- Remarried
- Separated (this does not include two married persons who are required to live apart—due to a job, military assignment, or similar situation beyond their control)
- Divorced
- Widowed
- Unmarried and both legal parents living together

## FAFSA CONTINUED

The Office of the US Department of Education then has a decision tree to identify who now is a “contributor” and needs to complete and sign the FAFSA form. By completing and signing the FAFSA, you also provide consent to have your federal tax information transferred directly into the FAFSA form. Here are some guidelines about which parent is considered a contributor based on the above definitions:

- If parents are married and filed taxes jointly, only one parent is required to be a contributor.
- If both parents are married (not separated) and did not file taxes jointly, both parents are contributors.
- If both parents are not married to each other and live together, both parents are contributors.
- If parents are divorced, separated, or never married, and do not live together, the parent who provided more financial support during the last 12 months is the contributor.
- If both parents are divorced, separated, or never married; do not live together; and provided an exact equal amount of financial support or if both parents did not provide support, the parent with the greater income and assets is the contributor.
- If the contributing parent is now married and did not file taxes jointly with their current spouse, their spouse is also a contributor.

I used to discuss with my clients how parents with high school students might tailor their parenting plan to maximize college support; that is now in the rear-view mirror. The new FAFSA formula could be a game changer for financial aid. The student who once received aid with the custodial parent’s financials, may be deemed less needy with the contributor’s financials considered instead. A cursory review of the social media site Reddit, where people post and comment on topics, indicates that the FAFSA change has created confusion

**THE NEW FAFSA FORMULA COULD BE A GAME CHANGER FOR FINANCIAL AID. THE STUDENT WHO ONCE RECEIVED AID WITH THE CUSTODIAL PARENT’S FINANCIALS, MAY BE DEEMED LESS NEEDY WITH THE CONTRIBUTOR’S FINANCIALS CONSIDERED INSTEAD.**

and anger (and questions on how the US Department of Education will verify who provides more financial support); it is a game changer.

Navigating financial aid has become more complex, and I believe that we have yet to see the fallout from the FAFSA rule changes. As mediators, we do not need to become experts in subject areas including pensions, valuing a business, or financial aid, but we need a rudimentary knowledge of these areas to guide the clients, and sometimes to refer them to experts. I imagine I will be making more referrals to college financial aid specialists with the change in FAFSA rules.

*About the Author:*

*Anju D. Jessani, MBA, APM, served as NJAPM president from 2005-2007. Her practice, Divorce with Dignity Mediation Services, established in 1997, has offices in Clinton and Hoboken. Anju also serves on the R 1:40 Economic Roster of Mediators and is the lead instructor for NJAPM’s divorce mediation training programs. Her website is [www.dwdmediation.com](http://www.dwdmediation.com)*

### I'M TAKING THE DOG!

ELLE RAVE, APM

In most mediation situations with pets, I find that my clients begin the process with a plan for the pets already in mind. This is great, especially given that New Jersey law still views pets as property – you get the coffee table, and I get the cat. We are finding that some judges are more open-minded to the emotional bond that parents have with their pets. This is usually viewed as a good thing, except that as mediators, it opens us up to more discussion on the matter when couples don't agree on custody.

Most of the time, I find that there is one party who is the primary care-giver of each animal. One recent couple decided that the wife would keep the bunnies and cats, and the husband would keep the dog and chickens. This was an easy decision for them because of two key factors, the husband was keeping the marital home, providing him with outdoor space for his animals, while the wife was moving to a town home with little room for pets to roam. Another consideration was the fact that the dog was a pre-marital pet of the husband, so their bond was strong.

When helping my clients make decisions about who should keep which pet, I encourage them to weigh some of the following factors: housing options, work schedules, allowance of pets in a new apartment, their new post-separation budgets, cost of

veterinary care – especially for aging pets, pet insurance, additional housing fees, and the cost of pet sitters/walkers. In a shared pet-custody situation, it works out nicely if these financial costs are shared.

If there are children involved, many parents prefer to have pets follow the parenting schedule of the children. They value the stability offered to the kids in keeping the pet with them daily. It also offers the non-custodial parent complete free time when they do not have the children and pets.

Bonding is another factor that comes up. To whom are the pets and humans closest? According to Dr. Kristen Casulli, veterinarian at the Animal Care Center in Flanders, NJ, "Pets are not typically bonded to each other unless they are siblings or have been together from a very young age." I asked Dr. Casulli how you can tell if pets are bonded to each other or to their humans. She said to notice how the animal hangs out and what they focus on. "If pets are bonded to their humans, you will see the pet listening to them, following them around the house, staring in their direction."

Whatever custodial arrangement your clients decide on for their fur babies, it's important to remember that family separation causes stress and anxiety for them. Whenever possible, I encourage clients to consider the schedule from the pet's point of view – opting for stability and routine as much as possible.

### I'M TAKING THE DOG, CON'T.

As Dr. Casulli noted, "Consistency is the key if the parents have shared custody of the pet. Keep the food and exercise consistent at both homes. Pets can feel stress in a family, so they need extra love and attention, just like kids do during divorce."

One final thing I have noticed is that the fate of the pets is more hotly contested when a couple's only "children" have whiskers. Recently I have added a pet question to my intake questionnaire, and I make sure that I bring it up during the initial consultation. The reaction of the potential clients typically hints at how many discussions about heartworm and litter types I can look forward to.

*Elle is a divorce and family mediator with Edens Law Group in Chester, NJ. She is also secretary of the NJAPM Board of Directors.*



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### NJAPM CREATES THE NJAPM FOUNDATION

#### BARBARA SILVERSTONE, ESQ.

The purpose of NJAPM's Strategic Planning Committee is to guide our long-term success by defining its vision, mission, and goals, and then taking action to achieve these goals. One of NJAPM's goals is to provide additional education to the public, and to offer scholarships to those in need so they can take our training courses. To raise funds for these goals, NJAPM has created a new entity, the NJAPM Foundation. The Foundation is a 501(c)3 non-profit corporation, which allows it to accept charitable contributions and to apply for grants. Under the Foundation's bylaws, its specific purpose is to "solicit, collect and otherwise raise money for charitable purposes, apply for and accept grants, and to expend, contribute, disburse, and otherwise handle and dispose of the same for such purposes relating to the aims and goals of the New Jersey Association of Professional Mediators and to provide scholarships and grants in connection with the education, training and development of mediators and for the promotion of mediation."

The Cultural Competency Committee has already applied for a grant from NJSBF in conjunction with The Diversity Council on Global Education and Citizenship (DC) and Human Rights Institute (HRI) of Kean University. This grant would enable us, working with Kean University, to implement a restorative justice project to support New Jersey school districts as an offshoot of the Holocaust Resource Center of Kean University's three-year Restorative Justice in Education Grant pilot program with the New Jersey Department of Education. Our plan is to continue to apply for relevant grants and to accept donations that will strengthen our ability to meet our mission of fostering excellence in the field of mediation.

## MARKETING COMMITTEE UPDATE

ZOE CASSOTIS

In the current fiscal year, the Marketing Committee continues pursuing a wide variety of promotional activities to advertise civil and family law/divorce mediation. We continue to build upon relationships established with select organizations and constantly explore new avenues for exposure.

In 2025, NJAPM will remain a member of the Commerce and Industry Association of New Jersey (CIANJ). We will continue to both attend selected events and advertise judiciously in the print and online publications. In March 2025, Margie Echevarria and Zoe attended their Women Networking Event, serving as mentors.

NJAPM will be a sponsor at NJ Psychological Association's (NJPA) Spring conference in late April. This will be the fourth time NJAPM will have a booth at an NJPA event. This year, Edna Gross volunteered to promote NJAPM. If you are interested in volunteering at this event, please feel to reach out to Barbara Silverstone and Zoe. After last fall's NJPA's event, Mark Annett coordinated a post-conference Zoom panel discussion for conference attendees to describe mediation. Heidi Kiebler-Brogan and Dana B. Lichtstrahl served on the expert panel, focusing on the benefits of using mediation in divorce. The discussion was informative and well received.

In May and June, thanks to Edna Gross' efforts, NJAPM will have booths at two NJ Real Estate Investors Expo events, one in Southern and another in Northern New Jersey. If you are interested in promoting NJAPM at either event, please contact Barbara Silverstone and Zoe.

Our contract with Resourceful Business to promote our organization on Facebook has been expanded to cover:

- Promoting our 40 hour civil and divorce mediation courses, CLE webinars and other education opportunities
- Becoming an NJAPM member and its associated benefits
- Searching for a mediator on our website
- Using mediation to solve civil and family law disputes

We have purchased new table display materials and giveaways with our logo. We appreciate Barbara Silverstone's efforts in securing appropriate materials in line with our budget. As in the past, Paul Nyfenge continues to print our flyers and related materials, which are used at conferences.

*Thank  
you!*

*TO OUR SPONSORS,  
ADVERTISERS AND  
VOLUNTEERS*

# WHAT DO SMALL BUSINESS, INSURERS AND ACCESS TO JUSTICE HAVE IN COMMON?

MARGARITA ECHEVARRIA, ESQ.

One assessment agreed upon by both the Small Business Administration (SBA) and the US Chamber of Commerce is that Small Business drives the national economy. Concurring on the latest statistics that small business totaling about 33.3 million firms comprise 99.9% of all businesses in the United States, it is a logical next step that they are responsible for creating jobs for a greater number of employees than any other sector of the US economy. According to the SBA a small business is defined by firm revenue ranging from \$1 Million to \$40 Million and an employee workforce of under 500.[1]

The top 5 industries in this economic sector are 1-professional and business services, 2-education and health services, 3-trade, transportation and utilities, 4-financial activities and 5-construction. Due to the type of business engaged in and financial requirements, many of these businesses are covered by either professional liability, commercial general liability, employment related or personal injury coverages. In fact, insurance coverage is particularly a key risk mitigator in the construction and health services fields given their higher litigation risk. In construction, the higher litigation risk can be related to the projects undertaken, safety concerns, equipment maintenance and employee training. While in the health

services field the risks can include malpractice claims, patient safety measures, licensing and certifications and compliance with regulations, among others.

In turn, managing costs is a key preoccupation for small business. They generally do not have the margins big business has to weather negative economic cycles, sharp rises in business expenses or the potentially devastating impact of litigation. One option worth exploring by small business is the adoption of ADR clauses (such as arbitration/mediation) in their vendor contracts. The adoption of such provisions in their B2B contracts can help them address the risks of litigation—an aspect of business risk they can pre-empt with proper planning and advice[2]. In this respect, they can emulate big business' playbook.

Attorneys universally acknowledge that, at some point in the productive life of a small business, litigation involving a vendor—whether a supplier, service provider, or contractor—is almost inevitable. Litigation can be a potential lag on all the productivity exemplified by the statistics described above. It goes without saying that litigation can be costly. Not only because of how long it takes the parties to be “trial ready”, but also the potential loss of reputation related to bad publicity[3], management risks due to the

disruption of court proceedings, and finally, the loss of business relationships depending on how caustic the dispute becomes. Add to this, the findings of the World Justice Project which analyzed American's perceptions and experiences in accessing our judicial system. The resulting assessment was that our courts were not serving the public as well as ADR mechanisms which were deemed affordable, efficient, and enforceable [4].

Mediation as a conflict resolution process is generally viewed by the business sector to be a speedier, less expensive and more predictable vehicle for managing legal disputes than litigation. For these reasons some of the available coverage types may adopt an ADR clause (either arbitration/mediation or both) as their dispute mechanism for managing legal risk. While many commercial contracts include ADR provisions, some stipulating a two-step process involving mediation followed by binding arbitration, the practical implementation of these processes is supported by specialized Service Providers. These providers manage everything from claim filings to identifying ADR professionals and the administrative steps through to the final resolution. The opportunity for the business owner to select arbitrators with industry expertise also adds to the cost effectiveness of this legal process. Service Providers even tier the administration costs to the size of the dispute and offer "Documents Only" procedures that facilitate a faster streamlined resolution. The speed, efficiency,

**THE ADOPTION OF A UNIFORM DISPUTE RESOLUTION STRATEGY BY SMALL BUSINESS HAS THE POTENTIAL FOR IMPROVING THEIR PROFILE WITH INSURERS. PROACTIVE MANAGEMENT OF VENDOR CONTRACTS BY THE SMALL BUSINESS OWNER CAN POTENTIALLY MAKE THEM A MORE ATTRACTIVE PROSPECT TO INSURERS.**

confidentiality, cost effectiveness and finality offered by these alternatives to litigation have become a normal facet of doing business today.

The adoption of a uniform dispute resolution strategy by small business has the potential for improving their profile with insurers. Proactive management of vendor contracts by the small business owner can potentially make them a more attractive prospect to insurers. They may appropriately assess that the inclusion of an ADR clause can lead to: 1) less costly litigation and defense costs 2) more manageable claim costs related to the greater predictability of a claims resolution process and 3) the reduced publicity in handling the dispute accruing as well to the ultimate payor insuring the claim. From the insurer's perspective, adoption of such clauses across all or most of the small business' vendor contracts demonstrates a systematic approach to risk management that can

**SMALL BUSINESSES, CON'T.**

help improve their underwriting profile.

In fact, well-crafted ADR clauses that are tailored to the specific risks typical for the industry can reflect a sophisticated understanding of the small business owner’s appreciation of potential liabilities and how to manage them. Essentially these are “user agreements” that can be tailored to the business owner’s needs for managing legal risk, managing the process and most important managing costs. Typically, the owner will tap the legal counsel who helped set up the business initially to assist in crafting the appropriate clause for their vendor contracts. Counsel’s familiarity with the business coupled with all the information available on Service Provider websites[5] including sample clauses will make this a straightforward project.

Finally, current criticisms against pre-dispute ADR agreements are not relevant in a risk management assessment by business owners directed at B2B contracts. The focus here is to increase the competitiveness of small business by adopting methods that not only proactively manage legal risk but also enhance their profile when negotiating insurance coverage with their financial risk partners.

[1] US Chamber of Commerce “[The State of Small Business Now](#)” (4/10/23); USA Today, Mehdi Punjwani and Sierra Campbell, “Small Business Statistics in 2024” (6/18/24)

[2] See, AAA Small Business and Entrepreneur Support, <https://go.adr.org/small-business-entrepreneurs.html>

[3] Publicity can come in various ways–local newspaper coverage, court records, or even complaints reported to Better Business Bureaus.

[4] World Justice Project Rule of Law Index, Annual Report 2023, Issue Factor 7 “Civil Justice”, 7.1 [People can access and afford Civil Justice](#), U.S. rated 115 out of 142 countries; and 7.7 [Alternative Dispute Resolution Mechanisms are Accessible, Impartial and Effective](#), U.S. rated 26 out of 142 countries.

[5] See, fn.2.

*About the Author: Margarita Echevarria, Esq., is an independent arbitrator and mediator in private practice with memberships on the American Arbitration Association: Commercial & Insurance Panels, ARIAS-US Certified Arbitrators, ACAN member, FINRA, and NY/NJ federal and state courts arbitration and mediation panels.*

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**NJAPM MEMBER BENEFITS**

**DID YOU KNOW THAT NJAPM OFFERS REGULARLY SCHEDULED PEER AND SPECIAL INTEREST GROUPS FOR MEMBERS? JOIN US! VISIT [NJAPM.ORG](http://NJAPM.ORG) TO FOR MORE INFORMATION AND TO REGISTER**

Peer groups:

- Weekly Consultation Hours for Members: Every Friday
- Somerset, Hunterdon, and Warren Breakfast Peer Mediation Group: 2<sup>nd</sup> Tuesday of the Month
- Bergen County Peer Group: Last Wednesday of the Month

Special Interest Groups:

- Real Estate Special Interest Group: 3<sup>rd</sup> Wednesday of the month
- Family Special Interest Group: 3<sup>rd</sup> Thursday of the month
- Municipal Court Mediation Special Interest Group: 1st Tuesday of the month

**CARL CANGELOSI WEBINAR SERIES  
2024-2025  
WEBINARS ARE HELD 12:00 – 1:00 PM  
1 CREDIT HOUR PER WEBINAR  
REMAINING PROGRAMS:**

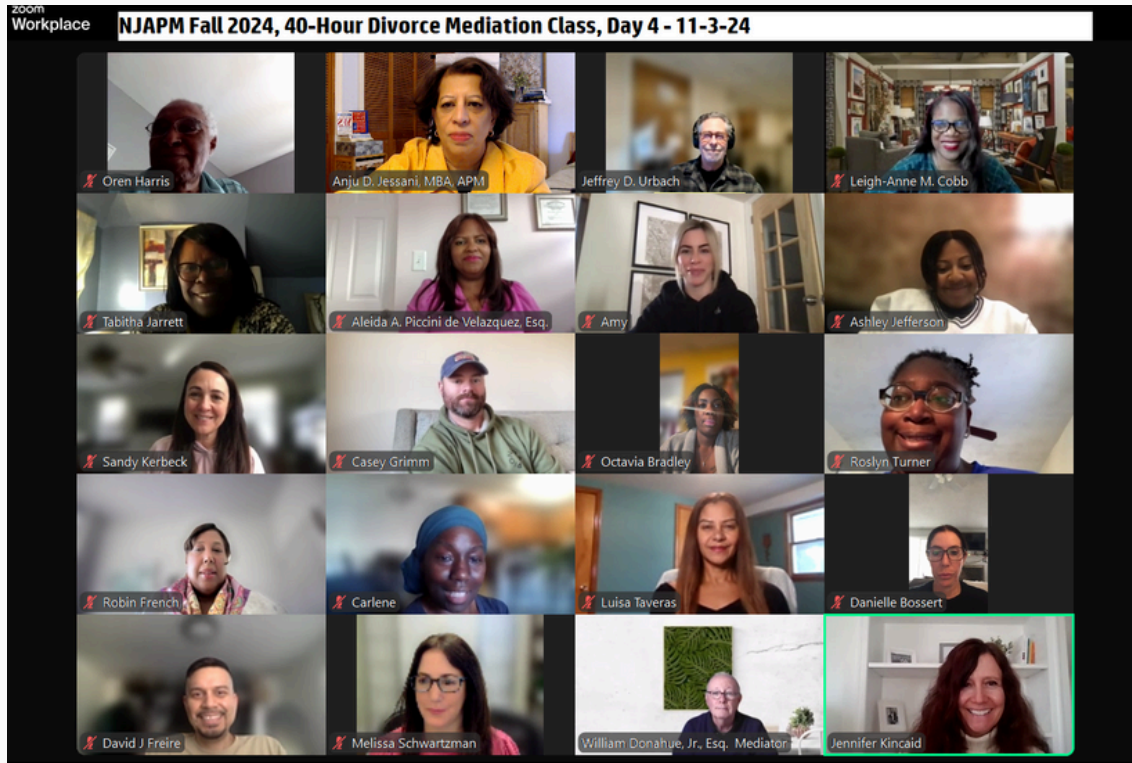
**APRIL 21st: INSURANCE DISPUTES** with Margie Echevarria, Esq.

**MAY 19th OUR FAMILY WIZARD DEMONSTRATION** with Elle Barr, Esq.

**JUNE 16th: TECH TIME UPDATE** with Laurence Eichen, Esq. (no CLE credit)

# NJAPM MEDIATION MATTERS - SPRING 2025

## CLASS PHOTO FROM NJAPM'S 40-HOUR FALL 2024 MEDIATION TRAINING PROGRAM



This program was held on five consecutive Sundays - October 13, October 20, October 27, November 3, and November 10, 2025. The first and last days were held in New Brunswick at the Rutgers Labor Education Center, with the other three days held live, online. The class is led by NJAPM Past President, Anju Jessani. Instructors Bill Donahue, Suzanne English, Larry Jones, Bruce Matez, Ken Neumann, and Jeff Urbach, and role play coaches, Elle Rave, Glenn Milgraum, Katherine Newcomer, Anna-Maria Pittella, and Marv Schuldiner. The next training will start in April of 2025. Please visit [www.njapm.org](http://www.njapm.org) for more information. The class is prerequisite for applying to the New Jersey 1:40 Family Economic Roster and is also a turnkey approach to starting a private family and divorce mediation practice.

**The Spring 40 hour Divorce Mediation Class begins on April 27.**  
**The Spring 40 hour Civil Mediation Class begins on May 18.**  
**More information and registration is available at [www.NJAPM.org](http://www.NJAPM.org).**



**HAPPY SPRING!**



# NJAPM's 10<sup>th</sup> Annual Civil and Divorce Media on Seminar Charting a Path to the Next Quarter Century

Live over Zoom in Meeting Format — Friday, May 2, 2025

## Seminar Committee

NJAPM President:  
Suzanne English  
Executive Director:  
Barbara Silverstone  
Seminar Co-Chairs:  
Anju D. Jessani &  
Katherine Newcomer  
Committee Members:  
Nicole L. Bynes  
Leigh-Anne M. Cobb  
Margarita Echevarria  
Carlene Future  
Laura Orriols  
Marvin L. Schuldiner  
Linda F. Spiegel

09:30 AM — 09:40 AM	Introduction by Co-Chairs, Anju D. Jessani & Katherine Newcomer
09:40 AM — 09:50 AM	Welcome and NJAPM Update, Suzanne English, NJAPM President
09:55 AM — 10:00 AM	Introduction of Featured Speaker, Linda F. Spiegel
10:00 AM — 11:15 AM	<i>Taking Your Mediation Practice to the Next Level</i> , Featured Speaker, Natalie J. Armstrong-Motin (Marketing Resolution of Idaho, USA & Normandy, France)
11:15 AM — 11:25 AM	Break
11:30 AM — 12:00 PM	<i>Top 10 Business Practice Tips for New Jersey Mediators</i> , Anju D. Jessani & Marvin L. Schuldiner
12:00 PM — 12:40 PM	Lunch with Optional Networking While You Dine
12:40 PM — 01:35 PM	First Portion of Workshops; Attendees decide which track to attend <b>CIVIL TRACK:</b> <i>Overview of FINRA's ADR Roster and Processes</i> with Marvin L. Schuldiner, Moderator, Narielle A. Robinson (FINRA) & William Cassidy (with FINRA) <b>DIVORCE TRACK:</b> <i>Practice Management Tools for Divorce Mediators Including Billing, Scheduling, Division of Assets, and Parenting Time</i> , Bruce Matez, Moderator, with Elle Rave, Michelle Weinberg, & Cindy Wilson
1:40 PM — 2:35 PM	Second Portion of Workshops; Attendees decide which track to attend <b>CIVIL TRACK:</b> <i>Employment Mediation in a Changing Workplace</i> , Margarita Echevarria, Moderator, with Dean Burrell, Yvette Gibbons (Employment Compliance Strategies, LLC), & Joseph Ventola <b>DIVORCE TRACK:</b> <i>Valuing, Dividing, and Offsetting Complex Financial Assets in Divorce Mediation Including Language for MOUs</i> , Elena Weitz, Moderator, with Aleida A. Piccini de Velazquez, Amber Leach, Anthony Prinzo, & Jason Tuchman
2:35 PM — 2:45 PM	Break
2:45 PM — 2:55 PM	<i>NJAPM Programs/Announcements</i> , Barbara Silverstone, NJAPM Executive Director
3:00 PM — 3:50 PM	<b>ETHICS PLENARY SESSION:</b> <i>Restorative Practices for Civil and Divorce Mediators, An Emerging Tool to Settlement</i> , Lawrence Jones, Moderator, with Adara Goldberg (Kean's Holocaust Resource Center), Joni Jones, & Gabrielle Strich
3:50 PM — 4:00 PM	Closing Procedures for NJAPM & CLE Credits, Anju Jessani & Katherine Newcomer

Approved: 5.1 NJ CLE & CPE Credits Including One Ethics/DEI Credit; Meets Annual NJ 1:40 Roster CLE Requirement  
4.4 NJAPM CE Credits: Meets 1:40 New Jersey Court Roster Annual CLE Requirement

**REGISTER AT  
NJAPM.ORG**

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# ITS NOT TOO LATE TO SPONSOR OUR SPRING CONFERENCE!

## DON'T MISS OUT!

### Be an NJAPM SPONSOR

## NJAPM Spring Conference, May 2, 2025

## SPONSORSHIPS

### Platinum \$1000

- Largest Logo on agenda, with sponsorship level
- 2 attendees at the conference
- Ad in NJAPM Newsletter and on NJAPM website
- Logo displayed during conference lunch
- Acknowledgement in marketing material on our conference promotions, including: emails, social medial and the website
- Two minute video advertisement to be played during the conference\*

### GOLD - \$600

- Large Logo on agenda and flyer
- 1 attendee at the conference
- Ad in NJAPM Newsletter
- Logo displayed during conference lunch
- Acknowledgement in marketing material on our conference promotions, including: emails, social medial and the website
- One minute video advertisement to be played during the conference\*

### SILVER \$400

- Medium Logo on agenda and flyer
- 50% off conference registration for 1 attendee
- Logo displayed during conference lunch
- Acknowledgement in marketing material on our conference promotions, including: emails, social medial and the website
- 30 second video advertisement to be played during the conference\*

### BRONZE \$250

- Small Logo on agenda and flyer
- 25% off conference registration for 1 attendee
- Acknowledgement in marketing material on our conference promotions, including: emails, social medial and the website

\*Assistance will be provided to record the video



New Jersey  
Association of  
Professional  
Mediators

**FOR MORE INFORMATION, CONTACT BARBARA  
AT EXECUTIVEDIRECTOR@NJAPM.ORG**

# UPCOMING NEWSLETTERS

NJAPM publishes a bi-annual newsletter to coincide with our conferences. The newsletters will be distributed digitally.

## Do you have an article you'd like to submit?

We are seeking material for our upcoming newsletters and would greatly appreciate member content. If you have an idea for an article for the Newsletter, please email Linda F. Spiegel at [LFS@SpiegelLawFirm.com](mailto:LFS@SpiegelLawFirm.com). Completed articles should be submitted by October 15, 2025.

## Interested in Placing an ad in our newsletter?

If you or someone you know is interested in placing an advertisement in our next newsletter, please submit your ad no later than October 15, 2025 to

- Linda F. Spiegel: [LFS@SpiegelLawFirm.com](mailto:LFS@SpiegelLawFirm.com)
- Barbara Silverstone: [executivedirector@njapm.org](mailto:executivedirector@njapm.org)

Ad Size	Size	Non-Member Rate	Member Rate
Business Card	3" x 2"	\$100	\$74
Quarter Page	3" x 4"	\$125	\$99
Half Page	7" x 4"	\$250	\$224
Full Page	7" x 10"	\$400	\$374



New Jersey  
Association of  
Professional  
Mediators