



***Nancy Neal Yeend*** serving as a civil mediator for over 25 years, brings a practical approach to dispute resolution with a strong business background—she knows the territory, understands the subject matter, and has direct experience creating viable solutions. Nancy is a proficient mediator at all levels of litigation: pre-suit, trial and appellate.

## ***Mediation***

- Real Estate: buy/sell, condominium, easements, zoning, and land use.
- Business issues: contract, vendor, client and partnership disputes.
- Employment: discrimination, ADA, Title VII, harassment, and wrongful termination.
- Construction: structural, foundation and soil issues.
- Intellectual Property: copyright, trademark and trade dress.

Nancy brings direct business experience to the mediation. She owned a real estate firm for 16 years gaining substantial brokerage experience. With a background in geology, Nancy understands issues related to failed foundations, soil and mining. As an owner of a publishing company, she learned first-hand copyright, trademark and trade dress issues.

## ***ADR Experience***

- Pre-negotiation coaching: initial contracts and settlement discussions.
- Assessment, evaluation and strategic planning for organizational dispute management.
- Court ADR: evaluation, design and implementation of court-connect ADR programs.

For an entrepreneur, who founded five companies, negotiation skills were a necessity. Nancy has taught college-level negotiation and coached individuals in the techniques and traps of business negotiation. As a dispute management strategist, she has helped companies, not-for-profit and governmental entities to prevent and effectively resolve internal organizational conflicts at the earliest level, while conserving resources. She has over 15 years experience working nationally with trial and appellate courts evaluating, designing and implementing ADR programs.

## ***Professional Panels***

- California First District Court of Appeal.
- California and Florida District of United States Equal Employment Opportunity Commission.
- Key Bridge Foundation of Washington, DC, for Justice Department ADA cases.
- Santa Clara County Superior Court.

## ***Faculty***

- The National Judicial College: *Comprehensive Mediation, Mediation Advocacy, Advanced Mediation, and Developing Court-Connect ADR Programs.* (15 years)

- Pierce Law School, Concord, NH: *Mediation of Intellectual Property and Business Disputes*. (14 years)
- Stetson University Law School, St. Petersburg, FL: *Mediation and ADR*.
- San Francisco Law School: *Alternative Dispute Resolution*. (6 years)
- Menlo College: *Business Negotiation*.

### ***Author and Presenter***

- **Books & Chapters:** State Appellate ADR, 2<sup>nd</sup> Ed, 2002 (seminal study of appellate ADR), California ADR Practice Guide: chapters: *Interviewing and Counseling*, *Summary Jury Trial*, and *How ADR Benefits Law Firm Management*.
- **Articles:** *Tips for Enhanced Negotiation*, *Keeping Mediation on Course*, *Mediation 120: Experts in Mediation*, *Mediation 101: Understanding the Magic*, *Tips for Facilitating Problem-Solving Court Teams*, *Avoiding Mediation Advocacy Pitfalls*, *Mediating Intellectual Property Disputes*, *Where You Sit at the Negotiation Table*, *Legal Ethics and ADR*, *Tips for Facilitating Problem-Solving Court Teams*.
- **Online Articles:** *Designing a Mediation Safety Plan*, *Enhancing Public Perception of the Court*, and *Docket Management 101: Case Referral*.

The above referenced articles represents a portion of her published work, which has been translated into Spanish, Russian and Italian. Nancy is a frequent national speaker and presenter on mediation, dispute management and resolution topics, and on the status and use of ADR in state courts.

### ***Education***

- University of Wisconsin, Bachelor of Science.
- De Anza College, Small Business Institute, certificates in Marketing and Finance.

Received over 700 hours of training in mediation, negotiation, arbitration, and EEO from Harvard University, Antioch University, University of Missouri, and dispute resolution organizations and courts.

### ***Service and Awards***

- **Courts:** Santa Clara County Superior Court ADR Administration Committee, San Mateo County Mediation Advisory Council.
- **Bar Associations:** State Bar Committee on ADR, and Fee Arbitration Committees for the California State Bar, Bar Association of San Francisco, Palo Alto Bar Association and Santa Clara County Bar Association.
- **Professional Groups:** Mediation Society Board of Directors, Project Sentinel Board of Directors, and Association for Conflict Resolution, Training Section Advisory Council.
- **Awards:** *Professional Contributions* to the National Judicial College: 2003, Mediation Society for *Outstanding Contributions to the Mediation Profession*, 2002, and additional awards and recognition for professional and community service.