



DAVID C. PETERSON, JD, LL.M., MDR

Administrator: Cynthia Peterson

1835 Atascadero Road

Web Site: sbcadre.org/Peterson.htm

Telephone: (805) 772-2198

Morro Bay, California 93442

Facsimile: (805) 772-5342

Cell Phone: (805) 441-5884 to David

(Administration Office and Mail Only)

davidcpeterson@starband.net

Mediations Conducted in the Following Counties (No Travel Charge):

Santa Barbara, San Luis Obispo, Ventura, Monterey, Los Angeles, Orange, Kern and Fresno

NEUTRAL'S PROFILE



General Background:

- Law Review Editor-in-Chief -- Admitted to State Bar Association in June, 1976.
- Full-Time Mediator - 25 Years Prior Litigation Experience -- Over 14 Years as Mediator.
- President - ADR Section, San Luis Obispo County Bar Association 2002 – 2008; Current Co-Chair.
- Designated "Advanced Practitioner" San Luis Obispo County Bar Association ADR Section.
- Section Leader – ADR Section, Santa Barbara County Bar Association.
- Board of Directors, San Luis Obispo County Bar Association, Currently and in 1982.
- Well in excess of a thousand (1,000+) Mediations Successfully Completed.
- Proposed Equally by Plaintiff and Defense Counsel and by Public Entities.
- Continuing Education Provider (MCLE), Organizing and Presenting Numerous ADR Programs.
- Numerous Articles Published in Various Lawyer Magazines.
- Mastered Several Effective Methods of Mediation, carefully selecting approaches which are most effective for the particular parties, attorneys and nature of the dispute, leading to the highest rate of success in helping parties reach agreement as documented by Court statistics (consistently 95%+).(1)
- Judge Pro Tem Several Years for San Luis Obispo County Courts.

Education and Training in Alternative Dispute Resolution:

- LLM DEGREE - ADR/MEDIATION from Pepperdine University School of Law, The Straus Institute for Dispute Resolution ("Pepperdine") Pepperdine (2004); *Pepperdine has been rated*
- MASTER'S DEGREE in "ADR/MEDIATION" Pepperdine (2002); *Number One (1) in US News*
- CERTIFICATION in "MEDIATION & ARBITRATION" Pepperdine (1998); *& World Report, alternating with*
- CERTIFICATE in "MEDIATING THE LITIGATED CASE," Pepperdine (1997); *Harvard University in the area.*
- TRAINING - "INTERNATIONAL COMMERCIAL ARBITRATION," Pepperdine (1997); *Dispute Resolution Education*
- CERTIFICATE – "ARBITRATION OF CONSTRUCTION CASES" CSLB (1995). *and Training.*

Areas of ADR Experience:

- CONSTRUCTION (All Areas)(2)
- INSURANCE, BAD FAITH, PERSONAL INJURY, PRODUCT LIABILITY
- MALPRACTICE (Medical, Dental, Accounting and Legal)
- REAL PROPERTY - ALL AREAS³ (Commercial and Residential)
- COMMON INTEREST DEVELOPMENTS / MOBILE HOME PARK DISPUTES (All Areas)
- PUBLIC ENTITIES AND ORGANIZATIONS
- COMPLEX COMMERCIAL/CONTRACT MATTERS (Including Local, National & International)
- EMPLOYMENT/LABOR OF ALL TYPES (Including Wage & Hour, Wrongful Termination, Sexual Harassment, Discrimination)
- PROBATE LITIGATION OF ALL TYPES (Including Elder Abuse and Elder Neglect Issues)

To Schedule a Mediation or Arbitration Contact Cynthia at (805) 772-2198 (Office)

To Contact David Directly (805) 441-5884 (Cell)

\$330.00 - \$390.00 Per Hour* (Modest Facility Charges)
(*Additional Parties [more than 3] increases Hourly Rate)



Cynthia A. Peterson, Administrator (and "Taz")
(805) 772-2198 davidcpeterson@starband.net

For Web Site – Search: "David C. Peterson, Mediator"

1 See, sbcadre.org/cadre/docs/mediatorAgr.pdf ("Individual Agreement Rates") Official Statistics from Court. Evaluations may be viewed at Santa Barbara Superior Court.
 2 Former Certified Arbitrator – California State Contractor's License Board and formerly represented prominent Construction firms, Suppliers and Consumers.
 3 Former Panel Attorney for California Association of Realtors ("CAR") and formerly represented prominent Commercial and Residential Sales Firms and Consumers.

SAMPLING OF ATTORNEYS FOR WHOM MEDIATIONS HAVE BEEN CONDUCTED

Adamski, Moroski, Madden & Green, Ty Green, Martin Moroski, Allen Bowman & Tom Waylett - Adorno, Yoss, Alvarado & Smith, John M. Sorich - James C. Ames - Alpert, Barr & Grant, Mark S. Blackman - Alston & Bird, Barbara Higgins and Michael D. Bradbury - Arens, Russell R. Offices, Laura Thatcher - Bertling & Claussen, Peter Bertling & Brian Claussen - Monty M. Amyx - Anderson, McPharlin & Connors, Colleen A. Deziel - Stephen P. Anderson - Andre, Morris & Buttery, James Buttery, Dennis Law & Kathryn Eppright - Archbald & Spray, Ken Moes, Wm. Brennan Lynch, Edwin Loskamp - Baker, Manock & Jensen, Donald R. Fishbeck - Baradat, Edwards & Baboojian, Jason S. Bell - Belsher & Becker, John Belsher, Howard Becker and Steve Roberts - Bennett, Johnson & Galler, Richard C. Bennett - Benton, Orr, Duval & Buckingham, Mark Borrell, Robert Davidson and Bruce Finck - Berman, Berman & Berman, Evan Berman - Henry J. Bonjiovi - Bonne, Bridges, Mueller, O'Keefe & Nichols, Reid Bridges & Mark Connely - Bleau, Fox & Associates, Martin Fox - Erik Black - Bohl & Wohlgemuth, Michael McConville - Suzan Boatman - Borton, Petrini & Conron, Eric Kananen, Darlene Ball - Brady, Vorwerck & Ryder, Carlton Lee Harpst & Brendon Dalrymple - Robert Brantner Offices, Harveen Simpkins - Bremer, Whyte, Brown & O'Meara, Douglass C. Stewart - Bright & Powell, Michael B. Damen - Brooks & Ames, James Ames - Bradford Brown - Carl Brown - Brown, Brown & Klass, Barbara Klass - Brown & Peel, Manual Garcia - Bryman & Apelian, Mark Apelian - Michael Boyajian - Brownein, Hyatt, Farber & Schreck, Robert B. Forouzandeh - Burnham-Brown, David H. Waters - Paul R. Burns - California State Legal Department - Chapman, Glucksman & Dean, Arthur Chapman - Christensen, Miller, Fink, Jacobs, Glaser, Weil & Shapiro, Aaron Allan - Brenneman, Juarez & Adams, R. Brenneman, Alison Brenneman, Mario Juarez and John Adam - Bradford Brown - Buxbaum & Chakmak, John Chakmak - Calendo, Puckett, Sheedy & DiCorrado, Stephen P. Calendo - Carlson Law Group, Mark Carlson, Anne M. Watson and Niria M. Arvizu - Chapman, Glucksman & Dean, Arthur Chapman - Clark, Goldberg & Madruga, Roger W. Clark - Clifford & Brown, Scott Harper - Chain, Younger, Cohn & Stiles, David V. Stiles - Clinkenbeard, Ramsey & Spackman, William Clinkenbeard, Hugh Spackman and Patricia Ramsey - Cooper & Hoppe, Stephen T. Knudsen - James F. Cote - Culbreth & Schroeder - Bill Loscottoff - David Cumberland, Greg Coates & Christopher Duenow - Mark Coffin - Martin Cohn - Cozen O'Connor, Barrett Kiernan - Claire Corcoran - Anne Cyr - Janean Acevedo Daniels - Cunningham & Treadwell, Skip Cunningham - April Curtz - D'Antony, Poliquin & Doyle, Mark Poliquin - Dale, Braden, & Hinchcliffe, Glenn Kelble - Scott Diamond - Diehl & Rodewald, Rick Rodewald - Thomas J. Dietsch - Dirker, Boodle & Reath, Will Skinner - Donahue, Gallagher & Woods, William R. Hill - Dorsey & Whitney, Kent Schmidt, Kathy Lowe & Rich Albert - John Donovan - John Kenneth Dorwin - James Dragna - Dan Duncan - Eaton, Jones & Michelon, Christi Michelon & Christopher Jones - George H. Ellis - Ellis & Collins, Samuel D. Ellis - Engle, Caroboni, Covner & Coats, Benjamin F. Coats - Epport, Richman & Robbins, Steven N. Richman - Erickson, Arbuthnot, Kilduff, Day & Lindstrom, Mark Kiefer and Lisa Gruen - Michael G. Evans - Farmer & Ready, Paul Ready - Fell, Marking, Abkin, Montgomery, Granet & Ramey, Craig S. Granet - Ericksen, Arbuthnot, Kilduff, Day & Lindstrom, Roger K. Stewart - Ernst & Mattison, Don Ernst, Ray Mattison & Nigel Whitehead - Alan Fenton - Fine, Boggs, Cope & Perkins, Michael Perkins - Floyd & Horrigan, Curtis Floyd - Foley & Lardner, Liela Nourani - Fotouhi, Epps Gilroy, Darren Epps - Offices of Marshal Frasher (Allstate) - Frederick, Jacqueline - Fullerton, Lemann, Schaefer & Dominick, Graig E. Wilson - Gaglione & Kaplan, Jeffrey Kaplan - Gates, O'Doherty, Gontar & Guy, Vince Axelson - Dierdre Barkley Frank - Ford, Walker, Haggarty & Behar, Jason Friedman - Fowler Law Group, David B. Madruga - William K. Gamble - Gavin, Cunningham & Hunter, Marc Cardinal - Gilbert, Kelly, Crowley & Jennett, Mark A. Schenkman - Gibson, Rivera & Toms, Clark Rivera - Golkin & Michelon, Larry Golkin - Christopher Guenther - Grace, Hollis, Lowe, Hanson & Schaefer, James C. Schaefer - Gray & Prouty, Peter Cummings - Greene, Broillet & Wheeler, Mark Quigley - Hager & Dowling, Hager, Thomas Dowling, Lisa Franklin, Donna Geck and Chad Slack - Hall, Hieatt & Connely, Clay Hall, Jay Hieatt, Linda Hurst & Stephanie Bowen - Halme & Clark, Gregory Clark - Hanger, Levine & Steinberg, Robert T. Hanger and Josephine N. Baurac - Hardin & Coffin, Kristine L. Mollenkopf and Laura Brown - Hatch & Parent, Kelly McIntire Night and Jeffrey Speich - Dan Henderson & Jay Borgeson - Henderson, Wohlgemuth & Bohl, James B. Cole - Heisler & Bray, Donald I. Weissman - Lore Hillburg - Gary Hill & Tim Trager - Douglas Hilton - Timothy Hogan, Michelle Bonoli - David M. Hollingsworth - Hollins-Schechter, Kathleen Mary Kushi Carter and Luke Wasniak - Hollins & Levy, Byron S. Holins - Hollister & Brace - Marcus Scott Bird - Michael Holloman - Howell, Moore & Gough, Brian Gough - Harrington, Foxx, Dubrow & Canter, James McKanna - Jackson, DeMarco & Peckenpaugh, Karen L.S. Fine and Bradley Bjelke - Gary P. Jacobs - Jampol, Zimet, Skane & Wilcox, Ashley r. Fickel - J Johnson - Klein, Denatale, Goldner, Cooper, Rosenlieb & Kimball, Dustin Dodgin - Kristofer Kallman - Karpeles & Associates, Eli Karpeles - Kimball, Tirey & St. John, Paul Goodwin - Kingston, Martinez & Hogan, Bruce W. Hogan - Kinkle, Ridiger & Sprigs, Nick Paulos - Kirk & Simas, James O'Neil, James Rigalli, Jonathan Milder, Theresa Sleight and Christopher Gonzalez - Kitchen & Turpin, Eric C. Kitchen - Katherine Kramer - Kremser & Howard, Paul E. Kremser - Knox & Rickson, Kenneth J. McCarthy - Kreindler & Kreindler, Stuart R. Fraenkel - Gerald Kroll - LaFollette, Johnson, DeHaas, Fesler & Ames, Louis H. "Duke" DeHaas - LeClair Ryan, LLP, Charles Horn & Stuart E. Jones - Lewis, Brisbois, Bisgaard & Smith, John R. Feliton, Gerard Lafond, Jr. and Louis Destafano - Levine, Steinberg, Miller & Huver, Harris I. Steinberg - Kinsella, Weitzman, Iser, Kump & Aldisert, Lawrence Y. Iser - Jeffrey C. Locke - Lompoc City Attorney, Matthew Grainger - Long, Robert, L. - Long & Levit, Karen L. Uno - Loskamp & Wohlgemuth, Steven H. Wohlgemuth and Loskamp - Low, Ball & Lynch, Heidi Trant - Lozano & Smith, Ovidio Oviedo, Jr. - Lynberg & Watkins, Dana Alden Fox - Marsha Manamura Offices, Charles P. Wessler - Marrone, Frederick & Foster, J. Alan Frederick - Manning, Marder, Kass, Ellrod & Ramirez, Shari Rosenthal - James E. Marino - Richard D. Marks - Mastagni, Holstedt & Amick, Thomas Perkins - McCarthy & Kroes, Patrick McCarthy & P. Chris Kroes - James McKiernan & Louis Koory - McNicholas & McNicholas, John McNicholas - Mehta & Mann, Steven Mehta - Michael Maguire & Assoc. (State Farm), James P. Dexheimer - Paul Mesick - Miller, Starr & Regalia, Amy Mathew & Scott A. Sommer - Offices of Beverly I. Mills, Jason S. Cohen and Beverly Mills - McCormick, Barstow, Sheppard, Wayte & Carruth, Daniel P. Lyons, Mart Oller, IV and Wade M. Hansard - Monteleone & McCrory, Andrew W. Hawthorne - Moffetta & Associates, Theresa Diederich & Alan L. Hershfield - Morris, E. Patrick - Morrison & Foerster, Mary Ahrens - Myer & Fock, Erich Fock - Myers, Widders, Gibson, Jones & Schneider, Kelton Lee Gibson - Mullen & Henzel, Mack Staton, Charles Bargiel and Edward Thoits - Guy Murray - Phillip I. Moncharsh - Murchison & Cummings, Michael McEvoy - Nye, Peabody & Stirling, Clark T. Stirling - Brian O'Connor - Thomas O'Hagan Offices, Paul C. Kwong and Howard Brody - Daniel J. O'Neill - Roy Ogden & John Fricks - Ogle, Merzon & Kirschner, Charles P. Ogle & Charles Kirschner - J. Patrick O'Hara - O'Kane, Frank J. - Oliver, Sandifer & Murphy, Duff Murphy - Osman & Associates, Richard S. Hall - Pahculsi, Stang, Ziehl & Jones, Daryl G. Parker and Ellen Bender - Palumbo Bergstrom, Kevin T. Meade - Parker Mills LLP, David B. Parker - Paul, Hastings, Janofsky & Walker, Scott H. Sims and Glenn Dassoff - Richard T. Paynter - Offices of Kevin Piekut, Kara Hitchcock - Stephen E. Penner - Gayle Peron - Perkins, Mann & Everett, Jerry H. Mann - Pettit, Kohn, Ingrassia & Lutz, Damian Dolan - Pierce & Weiss, Adam Salamoff - Pollard, Harrell & Googooian, Margaret T. Ferriol - Pillsbury, Winthrop, Shaw & Pittman, Margaret M. Niver - Pettit, Kohn, Ingrassia & Lutz, Martin Moreno - Pheffer, Jeffrey I. - Pollard, Mavredakis, Cranert, Crawford & Stevens, Michelle Lambre - Price, Postel & Parma, Craig Parton & Christopher Haskell - Proctor, McCarthy & Slaughter, Becky McCarthy and James N. Procter - Jeffrey M. Pugh (first American Title) - Thomas O'Hagan, Paul Kwong - Porter, Scott, Weiberg & Delehant, John W. Delehant - Quinlan, Kershaw & Fanucchi, Eddie Fanucchi - Maria S. Quintero - Jeff Radding - Richardson, Bambrick, Cermak & Fair, Stephen Fair & William P. O'Kelley - Reetz, Fox & Bartlett, Randall Fox & John Haan - Reicker, Pfau, Pyle & McRoy, Diana Jessup Lee & Alan Blakeboro - Robert Reed - ReedSmith, Terry Bates - Linda Richards & David Richards - Robie & Matthai, Edith R. Matthai - Robinson & Kellar, Oliver Robinson - Larry Rothman - Craig Rodgers - Rigg & Dean, Warren C. Dean, Jr. - Rogers, Sheffield & Campbell, William K. Rogers, Scott Campbell & Philip Moncharsh - Ropers, Majeski, Kohn & Bentley, Allan E. Anderson - Steven L. Saldo - Sagaser, Franson & Jones, K. Poncho Baker - Sanger & Swysen, Robert M. Sanger - Schley, Look & Guthrie, Ian Guthrie - Scopelitis, Garvin, Light & Hanson, Kathleen Jeffries - H. William Servey



- Smith, Tardiff & Hays, Neill Tardiff & Jim Smith – Turner, Aubert & Friedman, Steven Morris - Snyder Law, Ashley Ann Dorris - Robert S. Sheppard - Stephen Stark, County Counsel of Santa Barbara County, Jake Stoddard, Lisa Rothstein, Kelly D. Scott - Santa Barbara City Attorney, Tom ShapiroStulberg, Jeffrey - Stone, Thomas F. - Strauss Law Group, Bruce P. Crary - Stub, Boedenhouse & Velasco, Jacob O. Stubb, Dana Caudill, David Tedesco, Gerald Velasco - Shaunna Sullivan - Thomas & Hine, Kim Ramundo - Jennifer Tseng - Tharpe & Howell, Todd R. Howell – Tobin & Tobin, Paul E. Gaspari - Twitchell & Rice, Ken Rice, Vincent Martinez -Vella, Louis - Jeffrey B. Valle - Walkup, Melodia, Kelly & Echeverria, Paul Melodia – Ward & Federman, Marc Ward - Waters, McClusky & Bohl, Kevin G. McClusky - Paul Joseph Weinberg - Weissman & Weissman, Robert A. Weissman - Richard Weldon - Glenn H. Wechsler - Walter W. Whelan – Walton, Mitchell & Feigel - Watten, Discoe, Bassett & McMains, Michael Bassett - Mark R. Weiner & Assoc. (State Farm), James Dexheimer - Wiestock, Mark A. - Wilson, Elser, Moskowitz, Edelman & Dicker, Ronald Bushner and Martin W. Johnson - Wilson, Pesota & Fox, Jamie Fox - Whitwell, Jacoby & Emhoff, Ben Whitwell - Wilson & Wilson, Ann Wilson - Harvey R. Wolf – Peter K. Wolff, Jr. - Wood, Smith, Henning & Berman, Amy Pennington - Wright & Sanders, Betty Ruth Sanders - Wright, Finlay & Zak, Jonathan M. Zak & Robin Prema Wright - Victor Zilinskas & Eric Woosley

SAMPLING OF PUBLIC ENTITIES & BUSINESSES FOR WHICH MEDIATIONS CONDUCTED

CAYUCOS SANITATION D.	PG & E	COSTCO	K-MART	CENTURY 21 – multiple offices
CAMBRIA SERVICES DISTR.	WALMART	VONS	RALPHS	CHASE BANK
GOLETA SERVICES DISTR.	LONGS DRUGS	SEARS	SIZZLER	PRUDENTIAL – multiple offices
STATE OF CALIFORNIA	THRIFTY DRUGS	NIKON	GILLETTE	HELP-U-SELL – multiple offices
PORT SAN LUIS HARBOR DIST.	ALBERTSONS	I-BUS	AVIS	REO WORLD
SAN LUIS OBISPO COUNTY	GENERAL ELECTRIC	HYSTER	UPS	INVESTEC
SANTA BARBARA COUNTY	HOME DEPOT	DEN MAT	YMCA	SOTHEBYS REALTY
SANTA BARBARA TRANSIT	MADONNA CONSTR.	NISSAN	FORD	PEABODY PLUM REAL.
CITY OF SAN LUIS OBISPO	CHURCH OF CHRIST	COX CABLE		HOME & GARDEN REAL.
CITY OF SANTA BARBARA	BENNY HINN MINIS.	MC DONALDS		LENDER’S CHOICE
CITY OF PISMO BEACH	FIRST TRANSIT	ENTERPRISE RENTAL		FIRST AMERICAN TITLE
CITY OF MORRO BAY	SERVE CORP. INT’L	TMJ IMPLANTS		CHICAGO TITLE
CITY OF PASO ROBLES	SIERRA VISTA HOSP	TIC HOTELS		PITTS & BACHMAN
CITY OF SANTA MARIA	ARROYO GRANDE HOSP.	VERIZON		HOMETOWN REALTY
CITY OF ATASCADERO	COTTAGE HOSPITAL	WALMART		YORK REAL ESTATE
CITY OF GROVER BEACH	COMPASS HEALTH	QUINN RENTAL		REAL ESTATE CONCEPTS
CITY OF LOMPOC	TENET HEALTH SYS.	PIPER AIR		REMAX – multiple offices
CAL TRANS	SHELL OIL/SWEPI	HYUNDI S.M.		MORRO BAY REALTY
SLO REGIONAL TRANS. AUTH.	BRIDGEFORD FOOD CO.	SUNRISE		PALM BEACH REALTY
NATURE CONSERVANCY	DIOCES OF MONTEREY	GROWERS		SAN LUIS BAY ESTATES
PORT SL HARBOR DIST.	SPECIALTY CONSTRUCTION			JOHNSON & STARLING
SAN LUIS OBISPO SCHOOLS	CHEVRON	GREKA OIL & GAS		RANCHO OBISPO HOA
OKLAHOMA STATE UNIV.	SO. CAL. EDISON	MOOSE LODGES		OAK SHORES HOA
PASO ROBLES SCH. DIST.	CHUCK LIDDELL	LA BOXING CORP.		RANCHO NIPOMO HOA
ATASCADERO SCH. DIST.	WEYRICK COMPANIES	RCM BUILDING		COMMONWEALTH TITLE
CAL POLY UNIVERSITY	SIMPSON BUILDING	TROESH CO.		HERITAGE RANCH HOA
WESTMONT COLLEGE	HANSON AGGREGATE	GRANITE CONST.		FIDELITY NATIONAL TITLE
COAST UNION SCH. DISTR.	ERNE BALL CORP.	ELKS LODGES		FIRST AMERICAN TITLE CO.
LUCIA MAR SCH. DISTR.	MC CLINTOCKS RESTAURANTS			PISMO SHORES EST. HOA
LOMPOC SCH. DISTR.	BEST WESTERN HOTELS			ORIGIN FINANCIAL
SANTA MARIA BONITA SCH D.	ACCOR HOTELS			EXPRESS ESCROW

SAMPLING OF PRESENTATIONS & ARTICLES: Organized and participated in several MCLE forums, studies and seminars for ADR Sections and Bar Associations. Author, *A Mediator’s Role in Assisting Attorneys*, San Luis Obispo County (“SLO”) Bar Magazine (Feb., 2000). Author, *“Are We Meeting the Needs of Our Clients Adequately If We Do Not Consider ADR Early In The Case?”*, SLO County Bar Publication (Dec., 1997). Author, *“Mediation - Maintaining the Integrity of the Process,”* Santa Barbara Lawyer Publication (Dec. 2000, Issue 339). KVEC Radio Program, San Luis Obispo (Dec. 28, 2000), *“Conflict, Disputes and the Growing Trend Toward Mediation to Resolve Them.”* Author, *“What Determines Success in Negotiating? How to Improve as a Negotiator and Mediator,”* CADRe (Feb. 2002). Author, *“Mediator Immunity: A Balanced Approach,”* Pepperdine University LLM Studies, Mar. 2004. Author, *“Selecting A Mediator - The Malleable Mediator,”* Santa Barbara Lawyer (Oct. 2004), SLO Bar Publication & CADRe Website. Author, *“New Trends and Techniques – Transformative Mediation Styles That Work in a Litigation Setting”* MCLE program, SLO County Bar Assoc.(2005); CADRe, 2005; Santa Barbara Lawyer (Sept., 2005, Issue 396), and Verdict Magazine (Dec., 2005); *“Ten Ways to Improve Your Negotiation Skills,”* Santa Barbara Lawyer (April, 2006, Issue 403). *“Be A Wise Negotiator,”* MCLE Program, SLO County Bar Assoc. (Jul., 2006), SLO County Bar Publication (Summer & Fall, 2006). Author, *“Emotional Intelligence and the Practice of Law,”* SLO County Bar Assoc. MCLE presentation (Feb., 2007), Santa Barbara Lawyer (July, 2007), and San Luis Obispo County Bar Publication (May, 2007). Author, *“To Settle or Not to Settle? Make No Mistake About it! Charnay v. Colton,”* SLO Bar Assoc. Publication (May, 2007) and Santa Barbara Lawyer (June, 2007). *Mediating Insurance Cases*, MCLE Presentation (Dec., 2007), Santa Barbara Bar ADR Section. Author, *“Intelligent Negotiation,”* Santa Barbara Lawyer (January, 2008); SLO County Bar Publication (March, 2008). KVEC Radio (March 6, 2008), *“Role of Mediation in the Court System,”* Author, *“Judgment and Decision Making,”* Santa Barbara Lawyer (May, 2008); SLO Bar Assoc. Publication (July, 2008). *“A Few ‘Do’s and Don’t’s’ to Avoid the Most Common Mistakes that Ruin the Ability to Settle at Mediation,”* Santa Barbara Lawyer (July, 2008) and SLO Bar Publication (September, 2008). Author, *“The Dreaded Impasse,”* MCLE Program, SLO Bar Association, July, 2008, and published

in Santa Barbara Lawyer (October, 2008). Author, *The Value of Patience and Perseverance and the Need to be Realistic*, Santa Barbara Lawyer (Nov. 2008). Author, *In Mediation Are We Thinking Wisely or Merely Reacting*, Santa Barbara CADRe Court Program web site (Jan. 2009). *Enforceable Agreements*, MCLE Presentation for Santa Maria Court and Attorneys (Feb. 2009) and Santa Barbara Bar Association. Author, *Truth, It's Power and Influence*, Santa Barbara Lawyer & CADRe Court Program web site (Mar. 2009); San Luis Obispo Bar Publication (July, 2009).

SAMPLING OF INSURANCE CARRIERS ACCEPTING MR. PETERSON AS MEDIATOR & ARBITRATOR

Ace American	Farmers	Progressive
Alliance	Federated	PICA Group
Allied	Federal Insurance	Reliance
AIG	Fidelity	QBE Insurance
Allstate	Financial Indemnity	Safeco
American	Fireman's Fund	Scottsdale
American National	First Financial	Saint Paul
AMCO	Foremost	SCPIE Companies
Atlantic Mutual	GEICO	Sedgewick
Automobile Club	Golden Eagle	Sequoia
Bankers Ins. Co.	Horace Mann	State Comp. Ins. Fund
Beacon One	Harbor Indemnity	State Farm
Calif. Ins. Guar. Assoc.	Infinity	Sun Alliance Ins. Co.
California Mutual	Kemper	TDIC
Catholic Healthcare West	Lawyers Mutual	TIG
Chubb	Liberty Mutual	Travelers
Century Insurance	Lloyds of London	Twenty-First Century
CIG	Lumbermans	Uniguard
CIGA	Mercury	United National Specialty
Commercial West	Metropolitan	United States Liability
CSAA	Michigan Mutual	Unitrin
Dentists' Advantage	Mid-State Mutual	Universal
Doctors' Company	Mount Hawley	USAA
Electric Ins. Company	MSI	Viking
Encompass	Nautilus Ins. Co.	Ward North America
Enterprise	New Hampshire	Wausau
Evanston	Philadelphia	Zurich



We Ultimately Determine Ourselves Whether to Acquire Peace of Mind and Quality of Life