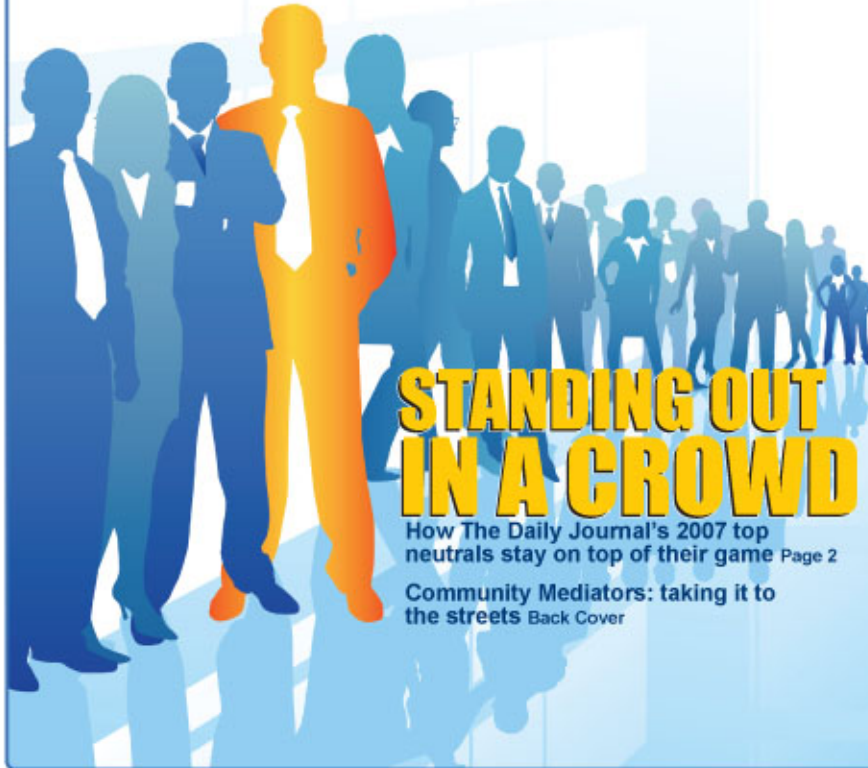


Jeffrey Krivis

RECOGNIZING THE STATE'S TOP NEUTRALS



**STANDING OUT
 IN A CROWD**

How The Daily Journal's 2007 top neutrals stay on top of their game Page 2

Community Mediators: taking it to the streets Back Cover

Making It in ADR: Passion and Dedication

By Susan McRae
 Daily Journal Staff Writer

LOS ANGELES - When judges began leaving the bench in the early 1990s to enter the budding field of private dispute resolution, just having the title of honorable in front of one's name was enough to get started.

Not any more.

Now, every court in the state requires some form of mediation before trial, and more and more people opt to go outside the courts to use an arbitrator or private judge.

It takes more than a title or famous reputation to make it in this increasingly competitive arena.

Although some neutrals strike out on their own and some join existing service providers, they all agree that success requires passion, total commitment and embracing the marketing aspects of the business.



Affiliation: First Mediation Corp. and American Arbitration Association

Rate: \$6,500 a day, \$8,000 a day for class action

Location: Encino

Specialty: Mediator in entertainment, complex insurance and business

Cases: Handles everything from contract disputes with well-known sports figures to class action involving complex HMO issues. He also settled a massive class action in the financial services industry, involving hundreds of thousands of claimants.

Background: Founded Krivis & Passovoy, where he litigated professional liability, business litigation and insurance coverage cases. Adjunct professor, Strauss Institute for Dispute Resolution at Pepperdine University School of Law.

Strategy: Wrote a book in 2006, explaining his theory of improvisational negotiating techniques. His goal is to improve spontaneity of decision makers to unblock stalemates. He theorizes that if clients perceive the underlying motives of positional bargaining, the entire process is helped.

Quote: "The settlement lies in structuring the process so that the scenes can fully play out, not in what the parties say."