



ADR STRATEGIES

JOAN B. KESSLER, JD, PHD

You are receiving this communication as a result of your interest in alternative dispute resolution (ADR).

Below is a Press Release for CaseXplorer[®]Arbitration[™] (CXA). As many of you know, I have worked with DecisionQuest[®], the largest jury consulting company in the United States, and with the American Arbitration Association[®], the leading provider of dispute resolution services, (AAA[®]), to develop this innovative online evaluative tool. CXA enables users to receive an objective evaluation of their arbitration cases from experienced arbitrators not associated with their cases. I serve as Managing Director of CXA.

Please read the Press Release and feel free to contact me with any questions or comments you may have.

THINK ABOUT THIS PRIOR TO YOUR NEXT MEDIATION/ARBITRATION

Please contact me to discuss your next mediation. You may call me on my direct line: (310) 552-9800 or e-mail me on my personal e-mail: jkessler@kesslerandkessler.com.

To schedule a mediation or arbitration with me, please call my Case Manager Mai Nakazawa at (310) 552-9800 and **WE WILL MAKE IT HAPPEN**. Ms. Kessler is, also, available on the USDC Mediation Panel and through the American Arbitration Association Arbitration and Mediation Panels. Ms. Kessler is pleased to announce that she has been named to the Board of Governors of Loyola Law School.

Please visit my website: www.joanbkessler.com

To change your address or remove your name from my list call me at (310) 552-9800 or just send me an email to jkessler@kesslerandkessler.com.

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Media Contact

Michael C. Clark
American Arbitration Association
+1.212.716.3978
clarkm@adr.org

AAA AND DECISIONQUEST LAUNCH NEW ONLINE TOOL – CASEEXPLORER ARBITRATION

New York, New York, January 14, 2015 – The American Arbitration Association® (AAA®), the leading provider of dispute resolution services, and DecisionQuest®, the nation’s leading litigation consulting firm, have created the online tool *CaseExplorer Arbitration*, a cost-effective alternative to in-person mock arbitrations. It enables users to receive an objective evaluation of their arbitration cases from experienced arbitrators not associated with their cases.

CaseExplorer Arbitration, which can be utilized either before arbitration has begun or while the actual arbitration is pending, is managed simply and exclusively online:

- The user selects (by keyword, expertise, and locale) a panel of three or five AAA evaluative arbitrators available for CaseExplorer Arbitration.
- The user provides these arbitrators with a set of facts in writing, legal arguments, and questions, either user-drafted or created with the assistance of CaseExplorer Arbitration consultants who will remain available throughout the process to assist. Documents and videos may be provided to the evaluative arbitrators to review.
- Then, within three to four days, the user receives each arbitrator’s written responses to the questions posed.

“The AAA is committed to effective and economical dispute resolution. Through CaseExplorer Arbitration, a party can gain valuable insights into the strengths and weaknesses of their case from evaluative arbitrators, which can be helpful in focusing strategy, clarifying expectations or even facilitating settlement,” explains Robert Matlin, Esq., Senior Vice President, AAA Commercial and Construction Divisions.

Pricing for CaseExplorer Arbitration is available for three arbitrators and for five arbitrators, and is a fraction of the cost of an in-person simulated arbitration. The price includes all administrative aspects of using the tool, the completed reports, and the payment to the arbitrators. Visit www.casexplorerarbitration.com for more information.

“DecisionQuest has provided research services for large-scale cases for many years. With CaseExplorer Arbitration, we now have the means to provide feedback in a much broader group of cases,” says Philip K. Anthony, Ph.D., Chief Executive of DecisionQuest.

About the American Arbitration Association

The not-for-profit American Arbitration Association (AAA) has administered approximately 4.1 million alternative dispute resolution (ADR) cases since its founding in 1926. With 23 offices in the United States, in addition to Mexico, Singapore, and Bahrain, the AAA provides organizations of all sizes in virtually every industry with ADR services and products. The AAA’s international division,



AMERICAN ARBITRATION ASSOCIATION®



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NEWS **ALERT**

the International Centre for Dispute Resolution® (ICDR®), extends the AAA's quality legacy globally. For more information, visit www.adr.org.

About DecisionQuest

For over 30 years and from 11 offices throughout the United States, DecisionQuest has provided trial and jury consulting for over 19,000 high-stakes litigations in a wide range of industries as well as serves as consultants on alternative dispute resolution (ADR) strategies. As providers of trial, ADR, and visual communication services to Fortune 1000 companies, DecisionQuest's core capabilities include testing and developing case strategies; witness evaluation and preparation; community attitude and survey analysis; jury selection; strategic demonstrative exhibits; and trial preparation assistance.