



Rodney A. Max

Upchurch Watson White & Max



Principal

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Professional Education and Qualifications

B.A. (Political Science) University of Florida ~ 1970
J.D. Cumberland School of Law (cum laude) ~ 1975

Member: *Cumberland Law Review*
Member: *Curia Honoris*

- ♦ Florida Supreme Court Certified Circuit Civil Mediator
- ♦ Alabama State Court Mediator Roster
- ♦ Neutral Panelist, U.S. District Courts of Alabama
- ♦ Distinguished Panel of Neutrals, CPR Institute for Dispute Resolution
- ♦ Mediation Panelist, Nat'l Assn. of Securities Dealers Regulation, Inc.

Mediation Practice Experience

While the geographic scope of Rod's national practice extends to thirty-two states and the District of Columbia, the subject matter scope of his mediations extends to:

- ♦ *Class and Mass Actions (including Personal Injuries, Wrongful Death and Consumer Transactions)*
- ♦ *Catastrophic Injuries and Property Damage* ♦ *Insurance Coverage and Bad Faith Disputes*
- ♦ *Complex Construction and Other Commercial Disputes (including AntiTrust, Securities, Lanham Act, RICO, Trademark and Copyright issues)* ♦ *Probate, Wills, Estates and Trusts* ♦ *Maritime Disputes (including Jones Act)*

Honors and Memberships

- ♦ Distinguished Fellow and Past-President ~ American College of Civil Trial Mediators
- ♦ Super Lawyers, 2007, 2008, 2009 ~ Florida and Alabama ~ As selected by legal colleagues
- ♦ Member ~ Alabama Academy of Mediators
- ♦ Member ~ Florida Academy of Mediators
- ♦ NCCJ Brotherhood Award for Outstanding Community Service ~ 1998
- ♦ "I Have A Dream" Award for Leadership in Civil Rights
- ♦ United States Civil Rights Commission ~ Alabama State Advisory Committee ~ 1985-2000
- ♦ B'Nai Brith Chapter President, Birmingham, 1976-81
- ♦ Numerous elected and appointed positions in local, state and national bar associations.

Speaker

- ♦ Max is a noted speaker on mediation and alternative dispute resolution topics throughout the country, including national and state bar associations and sections (on both sides of the trial aisle as well as neutral organizations.)

Author

- ♦ "**Multiparty Mediation**", *The American Journal of Trial Advocacy* (Volume 23, Issue 2, Fall, 1999)
- ♦ "**Mediation: The Humanization of the Justice System Resulting in the Truest Equities Among the Parties**" (*The Alabama Defense Lawyer Journal*, 1999)
- ♦ "**Designing the Mediation**", "**Breaking the Impasse: The Unique Mediation Opportunity**," "**A Matter of Principal: The Role of Religious Philosophies in Mediation**," "**The Ethical Civil Trial Mediator**," "**Formal Mediation in Professional Sports**," "**Goal Oriented Approach to Negotiations**"

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