



AAA Mediation.org™

**FN-2399323 MN-2399323 LN-2399323,  
Esq.**

**Hypoluxo, Florida**



**Current Employer-Title** Naomi Potash Law, LLC  
Naomi Potash, Esquire  
Independent Mediator/Arbitrator

**Work History** Independent Mediator/Arbitrator, Naomi Potash Law LLC/Naomi Potash, Esq.-Mediator, 2011 – Present; Director of Sales & Marketing, Swissotel/Sheraton Hotel/Warwick Hotel/Marriott Hotel/Brazilian Court Hotel, 2010-1995; Television Producer/Production Manager, 1980 – 1995; Television Producer/Production Manager for commercials and mini series.

**Experience** Conducted over 3100 Mediations and Arbitrations in Florida for the past ten years.

Mediated over 1,000 Foreclosure cases and over 25 Bankruptcy cases. Additionally, mediated over 100 residential insurance cases.

Additionally, mediated many other types of disputes including HOA, personal injury, creditor rights and debtor issues, Lemon Law, Attorney Fee, General Business, Real Property, Divorce, and landlord/tenant disputes.

Naomi Potash Law, LLC legal practice is almost solely Mediation and Arbitration. Travel to all counties and do not charge for travel.

**Past Work Experience:**

Hospitality Industry: Director of Sales & Marketing and Executive Committee member of multiple hotel chains. Owned and operated independent hotel marketing company providing sales leads and marketing advice to multiple hotel chains. Participated on the Executive Committee for the Palm Beach Convention & Visitors Bureau.

Media Experience: Producer and Production Manager of national, regional, and local television commercials including a television mini-series, and industrial films. Awards - Grand Prix and Addy Awards. Managed and resolved disputes regarding crew, cast, union contractors, and vendors. Negotiated contracts for cast, crew and vendors. Contracted with multiple advertising agencies and production companies including Dick Clark Productions, Ogilvy Mather, McCann Erickson, and Mr. 3000 produced by Touchstone Pictures.

## **Mediator Experience**

Conducted over 3100 Mediations/Arbitrations in Florida. Disputes included over 1,000 Foreclosures, 25 Bankruptcy, 100 plus Residential Insurance Claims, HOA, Creditor/Debtor Rights, Divorce, Personal Injury, Residential Insurance Claims, and other types of disputes. Extensive business experience in hospitality and media issues. Traveled and worked in dozens of counties throughout Florida. Additionally, volunteer and Arbitrate and Mediate for the Florida Bar Association Attorney Fee Dispute & Mediation Grievance Program. Arbitrated many Lemon Law disputes for the Better Business Bureau.

**ZOOM VIDEO/TELECONFERENCING:** Proficient in mediating, scheduling, and conducting Zoom/Video Mediations. Experienced in handling multiple parties and placing people in separate virtual meeting rooms to caucus privately with each other.

Certifications:

Florida Supreme Court Qualified Arbitrator; Florida Bar Association Fee Dispute Arbitration Program; Florida Supreme Court Certified Appellate Mediator; Florida Department of Financial Services Insurance Approved Mediator; Florida Supreme Court Certified Circuit Civil Mediator; Florida Department of Education/ Individuals with Disabilities Education Act (IDEA); Florida Supreme Court Certified Family Mediator; Florida Supreme Court Certified County Mediator; Florida Certified Residential Mortgage Foreclosure Mediator; United States Bankruptcy Court Southern, Middle & Northern District Residential Foreclosure Modification Mediator; Florida Department of Business and Professional Regulation: Division of Condominiums, Timeshares, and Mobile Home Mediator; Florida Agricultural Trained Mediator; Georgia Supreme Court Registered Mediator/ ID: 6553-1773-4889-8816 – General Civil & Domestic; Council of Better Business Bureaus Florida Lemon Law Program/Arbitrator.

## **Representative Issues Handled as a Mediator**

Mediated the following issues:

Court ordered foreclosure cases including multifaceted disputes for both the lender and debtor regarding retention or liquidation, mortgage deficiencies, court procedures, modification efforts, attorney fee disputes, real estate, tax issues, fraud, good faith, accounting issues, general business (1,300 cases).

Court cases involving debt collection, tenant/landlord disputes covering wide range of business issues including retail, credit card, business owner/debtor disputes, automobile dealership floor plan loans, and insurance disputes (200 cases).

Residential Insurance Claims regarding hurricane, roof, water, mold, and general building/contractor disputes (450 cases).

Bankruptcy disputes involving residential mortgage modification efforts; Personal Injury claims regarding health issues and vehicle accidents (25 plus cases).

## **Mediator Style & Process Preferences**

Mediation must be a collaborative effort between all the parties. Mediation should encourage a healthy exchange of ideas and solutions between parties. Mediation should promote a non-adversarial discourse that includes confidentiality and security regarding disputes.

## **Education**

Valparaiso University School of Law (JD-2010); Washington University (BA, Sociology-1974).

Multiple Alternative Dispute Resolution Certifications and ongoing Legal and Mediation Trainings as represented in profile.

## **Professional Licenses**

Admitted to the Bar: Florida (2014).

Florida Mediation/Arbitration Certifications: Current Certifications

- Florida Supreme Court Qualified Arbitrator
- Florida Supreme Court Certified Appellate Mediator
- Florida Department of Financial Services Insurance Approved Mediator
- Florida Supreme Court Certified Circuit Civil Mediator
- Florida Department of Education/ Individuals with Disabilities Education Act (IDEA)
- Florida Supreme Court Certified Family Mediator
- Florida Supreme Court Certified County Mediator
- Florida Certified Residential Mortgage Foreclosure Mediator

- United States Bankruptcy Court Southern, Middle & Northern District Residential Foreclosure Mediator
- Florida Department of Business and Professional Regulation: Division of Condominiums, Timeshares, and Mobile Home Mediator
- Florida Agricultural Trained Mediator
- Arbitrator trained and approved for the Council of Better Business Bureaus Florida Lemon Law Program
- Georgia Mediation Certification: Current Certification
- Georgia Supreme Court Registered Mediator/ ID: 6553-1773-4889-8816
- General Civil Mediation; Domestic Mediation.

**Professional Associations** Florida Bar Association; Hillsborough Bar Association; Palm Beach County Bar Association.

General Associations include: American Radio Relay League – Extra Class Element 4 License 2006; Amateur Radio Operator, FCC Commercial Radio License Element One Marine Radio Permit, Accredited American Radio Relay League Volunteer Examiner – FCC; Hadassah Life Member; Junior League of the Palm Beaches.

## **Recent Publications & Speaking Engagements**

Publications:

Oprah Winfrey Show  
People Magazine  
Readers Digest  
Marie Claire  
Sun Sentinel  
Palm Beach Post  
"Take a Bite Out of Crime" Publication.

**Locations Where Parties Will Not be Charged for Travel Expenses** Extensive experience in Zoom/Video Mediations and Arbitrations.  
I do not charge for travel expenses within Florida for "in person" mediations.

**Mediation Rate** \$275 Per Hour

**Languages** English

**Citizenship** United States of America

**Locale** Hypoluxo, FL

The AAA's Rules provide the AAA with the authority to administer a mediation including, mediator appointment, general oversight and billing. Accordingly, mediations that proceed without AAA administration are not considered AAA mediations, even when the parties select an mediator who is on the AAA's Roster.

The information contained in this resume has been supplied solely by the individual mediator and may, or may not, be a complete recitation of their experience. The AAA assumes no responsibility for the content, completeness, accuracy, or reliability of the information contained in a mediator's resume. If you have any questions about a mediator's experience or background, you are encouraged to contact your case manager.

Mediators on the AAA Roster are not employees or agents of the AAA.