

LEE HORNBERGER
ARBITRATOR AND MEDIATOR
6730 MISSION RIDGE
TRAVERSE CITY, MI 49686-6131
231-941-0746
leehornberger@leehornberger.com
https://www.leehornberger.com/

Lee Hornberger, a Traverse City, Michigan, arbitrator and mediator, gave his "Using the Science of Settlement to Better Represent Your Clients" presentation at the 20<sup>th</sup> Annual Family Law Institute of the Institute of Continuing Legal Education on November 18, 2021, in Novi, Michigan. His presentation reflected that the science of settlement is essential in successfully representing clients in negotiations. His presentation discussed the impact that anchoring, attribution error, BATNA (best alternative to a negotiated agreement), biased punctuation of conflict, confirmation bias, ongoing relations, endowment effect, framing, and reactive evaluation have on negotiations. Also discussed were the effect of unconscious bias, and the importance of cognitive fluency, game theory, mimicry, sunshine, and touch in negotiations.

Lee Hornberger is a former Chair of the Alternative Dispute Resolution Section of the State Bar of Michigan, Editor Emeritus of *The Michigan Dispute Resolution Journal*, former member of the State Bar's Representative Assembly, former President of the Grand Traverse-Leelanau-Antrim Bar Association, and former Chair of the Traverse City Human Rights Commission. He is a member of the Professional Resolution Experts of Michigan (PREMi), an invitation-only group of Michigan's top mediators, and a Diplomate Member of The National Academy of Distinguished Neutrals. He is a Fellow of the American Bar Foundation.

He has received the George Bashara Award from the State Bar's ADR Section in recognition of exemplary service. He has received Hero of ADR Awards from the ADR Section.

He is in *The Best Lawyers of America* 2018 and 2019 for arbitration, and 2020 to 2022 for arbitration and mediation. He is on the 2016 to 2021 Michigan Super Lawyers lists for alternative dispute resolution. He has received a First Tier ranking in Northern Michigan for Mediation by *U.S. News – Best Lawyers*® Best Law Firms in 2022; and he has received a Second Tier ranking in Northern Michigan for Arbitration by *U.S. News – Best Lawyers*® Best Law Firms in 2022. He has received a Second Tier ranking in Northern Michigan for Mediation by *U.S. News – Best Lawyers*® Best Law Firms in 2020. He has received a First Tier ranking in Northern Michigan for Arbitration by *U.S. News – Best Lawyers*® Best Law Firms in 2019.

While serving with the U.S. Army in Vietnam, he was awarded the Bronze Star Medal and Army Commendation Medals. The unit he was in was awarded the Meritorious Unit Commendation and the Republic of Vietnam Gallantry Cross Unit Citation with Palm.

He holds his B.A. and J.D. *cum laude* from the University of Michigan and his LL.M. in Labor Law from Wayne State University.

###

November 18, 2021