

**Contact:**  
Patti Moten, Client Relations  
**Upchurch Watson White & Max**  
**125 S. Palmetto Avenue**  
**Daytona Beach, FL 32114**  
Phone: 800-264-2622  
Email: [pmote@uww-adr.com](mailto:pmote@uww-adr.com)

July 2005

**FOR IMMEDIATE RELEASE:**

**Mediation Firm Principal, Lawrence M. Watson, Jr. Receives 2005 Lifetime Achievement Award.**



Lawrence M. Watson, Jr., principal with Upchurch Watson White & Max Mediation Group, has been selected as the recipient of The American College of Civil Trial Mediators' 2005 Lifetime Achievement Award. The award will be presented July 26 as part of the ACCTM Annual Conference at the Silverado Resort in Napa, California.

A founding Fellow and former President of the ACCTM, an association of dispute resolution professionals, Mr. Watson was a member of the first class of mediators certified by Supreme Court of Florida in 1988. He is nationally recognized as a pioneer civil trial mediator and was instrumental in developing one of the nation's first comprehensive set of ethical standards for mediators, which was adopted by the Florida Supreme Court in February 2000, earning him the Florida Academy of Professional Mediators Award of Merit for that same year. He served fourteen terms as Chairman of the Florida Supreme Court Standing Committee on Mediation and Arbitration Rules and Procedures and was awarded The Florida Dispute Resolution Center's Outstanding Achievement Award for his work on that committee. He is a frequent lecturer and writer on mediation, litigation, dispute resolution procedures and Alternative Dispute Resolution process design.

Established in 1996, the mediation group of Upchurch Watson White & Max ([www.uww-adr.com](http://www.uww-adr.com)) maintains offices in Daytona Beach, Maitland/Orlando and Miami, Florida as well as Birmingham, Alabama, and mediates cases both nationally and internationally.