

**RESUME OF  
TERRY F. PEPPARD**

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**Professional** Private Law Practice, Madison, Wisconsin (from 1992)  
Practice Concentration: securities, commodities and trade regulation;  
dealerships, distributorships and franchises; employment relations;  
liability insurance coverage; business, corporate, partnership and limited  
liability company law; unfair competition; construction; civil and  
administrative litigation; arbitration and mediation

Partner (1979-92), Managing Partner (1987-92), attorneys Wendel &  
Center, Madison, Wisconsin

Practice Concentration: securities, franchise and trade regulation;  
employment relations; general business, partnership and corporate law;  
civil and administrative litigation; arbitration

Chief Attorney (1973-78), Office of the Wisconsin Commissioner of  
Securities, Madison, Wisconsin

Responsibilities: trial counsel and Director, Division of Enforcement

**Education** University of Wisconsin, Madison, Wisconsin  
Master of Business Administration (MBA) (1997)

University of Wisconsin, Madison, Wisconsin  
Juris Doctorate (JD) (1973)

Marquette University, Milwaukee, Wisconsin  
Bachelor of Electrical Engineering (1966)  
Member, Eta Kappa Nu (national electrical engineering honor society)

**Honors** Ranked among *The Best Lawyers in America* for alternative dispute  
resolution (2006-2010); Peer review rated AV®Preeminent™ (highest  
level of professional excellence and adherence to ethical standards) by  
Martindale-Hubbell

**Affiliations** Member, American Bar Association (ABA) and State Bar of Wisconsin's Sections of (Alternative) Dispute Resolution and Business Law

Member, Board of Directors, Section of Alternative Dispute Resolution of the State Bar of Wisconsin (1999-2005)(Chair of the Section, 2002-03)

Member, State Bar of Wisconsin Section of Construction & Public Contracting Law

Member, Coordinating Committee, Dane County (Wisconsin) Court-Annexed Case Mediation Program

Member, State Bar of Wisconsin's Technology Resource Committee (1987-92)

**Arbitration** Member, panels of arbitrators: the Financial Industry Regulatory Authority (FINRA), formerly the National Association of Securities Dealers (NASD Regulation, Inc.); the National Futures Association; the National Arbitration Forum; the Council of Better Business Bureaus; the State Bar of Wisconsin's Lawyer Dispute Resolution Program; and the Wisconsin Association of Home Inspectors

Completed numerous courses for sole arbitrators, panel members and panel chairs specific to domestic and international arbitration law and practice methods sponsored by: the American Arbitration Association, the Chartered Institute of Arbitrators, the American Bar Association, the National Futures Association, the State Bar of Wisconsin, the National Association of Securities Dealers, the New York Stock Exchange and the Council of Better Business Bureaus

Instructor in advanced training seminars for attorneys on arbitration theory and practice sponsored by the State Bar of Wisconsin (1989-90, 2001 and 2009); Instructor for arbitrator training program of the Wisconsin Association of Home Inspectors (2006-09)

Arbitrated more than five hundred (500) business, commercial, financial and regulatory disputes as sole arbitrator, panel member or panel chair in both *ad hoc* and administered proceedings

**Mediation** Member, panels of mediators: the Financial Industry Regulatory Authority (FINRA), formerly the National Association of Securities Dealers (NASD Regulation, Inc.); the State Bar of Wisconsin's Lawyer Dispute Resolution Program; and the Dane County, Wisconsin, Court-Annexed Case Mediation Program

Completed more than one hundred (100) hours of introductory and advanced instruction in mediation law and practice in courses sponsored by Nova Southeastern University, the Institute for Conflict Management, Inc., the State Bar of Wisconsin, the American Bar Association and the National Association of Securities Dealers (NASD Regulation, Inc.)

Guest Lecturer on mediation theory, practice and ethical standards for the Dane County (Wisconsin) Bar Association Continuing Legal Education (CLE) program for attorneys (2005-06) and for University of Wisconsin Law School course on negotiation-mediation (2005)

Mediated more than one hundred (100) business, commercial, financial and regulatory disputes, in both *ad hoc* and administered proceedings, with settlement rate greater than eighty-five per cent (85%)

Adjunct professor of negotiation-mediation-arbitration for the Law School of the University of Wisconsin-Madison (from 2007); Instructor in mediation practice methods for the Dane County Bar Association Case Mediation Program (2005-2006)

**Publications** Co-Winner of the Hon. Charles Dunn Author Award (2008), for an article published in The Wisconsin Lawyer, entitled "Mediating Complex Construction Claims."

Article for the State Bar of Wisconsin's Bar Bulletin (now The Wisconsin Lawyer) on the International Bar Association's rules of evidence for international commercial arbitrations (1999); author of text: *Arbitration and Mediation of Business Disputes*, published by the State Bar of Wisconsin CLE Books Division (2006), Second Edition (2008), and Third Edition (2009)

**Legal/ADR Experience** Commercial contracts, securities regulation, franchises, dealerships & distributorships, construction, trade secrets, confidentiality & non-competition agreements, software procurement, technology licensing, internet domain names, business transfers, financial accounting, commodity futures contracts, liability insurance coverage, consumer protection, housing and age discrimination, and employment relations