



The Network for CLE Professionals...Worldwide

46TH MID-YEAR MEETING



JANUARY 30 – FEBRUARY 2, 2010

**LOEWS PORTOFINO BAY HOTEL
AT UNIVERSAL ORLANDO®
ORLANDO, FLORIDA**

CONFERENCE AT A GLANCE

..... SATURDAY, JANUARY 30, 2010

7:45 a.m. – 7:30 p.m.

Registration Desk Open

8:15 a.m. – 4:15 p.m.

New Member Orientation and CLE Boot Camp

9:00 a.m. – 4:30 p.m.

Trip to EPCOT Center (*Ticketed Event*)

6:00 p.m. – 7:30 p.m.

Welcome Reception Honoring New Members and Faculty

7:30 p.m.

First Time Attendees Dinner

(*Ticketed Event by Invitation Only*)

Past Presidents' Dinner (*Ticketed Event by Invitation Only*)

..... SUNDAY, JANUARY 31, 2010

7:30 a.m. – 5:30 p.m.

Registration and Exhibits

8:00 a.m. – 9:30 a.m.

SIG Meetings

Executive Leadership, State & Provincial Bars

8:30 a.m. – 9:30 a.m.

46th Annual Meeting - Planning Committee Meeting

9:30 a.m. – 9:45 a.m.

Networking Break & Exhibits

9:45 a.m. – 10:15 a.m.

Announcements and President's Welcome

10:15 a.m. – 11:45 a.m.

Opening Plenary Session:

A Whole New World: Social Media & CLE

11:45 a.m. – 1:15 p.m.

SIG Luncheons

(*Ticketed Event – Open to All Registrants*)

Executive Leadership, Marketing/Technology, Programs, and Publications

1:15 p.m. – 2:15 p.m.

Workshops A:

- **7 Habits: The Foundations of Effectiveness, How to be a Proactive CLE Professional, Creating a Personal Mission Statement (Part 1)**
- **Forming and Managing Successful Planning Committees**
- **Outsourcing Publications**
- **Facebook Workshop: Facebook in CLE – How to Set Up and Use in Marketing**

2:15 p.m. – 3:00 p.m.

Exhibit Hall Showcase

3:00 p.m. – 4:00 p.m.

Workshops B:

- **7 Habits: The Foundations of Effectiveness, How to be a Proactive CLE Professional, Creating a Personal Mission Statement (Part 2)**
- **Cross Pollination - Programs for Other Industries**
- **MCLE for Law Firms**
- **Making the Transition from Editor to Manager**
- **Twitter & LinkedIn in CLE: Practical Marketing & Networking Applications**

4:00 p.m. – 5:00 p.m.

Workshops C:

- **The Care and Feeding of a Publication Business Plan**
- **Legal Research in Law Firms Today**
- **I Laughed, I Cried: Marketing Testimonials for Books**
- **Career Development in CLE: How to Refresh, Refocus and Grow Your Future**

9:00 p.m. – 10:30 p.m.

Blue Man Group (*Ticketed Event*)

..... MONDAY, FEBRUARY 1, 2010

7:15 a.m. – 3:30 p.m.

Registration and Exhibits

7:30 a.m. – 8:45 a.m.

Committee Meetings

(7:30) MCLE

(7:45) Distance Learning, Exhibitors/Sponsors, International, Public Interest

8:45 a.m. – 9:00 a.m.

Networking Break and Exhibits

9:00 a.m. – 10:15 a.m.

Plenary Session: ALI-ABA/ACLEA Critical Issues Summit Debriefing: A Panel Discussion of the Issues and Takeaways from the CLE Summit

10:15 a.m. – 10:45 a.m.

Networking Breaks & Exhibits

10:45 a.m. – 12:00 p.m.

Workshops D:

- **Going Green: Environmental Initiatives in Publishing and CLE**
- **Better Project Management for Publications and Programs Using Microsoft Office and Microsoft Project**
- **Creating & Marketing Advanced and Hands-on Courses (2 in 1)**
- **Preparing a Business Plan - MBA-style Business Plans for CLE Organizations**
- **Breaking the Mold and Turning Obstacles into Opportunities: How to Further Develop Your Lawyers Despite the Economy**

12:00 p.m. – 1:30 p.m.

SIG Luncheons

(*Ticketed Event – Open to SIG Members Only*)

Entrepreneurs, In-House/Professional Development, Law Schools, Local & Specialty Bars, Nationals, State & Provincial Bars

CONFERENCE AT A GLANCE

1:30 p.m. – 3:00 p.m.

Workshops E:

- **ALI-ABA/ACLEA Critical Issues Summit Workshop: Where Do We Go From Here?**
- **How Law Firms and Legal Employers Make CLE Buying Decisions**
- **Program Planning: Forms, Forms, Forms!**
- **7 Habits: The Foundations of Effectiveness, How to be a Proactive CLE Professional, Creating a Personal Mission Statement (Part 3)**

3:30 p.m. – 8:15 p.m.

Universal Studios® Excursion & Dinner (*Ticketed Event*)

TUESDAY, FEBRUARY 2, 2010

7:00 a.m. – 5:30 p.m.

Registration and Exhibits

8:00 a.m. – 10:00 a.m.

ACLEA Business Meeting and Breakfast
(Open to All ACLEA Members)

10:00 a.m. – 10:30 a.m.

Networking Break & Exhibits

10:30 a.m. – 11:45 a.m.

Plenary Session:
Negotiations & Re-Negotiations: Successfully
Using the Patterns of Every Negotiation

11:45 a.m. – 1:15 p.m.

ACLEA Luncheon for Various Sized CLE
Departments (*Ticketed Event*)

1:30 p.m. – 2:45 p.m.

Workshops F:

- **Strategies for Supplementing Publications**
- **You Can't Spell "Clients" Without C-L-E**
- **Membership Programs: Flat Fees and Unlimited Access, What Do They Mean for CLE?**
- **Hotel Negotiations - What's Hot and What's Not - Tips, Tricks and Traps**
- **Viral Marketing & Video: Permeating Your Target Market Overnight (or in a Fortnight)**

2:45 p.m. – 3:00 p.m.

Networking Break

3:00 p.m. – 4:15 p.m.

Workshops G:

- **Communicating With Authority - Advocating your Ideas to a Board**
- **Websites That Work: Creating Websites that Drive Your Brand**
- **Brochure Development from Idea to Final**
- **Navigating the New Media: Legal Issues for CLE and Legal Publishers in the Landscape of Facebook, Twitter, the Kindle and YouTube**

4:15 p.m. – 5:15 p.m.

Closing Plenary Session: SpeedReading People:
Using Behavioral Clues to Understand Others

6:00 p.m. – 10:30 p.m.

ACLEA Closing Event with Volcano Joe and the
Hot Lava Band

(*Ticketed Event*)



CONFERENCE MATERIALS

ACLEA offers your choice of printed materials or materials on CD for use on-site during the conference and as a great addition to your office library! Be sure to make your selection by checking the appropriate box on the registration form. You cannot change your selection onsite; however you can purchase both the CD and printed versions for an additional \$50 USD.

Note: The CD materials do not include the CLE Boot Camp. If you have registered for the Boot Camp you will receive a printed version of the Boot Camp materials.

OPTIONAL EVENTS

SATURDAY, JANUARY 30, 2010

9:00 a.m. - 4:30 p.m.

EPCOT Center

SUNDAY, JANUARY 31, 2010

9:00 p.m. - 10:30 p.m.

Blue Man Group

MONDAY, FEBRUARY 1, 2010

3:30 p.m. - 8:15 p.m.

Universal Studios® Excursion



INTERESTED IN BEING AN ACLEA EXHIBITOR OR SPONSOR IN ORLANDO?

ACLEA meetings are a terrific opportunity to promote your products and services to the decision makers who will use them!

As an ACLEA exhibitor or sponsor you have:

- The opportunity to promote your presence in advance of the meeting to generate leads and interest in your services.
- Maximum visibility with attendees! The Exhibit Area is in the same area as the refreshments, and it is in close proximity to the meeting rooms, so the attendee traffic is great!
- Time to visit with potential new clients about your product or service! The meeting schedule provides for networking breaks between conference sessions - enough time to really talk to potential clients.
- Special attention and extra contact time during our "Exhibitor Showcase" afternoon break on Sunday, January 31st. Attendees are provided with an opportunity to visit each Exhibitor booth and become eligible for a grand prize drawing for a free registration to ACLEA's next meeting. ACLEA provides the refreshments, so this special event is always a favorite of attendees!

Exhibit space is limited and priority on booth selection is based on the order in which registrations are received, so reserve your space today!

For the sponsor/exhibitor registration form, and the opportunities and benefits available, visit www.aclea.org and select the '46th Mid-Year Meeting' Menu Tab.

SPECIAL EVENTS SCHEDULE

SATURDAY, JANUARY 30, 2010

9:00 a.m. – 4:30 p.m.

Trip to EPCOT Center (*Ticketed Event*)



©Disney

Join us for a day at the Experimental Prototype Community of Tomorrow (EPCOT), the utopian city of the future originally planned by Walt Disney. Part of the Walt Disney World Resort, EPCOT is a park dedicated to international culture and technological innovation. You will have an opportunity to visit both the World Showcase that contains pavilions representing eleven different countries, and Future World containing a variety of pavilions that explore innovative aspects and applications of technology.

Each pavilion and its surroundings offers food, entertainment, and special displays or attractions relating to the pavilion's theme. Bring your walking shoes, your zest for life and adventure, and stride into a day of fun and exploration!

Meet in the lobby of the Loews Portofino Bay Hotel prior to 9:00 a.m. for transportation to EPCOT. Meet at EPCOT prior to 4:30 p.m. for the return bus to the hotel. Cost is \$95 USD per person (includes transportation, but does *not* include lunch). Please make your required reservation on the registration form.

6:00 p.m. – 7:30 p.m.

Welcome Reception Honoring New Members and Faculty (*Open to All Attendees!*)

7:30 p.m.

First Time Attendees Dinner

(*Ticketed Event by Invitation Only*)

A special networking opportunity for First Time Attendees to meet and greet their colleagues over a delicious meal.

Past Presidents' Dinner (*Ticketed Event by Invitation Only*)

SUNDAY, JANUARY 31, 2010

9:00 p.m. – 10:30 p.m.

Blue Man Group (*Ticketed Event*)

If you haven't seen the Blue Man Group, you have missed out on a very unique and colorful entertainment experience. This evening, at the Universal Orlando® Resort (just a short water-taxi ride from the hotel), you will be able to enjoy the world-renowned performance group with their eclectic mix of music, humor, and miming. Color me surprised if a good time is not had by all. Oh... did we mention they are BLUE?

The show starts at 9:00 p.m. It is recommended that you plan to arrive by 8:40 p.m. Cost is \$70 USD per person. Transportation is on your own. (Please check the General Information page for transportation options.) Please make your required reservation on the registration form.



MONDAY, FEBRUARY 1, 2010

3:30 p.m. – 8:15 p.m.

Universal Studios® Excursion & Dinner (*Ticketed Event*)

Fun, fun, fun! Enjoy Universal Studios® Theme Park or Universal's Islands of Adventure® Theme Park with this discounted "after 2:00 p.m." ticket good for (1) guest admission. If you are staying at the Loews Portofino Bay Hotel, be sure to bring your guest room key with you as it also serves as VIP access to the rides. No waiting in lines!



Spend the afternoon exploring the Universal Studios theme parks at your leisure. Prior to 5:45 p.m., join your friendly neighborhood Spider-Man and all of your fellow ACLEA superheroes at the Islands of Adventure® Theme Park to experience The Adventures of Spider-Man Ride in 3-D! The action begins as you enter the *Daily Bugle* and climb into the "Scoop" motion-based simulator vehicle. In this fast-paced ride, you will "Marvel" at the 3-D special effects as you move through the world of Spider-Man and encounter a variety of sinister characters! After warning off the Green Goblin, Doctor Octopus and the like, we will enjoy a networking dinner held at the nearby Navigator's Club - a private location in the Islands of Adventure with spectacular park views.

The cost for the Universal Studios "after 2:00 p.m." ticket and networking dinner is \$80 USD per person. If the thought of scaling skyscrapers and web-shooting makes your spidey-sense tingle in a bad way, you may wish to attend the dinner only. The cost for the Dinner Only is \$40 USD per person. Transportation is on your own. (Please check the General Information page for transportation options.) Please make your required reservation on the registration form.

TUESDAY, FEBRUARY 2, 2010

6:00 p.m. – 10:30 p.m.

ACLEA Closing Event with Volcano Joe & The Hot Lava Band (*Ticketed Event*)

Join your colleagues and guests for this fiery final event to close out ACLEA Orlando. Dinner at the Loews, and then... hold on to your hats and get ready to rock and rumble! Volcano Joe and the Hot Lava Band will erupt with blazing hot dancing music and an entertaining evening of fun – Key West style – to end your mind-blowing days of education in beautiful Florida.

Tickets for registrants are included in the registration fee. Guest Tickets are available for \$75 USD (*tickets include dinner*). Please make your required reservations on the registration form.



10:15 a.m. – 11:45 a.m.

Opening Plenary Session:

A Whole New World: Social Media & CLE

The CLE Professionals' Guide to Social Media -- What Is It, Where are They, Facebook, Twitter, My Space, LinkedIn, How are Lawyers and Law Firms Using it?

The social media phenomenon has penetrated not only the way we communicate and get information in our personal lives, but has also affected our professional and business lives. Facebook, MySpace, Twitter, and blogging have changed the ways in which businesses communicate with their customers and get information about their markets. Social media is a marketing and communications force that the CLE industry cannot overlook. Learn how social media technology can be successfully harnessed as a tool in CLE programs, publications, and marketing.

Moderator: Nathaniel T. Trelease – WebCredenza, Inc.

Keynote Speaker: Kevin O'Keefe – LexBlog

Peter Berge – Minnesota CLE

Amy Danziger Shapiro – ALI-ABA

Alli Gerkman – Colorado Bar Association CLE

11:45 a.m. – 1:15 p.m.

SIG Luncheons:

(Ticketed Event – Open to All Registrants)

Executive Leadership — The CLE Summit's recommendations are in. Come join your colleagues in a discussion of how we, as leaders of our organizations, might build relationships with other stakeholders to implement the recommendations of the CLE summit in our own jurisdictions. You will come away from the luncheon energized to engage in shaping the future of legal education and CLE, and you'll enjoy reconnecting with the people who do what you do on a day-to-day basis.

Moderated by Jeanne B. Heaton – Illinois State Bar Association, and William E. Connors – State Bar of Wisconsin

Marketing — “*Social Media Strategy: A Conversation With Keynote Kevin O'Keefe*” – The Marketing SIG and Technology SIG are teaming up once again to offer a special SIG luncheon on a hot topic. Please refer to the Technology SIG description for complete details.

Programming — *Finding the Next Big Thing* – Developing and managing a curriculum is crucial for anyone with CLE programming responsibilities. Like fashion, some program topics are classic and timeless – they never go out of style and are offered on a recurring schedule – while others are the topic du jour and dependent upon what's hot with practice areas and the latest legislation. Keeping your CLE curriculum vibrant means constantly coming up with new ideas. How will you do this? Join other CLE program professionals for an interactive discussion and the opportunity to share your ideas and insights on how to identify tomorrow's winning topics.

Moderated by Karen D. Lee – Oregon State Bar, and Rob Seto – Continuing Legal Education Society of B.C.

Publications — *Innovation and Customer Loyalty Programs* – For many of us in publications, 2009 was a tough year. The legal marketplace saw a decrease in spending and many law firms went out of business or cut costs dramatically. In the face of these challenges there's only so much we can do...or is there? What are we doing to make our products indispensable to our customers? How are we doing the hard work needed to keep their loyalty? And what are we doing to innovate our product offerings to make it impossible for them NOT to buy? During this session we'll break into multiple small groups and discuss each of these issues in turn – and we'll all leave with some great ideas and success stories in a time when we need them more than ever.

Moderated by Edwin Jackson – Virginia CLE, and Pamela Davies Smith – Pennsylvania Bar Institute

Technology — “*Social Media Strategy: A Conversation with Keynote Kevin O'Keefe*” – You've just heard Kevin O'Keefe of LexBlog discuss how social media is affecting the way lawyers and law firms work, network, communicate with each other and access information. Now join the Technology and Marketing SIG luncheons for a more in-depth roundtable discussion of how CLE organizations can more effectively market to lawyers and law firms. What makes your programs and publications attractive to them? What is fundamentally different about social media

marketing than traditional forms of marketing? This practical conversation with Kevin O'Keefe will address these and many other questions.

Moderated by Nathaniel T. Trelease – WebCredenza, Inc., and Peter Berge – Minnesota CLE (Technology); Nicole Steckman – Georgetown Law Center CLE, and Gina Roers – West Professional Development (Marketing)

1:15 p.m. – 2:15 p.m.

Workshops A:

7 Habits: The Foundations of Effectiveness, How to be a Proactive CLE Professional, Creating a Personal Mission Statement (Part 1)

Larry Center, a certified facilitator for Franklin Covey, will lead us through the foundational habit of “The Seven Habits of Highly Effective People.” This habit, “Be Proactive,” allows us to make positive choices and take responsibility for those choices. As a result, we gain greater personal freedom and influence.

Lawrence J. Center – Georgetown Law Center CLE

Forming and Managing Successful Planning Committees

Properly used, planning committees can be a fertile source of programming and marketing ideas, as well as energy and enthusiasm for major programs. They are the seedbed of many very successful programs. But if the committees are not properly used, they can be sources of inertia and contention, the graveyard of otherwise successful programs. In this session, you will be provided with a practical guide to the types and uses of planning committees, how to get the most out of them, and, as critically, how to prevent them from going astray.

Gary Abrams – Colorado Bar Association CLE

Daniel J. McCarroll – University of Missouri-Kansas City School of Law

Outsourcing Publications

Stop trying to do everything yourself! Outsourcing part or all of a publishing project can leverage your resources and free up time for you and your staff to take on new projects. But managing outsourcing brings its own challenges. Learn from both the publisher and the vendor about how to manage outsourcing to enhance your publishing operation.

Darby Jo Campbell – Progressive Information Technologies

Alicia Hutto – South Carolina Bar

Lisa Smith-Crissey – LexisNexis

Facebook Workshop: Facebook in CLE – How To Set Up and Use in Marketing

With more than 250 million active users, Facebook is a social media phenomenon that has rapidly become a rich opportunity for marketing and business networking. Facebook offers CLE organizations an opportunity to learn more about their customers and market their products. This panel discussion will cover ways to incorporate Facebook into your organization's marketing strategy, without placing excessive demands on your already overworked staff. Attend this session for a practical demonstration of how to set up a Facebook group or fan page for your organization, examples of creative and effective uses of the medium, and tips to maximize your number of Facebook “fans”.

Donita Bourns Douglas – Oklahoma Bar Association

Jennifer L C Flynn – Legal Education Society of Alberta

Amy Danziger Shapiro – ALI-ABA

2:15 p.m. – 3:00p.m.

Exhibit Hall Showcase

Don't miss this opportunity to learn about the products and services offered by the exhibitors and sponsors who help support our ACLEA meetings. Get your Bingo card stamped and enter to win a free registration to ACLEA's next meeting!

3:00 p.m. – 4:00 p.m.

Workshops B:

7 Habits: The Foundations of Effectiveness, How to be a Proactive CLE Professional, Creating a Personal Mission Statement (Part 2)

In this continuation of Habit One, “Be Proactive,” we'll learn to become a product of our choices instead of our circumstances or moods and how to recognize and enlarge our circle of influence. Finally, we'll identify areas of our lives where we can truly make significant positive differences.

Lawrence J. Center – Georgetown Law Center CLE

Cross Pollination – Programs for Other Industries

If we could show you how to attract more attendees to your existing programs, would there be any reason for you to not attend this session? Knowing what lawyers want in continuing education makes you successful; knowing what other professionals want in continuing education will make you a superstar! Join us as we discuss the ABC's of the wants and needs of M.D.'s, CPA's, CAIA's, CFP's, PHR's, CCIM's and CLU's. (If you are wondering what these letters stand for, they stand for potential \$\$\$\$ to your organization.) There is no need to create new programs; much of your existing content is very beneficial to other industry professionals. We will cover ways to broaden your marketing efforts and get the word out to other professionals thus broadening your attendee base.

Kari J. Campbell – *Lorman Education Services*

Matt Mickelson – *National Business Institute*

James D. Thaler, Jr. – *Stetson University School of Business Administration*

MCLE for Law Firms

“Mmmmm Mmmmm good MCLE!” Join Gina Roers and Roger Curlin for an engaging conversation on how to best control the MCLE process at your law firm or organization. Focus will be given to maximizing the credits for each of your programs, relationship building with MCLE boards, troubleshooting MCLE meltdowns, newest MCLE rules and trends, and more. Make sure you bring a fork to eat up all the great ideas we will serve -- when you return home your MCLE focus will be a piece of cake!

Roger B. Curlin III – *Carlton Fields, P.A.*

Gina Roers – *West Professional Development*

Making the Transition from Editor to Manager

Being an editor requires different skills than being a manager, and making the transition from editor to manager can be challenging. Join a discussion of tips that will help you make the transition from effective editor to great manager.

Pamela Davies Smith – *Pennsylvania Bar Institute*

Cindy Wilder – *Institute of Continuing Legal Education*

Twitter & LinkedIn in CLE: Practical Marketing & Networking Applications

Twitter, tweets and followers? You've very likely heard of the growing phenomena of Twitter and how people are "tweeting" to their "followers." You may not realize that some CLE organizations are effectively using Twitter to reach potential customers and promote their programs and publications. This workshop will be a practical guide to understanding Twitter, how to use tweets to grow the number of your followers (your target market), and imbed promotional material in other useful information. This session will also cover professional networking and potential CLE applications for the professional/business networking site LinkedIn.

Peter H. Berge – *Minnesota CLE*

Mark Rosch – *Internet for Lawyers*

4:00 p.m. – 5:00 p.m.

Workshops C:

The Care and Feeding of a Publication Business Plan

Do you have a business plan for your publications division? If you don't – you should. Whether it's a basic one year financial and development plan or a full-tilt multi-year plan with 3 years of monthly financials and a 5 year target, a business plan is essential to your success. No time in a down economy? Learn how creating a business plan can aid you even more during lean times. Getting started is not as hard as you think, and the benefits can be substantially more than you ever imagined.

James Edwin Jackson II – *Virginia CLE*

Gregory J. Smith – *National Institute for Trial Advocacy*

Legal Research in Law Firms Today

What are law firms doing to teach legal research to their attorneys? How does legal research in the "real world" differ from law school? What legal research training is best for new (and not so new) lawyers? Learn how this basic skill is being taught. Are there opportunities for external CLE providers to add to their program offerings?

Moderator: Carole Levitt – *Internet for Lawyers*

Terry Psarras – *Carlton Fields, P.A.*

Benjamin Toby – *Freshfields Bruckhaus Deringer US LLP*

I Laughed, I Cried: Marketing Testimonials for Books

Do you run into writer's block when creating marketing copy for your publications? Are you looking for book jacket copy that works for you? Learn how to get and use testimonials on everything from covers to catalogs. Learn how to decide who to approach, what to say, and what information to provide. Take away samples of marketing collateral using endorsements, as well as sample letters used for soliciting testimonials.

Lara Russell – *State Bar of Texas*

Lisa Smith-Chrissy – *LexisNexis*

Career Development in CLE: How to Refresh, Refocus and Grow Your Future

This is a great time to re-examine your goals and even create new ones. Our unstable economy is a perfect reason to reflect on what you've accomplished and consider what it is you want – and need – from your career in CLE and what to do next. Hear from our expert panelists how they made a satisfying career even more successful and created new opportunities that used more of their talents. This panel discussion will give you a variety of ideas about how to make your career a more rewarding one.

Moderator: Roy S. Ginsburg – *Roy S. Ginsburg, J.D.*

Terry Burnett – *South Carolina Bar*

Julene Franki – *ALI-ABA*

Gary L. Wilbert – *Virginia CLE*

9:00 p.m. – 10:30 p.m.

Blue Man Group (*Ticketed Event*)

See Special Events Schedule for details. Transportation to the Universal Orlando Resort is on your own and available via a complimentary 10-minute water taxi from the Loews Portofino Bay Hotel. Please plan to arrive by 8:40 p.m. Cost per person is \$70 USD. Please make your required reservations on your registration form.

MONDAY, FEBRUARY 1, 2010

7:15 a.m. – 3:30 p.m.

Registration and Exhibits

7:30 a.m. – 8:45 a.m.

Committee Meetings

(7:30) MCLE

(7:45) Distance Learning, Exhibitors/Sponsors, International, Public Interest

8:45 a.m. – 9:00 a.m.

Networking Break and Exhibits

9:00 a.m. – 10:15 a.m.

Plenary Session:

ALI-ABA/ACLEA Critical Issues Summit Debriefing: A Panel Discussion of the Issues and Takeaways from the CLE Summit

At a moment when the technological, legal and educational landscape is being transformed, the CLE Summit brought together the major voices in legal education, MCLE regulation, in-house CLE, practitioners, judges, and CLE and legal publishing executives for an intense look at the future of legal education. Pat Nester, Executive Chair of the Summit, will moderate a panel of CLE professionals involved in all aspects of the Summit to discuss their insights from the Summit and where this might lead our profession in the future.

Moderator: Patrick A. Nester – *State Bar of Texas*

Leslie Belasco – *ALI-ABA*

Charles C. Bingaman – *Bingaman Consulting*

Mark T. Carroll – *ALI-ABA*

Jessica A. Justice – *West Virginia University College of Law*

10:15 a.m. – 10:45 a.m.

Networking Break & Exhibits

10:45 a.m. – 12:00 p.m.

Workshops D:

Going Green: Environmental Initiatives in Publishing and CLE

Going green? What does that mean for your organization? Professionals from three CLE and publishing organizations share their efforts to introduce environmental initiatives into three very different organizations and discuss how the size, culture and resources of the organization influenced their efforts to go green.

Kathryn Bellman – Nebraska State Bar Association
Karen D. Lee – Oregon Bar Association
Roger Siebert – State Bar of Texas

Better Project Management for Publications and Programs Using Microsoft Office and Microsoft Project

You have to manage tasks, deadlines, events, correspondence, forms, materials and author/speaker information. More importantly, all of these bits of information need to be organized by specific publication or program. This seminar discusses (and demonstrates) how to organize and track the progress of publications and programs from start to finish using either Microsoft Project or Microsoft Office.

Simge Dogrular – LexisNexis Collaborative Publishing Solutions
Barron K. Henley – HMU Consulting, Inc.

Creating & Marketing Advanced and Hands-on Courses Two Valuable Sessions in One:

Where Have All the Lawyers Gone?: Creating 21st Century CLE Skills Programs for 21st Century Lawyers

Seen a decline in the number of skills-training CLE registrations? Wondering where all the lawyers have gone? Come learn about the multiple changes still ongoing in the CLE skills market and the methods developed to provide skills CLE in this new and more challenging environment. Our focus is on small, nimble scalable programs that will meet the needs of your current clients who are not coming to traditional programs as they did before. You will come away from this talk with a different take on CLE instruction and some insight into how you can quickly provide a product that will bring those lawyers back into the fold.

Charles H. Rose III – Center for Excellence in Advocacy, Stetson University College of Law

– and –

Seminars on Steroids: How to Approach, Develop, and Present the Large/Complex Program

Ready to tackle your first/next large scale program? Learn about steps and practice tips you can use to successfully map out and implement your game plan – including advanced planning approaches, use of an advisory board, a checklist approach, marketing strategies, special program features, faculty-related considerations, and involvement of exhibitors and sponsors.

John M. Redenbaugh – Washington State Bar Association

Preparing a Business Plan – MBA-style Business Plans for CLE Organizations

“From Head to TOWS – Breathing New Life into your Business Plan”

Executive Summary: A summation of the longer report to be given on Monday, February 1, 2010 at the ACLEA conference. *Mission Statement:* To help attendees develop a business plan that they can and will use. *Organization and Operations Plan:* The session will be interactive – a general plan outline will be provided and the sections discussed. *Marketing Plan:* You – yes, you the reader. You are the target market for this session. As you read this, you become more invested in this session. Because of the intended market’s interest and investment of time, this session will also emphasize the marketing plan portion of a business plan. *Financials:* A healthy organization is aware of its financial status. Keeping an eye on finances is crucial to determine what resources are available to complete any project. *Supporting Documents:* In order to get a head start on this session, consider completing a short questionnaire found at www.paulandjimbusinessplan.com before the conference and bring your paper with you.

James D. Thaler, Jr. – Stetson University School of Business Administration
Paul F. Wood – Legal Education Society of Alberta

Breaking the Mold and Turning Obstacles into Opportunities: How to Further Develop Your Lawyers Despite the Economy

This interactive session will discuss best practices in law firms today regarding how they have viewed the economy as a catalyst for making changes in their development/training/recruiting departments. You will hear from law firm professionals as well as an external consulting perspective. We will end with a brainstorming exercise on how to take control of not only your career as a law firm professional but how to help your firms develop the best and most innovative initiatives in a difficult economy.

Diane Costigan – Shannon & Manch LLP
Danielle Fredericks – Kramer Levin Naftalis & Frankel LLP
Kristen Ireland – Shearman & Sterling LLP

12:00 p.m. – 1:30 p.m.

SIG Luncheons

(Ticketed Event – Open to SIG Members Only)

Entrepreneurs — Be warned! This is not your grandparents’ Entrepreneurial SIG. Under the leadership of the most innovative, dynamic and not-to-mention good looking chairpersons in ACLEA history, our SIG is poised to reach new highs (or perhaps, lows). In either event, you don’t want to miss out as we try to answer questions of common concern (e.g., “How do I maintain prices in a deflationary CLE market?”, “How do I develop new and compelling content?”, “How do we get someone else to write a proper description in the next conference brochure?”).

Moderated by Sean Carter – Lawpsided Seminars, and
Leslie Lynn Myers – Texas Institute of CLE

In-House/Professional Development — Join us for candid, informal discussions about issues of concern to law firms and their professional development efforts. Many of the topics that are the subject of break out sessions at this year’s meeting will be discussed as will any new issues members of the SIG would like to address.

Moderated by Jan F. Majewski – Holland & Knight LLP, and
Benjamin Toby – Freshfields Bruckhaus Deringer US LLP

Law Schools — In these challenging times, law school CLE departments are facing significant pressures both internally and externally. Registration and sponsorship revenues may be decreasing, but internal expectations have stayed at the same level (or increased). Plus, you may have experienced a reduction in staff. Learn how to please all your constituencies (law school administration and faculty, staff, planning committees, conference attendees).

Moderated by Daniel J. McCarroll – University of Missouri-Kansas City School of Law

Local & Specialty Bars — “Little Guys Don’t Always Finish Last: Strategies for Local & Specialty Bars to Maximize Their Strengths”

With the ever increasing competition among CLE providers (and attorney member associations), local and specialty bars often feel like a tiny minnow swimming among stronger, bigger fish (maybe even sharks!) How can they compete with larger organizations that have more resources? The truth is that local and specialty bars have some critical key strengths that can give them a leg (or fin!) up in serving their members. Facilitated discussion will tease out what these strengths are and how they can be leveraged.

Moderators to be announced.

Nationals — To infinity and beyond! Join us for a look into our possible futures as we talk through some of the recommendations that have been made from the CLE Summit. How likely are they to be implemented? When? If they are, how will they affect our businesses as National Providers? Will they have any affect at all? Get the answers to these questions (and more!) by attending our luncheon.

Moderated by Kari J. Campbell – Lorman Education Services, and
Wendy Velez – National Institute for Trial Advocacy

State & Provincial Bars — “Generational Issues in CLE” – How is your market divided? How are you addressing these issues? Do you have a plan for the graying of America? Are you recruiting new speakers or is it the same faces? What are you doing to help the semi-retired practitioner meet their educational requirements?

Moderated by John D. Meyers – Kentucky Bar Association, and
Linda Morin-Pasco – Maine State Bar Association.

1:30 p.m. – 3:00 p.m.

Workshops E:

ALI-ABA/ACLEA Critical Issues Summit Workshop: Where Do We Go From Here?

Focusing on the hot topics that arose from the CLE Summit, participants in this workshop will engage in strategic planning exercises for their own organizations. The workshop's aim is for participants to walk away with concrete ideas for using the recommendations from the Critical Issues Summit to launch initiatives that best fit their particular circumstances.

Charles C. Bingaman – *Bingaman Consulting*
Patrick A. Nester – *State Bar of Texas*

How Law Firms and Legal Employers Make CLE Buying Decisions

No two law firms or government agencies are exactly alike. But when it comes to spending money on training for their attorneys there are some common themes that emerge. Hear representatives of different legal employers (law firms and a government agency) discuss what goes into their decision making when they decide to spend money on CLE.

Moderator: Jan F. Majewski – *Holland & Knight LLP*
Nick Cox – *Department of Children and Families, Florida's Center for the Advancement of Child Welfare Practices*
Richard R. Goldberg – *Ballard Spahr, LLP*

Program Planning: Forms, Forms, Forms!

Those Magnificent Forms in their Programming Machines...

This session will be centered around forms that are successfully used by ACLEA Members to enhance aspects of their programs from budgeting and course design all the way through delivery and evaluation. Audience participation will be welcome to discuss best practices and enhance the way forms are used and crafted. The materials will include forms submitted and used with success by your colleagues.

Vincent J. O'Brien – *Minnesota CLE*

7 Habits: The Foundations of Effectiveness, How to Be a Proactive CLE Professional, Creating a Personal Mission Statement (Part 3)

Explore the second of "The Seven Habits of Highly Effective People," the critical habit, "Begin with the End in Mind." We'll learn to regularly define desired results in all aspects of our lives and envision outcomes before acting. Finally, we'll have the opportunity to understand the value of and to create a personal mission statement to live by.

Lawrence J. Center – *Georgetown Law Center CLE*

3:30 p.m. – 8:15 p.m.

Universal Studios® Excursion & Dinner
(*Ticketed Event*)

See Special Events Schedule for details. Transportation is on your own and available via water-taxi from the Loews Portofino Bay Hotel. Please meet at the Spider-Man Ride at Universal's Islands of Adventure® Theme Park prior to 5:45 p.m. Cost per person is \$80 USD for the theme park pass and dinner. Cost per person is \$40 USD to attend the dinner *only*. Please make your required reservations on your registration form.

TUESDAY, FEBRUARY 2, 2010

7:00 a.m. – 5:15 p.m.

Registration and Exhibits

8:00 a.m. – 10:00 a.m.

ACLEA Business Meeting and Breakfast
(*Open to All ACLEA Members*)

Tuesday morning is the wrong time to sleep in... everyone knows that breakfast is the most important meal of the day (and, after all, it's included in your registration!) The Business Meeting breakfast is especially important because it's your chance to learn what is going on in YOUR association. This meeting is for all ACLEA members. More learning and information sharing gets done over meals than anywhere else, so this is a great opportunity to get your most important questions answered while you jump-start your day with a great meal. Just sit down next to the person whose brain you want to pick!

10:00 a.m. – 10:30 a.m.

Networking Break & Exhibits

10:30 a.m. – 11:45 a.m.

Plenary Session:

Negotiations & Re-Negotiations: Successfully Using the Patterns of Every Negotiation

Negotiation is a process - predictable, patterned, and occasionally poignant. In your negotiations with staff, superiors, vendors, faculty, authors, spouses... anyone, you can identify their pattern and use it to your advantage. International negotiation superstar, Gerald Williams, has crafted a potent, lively and enriching presentation especially for ACLEA. Incorporating the knowledge he has gained over 30 years of studying and teaching some of the world's great negotiators, this session is guaranteed to give you the tools to recognize the proven path of any negotiation and methods that will take you beyond this single presentation for your own reflective and deliberative practice to continue to become a better negotiator.

Learn the simplicity of:

- the 2 dominant, predictable patterns of all negotiators;
- the 4 factors that determine which pattern is best in a given situation;
- the stages of negotiation, which you must adhere to for success; and
- the process of practicing to develop the skills and flexibility to adapt to external pressures.

Rather than just learning what to do in situation "A", or how to respond when somebody says "B," Gerry Williams will teach you what to do and how to respond to further your goals in a myriad of negotiating opportunities – the only way to avoid the tricks, traps and surprises that await the uninformed. What you learn here will serve you throughout your life, in CLE and beyond!

Professor Gerald R. Williams – *Professor Emeritus at Brigham Young University's J. Ruben Clark Law School; Director, Scientific Negotiation Research and Training, LLC; Principal Faculty Member of The Professional Education Group.*

11:45 a.m. – 1:15 p.m.

ACLEA Luncheon for Various Sized CLE Departments (*Ticketed Event*)

Do you have marketing, publications and IT departments or individuals? Do you do all three by yourself? Are you riding the CLE rollercoaster alone or with a team? Are you screaming your head off or enjoying the ride? Join your fellow CLE enthusiasts for a lunch with colleagues in similar sized departments as they investigate and share new ideas. Cost per person is \$26. Please make the required reservations on your registration form according to your department's size.

1:30 p.m. – 2:45 p.m.

Workshops F:

Strategies for Supplementing Publications

Many publishing organizations have found themselves drawn into the economic turmoil affecting the legal industry. What does this mean for the publishing model designed around regular supplementation? This workshop examines some of the trends and explores approaches for adapting this publishing model for the changing legal, technological and economic landscape.

Dawn M. McKnight – *Colorado Bar Association CLE*
Sharon Sandle – *State Bar of Texas*

You Can't Spell "Clients" Without C-L-E

What is the main reason we put on CLE programs for attorneys? It's to make them better prepared to provide the service their clients need. But what if the training you are providing is meant for the clients? This session will explain some key differences in planning training for clients vs. attorneys. And often there is a blend of both in the audience. Learn the best practices to follow when setting up a client training program. Two experienced law firm administrators will explain how to do these programs right... whatever type of provider you are... in-house or external.

Karen Keene – *Foley & Lardner*
Jan F. Majewski – *Holland & Knight LLP*

Membership Programs: Flat Fees and Unlimited Access, What Do They Mean for CLE?

What if you give your customers a buffet and say they can eat all they want for a flat fee - programs and pubs, live programs and webcasts? Is it a good idea and the wave of the future - or something best left behind? This panel will discuss the many forms of membership or flat fee arrangements, the key financial, marketing and operational issues for determining whether your organization should move in this direction. The panel will also cover the lived experience of four states that have flat fee arrangements in place now, covering what works and doesn't work.

Moderator: Frank V. Harris – *Minnesota CLE*
Ryan Bailey – *Institute of Continuing Legal Education*
William E. Connors – *State Bar of Wisconsin*
Karen D. Lee – *Oregon State Bar*

Hotel Negotiations – What's Hot and What's Not – Tips, Tricks & Traps

The hospitality industry has changed dramatically in the last year. Your negotiation techniques from a year ago won't work as well now. Learn what you can and can't do now and what to expect going forward. Your meeting doesn't have to suffer if you know some out of the box strategies for reducing expenses and protecting yourself from risk. Learn what clauses to incorporate into your contracts to avoid potential legal and financial implications. Discover the concessions that hotels never say "no" to. Partner with hotels to come up with solutions to your budget challenges and much, much, more!

Donna J. Passons – *Texas Institute of Continuing Legal Education*
Gail Seawright – *Loews Ventana Canyon*

Viral Marketing & Video: Permeating Your Target Market Overnight (or in a Fortnight)

Once a frightful word, "viral" is the new catch-phrase in marketing to describe how a promotion quickly and easily permeates your target market and creates a marketing phenomenon. Viral marketing, also referred to as word-of-mouth marketing, isn't anything new, but the advent of social media – blogging, Facebook, Twitter, LinkedIn and others – has made it significantly more potent and accessible. Likewise, the advent of small, inexpensive, easy to operate video cameras and editing software has moved video production from the hands of highly-trained video professionals to just about anyone with the interest. Learn the mechanics, opportunities and challenges of viral marketing, with an emphasis on video, and practical ways in which you can enlist "influencers" to help independently promote your CLE products through their own social networks.

Alli Gerkman – *Colorado Bar Association CLE*
David Schnurman – *Lawline.com*
Graham Thatcher – *Periakto Productions, L.L.C.*

2:45 p.m. – 3:00 p.m.

Networking Break & Exhibits

3:00 p.m. – 4:15 p.m.

Workshops G:

Communicating with Authority – Advocating Your Ideas to a Board

Sometimes a management or advisory board needs some help seeing the value of even the best ideas. This workshop will highlight the strongest ways to advocate for the programs and initiatives you want to get approved.

Roger B. Curlin III – *Carlton Fields, P.A.*
Leonard Matheo – *Courtroom Performance, Inc.*
Dee Shepherd – *The Missouri Bar*

Websites That Work: Creating Websites that Drive Your Brand

The future of interactive media is not about gadgets and gizmos but about the fundamentals of communications. Sites are designed for a purpose (to have an online presence) but seldom *with* a purpose – to brand your firm. Even those that think they are doing this frequently fail by not paying attention to the basics. Here you will learn an advanced approach to the basics of designing a brand-strong site that: stirs emotions, builds interest, generates involvement, develops appetites, establishes credibility and trust, and persuades the viewer to take action.

Burkey Belsler – *Greenfield/Belsler Ltd.*

Brochure Development from Idea to Final

Creating an award-winning brochure and more importantly, one that fills your seminar is most easily accomplished when you work as a team. Recognizing and valuing the expertise and strengths you and your team members bring to the project goes a long way toward getting seminar planners and graphic artists working together. Focusing on the big picture, talking in terms of marketing, and understanding the goals of both sides are just a few of the things we'll focus on in this session. Learn what works, better understand the perspective of the creative department, and take away a process that you can use for your next seminar. Perfect for both seminar planners and designers.

Stephanie D. Fowler – *Institute of Continuing Legal Education*

Navigating the New Media: Legal Issues for CLE and Legal Publishers in the Landscape of Facebook, Twitter, the Kindle and YouTube

CLE used to be as simple as organizing speakers and printing up materials. Now content may appear live, in a webcast, as a download, in print and online. With the explosion of media alternatives, what are the implications for CLE and publishing professionals, and what are the legal red flags that arise? Attorney Terence Brennan, a partner at the law firm of Roetzel & Andress, draws on his experience in advising companies on all forms of technology, publishing, media and related corporate transactions, for a discussion of how emerging technology changes the legal issues affecting media, publishing and programming enterprises involved with continuing legal education.

Terence F. Brennan – *Roetzel & Andress*

4:15 p.m. – 5:15 p.m.

Closing Plenary Session:

SpeedReading People: Using Behavioral Clues to Understand Others

SpeedReading People offers a unique system for identifying the personality type and communication style of other people based on observable clues in their behavior. The adjustments you will then be able to make will enable you to manage others more effectively as well as build and sustain critical client relationships.

Key Learning Objectives:

- Identify the Temperament of key colleagues and clients based on observable clues
- Practice your skills through the use of video vignettes of real people
- Learn techniques for most effectively communicating your message
- Understand the different values and motivations that explain people's behavior
- Identify your own Temperament
- Handle stress and transitions more effectively

Robert Toomey, Esq. – *Master Trainer, SpeedReading People*

6:00 p.m. – 10:30 p.m.

ACLEA Closing Event with Volcano Joe and the Hot Lava Band (*Ticketed Event*)

See Special Events Schedule for details. Tickets for registrants are included in the registration fee. Guest Tickets are available for \$75 USD (tickets include dinner). Please make your required reservations on the registration form.

Mark Your Calendars!

ACLEA's 46th Annual Meeting
July 24 - 27, 2010
New York City, New York

GENERAL INFORMATION

Registration

The program registration fee includes conference materials, admission to Sunday, Monday, and Tuesday sessions, the business meeting and breakfast, the Saturday reception, and the Tuesday night special event. Saturday's CLE Boot Camp sessions and all optional lunches and tours are separately priced. We must receive payment for optional sessions, lunches, and tours in advance of the conference to guarantee your reservation. All special event and tour fee payments are nonrefundable after January 15, 2010.

Spouse/Guest Fee

ACLEA has a spouse/guest fee for attendance at ACLEA meetings by those not eligible for ACLEA membership. This is a restricted fee intended for family members. Any spouse/guest who is interested in networking with other spouse/guests as well as friends in ACLEA, may pay a fee to cover the costs of food and beverage and attendance at some meetings. This \$95 USD fee includes the welcome reception, continental breakfasts, business meeting breakfast, exhibit hall mixer, morning and afternoon breaks, and attendance at any sessions on topics that may be of interest. This benefit is extended only to those spouse/guests who are not eligible for ACLEA membership. **ANYONE CONSULTING WITH OR EMPLOYED BY AN ORGANIZATION ELIGIBLE FOR MEMBERSHIP IN ACLEA IS NOT ELIGIBLE FOR THIS FEE.**

Hotel Information

Our host hotel is The Loews Portofino Bay Hotel in Orlando, Florida. ACLEA has secured a special room rate of \$189.00 USD per night for single or double until January 7, 2010. To make your reservations, call (866) 360-7395 (in U.S. or Canada) or (0011)-407-503-1000 (International) and request the Association for Continuing Legal Education group rate. **Please note: ACLEA has obtained this room rate by contracting a total meeting package at The Loews Portofino Bay Hotel. ACLEA must meet certain minimum food & beverage and hotel room pickup requirements or ACLEA will face attrition and/or meeting room rental. In order for ACLEA to continue to provide a reasonable registration fee, we need your help. Please take advantage of the room rate we have negotiated and make your reservation by contacting:**

The Loews Portofino Bay Hotel at Universal Orlando®
5601 Universal Blvd., Orlando, FL 32819
Phone (866) 360-7395 (toll free U.S. or Canada) or
(0011)-407-503-1000 (International)



Special Rebate Policy

Registrants who stay at The Loews Portofino Bay Hotel during this meeting will receive a \$50 coupon that may be used toward the registration fee for a future ACLEA meeting held in 2010 or 2011. Only one coupon will be offered per room reservation and cannot be redeemed for cash. Only attendees who pay the meeting registration fee are eligible for this rebate. The meeting fee coupon is nontransferable.

Transportation

The Loews Portofino Bay Hotel is approximately 20-25 minutes from the Orlando International Airport (MCO). An airport shuttle that makes stops at several hotels, including The Loews Portofino Bay Hotel, is also available through Mears Shuttle Service, with service counters located near the baggage claim areas or you can book online at www.mearstransportation.com. One-way shuttle service is approximately \$18 USD and passengers should expect at least a 60-minute ride to/from the airport to The Loews Portofino Bay Hotel. Taxi and limousine service can be booked through the hotel guest services at (407) 503-1000. Taxi fares from the airport to The Loews Portofino Bay Hotel are approximately \$55 USD one-way. Once you have arrived, hotel guests receive complimentary transportation to Universal Orlando® via a 10-minute boat ride or 10-minute bus ride. The hours of operation for the boats/buses are one half-hour prior to the park's opening until 2:30 a.m. Guests are able to catch the boat at the dock located by the west wing of the hotel. The boats leave the dock every 15 minutes. Guests are able to catch the bus at the bus piazza located adjacent to the main entrance of the hotel every 30 minutes.




Cancellation Policy

All special event & tour fee payments are nonrefundable after January 15, 2010. Registration refunds, less a \$50 USD processing fee, will be given to registrants who cancel by 5:00 p.m. Friday, January 15, 2009. If notice is received between January 16 and 22, 2010 at 5:00 p.m., refunds will be given less a \$150 USD processing fee. No refunds or transfers will be granted thereafter.

QUESTIONS?

Call or e-mail ACLEA headquarters at (512) 453-4340 or aclea@aclea.org

REGISTER BY

-  Mail: P.O. Box 4646, Austin, TX 78765
-  Fax: (512)451-2911
-  Online: <http://www.aclea.org>

Special Thanks to the Orlando PLANNING COMMITTEE

- Lisa Deane – State Bar of Arizona
- Carmen P. Lopez Arguelles – Inter American University of Puerto Rico
- Jan F. Majewski – Holland & Knight LLP
- Mark Rosch – Internet for Lawyers
- Sharon Sandle – State Bar of Texas
- Nathaniel T. Trelease – WebCredenza, Inc.
- Daniel J. McCarroll (co-chair) – University of Missouri - Kansas City School of Law
- Donna Passons (co-chair) – ACLEA Executive Director

46TH MID-YEAR MEETING

JANUARY 30 – FEBRUARY 2, 2010

LOEWS PORTOFINO BAY HOTEL

AT UNIVERSAL ORLANDO®

ORLANDO, FLORIDA



The Network for CLE Professionals...Worldwide

ACLEA'S 46TH MID-YEAR MEETING + ORLANDO, FLORIDA + JAN. 30 – FEB. 2, 2010

Name _____
 Organization _____
 Address _____
 City/State/Province/Zip _____
 Phone (____) _____ Fax (____) _____
 E-mail _____
 Spouse/Guest _____
 Special Dietary Needs _____

Please Indicate the Sessions You Plan to Attend:

SUNDAY, JANUARY 31, 2010

- Workshops A / 1:15 pm - 2:15 pm
 7 Habits: Foundations of Effectiveness (Part 1)
 Forming & Managing Successful Planning Committees
 Outsourcing Publications
 Facebook Workshop: Facebook in CLE

Workshops B / 3:00 pm - 4:00 pm

- 7 Habits: Foundations of Effectiveness (Part 2)
 Cross Pollination - Programs for Other Industries
 MCLE for Law Firms
 Making the Transition from Editor to Manager
 Twitter & LinkedIn in CLE

Workshops C / 4:00 pm - 5:00 pm

- Creating a Publications Business Plan
 Legal Research in Law Firms Today
 I Laughed, I Cried: Marketing Testimonials for Books
 Career Development in CLE

MONDAY, FEBRUARY 1, 2010

- Workshops D / 10:45 am - 12:00 pm
 Going Green: Environmental Initiatives
 Better Project Management for Publications/Programs
 Creating/Marketing Advanced and Hands-on Courses (2 in 1)
 Preparing a Business Plan
 Breaking the Mold & Turning Obstacles into Opportunities

Workshops E / 1:30 pm - 3:00 pm

- ALI-ABA/ACLEA Critical Issues Summit Workshop
 How Law Firms/Legal Employers Make CLE Buying Decisions
 Program Planning: Forms, Forms, Forms!
 7 Habits: Foundations of Effectiveness (Part 3)

TUESDAY, FEBRUARY 2, 2010

- Workshops F / 1:30 pm - 2:45 pm
 Strategies for Supplementing Publications
 You Can't Spell "Clients" Without C-L-E
 Membership Programs: Flat Fees & Unlimited Access
 Hotel Negotiations - What's Hot and What's Not
 Viral Marketing & Video: Permeating Your Target Market

Workshops G / 3:00 pm - 4:15 pm

- Communicating With Authority
 Websites That Work
 Brochure Development from Idea to Final
 Navigating the New Media: Legal Issues for CLE

HOTEL
 Hotel reservation deadline is January 7, 2010. Refer to brochure for details.

I will be staying at The Loews Portofino Bay Hotel, Orlando.

REGISTRATION on or before January 8, 2010:

- Member Registration \$595 Non-Member Registration \$795
 Spouse/Guest Registration \$95

REGISTRATION after January 8, 2010:

- Member Registration \$645 Non-Member Registration \$845
 Spouse/Guest Registration \$145

JOIN ACLEA now & pay the member fee to attend this meeting:

Please submit a separate Membership Application.

- \$245 (\$195 if you are an additional member from a member organization;
 \$65 for Associate Membership)

CONFERENCE MATERIALS - I would like:

- CD Version or Printed Version (Choose one. Included in above registration fee.)
 Both CD & Printed Versions \$50 (In addition to above registration fee.)

Total for Registration Fee \$

OPTIONAL EDUCATIONAL PROGRAMS (Pre-Registration Required)

SATURDAY, JANUARY 30, 2010 - ACLEA CLE Boot Camp

- Members \$95 Non-Members \$145

Total for Optional Educational Programs \$

SPECIAL INTEREST GROUP LUNCHEONS (Pre-Registration Required)

SUNDAY, JANUARY 31 / 11:45 am - 1:15 pm (Open to All Registrants) \$24

- Executive Leadership Marketing/Technology (Joint Luncheon)
 Publications Programming

MONDAY, FEBRUARY 1 / 12:00 pm - 1:30 pm (*Open to SIG Members ONLY) \$25

- Entrepreneurs* In-House* Law Schools*
 Local & Specialty Bars* Nationals* State & Provincial Bars*

LUNCHEONS FOR VARIOUS SIZED CLE DEPARTMENTS (Pre-Registration Required)

TUESDAY, FEBRUARY 2 / 11:45 am - 1:15 pm (Open to All Registrants) \$26

- 13 or more Employees 5 to 12 Employees 1 to 4 Employees

Total for Luncheons \$

OPTIONAL TOURS/EVENTS (Pre-Registration Required)

SATURDAY, JANUARY 30, 2010

- Trip to Epcot Center \$95 x _____ (no. of tickets)

SUNDAY, JANUARY 31, 2010

- Blue Man Group \$70 x _____ (no. of tickets)

MONDAY, FEBRUARY 1, 2010

- Universal Studios Excursion & Dinner \$80 x _____ (no. of tickets)

- Dinner Only \$40 x _____ (no. of tickets)

Tickets for the Tuesday night event are included in your registration fee. However, please check below to R.S.V.P. for your tickets and indicate if you want to purchase additional tickets for your guest(s). Please note any special meal requirements at the top of this form.

- Tuesday Night Dinner for Registrant \$00
 Tuesday Night Dinner Guest Tickets \$75 x _____ (no. of tickets)

Total for Optional Tours/Events \$

TOTAL PAYMENT ENCLOSED \$

(all amounts are listed in USD)

I cannot attend the program; please forward the conference materials.
 Member Price \$345 Non-Member Price \$495
 CD Version Printed Version Both Versions (add \$50)

PAYMENT METHOD: Check enclosed payable to ACLEA or charge my:
 Visa MasterCard AmEx
 Credit Card # _____
 3 or 4 Digit Security Code _____ Exp. Date _____
 Signature _____
 Name on Card (Print) _____
 Billing Address (street/city/state/zip) _____

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