

# Why you should attend:

**MAKE NO LITTLE PLANS**, advised Chicago architect and urban planner Daniel Burnham. "Make no little plans; they have no magic to stir the blood. Make big plans, aim high and work!"

As CLE and in-house lawyer training professionals, we make big plans continually :

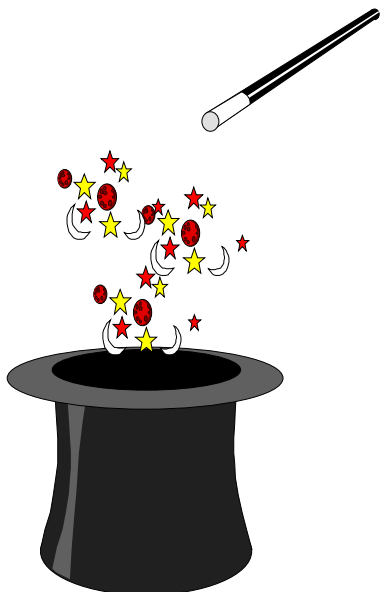
- \* plans for curricula and courses,
- \* plans for products and publications,
- \* plans for marketing and multiple uses of content,
- \* plans for technological innovation and initiatives,
- \* plans for affiliations and affinity relationships,
- \* plans for invigorating and inspiring coworkers.

As Burnham exhorted, we do all this, daily, in the name of something big...educating lawyers so that they, in turn, remain on the leading edge in advising their clients, in advocating their positions, in reaching agreements, in forging new paths.

With our mission and our methods, we too change the landscape of the law, affect the voices that speak on behalf of others, and contribute to the justice system itself. In Chicago in July, we will come together to learn ever more about effective leadership in today's complex workplace, about programming and publications that access the new technologies, about outreach and in-house techniques. From the traditional Boot Camp for beginners to the advanced sessions for the veterans, from the plenary sessions on creativity, knowledge management and diversity, to the thirty breakout sessions and special interest group meetings, with a bonus tour of a state-of-the-art distance learning facility and a special law firm event to expand the weapons in the partners' training arsenal, there will be something for everyone and much for all.

Come join in the magic at the 37th Annual Meeting of ACLEA, the Association for Continuing Legal Education.

ABA-CLE's Kathy Morris, Chair, Liz Williamson and Earnestine Murphy, Co-Chairs, and the entire Planning Committee have aimed high to bring you a memorable conference and valuable information you'll use often. Make No Little Plans for July 28th -31st, 2001.



## Special Events Schedule

**Saturday, July 28, 2001**

8:30 a.m. - 12:00 p.m.

**Frank Lloyd Wright Tour** – Take a journey to the community of Oak Park, home of Frank Lloyd Wright. This lovely community takes one back to a simpler, quieter time in our history. Enjoy the Prairie style architecture of Frank Lloyd Wright 's home and studio, as well as others built by Wright down beautiful Forest Avenue. Depart from the Hyatt Regency Chicago West Lobby at 8:30 a.m. for this 3 1/2 hour journey of serenity. **Cost per person \$42.** A minimum of 25 people is required. Make your required advanced reservations on your registration form.

2:00 p.m. - 5:00 p.m.

**Architectural Boat Tour** – The Chicago River is the heart and soul of the city, and the buildings, which line the river, are some of the most diverse and highly regarded in the world. Learn about the mixture of architectural styles lining the river as well as view architectural sights not visible from the water on your way back to the Hyatt Hotel. Depart from the Hyatt Regency Chicago West Lobby at 2:00 p.m. for this tour. **Cost per person \$33.** A minimum of 25 people is required. Make your required advanced reservation on your conference registration form.

5:00 p.m. -7:00 p.m.

### **New Member and Faculty Reception**

ACLEA members join together to welcome new members to the organization and show support for the Chicago faculty.

## **Sunday, July 29, 2001**

6:00 p.m. - 7:30 p.m.

### **PLI Reception – Hyatt Regency Chicago**

Join your fellow ACLEA colleagues at the annual reception sponsored by Practising Law Institute.

## **Monday, July 30, 2001**

3:30 p.m. - 5:30 p.m.

**Walking Tour – The Changing Urban Landscape** – Take a leisurely walk down Michigan Avenue south of the hotel with Gary Watson of The John Marshall Law School, as he relates how noted architect, Daniel Hudson Burnham (1846-1912), drafted the Chicago Plan of 1909. On this two-hour walking tour, you will distinguish those urban features attributed to the Chicago Plan and assess the contemporary social dynamics that influence changes in the urban fabric. Observe first hand how a major city reinvents itself to meet the ever-changing demands of its citizens. Please wear comfortable walking shoes. Meet at the Hyatt Hotel Main Lobby at 3:30 p.m. on Monday. Maximun 20. Advance sign-up required.

## **Tuesday, July 31, 2001**

6:00 p.m. - 10:00 p.m.

### **ACLEA's Magical Affair**

Join your ACLEA colleagues for an enchanting evening with Chicago foods and fun. While mingling with friends and family, a strolling magician will amaze you with his magic and tricks. He is bound to have "something" up his sleeve. To add to the magic in the air, you will be entertained by the ever-popular Player's Workshop Improvizational Group.

# Saturday, July 28, 2001

## The CLE Boot Camp

The CLE Boot Camp was created to assist our colleagues who are new to the profession and those who just need a refresher. The Boot Camp has met with rave reviews and ACLEA is committed to continuing this service to its members. The sessions within the Boot Camp are basic level and the overall curriculum is designed to help you in all areas of CLE programming and publications. We are delighted and thankful to have so many volunteers and "old-timers" help with these sessions. We know you will walk away with lots of information to help you in your own organization.

*Separate Registration Fee Required – Fee includes a continental breakfast, networking luncheon, materials, and a certificate of attendance.*

**Presiding:** Larry Center, Georgetown University Law Center

**8:15am Continental Breakfast**

**8:45am Program Planning from A to Z** – Creating contacts and resources; deciding on subjects, content, faculty and formats; budgeting and pricing; timelines and deadlines; analyzing your results.

Mark Sideman, King County Bar Association

**9:30am Finances** – Budgeting, Expense Monitoring, Financial Ratios

Steve Emens, Alabama Bar Institute of CLE

**10:15am Break**

**10:30am Effectively Marketing CLE Seminars** – Brochure design, tracking responses, use of different kinds of copy, marketing premium products and use of special mailers, using the internet.

Henry Lake, Professional Education Group, Inc.

**11:30am Technology and CLE** – Technology affects everything we do, including CLE. Learn how to control it in your day-to-day operations and put it to good use in your programming. Find out how technology impacts the delivery of CLE programs and publications, how your audience (and MCLE) may control what choices you make, and how technology can help with your office operations, including hardware and software. Take a look at the future of CLE and technology.

Cecil Caulkins, The Missouri Bar

Liz Williamson, American Bar Association

**12:30pm Networking Luncheon**

**1:45pm Don't Just Sit There....Get Involved** –

Kate Landry, Suffolk University Law School

**2:05pm Publications** – So you want to publish CLE books? Here's an easy way to set up book publications, including finding authors, getting a manuscript written, editing, pre-press production, marketing and working with vendors to get your book printed.

Gregory J. Smith, CLE in Colorado, Inc.

**2:50pm Break**

**3:05pm The MCLE Application and Reporting Process** – Are you being asked questions you simply can't answer about different state MCLE requirements? Are you looking for ways to simplify the application and reporting process? Find out how to work with accreditation agencies.

Holly Hitchcock, Rhode Island MCLE Commission

**3:50pm Contract Negotiations** – Negotiating with facilities and speakers is an art. Learn how to get the best deals, what attrition clauses are and how to avoid them, and how to structure a win/win situation.

Marty Latz, Latz Negotiation Institute

**4:30pm Adjourn**

**5:00pm- New Member and Faculty Reception**

**7:00pm** ACLEA members join together to welcome new members to the organization and show support for the Chicago faculty members. Join us, make new contacts and plan an evening together to further your networking opportunities!

### Special Thanks to the Chicago Planning Committee

Kathy Morris (Chair), ABA Center for CLE

Earnestine Murphy (Co-chair), ABA Center for CLE

Liz Williamson (Co-chair), ABA Center for CLE

Barbara Armstrong, Alaska Bar Association  
Abena Buahene, Saskatchewan Legal Education Society  
Dawna Burrus, Massachusetts Bar Association  
Cecil Caulkins, The Missouri Bar  
Dottie Palazzo, Jones, Day, Reavis & Pogue  
Donna J. Passons, ACLEA

Gerry Rose, The Florida Bar  
Lalla Shishkevish, District of Columbia Bar  
Greg Smith, CLE in Colorado  
Elizabeth Sullivan, Connecticut Trial Lawyers Assoc.  
Susan Swope, Pennsylvania Bar Institute  
Phyllis Whittiker, The National Judicial College

**For additional information call the ACLEA headquarters at (512) 453-4340  
or e-mail us at [aclea@aclea.org](mailto:aclea@aclea.org)**

# Conference Quick Guide

## Saturday, July 28, 2001

- 8:45am - 4:30pm **The CLE Boot Camp**  
4:30pm - 5:30pm **Fort Worth Committee Meeting**  
5:00pm - 7:00pm **New Member and Faculty Reception**

## Sunday, July 29, 2001

- 8:00am - 9:30am **SIG Meetings** – In-House, Law School, Local/Specialty Bars, Marketing, Publications, Judicial, and Technology  
9:30am -10:00am **Networking Break and Exhibits**  
10:00am -10:45am **President's Welcome and Awards**  
10:45am -12:15pm **Keynote Address** – Creative Jolt 101...SuperCharging your CLE  
12:15pm - 1:45pm **SIG and Committee Chairs Luncheon**  
12:15pm - 1:45pm **First Time ACLEA Attendees Luncheon**  
1:45pm - 3:00pm **Workshops A**

3:00pm - 3:45pm **Exhibit Hall Showcase**

3:45pm - 5:00pm **Workshops B**

5:00pm - 5:45pm **Committee Meetings** – Mandatory CLE  
6:00pm - 7:30pm **PLI Reception**

## Monday, July 30, 2001

- 8:00am - 9:00am **Committee Meetings** – Awards, Exhibitors & Sponsors, Internet, Member Services, Montreal, New Members, Public Interest  
9:15am - 10:30am **Keynote Address** – Demystifying Knowledge Management  
10:30am - 11:00pm **Networking Break & Exhibits**

11:00pm - 12:15pm **Workshops C**

12:15pm - 1:45pm **SIG Lunches** – In-House, Law School, Local/Specialty Bars, Nationals, State/Provincial Bars

1:45pm - 3:00pm **Workshops D**

- 3:30pm - 4:30pm **Special In-House Session – Low Maintenance Tricks for Beyond the Talking Head**  
3:30pm - 5:30pm **Off-site Workshop at Kent College of Law – A Magical Tour Demystifying Online Learning**  
3:15pm - 4:15pm **Committee Meetings** – International, Member Recruitment & Retention

## Tuesday, July 31, 2001

- 8:30am - 10:15am **ACLEA Business Meeting, Election and Breakfast**  
10:15am - 10:45am **Networking Break & Exhibits**  
10:45am - 12:00pm **Keynote Address** – Harnessing the Diversity of Your People  
12:00pm - 1:30pm **SIG Lunches** – Marketing and Publications

1:30pm - 2:45pm **Workshops E**

2:45pm - 3:15pm **Networking Break & Exhibits**

3:15pm - 4:30pm **Workshops F**

- 4:30pm - 5:15pm **Wrap Up: Take Home Essentials**  
6:30pm - 9:30pm **ACLEA's Magical Affair**

# Program Schedule

**Sunday, July 29, 2001**

## Keeping the Magic in CLE



**8:00 a.m. - 5:00 p.m.**

## Registration and Exhibits

**8:00 a.m. - 9:30 a.m.**

## SIG Meetings

In-House, Judicial, Law School, Local/Specialty, Marketing, Publications, and Technology

**9:30 a.m. - 10:00 a.m.**

## Networking Break & Exhibits

**10:00 a.m. - 10:45 a.m.**

## President's Welcome and Awards

Carole Wagan, ACLEA President

**10:45 a.m. - 12:15 p.m.**

## Keynote Address

**Creative Jolt 101...SuperCharging your CLE** introduces Denis Berkson, co-founder of WORDplay & Associates. Denis has for two decades conducted thousands of workshops and seminars for workplaces of all types and sizes, from Ameritech and Arthur Andersen to Vassar College and WZZM TV, as well as groups like the Chicago Area Meeting Planners International and the Wisconsin Direct Marketing Association. An expert and engaging facilitator, Denis, joined by legal communications guru Paul Lisnek, will take us through creative paces to educate and enlighten us in an interactive presentation and exploration of professional and personal creativity and how it can help all of us. Expect to participate in the session and learn:

- \*Why creativity drives team success;
- \*Simple creative jump starts;
- \*Easy-to-try techniques for increasing the quantity and quality of ideas;
- \*Ways to overcome mental blocks to imaginative thinking and new perspectives; and
- \*Practical ways you can rethink & reenergize your management style.

It's a magic pill: don't miss this dose of Denis and Paul who, full strength or diluted, are a not-to-miss combination of wisdom, wit, and all-out fun.

Denis Berkson, WORDplay & Associates

Paul M. Lisnek, Paul M. Lisnek & Associates, Inc.

**12:15 p.m. - 1:45 p.m.**

## SIG & Committee Chairs Luncheon

All Special Interest Group Chairs and Committee Chairs are encouraged to attend. \* By invitation only.

**12:15 p.m. - 1:45 p.m.**

## First Time Attendees Luncheon

All first time attendees are encouraged to attend this great networking opportunity. \*By invitation only.

**12:15 p.m. - 1:45 p.m.**

## Lunch (on your own)

**1:45 p.m. - 3:00 p.m.**

## Workshops A

### Publications and Marketing Tracks

#### Publications That Project Image: Designing Books To Sell

**Themselves** – Find the magic formula for book design. The panel members will take you beyond how to design a cover. They will discuss the secrets that not only lure prospective buyers to pick up the book but that continue to hold their attention. The session will include ideas about designing the cover art, choosing the cover material, and picking the right paper. It also will address ways to build in quality through style, functionality, and other features. Although there will be many areas of agreement, you should expect some lively give-and-take discussions when panelists' ideas differ. Please be prepared to share your own thoughts.

Lisa Sindlinger (Moderator), Oregon State Bar CLE

Michael Ambrose, State Bar of Texas

Edwin Jackson, Lexis Publishing

### Technology Track

#### How You Can Learn When You're Not Even There: The Magic Of

**Distance Education** – Just what do we mean by “distance education?” Is it effective? How much does it cost? What do we need to consider? Join this panel of professionals as they explore the basics of differing methods of content delivery to learners who cannot attend programs in person. They will discuss the varying means of distance education, which are interactive, what kind of equipment is necessary, and the pros and cons of each.

Phyllis Whittiker (Moderator), The National Judicial College

Pete Glowacki, ABA Center for CLE

Lawrence Meehan, ALI-ABA

Mike Tartaglia, The Florida Bar

Paul Wood, Legal Education Society of Alberta

### Leadership Track

**Shaazzam! Making Meetings Work** – You need to do more than just rub a magic lamp! Learn about tricks, tips, techniques and strategies for meetings that get results. Meetings – planned and impromptu – make up much of our business day. Identifying the type of meeting you need, encouraging input from all the players, maintaining control of the agenda and goals, staying on schedule, facilitating decision-making, and ensuring follow-up action are just some of the areas to be discussed.

Barbara Armstrong (Moderator), Alaska Bar Association

Margaret Spencer, Margaret Spencer Consulting

### Programs Track

#### Creating Program Evaluation Strategies to Improve Your Market

**Share** – How effective are the tools you use to evaluate your programs? Why do we even bother with program reaction forms, smile sheets and/or participant follow-up interviews? What kind of feedback is relevant and useful and how do we interpret and use this information correctly? Do we spend too much time or not enough time developing appropriate evaluation instruments? How do we communicate both the brickbats and the roses to the faculty? At this session, you will unravel the mysteries these questions pose and much more. Learn how to concretely apply the four evaluation levels and to create program evaluation strategies that you can use to improve not only the quality of your programs but also improve your market share in the process.

Louis-Charles Sirois (Moderator), Department of Justice, Ottawa

Jan Allen, McGuire, Woods, Battle & Booth

Shelly Battram, Professional Development Services, Inc.

Mark Sideman, King County Bar Association



**3:00 p.m. - 3:45 p.m.**

## **Exhibit Hall Showcase**

Want another opportunity to win a free ACLEA meeting registration? Then come to the exhibit hall during this time, visit every booth, and become eligible for the drawing to receive a free registration for ACLEA's mid-year meeting in Fort Worth. You won't want to miss this opportunity to learn about the products and services offered by the exhibitors and sponsors who help support our meetings.

**3:45 p.m. - 5:00 p.m.**

## **Workshops B**

### **Publication and Technology Tracks**

**Presto Chango! Unbundling Books for Electronic Distribution** – Web surfers — our customers — consider the Internet a magical source of information. We know that more than smoke, mirrors, and sleight of hand produce that magic. You and your authors invest a tremendous amount of time and expertise in producing your printed products. How can you leverage that investment and “repurpose” those print products onto the web, CD-ROM, email newsletters, etc? Join colleagues who are in various stages of addressing this challenge, to explore the possibilities and debate where you draw the line between reality and pipedreams.

Susan Howard Swope (Moderator), Pennsylvania Bar Institute  
Gary Abrams, CLE in Colorado, Inc.

Pamela J. Jester, Continuing Education of the Bar

Mary I. Hiniker, Institute of Continuing Legal Education

Annette Turcotte, Massachusetts CLE

### **Marketing Track**

**How to Keep Your Brochures From Disappearing Into the Circular File** – What makes for an eye-catching brochure that holds the attention and provides the information necessary to close the sale? In this session selected ACLEA member brochures which will be analyzed and reviewed by experts. It brings together the perspectives of prospective customers, print experts and CLE professionals – including those in the audience. You should leave this session with practical ideas to encourage your customers to read and respond positively to your brochures. Individual brochure critiques will also be available later in the Exhibit Hall. Remember to bring a brochure you would like reviewed to Chicago.

Sherryl Burman (Moderator), New Jersey Institute for CLE  
Roy Fuerstenberg, Documation

James Grogan, IL Attorney Registration & Disciplinary Commission

Wendy McLean, CLE Society of British Columbia

### **Technology Track**

**Practical Magic: Creating Programs on the Internet** – Intended for those who want to begin to develop Internet programming, this practical presentation by John Day will show you how to put together a basic Internet program. You will learn about: the components of an Internet CLE program, including the text parts, audio parts, presentation parts and video parts; and the tools you can use to create these components, including HTML programs, audio, video and graphics editors, and interactivity tools. Finally, John will demonstrate how all these components and tools come together to create an Internet program.

Liz Williamson (Moderator), ABA Center for CLE

John L. Day II, ALI-ABA

### **In -House Track**

**In-house Programs For and With Clients** – Is it an illusion or are clients really demanding that law firms train their lawyers too? Learn from this session how law firms are integrating clients into their training curriculum by using clients as faculty, inviting clients to attend in-house programs, designing programs to meet clients needs, and more.

Dottie Palazzo (Moderator), Jones Day, Reavis & Pogue

Dr. Sharon Meit Abrahams, McDermott, Will & Emery

Annette Cook, ABA Center for CLE

Debra Forman, Davies, Ward & Beck

Burton Lipshie, Stroock & Stroock & Lavan

## **Programs Track**

**Developing International Programs – No Magic Wand Needed – Just Good Planning** – Join this panel of ACLEA Wizards to discuss three types of “International” Programs. Learn the factors that you should consider before even making the decision to “go international”. This panel will discuss the logistical issues that you may encounter in international programming that are different from doing programming on your home turf. Learn about the opportunities as well as the pitfalls. Panelists will offer practical tips that can make your program run smoothly and hopefully be profitable for your organization.

Nick Olley (Moderator), The College of Law of England and Wales

Kate Landry, Suffolk University Law School

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

**5:00 p.m. - 5:45 p.m.**

## **Committee Meetings-**

Mandatory CLE

**6:00 p.m. - 7:30 p.m.**

## **PLI Reception- Hyatt Regency Chicago**

Join your fellow ACLEA colleagues at the annual reception sponsored by Practising Law Institute. This long standing tradition is an event you will not want to miss.

**Monday, July 30, 2001**

## **Technology Tricks and Techniques You Can Use**



**8:00 a.m. - 9:00 a.m.**

## **Committee Meetings-**

Come enjoy a continental breakfast on your way to the committee meeting. (Awards, Exhibitors & Sponsors, Internet, Member Services, Montreal, New Members, and Public Interest)

**9:15 a.m. - 10:30 a.m.**

## **Keynote Address**

**Demystifying Knowledge Management** explains a concept that can be as elusive as the secret methods behind a magician's tricks but, if current management magazines are to be believed, can also make a quite miraculous difference in organizational effectiveness. Knowledge Management (KM) techniques can be used to share critical information and make the background and expertise of the most experienced available to the novice. Does it make sense to apply these techniques in CLE organizations, or is this an innovation useful only to giant industrial companies and mega-firms? Using a Nightline format, technology expert David Hambourger, a partner and Director of Practice Support for Winston & Strawn, an international law firm headquartered in Chicago, will present a background anchor piece on ways technology-based KM approaches can be used to put institutional knowledge to work. A panel of CLE veterans will next answer David's probing Ted Koppel-like queries about applying KM concepts and tools in the CLE environment, as well as exploring the pitfalls to avoid in starting and sustaining a Knowledge Management initiative that's more than smoke and mirrors. Check your crystal ball at the door and join in this practical session on the past, present and future. David, will help us focus on knowing what we know, and using technology to share the wealth.

David Hambourger, Winston & Strawn

Julene Franki, State Bar of Texas

Gregory J. Smith, CLE in Colorado, Inc.

Leigh Webber, Practice Management Institute, Inc.

**For additional information call the ACLEA headquarters at (512) 453-4340  
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# Program Schedule

10:30 a.m. - 11:00 a.m.

## Networking Break & Exhibits

11:00 a.m. - 12:15 p.m.

## Workshops C

### Publications Track

**Digital Workflow: Electronic Pre-Press Using Adobe Acrobat** – Adobe Portable Document Format (PDF) is the format of choice for digital printing because it faithfully preserves the look and feel of original documents. The magic wand used to create PDF files is Adobe Acrobat. This live demonstration features: using Acrobat's Distiller module to output PDF files from various applications; using Acrobat's annotation tools for electronic collaboration and digital markup; using Paper Capture, Text TouchUp and Forms tools; and techniques for managing digital workflow for PDF output. Our special guest speaker for this informative session is an Adobe Certified Acrobat Expert.

Mark Carroll (Moderator), ALI-ABA  
Annamarie Lukes, Adobe ePaper Solutions

## Marketing and Technology Tracks

**Marketing Online for Fun and Profit** – So you have a Website, but does it fit into your total marketing strategy? What opportunities does online marketing actually give you? Make use of the magic of the Internet. Learn how to use your site to effectively market your programs and products and how to develop the “sticky” content that will keep visitors coming back. Understand how best to use listservs. Familiarize yourself with the legal issues you must keep in mind. To make the most of your online resources, join the panel for an interactive discussion that will help you identify the key issues to address when creating your online marketing strategy.

Larry Koplow (Moderator), ABA Center for CLE  
Jere Sue Adams, Tennessee Bar Association  
Larry Bodine, The LawMarketing Portal  
Theresa Melroy, W.W. Grainger, Inc.

## Technology Track

### Practical Magic Miniprograms - “How-To” Programs for the Techmeister

**Part One – Access Report Tricks That Let You Pull the Rabbit Out Of the Database (11:00 a.m. - 11:35 a.m.)** Intended for those who use Access but would like to learn more about writing better reports and using the full power of the Access report writing toolset, including Access as a report writer for the SQL database. Learn how to go beyond the Report Wizard. You will learn the value of using a query (or a SQL view) to develop your record set. Learn how to change the look of the report by tweaking certain report properties.

**Part Two – Mass E-Mailing – A Magical Way to Communicate and Market (11:40 a.m. to 12:15 p.m.)** Intended for those who use (or would like to use) e-mail as a means of reaching large groups of customers or members as a replacement for, or supplement to, direct mail. Learn the nuts and bolts of mass e-mail for small shops and larger ones. They will discuss affordable software you can use when you get back home, including software you can download from the Internet. Learn about practical problems and ethical issues in mass communication by e-mail.

Cecil Caulkins (Moderator), The Missouri Bar  
Wayne Greer, The Missouri Bar  
Sherry King, Bar Association of Metropolitan St. Louis

## Leadership, In-House and Technology Tracks

**The Hand Is Quicker Than the Eye: Leading the Way with Handheld Technology** – In today's fast-paced world, a PDA (personal digital assistant) brings it all to your fingertips. Need to calendar something, make a note, see or send e-mail, check on an address? It can all be in the palm of your hand. In this session, learn from a high tech expert about which PDA to buy and how you can put your PDA to work for you. Hear tips for getting the most out of a PDA, and how one ACLEA member uses her PDA to keep on top of CLE in the Lone Star State.

Lalla Shishkevish (Moderator), District of Columbia Bar  
Julene Franki, State Bar of Texas  
Dennis Kennedy, Thompson Coburn

## Programs Track

**Jumping Through Hoops - Technology Training for Lawyers** – Technology is having a tremendous impact on our every day lives including the practice of law. As CLE providers, it is our job to provide educational opportunities for lawyers to learn how to use and integrate technology effectively and confidently. However, designing and delivering technology training and education programs present their own unique challenges. Join your colleagues at this lively, interactive discussion forum and find out: what you can do to get lawyers to buy into technology training, how to develop your “teckie” faculty, design practical content and useful materials, and discover what administrative and marketing hurdles need to be overcome.

Abena Buahene (Moderator), Saskatchewan Legal Education Society, Inc.  
Lisa Armanini, Mecklenburg County Bar  
Lisa Ferrara, Massachusetts Bar Association

12:15 p.m. - 1:45 p.m.

## SIG LUNCHEONS

(Pre-registration for SIG luncheons is required)  
In-House, Law School, Local/Specialty, Nationals, and State/Provincial

1:45 p.m. - 3:00 p.m.

## Workshops D

### Publications Track

**Digital Workflow: Electronic Publishing with XML and SGML** – The digital Magical Mystery Tour continues with XML and SGML. We all know HTML, the language of the Web. HTML uses a fixed set of codes or “tags” to define how text looks on Web pages. XML and SGML are similar, but both languages incorporate user-defined tags, enabling the author to describe the content and logical structure of the text, regardless of how it looks. Thus, SGML and XML documents function like database records; users can retrieve information and organize it dynamically to fit their needs. Find out how this helpful technology is being used in modern legal publishing.

Mark Carroll (Moderator), ALI-ABA  
Steve Barwick, Conway Greene  
Mary Hiniker, Michigan Institute of CLE  
Jackie McGlamery, ABA Book Publishing

## Technology Track

### **Pulling Money Out Of the E-Hat: How the Experts Use**

**E-Commerce** – E-commerce is here to stay, and most of us are doing it, or trying to, or wanting to. E-commerce has been around long enough that some experts have emerged. They have tried it with varying degrees of success. They've learned what works and what may never work. They have figured out what customers want and how to tell if you are delivering that magic content. Let the experts tell you how they have applied e-commerce to their commerce and how their web sites help them manage their customer relationships.

Cecil Caulkins (Moderator), The Missouri Bar  
Jeff Kirkey, Michigan Institute of Continuing Legal Education  
M. Drew Jackson, CLE Society of British Columbia

## Leadership Track

**A Magic Wand in Cyberspace: How to Prepare for Negotiating with dot.coms** – By using the Internet, with a wave of your magic wand you eliminate time and geography. Thinking of doing business with a dot.com? Make sure you are prepared to ask the right questions and position yourself for success in the new venture. What does the dot.com need to know about your project and organization? How do you need to gear-up to meet deadlines and assure a good product/service? What is a realistic timeline? Learn how to make your magic wand work for you and your goals as you enter enchanted cyberspace!

Richard D. Lee (Moderator), Richard Diebold Lee Consulting  
Peter Glowacki, ABA Center for CLE  
Dottie Palazzo, Jones Day Reavis & Pogue  
Patrick Vane, Taecan.com  
Carole Wagan, Suffolk University Law School

## Programs Track

**Taking the Mystery Out of Technology Terms** – Have you ever had a meeting with a vendor or product distributor and had to ask what a particular acronym or word meant? Or worse, waited until later to look up the word and found you had missed the point of the earlier discussion? When your faculty members ask about available equipment do you have to defer to your in-house technology staff to get the answer? Each advancement in technology brings with it new words and terms. It is difficult to keep abreast of it all. Join us for this interactive dictionary game that is designed to help you learn the technology terms you need to know-terms covering the broad areas of distance learning, online learning, hardware and software systems, and other products services commonly used in the CLE industry today.

Dawna Burrus (Facilitator), Massachusetts Bar Association

**3:15 p.m. - 4:15 p.m.**

## Committee Meetings

International, Member Recruitment & Retention

**3:30 p.m. - 4:30 p.m.**

## Special In-House Session

**Low Maintenance Tricks for Beyond the Talking Head** – Current thinking is that CLE and in-house program planners need to make the talking heads disappear. Easier said than done. Join this session to learn practical tips on alternatives you can pull out of a top hat to make your programs more interactive and learner friendly.

Dottie Palazzo (Organizer) Jones, Day, Reavis & Pogue  
Paul Lisnek - Paul M. Lisnek & Associates, Inc.

**3:30 - 5:30 p.m.**

## Tour at Chicago-Kent College of Law

565 West Adams Street, Chicago

**A Magical Tour Demystifying Online Learning** – Join ACLEA colleagues on a tour of the online learning tools at Chicago-Kent College of Law, a pioneer in applying distance learning techniques. Hear from the visionaries who developed the programs and get a behind-the-scenes view of how their web programming is put together. **Tickets for this tour are limited and you must sign-up in advance. Refer to the Registration form.**

Audrey Gramstad, Chicago-Kent College of Law, Center for Law and Financial Markets  
John Mayer, CALI  
E. Todd Pedwell, Chicago-Kent College of Law, Justice Web Collaboratory  
Ronald W. Staudt, Chicago-Kent College of Law

**Tuesday, July 31, 2001**

## The Extraordinary Powers of You and Your Staff



**8:00 a.m. - 5:00 p.m.**

## Registration & Exhibits

**8:30 a.m. - 10:15 a.m.**

## Business Meeting, Election, and Breakfast

**10:15 a.m. - 10:45 a.m.**

## Networking Break & Exhibits

**10:45 a.m. - 12:00 p.m.**

## Keynote Address

**Harnessing the Diversity of Your People** will help you use all the people resources available to you – volunteers, staff, vendors and others – more effectively. How can you meld the diverse powers of your staff, and others on whom you rely, into an ever more professional and productive workforce? A diverse workplace, of course, incorporates the full range of races, ethnicities, and both genders. It also harnesses to its advantage divergent working styles, thinking and problem-solving approaches and perspectives. Yvette Bowden, the Director of Diversity and People Services at United Airlines, with her own diverse background in law, publishing and the technologies, will help us focus on the business case for a broad definition of workplace diversity that is not only right but fair for all involved, that encourages involvement and brings rewards for the CLE organization and its efforts. A Labor & Employment lawyer and MBA, Yvette has been recognized as one of the country's "Black Achievers in Industry", and one of the 30 Leaders under 30 named by Ebony Magazine. At UAL, she leads the company's Inclusion, Compliance, Outreach, Work/Life and Mentoring initiatives. Yvette will be joined during this illuminating plenary session by members of The Players Workshop of The Second City, who will bring their own improvisational brand of magic to illustrate the joys and challenges of the truly diverse workplace, proving that we can take this important subject seriously and have a good time together as we do.

Yvette Bowden, United Airlines

**12:00 p.m. - 1:30 p.m.**

## SIG Lunches

(Pre-registration for SIG luncheons is required)  
Marketing, Publications, Executive Leadership



# Program Schedule

1:30 p.m. – 2:45 p.m.

## Workshops E

### Publications Track

#### Coordinating Today's New Workforce To Publish Quality Books

– Managing the workforce needed to publish quality books has always been a difficult juggling act. Although many workforce options available today — in-house staff, vendors, contractors, and freelancers — allow greater flexibility in getting books published, the juggling act has become more complex. Panel members will share their experience in managing their workforce. They will discuss staffing alternatives to traditional legal publishing, how to publish great books with limited human resources, and how to get everyone (in-house and out) working together toward a common goal with consistent quality.

Daniel McMahon (Moderator), New York State Bar Association

Nora Crandall, Illinois ICLE

Shelly Goethals, National Institute for Trial Advocacy

### Marketing Track

**How to Build An Exceptional Customer Service Staff** – This session will guide you in creating a practical, result-oriented integrated marketing plan where all staff work in symmetry to deliver your message and sell your products and services at every appropriate opportunity. Explore how to organize, train, manage, and motivate your organization's staff to get the most out of your marketing dollars in the competitive market. Learn the techniques used by the experts to incorporate your plans into the day to day assignments of staff. Find out how to develop policies, create incentives, and take advantage of customer service opportunities to promote your product, services and your brand identity.

Dawna Burrus (Moderator), Massachusetts Bar Association

Steven G. Meilleur, State Bar of New Mexico CLE

James Carder, James Carder & Associates

### Leadership and In-House Tracks

#### Practical Magic Miniprograms

**Part One – Leadership A to Z : Is There A Magic Potion?** (1:30 p.m. to 2:05 p.m.) “A” is for “Appropriate Ambition,” the force that distinguished leaders like Gandhi and Jack Welch. “Z” is for “Zeal,” the attitude that signals an effective advocate. What forces, attitudes and actions set one apart to lead or inspire others to lead? Are great leaders born or is there a magic formula even muggles can learn? Join us for a roundtable discussion as we all seek to learn the magic of leaders like Nelson Mandela and Margaret Thatcher and adopt that magic into our own individual leadership styles.

Dottie Palazzo, Jones, Day, Reavis & Pogue

**Part Two – Casting a Spell: Making Space and Time to Think** (2:10 p.m. to 2:45 p.m.) When an organization makes no space and time for thinking and strategizing, crisis management and burn-out take over. In today's sped-up world it seems like only a sorcerer could make time stand still and give us a moment to think. This session looks at ways many of today's CEOs are mandating time to think in their own lives and in the lives of their organizations – and why they believe they will outlast their counterparts caught up in the “speed craze” of business.

Barbara Armstrong, Alaska Bar Association

### Leadership

**Dealing with the Difficult Employee** – Following through on the themes developed in the morning plenary, this session will explore further the challenges of building an organization in which staff can thrive and excel. How do you encourage employees to treat each other with respect and tolerance? How do you diagnose the reasons for systemic or individual employee problems? Bring your most perplexing human relations questions and have them answered by a top manager. Transforming a difficult employee into a productive performer may sound like alchemy. But Ray White, Chief Operating Officer of the National Institute for Trial Advocacy, can suggest the recipe. (If you want to send questions, email them to [lwilliamson@staff.abanet.org](mailto:lwilliamson@staff.abanet.org) by July 15.)

Kathy Morris (Moderator), ABA Center for CLE

Raymond M. White, NITA

2:45 p.m. - 3:15 p.m.

## Networking Break & Exhibits

3:15 p.m. – 4:30 p.m.

## Workshops F

### Marketing Track

**Releasing the Relationship Marketing Genie** – To realize the full potential of Relationship Marketing or 1:1 Marketing requires a commitment of time, staff and resources that none of us can spare. There are, however, many tips and strategies that can be drawn from such trendy marketing styles and applied to CLE offices, large and small. This panel will distill a tank full of research to offer practical applications which will help you draw new customers, retain valuable current customers, and in some cases, create an entirely new product-marketing-customer stream.

Elizabeth Dalton Sullivan (Moderator), CT Trial Lawyers Association

Henry L. Lake, Professional Education Group, Inc.

Kim Woodwick, West Group

### Leadership Track

**The Magic of Books on Your Bed Table** – Even adults love—and NEED—bedtime stories. Whether they're on our bedside tables, our desks or in our briefcases, books can provide that magic charm for surviving stressful professional and personal lives. Come to our charmed reading circle and learn about the books that have spelled magic and delight for your CLE colleagues. Both business and personal reading will be discussed, and we hope you'll share your own magical reading as well during this informal, interactive session.

Chuck Bingaman (Moderator), Illinois Institute for CLE

Kathryn Bellman, Nebraska State Bar Association

Mary Frances Edwards, National Judicial College

Tommy Sangchompuphen, National Practice Institute

Paul Truster, Law Society of Upper Canada

### Program Track

**Coordinating Staff Wizardry: Planning In Advance For Multi-Format Productions** – You have a terrific seminar. How can you “pop” it into another format. Our talented panel will discuss how you can deliver one seminar to benefit many people through the use of webcasting, satellite, teleconferencing, video replay and more. One seminar - several delivery methods? Is it magic (or maybe just good use of technology)?

Earnestine Murphy (Moderator), ABA Center for CLE

Nancy Wallrich, National Practice Institute

Steven G. Meilleur, State Bar of New Mexico CLE



# General Information

## In-house Track

**“Be the Wizard who MagiCLE Leads Your Tracking System Development Team”** – Looking for help in tracking your lawyers’ CLE credits? This hands-on presentation is geared towards members wanting to take the next step in upgrading their CLE tracking systems. Share the insights as we follow a case study of the panelists helping one of your peers develop a home-grown tracking system. You should expect to leave the presentation prepared to determine your own needs and to oversee the development of your own system.

Pat Morris (Moderator), yourCLE.org  
Dottie Palazzo, Jones, Day, Reavis & Pogue  
Jennifer Pangione, Skadden, Arps, Slate, Meagher & Flom  
Jerry Stephens, King & Spalding  
Joann Tortora, Pillsbury Winthrop LLP

**4:30 p.m. to 5:15 p.m.**

## Final Session

### Wrap Up: Taking The Magic Back Home

Even with CLE magic, everyone cannot be everywhere...but our panelists have attended every single plenary and breakout session. In this lively wrap up you’ll hear the highlights, not-to-miss ideas distilled into practical potions you can take home and use.

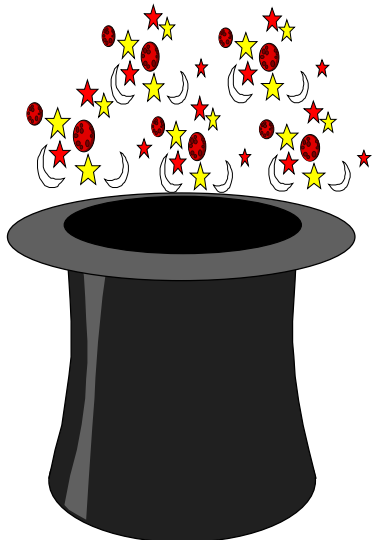
John Mola (Moderator), Practising Law Institute  
Barbara Armstrong, Alaska Bar Association  
John L. Day II, ALI-ABA  
Carla Kemp, The Missouri Bar  
Burton Lipshie, Stroock & Stroock & Lavan  
Barbara Tong, Osgoode Hall Law School



**6:30 p.m. - 9:30 p.m.**

## ACLEA’s Magical Affair

You won’t want to miss this one. You have seen the magician and the Player’s Workshop Group throughout the conference. Come see them again in our farewell party and experience real magic and laughter.



## Registration

The program registration fee includes conference materials, admission to all sessions and workshops, the business meeting and breakfast, and the Sunday and Tuesday night special events. Optional sessions, lunches and tours are separately priced. We must receive payment for optional events in advance of the conference to guarantee your reservation. There is a separate registration fee for attending the ACLEA Boot Camp session. The Boot Camp session fee includes continental breakfast, networking lunch, and materials.

## Hotel Information

Our host hotel is The Hyatt Regency Chicago located on the Riverwalk. ACLEA has secured a special room rate of \$169, double or single, until June 28, 2001. To make your reservations, call NOW! Be sure to mention ACLEA to receive the special rate. Please contact the Hyatt at:

**151 East Wacker Drive  
Chicago, IL 60601  
Phone (312) 565-1234 / Fax (312) 565-2966**

## Audio Taping

ACLEA will provide professional audio taping and duplication services of most sessions. To order cassettes of the conference, stop by the registration desk. After the conference, tapes may be ordered by calling (512) 453-4340.

## Cancellation Policy

Refunds, less a \$50 processing fee, will be given to registrants who cancel by Friday, July 20, 2001. If notice is received between July 20 and July 26, 2001 at 5:00 p.m., refunds will be given less a \$150 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](mailto:aclea@aclea.org)**

### Register By:

✉ **Mail**

**P.O. Box 4646  
Austin, TX 78765**

☎ **Fax**

**(512) 451-2911**

**Visit [www.aclea.org](http://www.aclea.org) for an on-line registration form**