

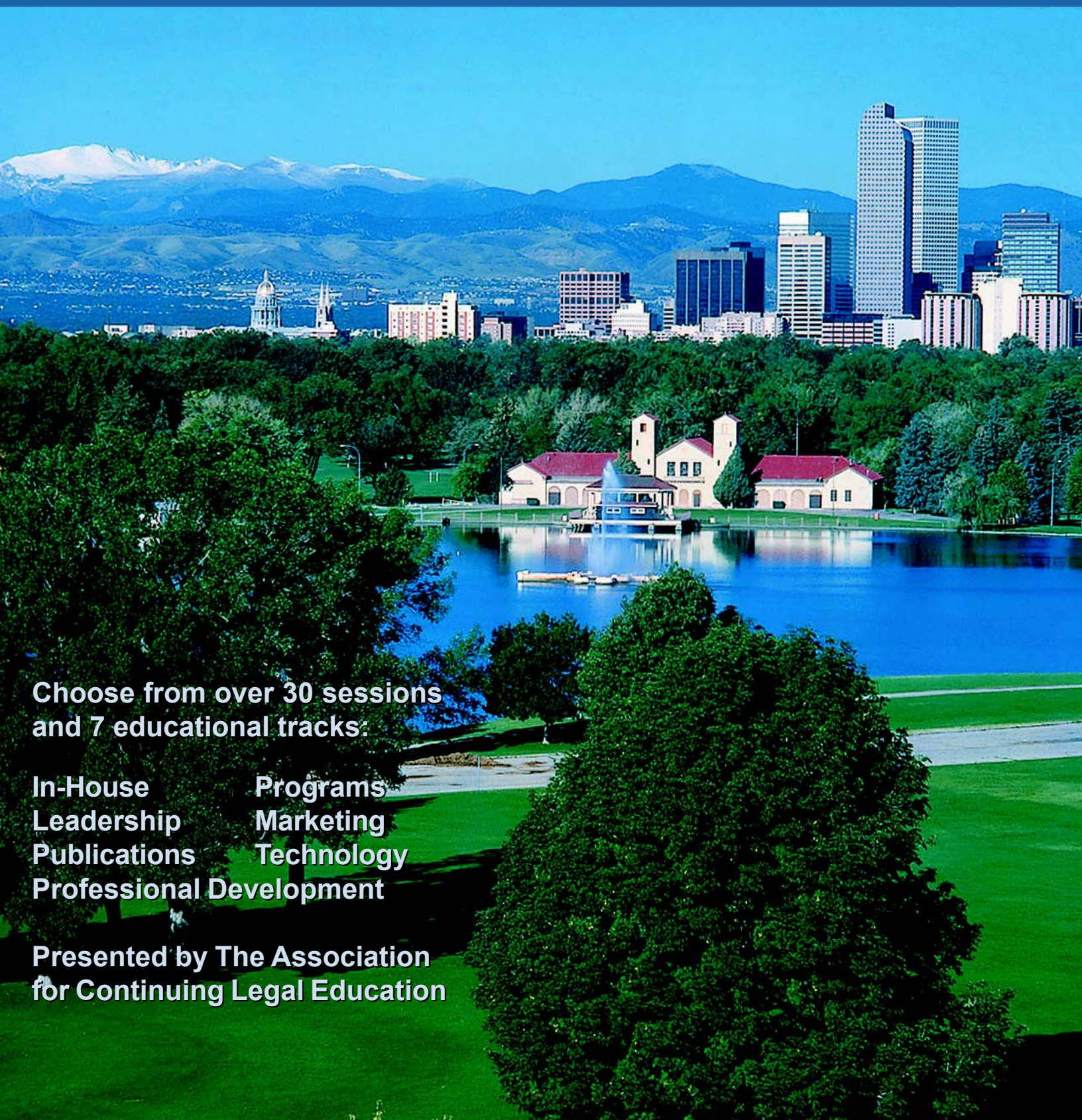
# ACLEA

## 40th Annual Meeting

July 31 – August 3, 2004

The Westin Tabor Center

Denver, Colorado



Choose from over 30 sessions  
and 7 educational tracks:

- In-House
- Leadership
- Publications
- Professional Development
- Programs
- Marketing
- Technology

Presented by The Association  
for Continuing Legal Education



# Why You Should Attend:

## A MESSAGE FROM THE PLANNING COMMITTEE

### “Raise the Bar”... Professionally and Personally...

This is one meeting you don't want to miss! “**Raise the Bar**” for your organization and for yourself with four days of professional and personal growth. Grow professionally by learning from leading experts in continuing legal education; hear specialists from inside and outside the industry tell you how to improve your skills. Grow personally through four days of inspiring interaction with your ACLEA colleagues. Take advantage of the numerous social events offered. Spend a few hours enjoying the “Mile High City.” The Westin Tabor Center, our hotel, is adjacent to the 16th Street Mall, a pedestrian thoroughfare with complimentary shuttles to museums, shopping and the Colorado Convention Center. It is ideally located just blocks from the Denver Performing Arts Complex and historic Lower Downtown. Don't miss out on this great learning opportunity!

Beginning with three dynamic plenary sessions, you will have the opportunity to “**Raise the Bar**” professionally:

- “*Effective Writing for the CLE Professional*” – with Dr. Michael W. Adams
- “*The Shift from Buyer to Seller: What It Means for CLE*” – with Jay Jaffe
- “*What Makes Lawyers Attend Programs and Buy Books?*” – with a panel of law firm partners

Continue to “**Raise the Bar**” by honing your professional skills at a plethora of workshops geared to the skilled CLE practitioner.

### *Special Thanks to the Denver Planning Committee*

Helen Bernstein, Law Society of Upper Canada  
Susan Blair, Nashville Bar Association  
Lawrence J. Center, Georgetown University Law Center  
John L. Day, ALI-ABA  
Anita K. Hamlett, Alabama Bar Institute for CLE  
Helen S. Herman, Fordham University School of Law  
James Edwin Jackson II, LexisNexis  
Kristen Mory, Stetson University College of Law  
Kim Pate, Alabama Bar Institute for CLE  
Kim Rackley, CLE International  
Libby S. Saypol, Libby S. Saypol Consulting  
Ginger Shepard, Illinois Institute for CLE  
Lisa Sindlinger, Oregon State Bar  
Gregory J. Smith, Liaison from ACLEA Executive Committee, Bradford Publishing Company  
Donna J. Passons, Executive Director, ACLEA  
Raymond C. Ruppert (Planning Committee Co-Chair), North Carolina Bar Foundation  
Thomas M. Strassburg (Planning Committee Co-Chair), Virginia CLE

*This program is dedicated to the memory of  
John Day  
1968 – 2004  
ALI-ABA  
Denver Planning Committee*

# Special Events Schedule

## Saturday, July 31, 2004

9:30 a.m. – 4:00 p.m.

### Day Trip to a Mountain Town

Come spend the day in Georgetown, one of Colorado's historic mining towns. Georgetown is nestled in between some of the most majestic peaks in the state. This historic old silver-mining town has more than 200 restored Victorian buildings and an Old West main street lined with antique stores, shops and restaurants.

Georgetown has managed to keep its Victorian charm with many homes and buildings rich in its architectural style. Tour the historic Hamill House Museum, a beautiful Gothic Revival-style building that was once the home of the town's most famous silver baron, William A. Hamill. Make sure to visit the Hotel de Paris, which was one of the state's premier hotels and restaurants since its opening in 1875. The Georgetown Hydroelectric Station is the second oldest operating hydroelectric facility in the state and its doors are open to the public for people to see 100 year old equipment, generators, early electric appliances and a chance to see how electricity is created.

You won't want to miss the Georgetown Loop Railroad. Passengers at the turn of the century hailed the railroad as the "far famed Loop", a marvel of engineering skill and the most complex railroad loop in the world. Today's railroads take you over the reconstructed Devil's Gate High Bridge, which stands 95 feet above Clear Creek. The steam locomotives climb 600 feet in elevation in just four miles through the same spectacular Colorado mountain scenery that visitors of yesteryear enjoyed. If you plan to take the train ride, we encourage you to visit their website at [www.georgetownloop.com](http://www.georgetownloop.com) or call them at 1-800-691-4386. Trains fill up fast and your advance reservation will help ensure you have a seat. Tickets to ride the train are \$11.25 for children (ages 3 to 15) and \$16.50 for adults.

Depart from the Westin Lobby at 9:30 a.m. for this day trip. Cost per person \$20.00. Please make your required reservations on your registration form.

4:45 p.m. – 6:30 p.m.

### New Member and Faculty Reception

ACLEA members and their guests join together to welcome new members to the organization and to show support for the Denver faculty.



## Sunday, August 1, 2004

6:00 p.m. – 7:30 p.m.

### PLI Reception - Westin Tabor Center

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

## Monday, August 2, 2004

3:45 p.m. – 7:00 p.m.

### Networking Excursion – Coors Brewery and Denver City Highlights

First stop...Coors Brewery! See and taste traditional brewing in the Rocky Mountains! Since 1873, Coors has thrived on a legacy of quality, innovation and customer service. The tour of the brewery includes the malting, brewing and packaging processes, sampling of Coors' products to those who are 21 years of age or older with ID, and shopping in the gift shop. The tour will continue with our guide pointing out Denver city highlights along the way back to the hotel. This is a great opportunity to network with your peers and develop contacts with people who will serve as resources for years to come.

Depart from the Westin lobby promptly at 3:45 p.m. Cost per person is \$21.00. Please make your required reservations on your registration form.

## Tuesday, August 3, 2004

6:00 p.m. – 9:30 p.m.

### ACLEA's Closing Event

Join your ACLEA colleagues for an evening of fun and laughter, as we welcome Impulse Theater, the longest running show in the history of Denver theater! People have been laughing with this comedy troupe since their show opened in 1987. To put that in perspective, Reagan was president and "website" had more to do with the location of Spiderman's home than internet browsing. This improvisational troupe will provide a top-notch, incredibly funny show you will not want to miss. Guest tickets are available for \$50.00. Please make your required reservations on your registration form.

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

## Saturday, July 31, 2004

- 8:15 a.m. – 4:15 p.m.  
CLE Boot Camp
- 9:30 a.m. – 4:00 p.m.  
Day Trip to a Mountain Town (Ticketed Event)
- 2:00 p.m. – 3:30 p.m.  
Executive Committee – Open Forum with ACLEA Members
- 4:30 p.m. – 5:30 p.m.  
San Diego Planning Committee Meeting
- 4:45 p.m. – 6:30 p.m.  
New Member and Faculty Reception

## Sunday, August 1, 2004

- 8:00 a.m. – 5:00 p.m.  
Registration and Exhibits
- 8:00 a.m. – 9:50 a.m.  
ORACLE/ACLEA Joint Working Group on MCLE Uniformity
- 8:30 a.m. – 9:50 a.m.  
Publications SIG Meeting
- 10:00 a.m. – 10:30 a.m.  
President's Welcome and "ACLEA's Best" Awards: Marketing,  
Public Interest and Publications
- 10:30 a.m. – 12:00 noon  
Plenary Session: Effective Writing for the CLE Professional
- 12:10 p.m. – 1:20 p.m.  
SIG and Committee Chair Luncheon (ticketed event)  
First Time Attendee Luncheon (ticketed event)
- 1:30 p.m. – 2:30 p.m.

### **WORKSHOPS A**

#### **Executive Leadership and In-House**

Your Leadership Journey – Raising Your Own Bar (Part I)

#### **Marketing**

Writing Clear and Effective Advertising Copy – Raising the Quality of Your Copy

#### **Technology**

Getting Real About Using Technology for Classroom, Hybrid,  
and Distance Learning – Blending the Bar

#### **Professional Development**

The 5-Minute Speech: Presentation Skills for Program Professionals –  
Raising your Personal Skills

#### **Programs and Publications**

Synergy Between Books and Programs: How the Sum is Greater Than the Parts –  
Leveraging the Bar

- 2:30 p.m. – 3:15 p.m.  
Exhibit Hall Showcase

- 3:15 p.m. – 4:15 p.m.

### **WORKSHOPS B**

#### **Executive Leadership and In-House**

Planning Your Future – Raising Your Own Bar (Part II)

#### **Programs**

R-E-S-P-E-C-T: Civility and CLE – How to Avoid Hitting the Bar

#### **Publications**

The Biggest Editing Problems – Bar None

#### **Marketing**

Branding – Marking Your Bar

#### **Technology**

Migrating to Digital: Content Capture, Management, and Distribution – Digitizing Your Bar

- 4:15 p.m. – 5:15 p.m.  
Committee Meetings (International, Mandatory CLE, Member Services, Washington DC)
- 6:00 p.m. – 7:30 p.m.  
PLI Reception - Westin Tabor Center

# Monday, August 2, 2004

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8:00 a.m. – 5:00 p.m.

Registration and Exhibits

8:00 a.m. – 8:50 a.m.

Committee Meetings (Exhibitors & Sponsors, Public Interest)

9:00 a.m. – 10:30 a.m.

Plenary Session: The Shift from Buyer to Seller-  
What It Means for CLE

10:30 a.m. – 11:00 a.m.

Networking Break and Exhibits

11:00 a.m. – 12:00 noon

## WORKSHOPS C

### Executive Leadership

Developing a Business Plan – Identifying the Bar to be Raised

### Programs and In-House

Non-Traditional Approaches to CLE Programming: And Now for Something Completely Different – Creating New Bars to Raise

### Publications and Technology

Adobe Acrobat: New Applications and Uses for Publishing Professionals (Part I) – “This Ain’t Your Momma’s Adobe” – PDF’ing Your Bar

### Marketing

Quantitative Analysis – Studying the Bar

12:10 p.m. – 2:20 p.m.

SIG Luncheons (ticketed event)

(Law Schools, Local and Specialty Bars, Nationals, State and Provincial Bars, In-House)

2:30 p.m. – 3:30 p.m.

## WORKSHOPS D

### Executive Leadership

Preparing, Analyzing and Defending Budgets – Pricing the Bar

### Programs and In-House

The Union Between Substantive and Skills Training: Making an Unlikely Marriage Work – Melding the Bar

### Publications and Technology

Adobe Acrobat: New Applications and Uses for Publishing Professionals (Part II) – “This Ain’t Your Momma’s Adobe” – PDF’ing Your Bar

### Marketing

Relationship Marketing – Targeting Your Bar-Raising Efforts

### Professional Development

Books, Books, and the Men and Women Who Love Them: Chapter Two – Raising Your Intellectual Bar

3:45 p.m. – 7:00 p.m.

Optional Networking Excursion (ticketed event)

Coors Brewery and Denver City Highlights

## Welcome to Denver

### OPTIONAL EVENTS

Saturday, July 31, 2004

9:30 a.m. – 4:00 p.m.

Day Trip to a Mountain Town

Monday, August 2, 2004

3:45 p.m. – 7:00 p.m.

Coors Brewery and  
Denver City Highlights

# Tuesday, August 3, 2004

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8:00 a.m. – 5:00 p.m.

Registration and Exhibits

8:00 a.m. – 10:00 a.m.

ACLEA Business Meeting (Breakfast, Elections, and “ACLEA’s Best” Awards: Programs and Technology)

10:00 a.m. – 10:30 a.m.

Networking Break and Exhibits

10:30 a.m. – 12:00 noon

Plenary Session: What Makes Lawyers Attend Programs and Buy Books?

12:10 p.m. – 2:20 p.m.

SIG Lunches (ticketed event)

(Executive Leadership, Marketing, Publications, Technology)

2:30 p.m. – 3:30 p.m.

## WORKSHOPS E

### Executive Leadership

Working Successfully with Planning Committees: Secrets to Success – Planning Successfully to Raise the Bar

### Marketing

Brochures: Before and After – Redesigning the Bar

### Technology

Webcasting – Raising the Technical Level of Your Programming

### Programs and In-House

CLE and Pro Bono: Strategic Partners – Extending the Bar

### Publications

Publications Wrap-Up – Closing the Bar

3:30 p.m. – 4:00 p.m.

Networking Break and Exhibits

4:00 p.m. – 5:00 p.m.

Bonus Session: Maximizing Quality in CLE Services and Products: Learning From our Peers – Raising the Bar Together

6:00 p.m. – 9:30 p.m.

ACLEA Closing Event

Impulse Theater Comedy Troupe

## *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:** Kent R. Hopper — The Missouri Bar

**8:15 a.m. Continental Breakfast**

**8:30 a.m. Introductions and What You Hope to Gain as an ACLEA Member**

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

Thelma O’Grady — Continuing Legal Education  
Society of British Columbia

**10:00 a.m. Break**

**10:15 a.m. Marketing 101: How to Effectively Market Your CLE Seminars** – The basics of direct mail, e-mail marketing, telemarketing, print advertising, Web advertising...you’ll see how to track your results and your ROI.

Anita K. Hamlett — Alabama Bar Institute of CLE  
Kim Pate — Alabama Bar Institute of CLE

**11:15 a.m. Technology and CLE** – Technology affects every aspect of the CLE organization. Learn how to maximize technology in your day-to-day operations, programming, marketing, publications, and website presence. Find out how your audience can contribute to the improvement of your technology products, and learn how to assess what type of technology “works” for your audience. Filled with tips and tricks, this session helps make the most of what you already have while it also looks to the future of CLE and technology.

Ginger Shepard — Illinois Institute for CLE

**12:00 p.m. Networking Luncheon**

**1:15 p.m. 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.

Holly Garland Langworthy — Minnesota CLE

**2:00 p.m. Break**

**2:15 p.m. 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.

David Shearon — Tennessee Commission on CLE and Specialization

**2:45 p.m. Finances and Negotiation Techniques** – Does one impact the other? You bet! This presentation will focus on budgeting, expense monitoring, financial ratios, forms, check lists and insight on how to save money (this is where your negotiation skills are so important!) at your seminars and conferences.

Donna J. Passons — Texas Institute of CLE

**3:45 p.m. Panel of Experts**

**4:15 p.m. Adjourn**

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

**Day Trip to a Mountain Town (ticketed event)**

See Special Events Schedule for details. Depart from the Westin Lobby at 9:30 a.m. for this day trip. **Cost per person \$20.00.** Please make your required reservations on your registration form.

**2:00 p.m. - 3:30 p.m.**

**Executive Committee – Open Forum with ACLEA Members**

**4:30 p.m. - 5:30 p.m.**

**San Diego Planning Committee Meeting**

**4:45 p.m. - 6:30 p.m.**

**New Member and Faculty Reception**

ACLEA members and their guests join together to welcome new members to the organization and to show support for the Denver faculty.

## Sunday, August 1, 2004

**8:00 a.m. – 5:00 p.m.**

**Registration and Exhibits**

**8:00 a.m. – 9:50 a.m.**

**ORACLE/ACLEA Joint Working Group on MCLE Uniformity**

**8:30 a.m. – 9:50 a.m.**

**Publications SIG Meeting**

**10:00 a.m. – 10:30 a.m.**

**President’s Welcome and “ACLEA’s Best” Awards: Marketing, Public Interest, and Publications**

Mark T. Carroll, ACLEA President

**10:30 a.m. – 12:00 noon**

**Plenary Session**

**Effective Writing for the CLE Professional**

We all write to communicate, and none of us is? are? as good at it as we would like to be. The ability of the CLE professional to write persuasively is critical to success. How persuasive is your writing? In this session you will learn how to write clearly and effectively. Director of Creative Writing at The University of Texas at Austin, Dr. Michael W. Adams makes the subject of effective writing entertaining. He has served as a legal-writing consultant for major corporations and law firms and is a columnist for the *Fifth Circuit Reporter*, writing on all aspects of language. Dr. Adams is the author of *The Writer’s Mind*, a book on expository writing, and for well over a decade taught CLE programs on how to improve legal writing. The bar doesn’t get any higher than this.

Dr. Michael W. Adams—The University of Texas at Austin

**12:10 p.m. – 1:20 p.m.**

**SIG and Committee Chair Luncheon (ticketed event)**

All Special Interest Group Chairs and Committee Chairs are encouraged to attend this luncheon. \*By Invitation and RSVP only.

**First-Time Attendee Luncheon (ticketed event)**

All ACLEA first-time attendees are encouraged to attend this great networking opportunity. \*By Invitation and RSVP only.



1:30 p.m. – 2:30 p.m.

## WORKSHOPS A

### *Executive Leadership and In-House*

#### **Your Leadership Journey – Raising Your Own Bar (Part I)**

For most of us, becoming a leader is a very challenging task. We cannot succeed as leaders simply by reading the latest management or leadership books written by the guru of the day. Truly effective leaders have to undertake an inner journey of self-growth to fulfill their leadership potential. During this session, you will identify the six stages leaders experience in order to develop the socialized power they need to lead. You will look back upon your career and pinpoint your leadership milestones. You will gain an appreciation for your own leadership journey and learn how you can call upon your past experiences to enhance your leadership skills.

Lawrence J. Center—Georgetown University Law Center

### *Marketing*

#### **Writing Clear and Effective Advertising Copy – Raising the Quality of Your Copy**

Plenary speaker Dr. Michael W. Adams will critique ACLEA members' promotional materials collected by the planning committee. Don't worry; he won't mention any member organizations by name. But you should be there to learn what works and what doesn't (and to see whether you recognize any of the examples).

Dr. Michael W. Adams—The University of Texas at Austin

### *Technology*

#### **Getting Real About Using Technology for Classroom, Hybrid, and Distance Learning – Blending the Bar**

When should technologies be used for teaching and learning, and what are some best practices for using them? Patti Shank, Ph.D., nationally known instructional technology consultant and author, Instructional Technology faculty member at the University of Colorado, Denver, and former contributing editor of *Online Learning Magazine*, will explore with you the range of technologies and their potential uses. A model for determining when and how to use technologies will be presented, along with examples and applications. Attendees will have the opportunity to consider: the scope of technologies for teaching and learning; benefits and challenges of various uses; and selection of technologies to support different types of learning.

Patti Shank—Learning Peaks, LLC

### *Professional Development*

#### **The 5-Minute Speech: Presentation Skills for Program Professionals – Raising your Personal Skills**

It's first thing in the morning, you're facing a crowd of attendees, and you've got maybe five minutes to introduce the program chair and make your announcements. In this interactive session, you'll discover how to make the most of this brief but important time. You'll learn how to project yourself with confidence, decide what really needs to be said, connect with your audience, set the tone for the rest of the day, and make people happy to be there. The next time you have to introduce a program, you'll know how to start it off right.

Lisa DeCaro—Courtroom Performance, Inc.

Leonard Matheo—Courtroom Performance, Inc.

### *Programs and Publications*

#### **Synergy Between Books and Programs: How the Sum is Greater Than the Parts – Leveraging the Bar**

Learn about win-win ways for a books department and a programs department to partner on projects. Hear how your shop can turn a chapter of a book into a successful telephone seminar. Learn how great course material from a well-received program can be turned into a profitable book. Hear how to discount a book and sell it as the program materials for a great seminar. We have drawn our panel from people who have had success doing these things to give you the best new ideas on how you can make the sum of your books and programs operation greater than its parts.

Holly Garland Langworthy—Minnesota CLE

Dawn M. McKnight—CLE in Colorado, Inc.

Thomas M. Strassburg—Virginia CLE

2:30 p.m. – 3:15 p.m.

## Exhibit Hall Showcase

Want another opportunity to win a FREE ACLEA meeting registration? Then come to the exhibit hall during this time and become eligible for the drawing to receive a free registration for ACLEA's 41st Mid-Year Meeting in San Diego, California. You will not want to miss the opportunity to learn about the products and services offered by the exhibitors and sponsors who help support our ACLEA meetings.

3:15 p.m. – 4:15 p.m.

## WORKSHOPS B

### *Executive Leadership and In-House*

#### **Planning Your Future – Raising Your Own Bar (Part II)**

While it is very important to understand your past and how you arrived at your current stage in your own "Leadership Journey," it is equally important to chart your future course. Too many professionals, including executives, have their careers "happen to them." Truly successful leaders plan out their lives, striving for real balance between their personal and professional roles, and developing goals associated with the skills they want to develop and the knowledge they wish to acquire. During this session, you will engage in a series of individual exercises that will allow you to identify your highest priorities, craft personal and professional objectives and develop a plan for achieving real fulfillment in your future.

Lawrence J. Center—Georgetown University Law Center

### *Programs*

#### **R-E-S-P-E-C-T: Civility and CLE – How to Avoid Hitting the Bar**

We've all shared the same nightmare: a speaker makes an inappropriate comment; a registrant shows obvious disrespect for a speaker. Sleep better by being proactive. Learn about steps you can take in the development of programs to establish a positive relationship between your speakers and registrants. This positive relationship will enhance the learning environment and the success of your program. Using interactive learning techniques including a segment from an instructor-training DVD and companion guide (courtesy of the Legal Education Society of Alberta), our speakers will help you to understand "both sides of the podium."

Jim Thaler—Stetson University College of Law

Paul F. Wood—Legal Education Society of Alberta

### *Publications*

#### **The Biggest Editing Problems – Bar None**

Spend an hour with plenary speaker Dr. Michael Adams hearing his expert advice on editing issues we encounter nearly every day. What are the best solutions for the problem of gender-neutral language? What suggestions does he have for substituting plain English for legalese without changing the meaning? Is the passive voice sometimes more effective than the active? Whether you work as an editor or not, you will leave this session with new ideas that facilitate the writing and editing you do. Come prepared to ask questions.

Dr. Michael W. Adams—The University of Texas at Austin

Did you know that you can now register for ACLEA's Mid-Year and Annual Meetings and renew your membership dues online? Check out these and other member benefits at [www.aclea.org](http://www.aclea.org).



## **Marketing**

### **Branding – Marking Your Bar**

A winning brand that communicates the essence of an organization is a valuable asset. Does your organization have a coherent brand strategy, or does it suffer from “multiple identity disorder?” Learn how to define and build your brand, enlist all employees as “brand ambassadors,” and create a strong branding system that integrates corporate identity with client culture. With the right brand, you’ll achieve your desired market position and differentiate yourself from your competitors. From one of the top firms in the country, get the latest on branding and what it means for those of us in the CLE business.

Gary Naifeh—BrandSavvy, Inc.

## **Technology**

### **Migrating to Digital: Content Capture, Management, and Distribution – Digitizing Your Bar**

Once your organization decides to make the transition to digital production and publishing, the next step is to design and implement a process that supports your decision. How do you navigate the options available for capturing and archiving media? What considerations need to go into developing your solution? Join Jeff Kirkey and Yvette Harms of Michigan ICLE for a review of ICLE’s transition to a digital shop. This session will provide an overview of the challenges presented by the transition to digital as well as valuable techniques for overcoming those challenges.

Yvette Harms—Michigan Institute of Continuing Legal Education

Jeff Kirkey—Michigan Institute of Continuing Legal Education

4:15 p.m. – 5:15 p.m.

### **Committee Meetings**

(International, Mandatory CLE, Member Services, Washington DC)

6:00 p.m. – 7:30 p.m.

### **PLI Reception - Westin Tabor Center**

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

## **Monday, August 2, 2004**

8:00 a.m. – 5:00 p.m.

### **Registration and Exhibits**

8:00 a.m. – 8:50 a.m.

### **Committee Meetings**

(Exhibitors & Sponsors, Public Interest)

9:00 a.m. – 10:30 a.m.

### **Plenary Session**

#### **The Shift from Buyer to Seller – What It Means for CLE**

For many years, CLE providers have focused on improving the substantive legal knowledge and the negotiation, litigation, and transactional skills of our customers. However, in this new era of law firms operating with bottom-line business models, an updated approach is needed if we are to fulfill our mandate to the legal profession. In this fast paced, entertaining, interactive session, international business development consultant Jay Jaffe, who has worked closely with law firms and their clients for over 25 years, will explain how CLE should be used as a vehicle for change and for bringing lawyers and clients together by providing improved client service. Drawing upon his extensive experience, he will analyze what clients are really asking law firms for in 2004 and how we can help meet these changing market demands.

Jay Jaffe—Jaffe Associates, Inc.

10:30 a.m. – 11:00 a.m.

### **Networking Break and Exhibits**

11:00 a.m. – 12:00 noon

## **WORKSHOPS C**

### **Executive Leadership**

#### **Developing a Business Plan – Identifying the Bar to be Raised**

In the “old” days of ACLEA, member organizations thought of themselves as educational institutions. Profit or surplus was considered a happy by-product of the successful fulfillment of that educational mission, but not an objective that many organizations emphasized. In fact, for-profit entities were not even allowed to belong to ACLEA. Now, just as law firms are adjusting to new paradigms, many CLE organizations are under increasing pressure to provide quality programs and products with a significant profit as the goal. In order to meet this goal, our organizations need a solid business plan. During this session, Jay Jaffe will review the purposes of such a plan, explain the components of the plan, show you how to gather the data and provide tips on how to format your plan. Finally, and most importantly, Jay will give you tips on selling your CLE business plan to upper management, your ultimate internal customer.

Jay Jaffe—Jaffe Associates, Inc.

### **Programs and In-House**

#### **Non-Traditional Approaches to CLE Programming: And Now for Something Completely Different – Creating New Bars to Raise**

How many times have you begun planning next years’ programs with a view to trying something entirely different, only to find that the pressures of time (and money) have conspired to prevent your creativity from shining through? Attend this session and you will have no more excuses, in fact, we think you won’t be able to help yourself from trying something new. Our panel will give examples of techniques they have actually applied that are educationally sound, financially rewarding and which make your programs more interesting and fun. Of special note, we’ve even asked our presenters to “walk the walk” while “talking the talk.” They’ll show you how effective new approaches to teaching can be by making their own presentations in nontraditional ways. The approaches you learn will work with even the most reluctant volunteers. Our speakers will describe how they persuade very tradition-bound attorneys to use innovative techniques in their CLE presentations.

David A. Cruickshank—Paul, Weiss, Rifkind, Wharton & Garrison LLP

Richard L. McCoy—Pennsylvania Bar Institute

### **Publications and Technology**

#### **Adobe Acrobat: New Applications and Uses for Publishing**

#### **Professionals (Part I) – “This Ain’t Your Momma’s Adobe” – PDF’ing**

**Your Bar** This two-hour seminar will go over new features and technology in the latest version of Adobe Acrobat and the related suite of Adobe products focused on publishing. The seminar features an Adobe training professional, an experienced for-profit editorial manager, and an experienced nonprofit organization technology manager. It will include demonstrations of Adobe technology focusing on new features that were unavailable in older versions of the software. The speakers will discuss practical applications of those new features and examples of products published in both the nonprofit and for-profit worlds. The three-member panel will also leave time at the end of the second hour to answer questions from participants about the new software, including advantages of using Adobe in CLE publishing. (The second hour will begin at 2:30 p.m. as Publications and Technology Workshop D.)

Steve Arensberg—LexisNexis

Ginger Shepard—Illinois Institute for CLE

Brian Wood—Adobe Systems



## **Marketing**

### **Quantitative Analysis – Studying the Bar**

In direct mail and database marketing, it's critical to understand mathematical concepts that can help determine financial success. Discover how to set objectives, track results and capture data, and interpret your findings. Explore with Charlene Moser, Instructor of the Rocky Mountain DMA's Certificate in Direct Marketing Program at Colorado State University, the power of break even analysis, predictive modeling (RFM), and lifetime value. Learn some benchmark response rates for direct mail, e-mail, ads, and catalogs. You'll return to your office knowing what your key metrics are and how you can use them to improve operational efficiencies, achieve a higher return on investment, and foster a culture conducive to measurement – in short, get more registrations and book orders from your current marketing budget.

Charlene Moser—Colorado State University

12:10 p.m. – 2:20 p.m

### **SIG Luncheons (ticketed event)**

**Law Schools**—Join us for a discussion of the current issues facing law school CLE departments. Please feel free to send issues you would like to discuss in advance via e-mail to Helen Herman (hherman@law.fordham.edu) or Elizabeth Stephens (ems@clark.edu). Moderators: Anita K. Hamlett—Alabama Bar Institute for CLE at the University of Alabama School of Law and Helen S. Herman—Fordham University School of Law

**Local and Specialty Bars**—Make new friends and keep the old as you join your fellow local and specialty bar colleagues for lunch and a roundtable discussion covering topics of interest including: new marketing strategies – what is working and what is not; seminars that stand out in today's tougher competitive market; strategies used to maximize the use of volunteers, sponsors, and vendors. Before the meeting, e-mail topics or issues that you'd like discussed to gbyrd@bamsl.org. Moderators: Gwendolyn Byrd—The Bar Association of Metropolitan St. Louis and Michelle Schwartz-Clement—City Bar Center for CLE - NYC Bar Association

**Nationals**—Join us for a roundtable discussion where participants are encouraged to share ideas and express concerns within the national CLE marketplace. Discussion topics are welcome in advance. If you haven't joined us recently, visit the ACLEA website (National SIG) and find out more about us. Moderator: Amy Danziger Shapiro—ALI-ABA

**State and Provincial Bars**—Techniques for Survival in a Competitive Environment. Moderator: Tom E. Dixon, Jr.—State Bar of Wisconsin

**In-House**—Jay Jaffe will meet with the in-house SIG to brainstorm business development training ideas for associates and partners, as well as other hot issues in law firm business development. Moderator: Libby Saypol—Libby S. Saypol Consulting

2:30 p.m. – 3:30 p.m.

## **WORKSHOPS D**

### **Executive Leadership**

#### **Preparing, Analyzing and Defending Budgets – Pricing the Bar**

Part of planning for a CLE program or publication is developing a comprehensive budget. Unfortunately, many ACLEA members have never been mentored in budget development and analysis; they learn about budgeting through trial and error, sometimes very painfully. Yet the development of a good budget and the ability to analyze that budget is one of the most critical skills any CLE leader must possess. In this new session, two experienced CLE leaders will explain how to develop a budget, whether for a program, a publication, or all of a department's annual activities, and explore the manner in which these budgets can be analyzed. Finally, you will learn the secrets to defending the budgets you have constructed, either to your CLE Director or to your governing board.

Frances Donovan—Continuing Education of the Bar - California

## **Programs and In-House**

### **The Union Between Substantive and Skills Training: Making an Unlikely Marriage Work – Melding the Bar**

Recorded history tells us that Confucius touted the benefits of experiential learning around 500 B.C. In today's legal education, experiential learning is most often employed in skills training. Despite its merits, this method of teaching legal skills is costly. It requires a large investment of staff time, instructors who can do more than lecture, registration limits, and higher tuition to cover the additional costs of program design and administration. Though costly, experiential skills training produces exceptional evaluations, a loyal customer base, and a strong bottom line. Workshop participants will learn how to design and successfully add a skills component to substantive courses. The workshop will include a "learning from experience" aspect as a means of illustrating the process of combining skills exercises with substantive information.

Mark Caldwell—National Institute for Trial Advocacy

### **Publications and Technology**

#### **Adobe Acrobat: New Applications and Uses for Publishing Professionals (Part II) – “This Ain't Your Momma's Adobe” – PDF'ing Your Bar**

This is the continuation of Publications and Technology Workshop C.

Steve Arensberg—LexisNexis

Ginger Shepard—Illinois Institute for CLE

Brian Wood—Adobe Systems

## **Marketing**

### **Relationship Marketing – Targeting Your Bar-Raising Efforts**

We've heard a lot about one-to-one marketing, but the direct mail that we all rely on can be so impersonal. Using today's technology, you can customize your program and publications mailings at a reasonable cost. With digital publishing, you can market the right product to the right audience and make your offer relevant to each person on your mailing list. By personalizing your message, you'll improve your response rate and increase the effectiveness of your marketing budget. Scott Paul, Business Development Manager, Digital Publishing Solutions for Hewlett-Packard, will present case studies that show how you can improve customer acquisition, retention, loyalty, and revenue.

Scott Paul—Hewlett-Packard Company

### **Professional Development**

#### **Books, Books, and the Men and Women Who Love Them: Chapter Two – Raising Your Intellectual Bar**

Join Chuck Bingaman, Barbara Armstrong and a panel of ACLEA members for an informal discussion about their latest business and nonbusiness reading suggestions and experiences. Come and share your latest reading adventures and discover who's reading what these days!

Barbara Armstrong—Alaska Bar Association

Charles C. Bingaman—Charles C. Bingaman Consulting

**Note:** The above session will be held at the Tattered Cover Book Store at 1628 16th Street (corner of 16th and Wynkoop) in the 3rd floor conference room. The store is within walking distance to the hotel.

3:45 p.m. – 7:00 p.m.

### **Networking Excursion (ticketed event)**

Coors Brewery and Denver City Highlights

See Special Events Schedule for details. **Cost per person \$21.00.** Depart from the Westin Lobby promptly at 3:45 p.m. Please make your required reservations on your registration form.

8:00 a.m. – 5:00 p.m.

## Registration and Exhibits

8:00 a.m. – 10:00 a.m.

## ACLEA Business Meeting (Breakfast, Elections, and “ACLEA’s Best” Awards: Programs and Technology)

10:00 a.m. – 10:30 a.m.

## Networking Break and Exhibits

10:30 a.m. – 12:00 noon

## Plenary Session

### What Makes Lawyers Attend Programs and Buy Books?

Well, let’s ask them. Real live CLE decision-makers from firms of different sizes will describe what their firms look for in considering whether to purchase your product or your competitor’s. If we asked the firms how they would like us to market to them, what would they say? Have MCLE rules made firms less or more discriminating about CLE purchases? What are the key factors firms look for in paying for online programs or publications? Can we expect shifts in buying patterns as successive generations take over firm leadership? Why do some firms promote participation by their lawyers in creating CLE programs and publications while others do not? Is this changing? Are there elements of our marketing or product designs that firms consider to be irritating or outright turnoffs? To what extent does Internet CLE erode the firm’s attention to or loyalty to a particular CLE provider or to CLE produced in one’s own jurisdiction? How much is the development of in-house CLE encroaching on firms’ interest in outside CLE? Finally, what are we not giving lawyers that they would cheerfully pay for if we did?

Katherine Driscoll Julia—Law Offices of Preston Henrichson, P.C.

Tom Ragonetti—Otten Johnson Robinson Neff & Ragonetti

Joseph W. Rugg—Akerman, Senterfitt & Eidson, P.A.

Moderator: Patrick A. Nester—State Bar of Texas

12:10 p.m. – 2:20 p.m.

## SIG Lunches (ticketed event)

**Executive Leadership**—Herb Rubenstein is an attorney and the CEO of Growth Strategies, Inc., a leadership and management consulting firm. He also serves as Adjunct Professor of Strategic Planning and Leadership at George Washington University. During this session, Herb will discuss how CLE leaders can hone their people-management, strategic-management and process-management skills, and how we can serve as excellent motivators for our teams. Moderator: Herb Rubenstein—Growth Strategies, Inc.

**Marketing**—E-Mail! Here’s a topic that ACLEA marketers can’t get enough of. From acquisition to lead capture to retention-based e-mail marketing, learn how to mix consumer psychology with direct response tactics, how to build trust through sequenced interactions, and how to guide prospects down a sales funnel that converts them into paying customers in just six easy steps. You’ll learn the fundamental elements of an e-mail message, discover how to reduce communication barriers, and realize the ways to track and measure marketing expenditures. Through relevant case studies, you’ll find out how to integrate e-mail with your other marketing efforts, how to write a subject line that gets your e-mail opened, how to personalize your message while respecting privacy, and how to deal with antispam laws and filters. Whether you have an established e-mail program or are just embarking on one, this is one session not to be missed. Moderator: Jeff Finkelstein—Customer Paradigm

**Publications**—Participate in roundtable discussions during lunch on topics such as techniques for generating better marketing pieces, tips for streamlining the publishing process, results from any customer surveys you have done, great sellers of the recent or distant past, and how you find your good authors. Each table will share their findings with the entire room for a give-and-take session during the last hour. Discussion topics will be distributed over the SIG list serve in advance. Moderators: Gerry B. Rose—The Florida Bar and Terry Burnett—South Carolina Bar - CLE Division

**Technology**—Whet your appetite with the ACLEA Techies and an engaging discussion on hot technology trends and gadgets. Start your lunch with appetizing coverage of the future of Wi-Fi, technology usability testing, and focus groups. You’ll also have the opportunity for a constructive peer review of your organization’s website. We’ll look at the features every website must have, and those that sites can do without. The main entree includes a discussion of website user agreements, privacy policies, terms and conditions, and the new CAN-SPAM Act. For dessert, we will discuss how we have used technology in our organizations to streamline or single-source processes. You won’t want to miss this satisfying experience! Moderator: Ginger Shepard—Illinois Institute for CLE

2:30 p.m. – 3:30 p.m.

## WORKSHOPS E

### Executive Leadership

#### Working Successfully with Planning Committees: Secrets to Success – Planning Successfully to Raise the Bar

Using a role-playing format, our experienced panel will provide a brief overview of how the program planning process works. They will distribute and explain the documents used in a real planning process. Then you will participate in a simulated discussion to suggest topics; narrow topics to fit the allotted times; suggest and recruit presenters; and use follow-up procedures. Finally, the panelists will analyze the pros and cons of the process and suggest how to implement it, using a future ACLEA meeting as an example.

Gary Abrams—CLE in Colorado, Inc.

Steven C. Emens—Alabama Bar Institute for CLE

Moderator: Donna J. Passons—Texas Institute of CLE

### Marketing

#### Brochures: Before and After – Redesigning the Bar

We all print brochures. Could they be better? Hear from a panel of your ACLEA colleagues who’ve recently redesigned their marketing materials. They’ll share why they did it, how they did it, and what the results have been. You’ll see the actual “before” and “after” brochures and judge for yourself. Plus, an outside marketing expert will discuss the use of color in direct mail.

Robert Anderson—LexisNexis

Charles C. Bingaman—Charles C. Bingaman Consulting

Anita K. Hamlett—Alabama Bar Institute for CLE

Diane Roggow—Market Illuminations, Inc.

### Technology

#### Webcasting – Raising the Technical Level of Your Programming

Webcasting is quickly evolving from a technology that everyone complained about to the next standard in CLE delivery. As the cost per stream continues to drop and the number of broadband subscribers continues to rise, CLE providers are increasingly turning to webcasting to increase their reach or lower their costs. The speakers will provide a behind-the-scenes look at the webcast products that are now available. This session will explore live and prerecorded audio and video and will analyze registration issues, marketing, and in-house technical issues.

John Davis—LegalSpan, Inc.

Peter A. Glowacki—American Bar Association Center for CLE

Darin L. Neely—Fordham University School of Law

## **Programs and In-House**

### **CLE and Pro Bono: Strategic Partners – Extending the Bar**

Do you want to create a new model for your pro bono program? Do you need to start a new pro bono training effort? Are you looking to strengthen your existing efforts? This workshop will help you achieve all these goals. Join our speakers from state bars and CLE organizations to learn how CLE can help prepare pro bono advocates. You will benefit from colleagues experienced in pro bono training and walk away with models, guidelines and practical tips for your CLE organizations.

Linda Warren Seely—West Tennessee Legal Services

Christopher Boadt—State Bar of Nevada

Moderator: Karen Darby—Illinois Institute for CLE

## **Publications**

### **Publications Wrap-Up – Closing the Bar**

Join your publications colleagues for an informal discussion of key lessons they learned during the course of the Denver meeting. This session provides an opportunity to share insights gained through informal meetings, one-on-one conversations, and the plenary sessions and workshops members attended.

Moderator: Lisa Sindlinger—Oregon State Bar

3:30 p.m. – 4:00 p.m.

### **Networking Break and Exhibits**

4:00 p.m. – 5:00 p.m.

### **Bonus Session**

#### **Maximizing Quality in CLE Services and Products: Learning From our Peers – Raising the Bar Together**

This one-hour panel discussion will draw on the knowledge of some of ACLEA's most experienced members. Most of them have served for a number of years on "ACLEA's Best" awards subcommittees and have spent many hours reviewing other ACLEA members' work. During their many years of experience, they have come to some important conclusions about what makes great programs, publications, marketing efforts, technology projects, and public interest activities. Each presenter will outline the ten most important features of outstanding services or products in these categories.

Charles C. Bingaman—Charles C. Bingaman Consulting

Nora Crandall—Illinois Institute for CLE

Kim Rackley—CLE International

Lisa DeCaro—Courtroom Performance, Inc.

Barbara Armstrong—Alaska Bar Association

Moderator: Thomas M. Strassburg—Virginia CLE

6:00 p.m. – 9:30 p.m.

### **ACLEA Closing Event**

See Special Events Schedule for details. Tickets for registrants are included in the registration fee. Cost per guest is \$50.00. Please make your reservation in advance on your registration form and be sure to include the number of guests attending.

## **General Information**

### **Registration**

The program registration fee includes conference materials, admission to Sunday, Monday and Tuesday sessions, the business meeting and breakfast, and the Sunday and Tuesday night special events. Optional Saturday educational sessions, 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 & tour fee payments are nonrefundable after July 14, 2004.

**NEW SPOUSE/GUEST FEE** — ACLEA has instituted a new spouse/guest fee for attendance at ACLEA meetings. 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 fee includes continental breakfasts, the business meeting breakfast, the 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.

### **Hotel Information**

Our host hotel is The Westin Tabor Center. ACLEA has secured a special room rate of \$139.00, double or single, until **July 6, 2004**. To make your reservations, call (303) 572-9100 and request the Association for Continuing Legal Education group rate. Make your reservations NOW!! If you choose to make reservations outside the group block, such as through an Internet reservation system or with a discount coupon, please be aware that you will be limited to the amenities and the restrictions included in your reservation. Please note: ACLEA has obtained this room rate by contracting a total meeting package with The Westin Tabor Center. 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 Westin Tabor Center**

**1672 Lawrence Street**

**Denver, CO 80202**

**Phone (303) 572-9100 / Fax (303) 572-7288**

### **Cancellation Policy**

All special event & tour fee payments are nonrefundable after July 14, 2004. Registration Refunds, less a \$50 processing fee, will be given to registrants who cancel by Friday, July 23, 2004. If notice is received between July 24 and 27, 2004 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**



**Online Registration  
<http://www.aclea.org>**



# ACLEA

40th Annual Meeting

July 31-August 3, 2004  
The Westin Tabor Center  
Denver, Colorado



## DENVER

Located at the base of the Rocky Mountains, Denver is one of America's most beautiful cities. And one of the most fun. Blessed with 300 days of sunshine a year, Denver is a lively city with a great love of the outdoors. Here you'll find the nation's largest city park system, 90 golf courses and an incredible 650 miles of paved bike trails. But Denver is also a cultural and sophisticated city.

Denver has the tenth largest downtown in the U.S. - a bustling area centered around a mile-long pedestrian promenade that is lined with outdoor cafes and flower baskets. Down every street there are mountain views. The mountain panorama visible from Denver is 120 miles long and includes nearly 200 named peaks. Downtown Denver is home to three new sports stadiums, 300 restaurants, a restored historic district filled with 90 bars and brewpubs, a collection of museums, a variety of galleries and shopping, the second largest performing arts center in the nation, three college campuses and even a unique downtown amusement park, Six Flags Elitch Gardens.

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Continuing Legal Education