

Why You Should Attend:

You know the CLE business doesn't sit still.

Not only do laws and lawyers' expectations change, but so do facility contracts, software, salaries, the Internet, marketing, faculty, staff training, and a hundred other factors essential to getting the job done. Change is inevitable, inescapable, even invigorating. Unless you're thinking about, encouraging, and implementing change, you'll be left behind.

In Fort Worth we'll peer into the future to see the changes on the horizon – changes brought by advances in technology, the shifting needs of lawyers, fluctuations in the economy, and even expectations about safety and security. And we'll call upon the collective wisdom of our past, to see how to meet the challenge of those changes.

With concurrent tracks on Publications, Marketing, Leadership, Programs, Technology, and In-House, you'll always find a topic you should know about. Plus, you'll find scores of your peers with whom to explore problems, share solutions, and reshape your thinking on a host of issues. One of the best aspects of any ACLEA meeting is the chance to interact with its members, an ever-changing mix of talented, experienced professionals representing all types of CLE organizations.

Plan now to join us to explore

CHANGE AND TRANSITION

February 2-5, 2002

Special Thanks to the Fort Worth Planning Committee

Co-Chairs:

Julene Franki, State Bar of Texas David Kroll, State Bar of Texas

Members:

Leslie Belasco, ALI-ABA
Charles C. Bingaman, Illinois Institute for CLE
Jim Carder, James Carder & Associates & Business Professionals Network
Mark Carroll, ALI-ABA
Cecil Caulkins, The Missouri Bar
Larry Center, Georgetown University Law Center
Lisa DeCaro, Courtroom Performance, Inc.
Sandra Geller, Practising Law Institute
Sherry Jones, Tarrant County Bar Association
Laura Leitner, Continuing Education of the Bar – California
Pat Nester, Nester Consulting Group
Dorothy Palazzo, Jones, Day, Reavis & Pogue
James Parente, Professional Education & Training
Donna J. Passons, Texas Institute of Continuing Legal Education
Sherry Priest, State Bar of Texas
John Redenbaugh, Washington State Bar Association
Jackie Rogers, Maine State Bar Association
Gregory J. Smith, CLE in Colorado, Inc.
Mark P. Smith, The Center for American and International Law

Special Events Schedule

Saturday, February 2, 2002

9:00 a.m. – 12:00 p.m.

Good Ol' Basic Fort Worth

Spend the morning exploring Fort Worth. You will get a touch of it all and remember it was Will Rogers who said "Fort Worth is where the West begins and Dallas is where the East peters out!" Visit the historical Firehouse Museum, the famous Water Gardens, and the Stockyards. Further, you will visit the Cattleraiser's Museum and learn how it felt to be a cattle rustler, and take a tour of Sid Richardson's private collection of Remingtons and Russells (Cowboys and Indians, of course). Your tour will end in Sundance Square for shopping and lunch if you desire. Depart from the Radisson Main Lobby (Main Street Entrance) at 9:00 a.m. for this tour. **Cost per person is \$30.00.** A minimum of 25 people is required. Please make your required reservations on your registration form.

1:00 p.m. – 4:15 p.m.

Cowboy's Aren't All, We Have Art Too!

Visit the Museum district and enjoy the arts of the Kimball, which is known for its Old World Collection and as the "best small museum in the world." Further, see the Bass Performance Hall, the Modern Museum, the Cowgirl Hall of Fame, as well as the 1936 geodesic dome and Will Roger's Coliseum (where Sally Rand performed her first fan dance). Depart from the Radisson Main Lobby (Main Street Entrance) at 1:00 p.m. for a wonderful tour of the Arts of Fort Worth. **Cost per person is \$30.00.** A minimum of 25 people is required. Please make your required reservations on your registration form.

4:45 p.m. – 6:30 p.m.

New Member and Faculty Reception

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

7:15 p.m. – 10:15 p.m.

Bull Riding at the Stockyards

Enjoy an evening at the Stockyards. Witness a world class bull riding competition at Billy Bob's on Saturday night. Stroll through the Stockyards for shopping, restaurants, and saloons. Although ACLEA's Tuesday night event is at Billy Bob's, entertainment will not include bull riding, so if this is something you would like to see, Saturday night is the only opportunity to do so. Depart from the Radisson Main Lobby (Main Street Entrance) at 7:15 p.m. **Cost per person is \$20.00,** which includes transportation and entry fees. A minimum of 25 people is required. Please make your required reservation on your registration form.

Sunday, February 3, 2002

6:00 p.m. – 8:30 p.m.

Reception and Tour at the Amon Carter Museum

Our opening event offers you the opportunity to explore hundreds of nineteenth and early twentieth century American paintings, drawings, prints, and sculptures, as well as photographs. After the reception enjoy a guided tour of the museum or stroll the magnificent museum on your own. Depart from the Radisson Main Lobby (Main Street Entrance) at 6:00 p.m. Tickets for registrants are included in the registration fee. **Cost per guest is \$25.00.** Please make your reservation in advance on your registration form and be sure to include the number of guests attending.

Tuesday, February 5, 2002

6:30 p.m. – 10:30 p.m.

ACLEA's Boot Scootin' Boogie Event

Join your ACLEA colleagues at "The World's Largest Honky-Tonk" for real Texas Bar-B-Que and entertainment. Located in the Historic Fort Worth Stockyards, enjoy a night of Texas sized entertainment. Tuesday night will feature a Talent Show for all on the "Honky Tonk Stage", a casino arcade, pool

tables, western dancing and more. Come prepared to perform or just sit back and enjoy. Depart from the Radisson Main Lobby (Main Street Entrance) at 6:30 p.m. Tickets for registrants are included in the registration fee. **Cost per guest is \$40.00.** Please make your reservation in advance on your registration form and be sure to include the number of guests attending.



Radisson Plaza Hotel Fort Worth, Texas

Saturday, February 2, 2002

Conference at a Glance

8:15 a.m. – 4:30 p.m.

Boot Camp

8:50 a.m. – 5:00 p.m.

Leadership Training for Successful CLE Organizations
(ACLEA Members Only)

4:30 p.m. – 5:30 p.m.

Montreal Planning Committee Meeting

4:45 p.m. – 6:30 p.m.

New Member and Faculty Reception

Sunday, February 3, 2002

8:00 a.m. – 9:30 a.m.

Selected SIG Meetings
(In-House, Law School, Local & Specialty Bars,
Marketing, and Publications)

9:30 a.m. – 10:00 a.m.

Networking Break

10:00 a.m. – 10:45 a.m.

President's Welcome

10:45 a.m. – 12:15 p.m.

Keynote Address
Changes in the Legal Profession

12:15 p.m. – 1:45 p.m.

SIG and Committee Chair Luncheon

12:15 p.m. – 1:45 p.m.

First Time Attendee Luncheon

1:45 p.m. – 3:00 p.m.

WORKSHOPS A

Publications Track

E-books and Electronic Publishing

Marketing Track

Pricing to Maximize Sales

Leadership Track

Making Diversity Work for Fun and Profit

Programs and Technology Track

Leveraging the Benefits of Your Original Course

3:00 p.m. – 3:45 p.m.

Exhibit Hall Showcase

3:45 p.m. – 5:00 p.m.

WORKSHOPS B

Publications Track

Online Editing and Electronic Collaboration

Marketing Track

How to Best Understand the Market

Technology Track

Online CLE Business Models

Programs Track

Creative Strategies to Control and Cover Costs

In-House Track

Business Skills: What Lawyers Need to Know and
How to Teach Them

5:00 p.m. – 5:45 p.m.

Committee Meetings
(Education)

6:00 p.m. – 8:30 p.m.

Reception and Tour at the Amon Carter Museum

Now That's Entertainment!

Saturday, February 2, 2002

OPTIONAL EVENTS

9:00 a.m. – 12:00 p.m.

Good Ol' Basic Fort Worth

1:00 p.m. – 4:15 p.m.

Cowboy's Aren't All, We Have Art Too!

7:15 p.m. – 10:15 p.m.

Bull Riding at the Stockyards

Monday, February 4, 2002

8:00 a.m. – 9:00 a.m.

Committee Meetings
(Exhibitors and Sponsors, Member Services,
Public Interest, CLE Summit Task Force)

9:15 a.m. – 10:30 a.m.

Keynote Address
Trends in Law Firm Professional Development:
What They Mean for You

10:30 a.m. – 11:00 a.m.

Networking Break & Exhibits

11:00 a.m. – 12:15 p.m.

WORKSHOPS C

Publications Track

Production Scheduling Methods

Marketing Track

Marketing via the Internet

Leadership Track

Creating a Climate of Constant Learning

Programs Track

Partnering with Other Entities and Multidisciplinary
Practice-Oriented Programming

In-House Track

Job Description Wanted: The Role of the Professional
Development Director

12:15 p.m. – 1:45 p.m.

SIG Lunches
(In House, Law School, Local & Specialty Bars,
Nationals, and State & Provincial Bars)

1:45 p.m. – 3:15 p.m.

WORKSHOPS D

Publications Track

Finding, Training, and Keeping Editors and
Production Staff

Marketing Track

Multidisciplinary Program Marketing

Technology Track

Internet Program While You Wait: "Distance Methods"

Leadership Track

Representing Your Organization to the Outside World:
How to Put Your Best CLE Foot Forward

Programs and In-House Track

Adding Variety/Benefits to Your Program

3:15 p.m. – 4:15 p.m.

Committee Meetings
(Internet Committee, Arizona Planning Committee)

Tuesday, February 5, 2002

8:30 a.m. – 10:15 a.m.

Business Meeting & Breakfast

10:15 a.m. – 10:45 a.m.

Networking Break & Exhibits

10:45 a.m. – 12:00 p.m.

Keynote Address
Emergency Action Planning for CLE Organizations

12:00 p.m. – 1:30 p.m.

SIG Lunches
(Executive Leadership, Publications, Marketing)

1:30 p.m. – 2:45 p.m.

WORKSHOPS E

Publications Track

Re-Energize Your Bottom Line

Marketing Track

In-House Marketing

Technology Track

Office Use of Technology

Leadership Track

What's On Your Desk?

2:45 p.m. – 3:15 p.m.

Networking Break & Exhibits

3:15 p.m. – 4:30 p.m.

WORKSHOPS F

Publications Track

The Last Roundup

Technology Track

Providing Customer Support for Technology Products

Leadership Track

Leading and Serving Your Governing Board in This
Time of Change

Programs Track

What We've Learned Along the Way About Programming,
Success and Survival

4:30 p.m. – 5:15 p.m.

Final Session

6:30 p.m. – 9:30 p.m.

ACLEA's Boot Scootin' Boogie Event

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: *Alan Treleven, CLE Society of British Columbia*

8:15 a.m. Continental Breakfast

8:45 a.m. 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.

Wendy McLean, CLE Society of British Columbia

9:30 a.m. 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.

Jill Castleman, Georgetown University Law Center

10:15 a.m. Break

10:30 a.m. 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.

11:30 a.m. 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

12:30 p.m. Networking Luncheon

1:45 p.m. Don't Just Sit There...Get Involved

Kate Landry, Suffolk University Law School

2:05 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.

Gregory J. Smith, CLE in Colorado, Inc.

2:50 p.m. Break

3:05 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.

Lee Jones, NHMC/NH Bar Association

3:35 p.m. Finances

Budgeting, expense monitoring, financial ratios, forms, check lists and insight on how to save money at your seminars and conferences.

Donna J. Passons, Texas Institute of Continuing Legal Education

4:30 p.m. Adjourn

4:45 p.m. - 6:30 p.m. New Member and Faculty Reception

ACLEA members join together to welcome new members to the organization and show support for the Fort Worth faculty members. Join us, make new contacts and plan an evening together to further your networking opportunities!

Leadership Training for Successful CLE Organizations

A Colloquium for CLE Professionals on Developing Constructive Relationships with Governing Boards, Oversight Committees and Other Policy Makers

Separate Registration Fee Required – Fee includes a continental breakfast, a working lunch and materials. Only ACLEA members may register for this session.

8:15 a.m. Continental Breakfast

8:50 a.m. Welcoming Remarks and Announcements

9:00 a.m. Managing the Agenda and the Communications with Policy Makers – Initial orientation, helping select them (when possible), a job description for them, when and how to communicate with them, developing loyalty to your organization's mission (not the many other missions and operations individual policy makers sometimes represent).

Charles C. Bingaman, Illinois Institute for CLE - Moderator

Frank Harris, Minnesota CLE

Mary Frances Edwards, National Judicial College

Pamela J. Jester, California Continuing Education of the Bar

Elizabeth Stephens, Oregon Law Institute

10:15 a.m. Coffee Break

10:30 a.m. The Board's Proper Role in Defining the CLE Mission

policy roles vs. management roles service vs. profit educating lawyers only vs. educating related professionals substantive law vs. practice management programs vs. publications in specific practice areas vs. entire profession education only vs. using CLE resources to support other policies [E.g., doing programs and services that lawyers ought to care more about but don't; using CLE staff for non-CLE activities; doing programs for political or personal purposes or ones not naturally related to a CLE curriculum.]

Frank Harris, Minnesota CLE - Moderator

Charles C. Bingaman, Illinois Institute for CLE

Mary Frances Edwards, National Judicial College

Elizabeth Stephens, Oregon Law Institute

Pamela J. Jester, California Continuing Education of the Bar

12:00 p.m. Working Lunch – lunch provided. Guided discussion among participants of morning session

1:15 p.m. Board Support in Enhancing Organizational Relationships

identifying important constituencies (courts, bar sections, other departments of a mother organization, sponsors and joint venturing organizations, local or specialty bar associations), how policy makers can help in building and maintaining constructive relationships with them.

Lalla Shishkevish, District of Columbia Bar - Moderator

Gary Abrams, CLE in Colorado, Inc.

Cecil Caulkins, The Missouri Bar

Lawrence J. Center, Georgetown University Law Center

Jim Parente, Professional Education & Training

Hugh Robertson, Legal Education Society of Alberta

2:15 p.m. Whether and how to educate and involve policy makers in making decisions about technological distribution of CLE programs and electronic publishing.

Jim Parente, Professional Education & Training - Moderator

Gary Abrams, CLE in Colorado, Inc.

Cecil Caulkins, The Missouri Bar

Hugh Robertson, Legal Education Society of Alberta

Lalla Shishkevish, District of Columbia Bar

3:15 p.m. Coffee Break

3:30 p.m. The Successful Board Meeting—whom to talk to in advance,

topics to focus on and for how long, brainstorming by the board vs. research from the staff, the best formats for staff reports, exhibits and demonstrations to attempt, written materials to provide, products to give away, guest speakers, use of ACLEA materials and standards.

Charles C. Bingaman, Illinois Institute for CLE - Moderator

Gary Abrams, CLE in Colorado, Inc.

Cecil Caulkins, The Missouri Bar

Lawrence J. Center, Georgetown University Law Center

Hugh Robertson, Legal Education Society of Alberta

Lalla Shishkevish, District of Columbia Bar

4:30 p.m. Questions and Comments From the Audience

5:00 p.m. Adjourn

8:00 a.m. – 9:30 a.m.

Selected SIG Meetings

In-House, Law School, Local & Specialty Bars, Marketing, and Publications

9:30 a.m. – 10:00 a.m.

Networking Break

10:00 a.m. – 10:45 a.m.

President's Welcome

10:45 a.m. – 12:15 p.m.

Keynote Address

Changes in the Legal Profession

The past decade has seen more change in the legal marketplace than the century that preceded it. Law firm mergers, globalization, MDPs, MJPs, websites, Internet auctions, advertising, branding, alternative pricing, skyrocketing associate salaries, distance learning, law department partnering and convergence have changed the way legal services are delivered, forever. Tumultuous external political and economic influences have undeniable consequences as well. Mr. Bower will address these changes and make some predictions for the legal marketplace of the future that will be of interest to all in attendance.

Ward Bower, Altman Weil, Inc.

12:15 p.m. – 1:45 p.m.

SIG and Committee Chair Luncheon

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

12:15 p.m. – 1:45 p.m.

First Time Attendee Luncheon

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

12:15 p.m. – 1:45 p.m.

Lunch (on your own)

1:45 p.m. – 3:00 p.m.

WORKSHOPS A

Publications Track

E-books and Electronic Publishing

What methods will you choose to publish electronically? Will you do it alone or in partnership with third parties? Will you put materials on the Web, on CD-ROM, or in one of the new "e-book" formats? Will you do so in conjunction with traditional print products? What about digital press vs. offset press printing methods and strategies? Are you familiar with digital signatures and electronic contracts? Come get answers to these questions and more.

John Hayes, LexisNexis

Craig Shaw, The Florida Bar

Marketing Track

Pricing to Maximize Sales

Whether your organization's goal is to raise surplus revenue or simply to cover costs, you have to be sensitive to what your customers will pay for the services you provide. Find out in this session if you are taking into account all that you should.

Frances Scott, California Continuing Education of the Bar

Leadership Track

Making Diversity Work for Fun and Profit: How to Make the Most of the Range of Personalities, Generations, Genders, and Nationalities in Today's CLE Workplace.

We must understand basic personality types, understand their interactions, and manage our organizations and ourselves with maximum sensitivity. This session is designed to show CLE leaders how to provide leadership, creativity and examples in this critical area.

Barbara B. Miller, Barbara B. Miller Communications

Programs and Technology Track

Leveraging the Benefits of Your Original Course

The original, live course offers avenues for supplemental revenue sources: How do you most effectively build upon the live program for video, audio, online audio, coursebooks, separate chapter sales, etc.? We will also pay attention to the perspective of the small provider.

Patrick H. Vane, Taecan.com

Cecil Caulkins, The Missouri Bar

Martin Chait, State Bar of Texas

Jan Majewski, Stetson University College of Law

John Davis, LegalSpan

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 Annual Meeting in Montreal. You will not 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

Publications Track

Online Editing and Electronic Collaboration

Reduce your paper shuffling and save the rainforest – edit directly in your word processor. Plus, learn methods for keeping track of the "current version" electronically.

Kent R. Hopper, The Missouri Bar

Carla Kemp, The Missouri Bar

Marketing Track

How to Best Understand the Market

Are you producing the same types of courses, the same materials, the same ancillary products, year after year? Stay in touch with your audience and they will tell you what they need. In this session, learn to use preference surveys, needs assessments, exit evaluations, and focus groups.

James D. Carder, James Carder & Associates & Business

Professionals Network

Laura Leitner, California Continuing Education of the Bar

Technology Track

Online CLE Business Models

We all want to do CLE on the Net and make money at it. Hear from your peers who are now doing programs and publications online. Learn what to do and what to avoid.

Nancy Wallrich, National Practice Institute

Tom Russell, Washington State Bar

Mike Tartaglia, The Florida Bar

Programs Track

Creative Strategies to Control and Cover Costs

In these increasingly competitive times everyone is looking for ways to be more effective, reduce costs and better utilize volunteer and staff time. This unique session will focus on what ACLEA members are doing in their own shops and they will share their creative techniques with the rest of ACLEA. The centerpiece of the session will be the results of a "Best Practices" survey of ACLEA members filled with practical ways to increase the bottom line and make CLE efforts more productive. ACLEA members may submit their own experience and "tricks of the trade" by sending them to the panel, care of: jcc47@law.georgetown.edu. Attend the session and share your own experiences in creative change.

Jim Parente, Professional Education & Training

Donna J. Passons, Texas Institute of CLE

Jill Castleman, Georgetown University Law Center

In-House Track

Business Skills: What Lawyers Need to Know and How to Teach Them

Lawyers need to understand their clients' businesses, from understanding a balance sheet to understanding an industry. We'll discuss what is being done to train both transactional lawyers and litigators in business-related areas, plus how to get CLE credit for training in business topics.

Elaine M. Ohlson, Testa, Hurwitz & Thibault, LLP

Barbara B. Miller, Barbara B. Miller Communications

Adam S. Breslin, Excentia, Inc.

5:00 p.m. – 5:45 p.m.

Committee Meetings

Education

6:00 p.m. – 9:00 p.m.

Reception and Tour at the Amon Carter Museum

Enjoy the opportunity to explore hundreds of nineteenth and early twentieth century American paintings, drawings, prints, sculptures, and photographs at the Amon Carter Museum. After the reception, take advantage of the guided tour throughout the museum or stroll about on your own.

Monday, February 4, 2002

8:00 a.m. – 9:00 a.m.

Committee Meetings

Exhibitors and Sponsors, Member Services,
Public Interest, CLE Summit Task Force

9:15 a.m. – 10:30 a.m.

Keynote Address

Trends in Law Firm Professional Development: What They Mean for You

Law firms are becoming increasingly sophisticated and conscientious about training and developing their lawyers. They are also becoming wiser, more demanding consumers of CLE programs and services. Learn how these trends will affect you and how you can take advantage of them to present better programs, improve customer service, and strengthen your position in the marketplace.

Ida O. Abbott, Ida Abbott Consulting

10:30 a.m. – 11:00 a.m.

Networking Break & Exhibits

11:00 a.m. – 12:15 p.m.

WORKSHOPS C

Publications Track

Production Scheduling Methods

Managing authors, other volunteers, freelancers and vendors can be a struggle. How do you keep abreast of who's working on what and when will they be done? We'll examine how to keep multiple projects and people on track, as well as project management software, forms, and checklists

David M. Hominik, Pennsylvania Bar Institute

Sherry Priest, State Bar of Texas

Jessica Batskevitsky, Massachusetts CLE, Inc.

Marketing Track

Marketing via the Internet

We all want to increase our visibility on the Internet, but how? As customers become more sophisticated in their Web use, the answer to that question continually changes. Come see what's working and what isn't in the world of banner ads, e-mail blasts, and more.

Mary Conibear, CLE Society of British Columbia

Leadership Track

Creating a Climate of Constant Learning

We are in the lifelong learning business. Usually we are focused on the lifelong learning of our customers. However, to be truly effective, we must also focus on the lifelong learning of our own team members. How can we identify the skills and knowledge our people need to do their jobs best? How can we get them interested and proactive in this learning journey? How can we prepare them for their professional futures, either with our organization or other organizations? As leaders, it is our duty to create climates where people are always learning, where knowledge is power and where colleagues exult in skills gained. What are the strategies we can employ to reach this goal? Attend this session and you will leave with practical tips for creating a learning organization at your CLE shop.

Lawrence J. Center, Georgetown University Law Center

Programs Track

Partnering with Other Entities and Multidisciplinary Practice-Oriented Programming – Is it Desirable & Feasible?

How is your organization responding to competition from the Internet, from law firms that sponsor CLE, and from providers of continuing education for other professions? In this session you'll see how partnering can reduce risk, broaden the market, and open up alternatives to competition. You'll learn about partnering with business entities providing technology or other assistance and see how to make sure the partnership runs smoothly.

Jim Parente, Professional Education & Training

Rick Olson, KRM Information Services, Inc.

Paden Neeley, AICPA

In-House Track

Job Description Wanted: The Role of the Professional Development Director

The scope of duties and the opportunities for professional development directors in law firms are expanding. What responsibilities are included in this job title and how do they vary from firm to firm? What different roles do professional development directors fill? What skills are needed to succeed in this job and what backgrounds (lawyer, administrator, and CLE professional) can be brought to this position?

Ida O. Abbott, Ida Abbott Consulting - Moderator

Christine White, Kirkpatrick & Lockhart, LLP

Elizabeth Black Berry, Weil, Gotshal & Manges LLP

Burton Lipshie, Stroock & Stroock & Lavan LLP

12:15 p.m. – 1:45 p.m.

SIG Lunches

In House, Law School, Local & Specialty Bars, Nationals, and State & Provincial Bars

1:45 p.m. – 3:15 p.m.

WORKSHOPS D

Publications Track

Finding, Training, and Keeping Editors and Production Staff

Assembling a top-notch team requires special attention to the qualifications, job functions, hiring, and training of each member. We'll examine the role of legal reviewers, cite & source checkers, copy editors, technical editors, proofreaders, typesetters, and production assistants, as well as the need to maintain consistency, accuracy, and quality of content and style. Plus, we'll consider the ramifications of contracting and working with freelancers in today's workforce.

Vickie Tatum, State Bar of Texas

Ken Zielske, State Bar of Wisconsin

Marketing Track

Multidisciplinary Program Marketing

Many of the programs and products we create appeal not only to lawyers, but also, to varying degrees, to accountants, bankers, real estate agents, law enforcement personnel, and many others. Are you doing all you can to identify those other interested professionals and cross-sell your services to them?

Jim Parente, Professional Education & Training

Technology Track

Internet Program While You Wait: "Distance Methods"

John Day couldn't make it in person, but we decided that distance learning would make a good topic for a distance learning technique presentation. John's presentation will cover its own creation through the use of audio, video, text and 'multimedia.' John will also be available via telephone for a question and answer session following the presentation.

ON VIDEO: John Day, ALI-ABA

Leadership Track

Representing Your Organization to the Outside World: How to Put Your Best CLE Foot Forward

As leaders, we are always striving to represent our organizations as positively and professionally as we can. Dealing with private practitioners, judges, government officials, colleagues and parent organizations, we endeavor to position ourselves as professional, ethical, responsible CLE providers. How can we create the best possible public perception of our team? Our seasoned experts will give you tips you can take back to your office and use immediately.

Ann Lee Gibson, Ph.D., Ann Lee Gibson Consulting

Deborah McMurray, Deborah McMurray Associates, Strategic Marketing / Couch Money ®

Programs and In-House Track

Adding Variety/Benefits to Your Program

What makes a program memorable – and more effective? We'll examine such add-ons as breakfast roundtable workshops, lunchtime issue-exchange workshops, "meet the speaker" rooms, exhibits, large screen projections, concurrent sessions, and dramatized scenarios with audience interaction. Plus, we'll focus on improving your program by improving your speakers—practical tips on making them happier, better prepared, and more comfortable.

Vince O'Brien, Minnesota CLE

Jennifer Pangione, Skadden, Arps, Slate, Meagher & Flom LLP

3:15 p.m. – 4:15 p.m.

Committee Meetings

Internet Committee, Arizona Planning Committee

8:30 a.m. – 10:15 a.m.

Business Meeting & Breakfast

10:15 a.m. – 10:45 a.m.

Networking Break & Exhibits

10:45 a.m. – 12:00 p.m.

Keynote Address

Emergency Action Planning for CLE Organizations: What to Do Before and After Disaster Strikes

These are indeed "different times". The legal profession, along with the rest of the country, recently faced the distressing truth that disaster can strike at anytime and any place. Whether the emergency is due to a natural disaster, accident or intentional act, the legal profession must be prepared to deal with all types of occurrences. CLE administrators, as well as all legal professionals, must be prepared to institute measures to protect personnel, vital records, files and business data, as well as physical facilities. This presentation will outline some simple steps that can be followed in the preparation, protection and recovery plan for CLE administrators.

Virginia Grant, Altman Weil, Inc.

12:00 p.m. – 1:30 p.m.

SIG Lunches

Executive Leadership, Publications, Marketing

1:30 p.m. – 2:45 p.m.

WORKSHOPS E

Publications Track

Re-Energize Your Bottom Line

Analyze your costs vs. your revenue to find ways to cut expenses without sacrificing quality. See how to incorporate customer feedback, as well as accommodate your board's concerns. Maximize revenues through your own efforts or in partnership with other legal publishers.

Lisa Sindlinger, Oregon State Bar CLE

Craig Shaw, The Florida Bar

Marketing Track

In-House Marketing

With time and money at a premium, many firms are being very selective about CLE; increasingly, many are turning to their own in-house programs. But why not help them fill that need? Consider the opportunities for serving firms and other customers with CLE and approaches for tailoring the product to the needs of the customer.

Julene Franki, State Bar of Texas

James D. Carder, James Carder & Associates & Business

Professionals Network

Technology Track

Office Use of Technology

To be sure, many lawyers are using technology effectively in their offices, but are we as CLE providers? Re-examine your office and procedures to accomplish the things you need to do, such as selling programs and publications and handling registrations.

Cecil Caulkins, The Missouri Bar

Mary Conibear, CLE Society of British Columbia

Henry Lake, Professional Education Group, Inc.

Steven G. Meilleur, State Bar of New Mexico CLE

Leadership Track

What's On Your Desk?

Have you ever come to an ACLEA meeting with one burning issue facing you back home, preying on your mind, bothering your concentration? It might not be the most critical problem you have confronted, but it is a question for which you have not found an answer. ACLEA meetings are designed to help you solve these kinds of problems, but sometimes the agenda of a particular meeting just doesn't seem to address the problem with which you're coping. This session has been created to do just that. Bring your toughest problem, your insurmountable hurdle, and your frustrating political quandary. Our expert panel will pool their collective knowledge and wisdom and provide you with suggestions and a fresh perspective. No problem large or small will be left unaddressed. You can even e-mail panelists in advance to give them a "head's up" on the problem you will bring with you.

Lawrence J. Center, Georgetown University Law Center

Carole A. Wagan, Suffolk University Law School

Jan Majewski, Stetson University College of Law

2:45 p.m. – 3:15 p.m.

Networking Break & Exhibits

3:15 p.m. – 4:30 p.m.

WORKSHOPS F

Publications Track

The Last Roundup

Even we strong, silent "bookish" types need someone to talk to occasionally. And perhaps the most valued benefit of attending ACLEA meetings is the opportunity to share information and ideas informally with our colleagues. Here's the perfect forum to do just that! We'll have an open and wide-ranging discussion about legal publishing and what we've learned in Fort Worth, with lots of Q&A. Our moderator is the CLE Director for the Nebraska Bar Association and wants to start a book publishing program there. She has plenty of questions to get us started. So come along and share what you've figured out on that long trail ride so far.

Kathryn Bellman, Nebraska Bar Association

Technology Track

Providing Customer Support for Technology Products

We are all being asked to do more with less, and nowhere is this truer than with technology products and services. How can we maximize the support our customers expect while battling the limitations on time and resources and constant hardware/software upgrades?

Ginger Imler, Illinois Institute for CLE

Patrick H. Vane, Taecan.com

John Davis, LegalSpan

John Mastandrea, Practising Law Institute

Leadership Track

Leading and Serving Your Governing Board in This Time of Change

It is tough enough for us to keep up with all the changes affecting the CLE world, and we work in it every day! How can we keep our Board members educated and motivated to do their jobs well, especially when many of them did not grow up during the computer age? The answer involves education and advocacy, educating them about the tough issues we confront and advocating for the approaches we think will succeed. Balancing these dual responsibilities can be challenging. Learn how to be the consummate juggler while you navigate the whitewater of change in CLE.

Charles C. Bingaman, Illinois Institute for CLE - Moderator

Victor J. Rubino, Practising Law Institute

Pamela J. Jester, California Continuing Education of the Bar

David E. Keltner, Jose, Henry, Brantley & Keltner, L.L.P.

Programs Track

What We've Learned Along the Way About Programming, Success and Survival

Explore insights shared by a panel of veteran CLE administrators as they focus on advice and wisdom to help you cultivate a culture of satisfied employees, effectively recruit and manage volunteers, develop awesome customer service, deal with (and survive) politically sensitive matters, benefit from mentoring and networking, recruit volunteer presenters who'll want to help you time and again, and continue to develop the value and effectiveness of your programs.

Dorothy M. Palazzo, Jones, Day, Reavis & Pogue - Moderator

Patrick A. Nester, Nester Consulting Group

Susan Blair, Nashville Bar Association

Hugh A. Robertson, Legal Education Society of Alberta

4:30 p.m. – 5:15 p.m.

Final Session

Couldn't make it to every session you wanted to? Join us for this quick overview – a look at the highlights of each of the conference tracks. This just might be the most information-packed session of them all!

David Kroll, State Bar of Texas - Moderator

Gary Abrams, CLE Colorado, Inc.

Ginger Imler, Illinois Institute for CLE

Carla Kemp, The Missouri Bar

Vince O'Brien, Minnesota CLE

Patrick A. Nester, Nester Consulting Group

Donna J. Passons, Texas Institute of CLE

Cecil Caulkins, The Missouri Bar

6:30 p.m. – 9:30 p.m.

ACLEA's Boot Scootin' Boogie Event

You won't want to miss this Texas sized event at Billy Bob's of Texas. Enjoy the scenery of the "Largest Honky-Tonk" in the world. After a traditional Texas feast, show your talents on the "Honky Tonk Stage" for a live talent contest, try some country western dancing, play some pool and games, or just sit back, relax and enjoy being deep in the heart of Texas.

General Information

Registration

The program registration fee includes conference materials, admission to all sessions and workshops (except Saturday Sessions), the business meeting and breakfast, and the Sunday and Tuesday night special events. Optional sessions, lunches, and Saturday tours are separately priced. We must receive payment for all optional events in advance of the conference to guarantee your reservation. There is a separate fee for attending the ACLEA Boot Camp session and the Leadership Training For Successful CLE Organizations Session on Saturday. Both Saturday session fees include continental breakfast, networking lunch, and materials.

Hotel Information

Our host hotel is The Radisson Plaza Hotel located in downtown Fort Worth. The hotel is located just 20 minutes from DFW Airport. From DFW Airport take 183 west, exit 121 Highway (Airport Freeway), to Spur 347, turn left on Main, right on 8th street. ACLEA has secured a special room rate of \$130 for single occupancy and \$140 for double occupancy. These rates will be recognized until January 4, 2002. To make your reservations, call (800) 333-3333 or (817) 870-2100 and request the Association for Continuing Legal Education group rate. Make your reservations NOW! If you choose to make reservations outside the group rate, such as a discount coupon or Internet reservation system, please be aware that you will be limited to the amenities and the restrictions included in your reservation. To make your reservation, please contact:

Radisson Plaza Hotel
815 Main Street
Fort Worth, Texas 76102
Phone (817) 870-2100 / Fax (817) 335-3408

You must state that you are with ACLEA to receive the special rate and protection of ACLEA's special block.

Cancellation Policy

Refunds, less a \$50 processing fee, will be given to registrants who cancel by Friday, January 25, 2002. If notice is received between January 26, 2002 and January 31, 2002 before 5:00 p.m., a refund will be given less a \$150 processing fee. No refunds or transfers will be granted thereafter.

Make Plans Now to Attend the Annual Meeting in Montreal

ACLEA's 38th Annual Meeting
July 27 - 30, 2002
Delta Centre-Ville Hotel
Montreal, Quebec

Plenary Sessions:

CLE's Role in Improving the System of Justice
CLE's Role in the Practice of Law
The Evolving Role of the CLE Professional

Workshop Topics Include:

The Elements of a Good Index
Index Contracting and Software Issues
Teaching for Better Learning
Care and Feeding of Volunteers
How to Keep Technology Projects on Track
Intellectual Property and Privacy Issues Updates
Advanced Survival Strategies for In-House CLE Directors
Top 10 Business Training Needs for Lawyers Today
Planning and Marketing Programs to Specific Lawyer Media Segments
Reaching Beyond Your Obvious Target Markets
How to Differentiate Your Marketing and Keep it Fresh
Alliances in the CLE Business - between large and smaller organizations; between competitors; between neighboring states; among small organizations
Reinventing Your Job and Yourself

Questions?

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

Register by:



Mail
P.O. Box 4646
Austin, Texas 78765



Fax: (512) 451-2911



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

38th ACLEA Mid-Year Meeting - Fort Worth, Texas

February 2-5, 2002

Name _____ Organization _____

Address _____ Year Joined ACLEA _____

Phone _____ Fax _____ E-mail _____

Registration *on or before January 4, 2002*

*Hotel reservation deadline is **January 4, 2002**, refer to brochure for details

- Member Registration \$ 395
- Non Member Registration \$ 595

Registration *after January 4, 2002*

- Member Registration \$ 445
- Non Member Registration \$ 645

Please submit a separate membership application

- Join ACLEA now and pay the member fee to attend this meeting \$ 195 dues

(\$180 if you are an additional member from a member organization)

Total for **Registration fee**\$ _____

Optional Educational Programs (Pre-Registration Required)

Saturday, February 2, 2002

- ACLEA Boot Camp (Members) \$ 95
- ACLEA Boot Camp (Non-Members) \$ 145
- Leadership Training (Members ONLY) \$ 145

Total for **Optional Educational Programs**.....\$ _____

Special Interest Group Luncheons

Monday, February 4, 2002 / 12:15pm - 1:45pm

Reservation and additional fee required in advance

- In-House \$ 21
- Law School \$ 21
- Local & Specialty Bars \$ 21
- Nationals \$ 21
- State & Provincial Bars \$ 21

Tuesday, February 5, 2002 / 12:00pm - 1:30pm

Reservation and additional fee required in advance

- Executive Leadership \$ 20
- Publications \$ 20
- Marketing \$ 20

Total for **Luncheons**\$ _____

Optional Tours/Events (Pre-Registration Required)

Saturday, February 2, 2002

- Good Ol' Basic Ft. Worth Tour \$ 30 x _____ (no. of tickets)
- Cowboy's Aren't All! We have Art Too! \$ 30 x _____ (no. of tickets)
- Bull Riding at the Stockyards \$ 20 x _____ (no. of tickets)

Sunday, February 3, 2002 & Tuesday, February 5, 2002

Tickets for the Sunday and Tuesday night events are included in your registration fee. However, please check below to R.S.V.P. for your ticket and indicate if you want to purchase additional tickets for your guest(s). Please notify ACLEA prior to the conference of any special meal requirements.

- Sunday Night Reception for Registrant \$ 0
- Sunday Night Reception Guest Tickets \$ 25 x _____ (no. of tickets)
- Tuesday Night Dinner for Registrant \$ 0
- Tuesday Night Dinner Guest Tickets \$ 40 x _____ (no. of tickets)

Total for **Optional Tours/Events**\$ _____

TOTAL ENCLOSED PAYMENT \$ _____

Please Indicate the Sessions You Plan to Attend:

Sunday, February 3, 2002

Special Interest Group Meetings / 8:00am - 9:30am

- In-House
- Law School
- Local & Specialty Bars
- Marketing
- Publications

Concurrent Workshops A / 1:45pm - 3:00pm

- E-Books and Electronic Publishing
- Pricing to Maximize Sales
- Making Diversity Work for Fun and Profit
- Leveraging the Benefits of Your Original Course

Concurrent Workshops B / 3:45pm - 5:00pm

- Online Editing and Electronic Collaboration
- How to Best Understand the Market
- Online CLE Business Models
- Creative Strategies to Control and Cover Costs
- Business Skills: What Lawyers Need to Know and How to Teach Them

Monday, February 4, 2002

Concurrent Workshops C / 11:00am - 12:15pm

- Production Scheduling Methods
- Marketing via the Internet
- Creating a Climate of Constant Learning
- Partnering with Other Entities and Multidisciplinary Practice-Oriented Programming
- Job Description Wanted: The Role of the Professional Development Director

Concurrent Workshops D / 1:45pm - 3:15pm

- Finding, Training, and Keeping Editors and Production Staff
- Multidisciplinary Program Marketing
- Internet Program While You Wait: "Distance Methods"
- Representing Your Organization to the Outside World: How to put Your Best CLE Foot Forward
- Adding Variety/Benefits to Your Program

Tuesday, February 5, 2002

Concurrent Workshops E / 1:30pm - 2:45pm

- Re-Energize Your Bottom Line
- In-House Marketing
- Office Use of Technology
- What's On Your Desk?

Concurrent Workshops F / 3:15pm - 4:30pm

- The Last Roundup
- Providing Customer Support for Technology Products
- Leading and Serving Your Governing Board in This Time of Change
- What We've Learned Along the Way About Programming, Success, and Survival

PAYMENT METHOD

Check enclosed payable to ACLEA or Please charge my Visa Mastercard

Credit Card # _____

Signature _____

Exp. Date _____

I cannot attend the program, please forward the written materials.

- Member Price \$395
- Non-Member Price \$595