



The Network for CLE Professionals...Worldwide

42nd Annual Meeting

**RIDING THE WAVES
TO GREATER SUCCESS**

**July 29 - August 1, 2006
The Fairmont Orchid, Hawai'i
Kohala Coast, Hawai'i**

*Presented by
The Association for
Continuing Legal Education*

Why You Should Attend:

A Message From the Planning Committee

RIDING THE WAVES TO GREATER SUCCESS

With four days of plenary and workshop sessions you will leave with your tools sharpened and your treasure chest overflowing with ideas and new skills. The conference agenda offers more national speakers and plenary sessions than ever before and workshops designed for everyone in your CLE shop. Following the approach that was so successful for the Tucson conference, we have designed most of the plenary sessions to be followed by related workshops. After reviewing years of ACLEA conference evaluations, the Hawai'i Planning Committee developed a program agenda designed specifically to address the myriad issues we face and to provide skills we can use professionally and personally, such as time management and writing. An additional bonus is having so many national speakers. These speakers are designing their presentations to help us increase our skills, regardless of our varying duties. We will also get a glimpse of their speaking styles for possible engagements with our own organizations. As it is too expensive for most of us to travel around listening to them individually, *they* are kindly joining *us*!

The workshops following the plenary sessions are designed to let us roll up our sleeves and get to work so that we can take home our treasure chest filled with the rich ideas that come with collaborating with others who have similar functions in their organizations.

Getting a jump start on the conference, we begin Saturday with an abbreviated Boot Camp ("Flip-Flop" Camp) for new members and the first plenary on writing. This is followed with a Welcome Reception and "ACLEA's Best" Awards ceremony. The program begins in earnest on Sunday and starts an agenda offering:

- ◆ a global view of CLE
- ◆ redesigning our products to sell more
- ◆ the importance of diversity
- ◆ bringing in the bucks

...and the ever important

- ◆ Getting a Front-Row Seat in Life!

There will also be plenty of time for the informal meetings with our colleagues, walks on the beach, relaxing by the palms, snorkeling with the sea turtles, or exploring the mighty volcano!

Special Thanks to the Hawai'i Planning Committee

Mark T. Carroll—ALI-ABA

Roger B. Curlin III—Stetson University College of Law

Dawn M. McKnight—CLE in Colorado, Inc.

Jane S. Rhee—Shearman & Sterling LLP

Gregory J. Smith—Bradford Publishing Company

Lisa Deane (Planning Committee Co-Chair)—State Bar of Arizona

Donna J. Passons (Planning Committee Co-Chair)—ACLEA Executive Director

Special Events Schedule

Saturday, July 29, 2006

8:30 a.m. – 12:30 p.m.

Day Trip to Pu'uhonua o Honaunau Place of Refuge

Immerse yourself in the culture and life of ancient Hawaii as you explore Pu'uhonua o Honaunau National Historical Park, including the sanctuary of the *Pu'uhonua* – Place of Refuge – which was a place of peace and safety. The pu'uhonua at Honaunau is marked by a massive stone wall and has stood at the southern end of Honaunau Bay since the 15th century. You'll see thousand-year-old lava flows and ancient temples as you explore the Royal Grounds, a former home and recreational area to the royal chiefs of the island's Kona district. Take a virtual tour online at http://www2.nature.nps.gov/views/Sites/PUHO/HTML/04_Puuhonua.htm.

Our bus will depart from the hotel promptly at 8:30 a.m. and take you directly to Pu'uhonua o Honaunau. At 11:00 a.m. the bus will depart Pu'uhonua o Honaunau and treat you to a narrated tour through Kealakekua Bay and Alii Drive before returning to the hotel by 12:30 p.m. Cost is \$35 per person with a minimum of 20 people required. Please make your required reservation on your registration form.

6:00 p.m. – 7:30 p.m.

Welcome Reception honoring New Members and Faculty - President's Welcome and "ACLEA's Best" Awards

ACLEA members and their registered guests join together to welcome new members to the organization and to show support for the Hawai'i faculty and "ACLEA's Best" award winners.

Sunday, July 30, 2006

4:30 p.m. – 6:30 p.m.

ACLEA Cocktail Party

Join your ACLEA colleagues at this annual reception, sponsored in part by our Platinum Sponsor - Practising Law Institute. Tickets for registrants are included in the registration fee. Guest tickets are available for \$30. Please make your required reservations on your registration form.

Monday, July 31, 2006

3:30 p.m. – 9:30 p.m.

Networking Excursion to Kailua-Kona

Sign up with your colleagues for this narrated tour into Kailua-Kona. On your way, you will stop at several scenic overlooks for a chance to snap that perfect photo. Then you are on your way to explore Kailua-Kona's numerous small shops and restaurants.

Nestled at the bottom of the Hualalai Volcano, this area was considered in ancient times to be the premier place to live and was home to many kings. Later, missionaries built churches and residences turning the tiny fishing village into a small seaport. This charming town mixes numerous historical sites with modern tourist attractions.

The bus will depart from the Fairmont Orchid foyer promptly at 3:30 p.m. After dropping you off in Kailua-Kona, the bus will then begin looping between the drop-off point and the Fairmont Orchid, with a final pick up from Kailua-Kona at 8:45 p.m. for drop-off at the hotel by 9:30 p.m. Cost per person is \$20. Please make your required reservations on your registration form.

Tuesday, August 1, 2006

6:30 p.m. – 10:00 p.m.

ACLEA's Closing Event

Don't leave Hawai'i without experiencing the ultimate Hawaiian event - the luau. Be sure to pack your sandals and your best Hawaiian shirt (or grass skirt) for this Polynesian feast of fruits and cultural dishes, featuring a main course of roasted pig. Following dinner, you'll be entertained by skilled performers from all across Polynesia who move to the beat of a different drum as they dance, sing and light up the night with flaming knives and torches. Tickets for registrants are included in the registration fee. Guest tickets are available for \$75. Don't leave us in limbo, make your required reservations on your registration form.

Wednesday, August 2, 2006

8:00 a.m. – 5:00 p.m.

Day Trip to Hawai'i Volcanoes National Park (ticketed event)

Hawai'i Volcanoes National Park, established in 1916, displays the results of 70 million years of volcanism, migration, and evolution — processes that thrust a bare land from the sea and clothed it with complex and unique ecosystems and a distinct human culture. The park encompasses diverse environments that range from sea level to the summit of the earth's most massive volcano, Mauna Loa at 13,677 feet. Kilauea, the world's most active volcano, offers visitors views of dramatic volcanic landscapes. *The Volcano Crater Rim Drive Tour is a fully narrated driving tour, which will stop at several locations in the park.*



Our bus will depart from the Fairmont Orchid Hotel promptly at 8:00 a.m. The drive to Hawai'i Volcanoes National Park takes approximately 3 hours. The narrated trip will arrive in the Park at 11 a.m. and proceed on a tour of the Volcano Crater Rim Drive. During this tour, you will get to visit Halemaumau Overlook, Jaggar Museum, the 1982 lava flow, Thurston (Nahuku) lava tube, and Kilauea Iki overlook. You will be dropped off at Volcano House, the park's restaurant, at 12 noon. (Lunch is not included). At 1:00 p.m. the bus will depart from Volcano House and take you to Rainbow Falls. *At Rainbow Falls, you will be able to walk to the falls area and enjoy the beautiful view.* At 2:30 p.m., you will depart Rainbow Falls. The bus will stop at the hotel at 4:30 and then at the Kona International Airport at 5:00 p.m. for those departing that evening. If you plan to go directly to the airport, please have your luggage with you in the morning. Luggage may be stowed in the cargo area of the bus during the tour. The cost per person is \$55. A minimum of 20 registrants is required by June 30 or ACLEA will reserve the right to cancel the tour. Please make your required reservation on your registration form.

Saturday, July 29, 2006

8:00 a.m. – 6:00 p.m.

Registration Desk Open

8:30 a.m. – 12:30 p.m.

Day Trip to Pu'uhonua o Honaunau Place of Refuge (ticketed event)

8:30 a.m. – 2:00 p.m.

New Member Orientation and CLE "Flip-Flop" Camp (*A.K.A. Bootcamp*)

3:00 p.m. – 4:00 p.m.

Plenary Session: Writing with Ross Guberman: Your Questions, My Suggestions

4:15 p.m. – 5:30 p.m.

WORKSHOPS A – Limboing Under the Pencil: The Art of Writing

- ◆ Business Writing in a Legal Context
- ◆ Awaken the Author Within
- ◆ The Beloved Editor: Respected but Not Feared
- ◆ Brochure Copy That Sizzles

5:30 p.m. – 6:00 p.m.

Committee Meetings (International, MCLE, Nashville Planning Committee)

6:00 p.m. – 7:30 p.m.

Welcome Reception honoring New Members and Faculty - President's Welcome & "ACLEA's Best" Awards

Sunday, July 30, 2006

7:15 a.m. – 4:15 p.m.

Registration and Exhibits

7:30 a.m. – 8:55 a.m.

SIG Chair, Committee Chair, and First Time Attendee Breakfast (ticketed event-by invitation only)

9:00 a.m. – 9:15 a.m.

Announcements and Co-Chairs' Welcome

9:15 a.m. – 10:30 a.m.

Plenary Session: Thinking Globally: Educating in a Flat, 7/24 Wired, World

10:30 a.m. – 11:00 a.m.

Networking Break and Exhibits

11:00 a.m. – 12:00 noon

WORKSHOPS B – New Horizons in CLE: A Global Perspective

- ◆ Blogs, Podcasts and RSS Newsfeeds: Emerging Marketing and Communications Tools
- ◆ Finding More Coconuts: Identifying & Reaching New Markets
- ◆ Training and Professional Development for the Multi-Jurisdictional Office
- ◆ Think Global - Act Local: Strategic Planning for YOUR Organization
- ◆ Licensing Derivatives - Model Licensing Contracts

12:00 noon – 1:15 p.m.

SIG Lunches (ticketed event - open to all registrants)

(Executive Leadership, Marketing, Publications, Technology)

1:30 p.m. – 2:30 p.m.

WORKSHOPS C – Lava Flows of the Winners: The Best of ACLEA - All Categories

(Marketing, Programming, Public Interest, Publications, and Technology)

2:30 p.m. – 3:15 p.m.

Exhibit Hall Showcase

3:15 p.m. – 4:15 p.m.

WORKSHOPS D – Waves of Ideas, the Intelligent Redesign

- ◆ Redesigning Your In-House Programs
- ◆ Helping Your Speakers Help Themselves
- ◆ Redesigning Your Workforce: How CLE Organizations Can Cope With a New Boss, Retirements and Lay-offs
- ◆ Brochures, Emails, and Websites: Shaking Them Up!

4:30 p.m. – 6:30 p.m.

ACLEA Cocktail Party

DID YOU KNOW YOU CAN...

Renew your membership dues online?

Search through articles from past conferences?

Find contact information for ACLEA members in the member directory?

Offer your products for bulk purchase and distribution to other ACLEA members?

Check out these member benefits and other features of ACLEA's website at

www.aclea.org

Monday, July 31, 2006

7:00 a.m. – 3:00 p.m.

Registration and Exhibits

7:15 a.m. – 8:15 a.m.

Committee Meetings (Exhibitors/Sponsors, Public Interest)

7:15 a.m. – 8:15 a.m.

ACLEA/ORACLE Joint Working Group on MCLE Uniformity

8:30 a.m. – 10:30 a.m.

Plenary Session: Time Management

10:30 a.m. – 11:00 a.m.

Networking Break and Exhibits

11:00 a.m. – 12:00 noon

WORKSHOPS E – Smelling the Orchids: So Much to Do, So Little Time

- ◆ Keeping Employees on Track: 30 Tips for Helping You and Your Staff Get Things Done and Still Go Home Sane!
- ◆ Keeping Your Faculty on Track
- ◆ Workflow Management: Software, Hardware & People
- ◆ Keeping Your Authors on Track
- ◆ Keeping Your Lawyers on Track

12:00 noon – 1:25 p.m.

SIG Lunches (ticketed event - closed to SIG members only)
(Entrepreneurial, In-House, Law Schools, Local & Specialty Bars, Nationals, State & Provincial Bars)

1:30 p.m. – 2:45 p.m.

Plenary Session: Lawgter is the Best Medicine

3:30 p.m. – 9:30 p.m.

Networking Excursion to Kailua-Kona (ticketed event)



Welcome to Hawai'i

OPTIONAL EVENTS

Saturday, July 29, 2006

8:30 a.m. – 12:30 p.m.

Day Trip to Pu'uhonua o Honaunau Place of Refuge

Monday, July 31, 2006

3:30 p.m. – 9:30 p.m.

Networking Excursion to Kailua-Kona

Wednesday, August 2, 2006

8:00 a.m. – 5:00 p.m.

Day Trip to Hawai'i Volcanoes National Park

It's Back!

Tired of lugging your binder around for 4 straight days? ACLEA is once again offering your choice of printed materials or materials on CD for use on-site during the conference *and* as a great addition to your office library! Be sure to make your selection by checking the appropriate box on the registration form. You cannot change your selection on-site, however you can purchase *both* the CD and printed versions for an additional \$50. Your shoulders will thank you!

Note: The CD materials do not include the CLE "Flip-Flop" Camp (A.K.A. Bootcamp). If you have registered for the "Flip-Flop" Camp you will receive a printed version of the Camp materials.

Tuesday, August 1, 2006

8:00 a.m. – 4:00 p.m.

Registration and Exhibits

8:30 a.m. – 10:00 a.m.

ACLEA Business Meeting & Breakfast (open to all ACLEA members)

10:00 a.m. – 10:30 a.m.

Networking Break and Exhibits

10:30 a.m. – 12:00 noon

Plenary Session: Recognizing, Understanding, and Appreciating Differences

12:00 noon – 1:25 p.m.

ACLEA Luncheon for Various Sized CLE Organizations

1:30 p.m. – 2:30 p.m.

WORKSHOPS F – An Enriching Environment: Diversity in CLE

- ◆ Promoting Diversity in a Law Firm Culture
- ◆ Generational Issues in CLE
- ◆ Recognizing, Understanding, and Appreciating Differences
- ◆ Demonstration and Use of XML

2:30 p.m. – 2:45 p.m.

Networking Break and Exhibits

2:45 p.m. – 3:45 p.m.

WORKSHOPS G – Show Me Paradise: Bringing in the Bucks!

- ◆ Free Software - When to Upgrade
- ◆ Pitching the Great Idea or Even the Not-So-Great Idea
- ◆ Achieving Success and Living to Tell About It in Your Little Shop of Horrors
- ◆ How to Attract and Keep Top Notch Employees -- on a Budget
- ◆ Partnering with Your Partners to Maximize Your Budget and Resources

4:00 p.m. – 5:00 pm

Plenary Session: Why Settle for the Balcony? How to get a Front-Row Seat in Life

6:30 p.m. – 10:00 p.m.

ACLEA Closing Event - Authentic Luau Dinner and Entertainment

Wednesday, August 2, 2006

8:00 a.m. – 5:00 p.m.

Day Trip to Hawai'i Volcanoes National Park (ticketed event)

Saturday, July 29, 2006

8:00 a.m. – 5:00 p.m.

Registration

8:30 a.m. – 12:30 p.m.

Day Trip to Pu'uhonua o Honaunau Place of Refuge (ticketed event)

See Special Events Schedule for details. Depart from the hotel at 8:30 a.m. for the day trip. Cost per person is \$35 with a minimum of 20 registrants required. Please make your required reservations on the registration form.

8:30 a.m. – 2:00 p.m.

New Member Orientation and CLE “Flip-Flop” Camp

The CLE “**Flip-Flop**” Camp (*A.K.A. Boot Camp*) was created to assist our colleagues who are new to the profession and those who just need a refresher. The Camp has met with rave reviews, and ACLEA is committed to continuing this service to its members. The sessions within the 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.”

Presented by: **Leslie Lynn Myers** - Texas Institute of CLE; **Roger B. Curlin III** - Stetson University College of Law; **Ginger Shepard** - Illinois Institute of CLE; and **Donna J. Passons**, Texas Institute of CLE

Topics Include:

- ◆ **Program Planning from A to Z** - Discover how to make contacts, decide on subjects, content, faculty and formats, understand budgeting and pricing, develop timelines and deadlines, and how to analyze your results.
- ◆ **The Basics of Marketing CLE Products: From Ideas to Follow-up** - An overview of a professional marketing approach for courses and books utilizing your entire organization, while understanding and adapting to the unique qualities and evolving world of our CLE customers.
- ◆ **Technology and CLE** - Learn how to maximize technology in your daily operations, programming, marketing, publications, and website presence. Make the most of what you already have while looking toward the future of CLE and technology.
- ◆ **Finance and Negotiation Techniques** - Gain insight on how to save money at your seminars and conferences with budgeting, expense monitoring and financial ratios, while learning proven hotel negotiation strategies.
- ◆ **Publications and the MCLE Reporting Process** - Curious about publishing CLE books, working with authors or writing a manuscript? Are you looking for ways to simplify the MCLE application and recording process? Discuss this and other topics you would like the panel to focus on.

“FLIP-FLOP” CAMPAGENDA

8:30 Continental Breakfast

8:45 Introductions and What You Hope to Gain as an ACLEA Member

9:00 Panel Discussion by Topic

10:15 Break

11:30 Networking Luncheon

12:30 Continue Panel Discussion

2:00 Adjourn

3:00 p.m. – 4:00 p.m.

Plenary Session

Writing with Ross Guberman: Your Questions, My Suggestions

This one-hour plenary will offer practical solutions for the ten most common writing questions from CLE professionals. How should I begin a tough writing project? How do I shorten a long document? How do I warm the tone of my emails? How should I start a letter? How do I persuade authorities to endorse my ideas? How do I promote my programs to attorneys? Ross will work through actual examples to discuss the most effective ways for you to reach these key on-the-job writing goals.

Ross Guberman - Founder, Legal Writing Pro

4:15 p.m. – 5:30 p.m.

WORKSHOPS A – Limboing Under the Pencil:

The Art of Writing

Business Writing in a Legal Context

From traditional letters to modern e-mails, business writing in a legal context requires precision, preparation, and proofing. This inter-active session will examine a range of business writing in the context of working with lawyers, clients, outside consultants, and colleagues. Participants will examine both the written product and the process of writing well under pressure. The session will cover a range of techniques for creating the right tone, planning a document for specific results, drafting quickly, reviewing precisely, improving over time—and working well with lawyers.

Jill J. Ramsfield - Director of Legal Research and Writing,
The University of Hawai'i at Mānoa

Awaken the Author Within

There is an author within all of us. In this humorous presentation, lawyer, author and syndicated columnist Sean Carter will show you how to awaken your “inner author.” You will learn:

- The ins and (mostly) outs of the publishing world
- How to get your work published (and how to apply for food stamps while waiting for your royalty check)
- How to use your articles and books as business marketing tools (and coffee table levelers)
- How to make \$1,000,000 as an author (provided you also hit the lottery)

If you've ever thought to yourself, “I'd like to write a book,” “I should be a columnist,” or “I have an hour to kill on Saturday,” you won't want to miss this informative and lively presentation.

Sean Carter - Humorist at Law, Lawpsided Seminars

The Beloved Editor: Respected but not Feared

As publications professionals, you know how hard it is to edit copy without so offending the author that you doom your relationship for good. We'll review a CLE-related draft and then discuss what editing approaches we'd take and why. Ross will share ideas on how to send authors questions rather than mark-ups so they think of you as an ally, not an enemy. We'll also consider how to distinguish productive edits from your own idiosyncratic preferences. You'll leave with practical ideas for giving feedback that helps authors help you do your job.

Ross Guberman - Founder, Legal Writing Pro

Brochure Copy that Sizzles

One-of-a-kind! Breathtaking! Gorgeous! We're not talking Hawaii; we're talking brochure copy. The mighty pen and your well-placed thinking cap can create the words that get butts in seats. Join us for an interactive opportunity to read some writing rights, read some writing wrongs, create captivating copy, and have some fun. DON your thinking caps and HO on to your seats. We'll show you that there is more than one way to roast a pig.

Donita Bourns Douglas - Oklahoma Bar Association
Joanne M. Hinnendael - New Hampshire Bar Association

5:30 p.m. – 6:00 p.m.

Committee Meetings

(International, MCLE, Nashville Planning Committee)

6:00 p.m. – 7:30 p.m.

Welcome Reception honoring New Members and Faculty - President's Welcome and "ACLEA's Best" Awards

Paul F. Wood - ACLEA President

Sunday, July 30, 2006

7:15 a.m. – 4:15 p.m.

Registration and Exhibits

7:30 a.m. – 8:55 a.m.

SIG Chair, Committee Chair, and First Time Attendee Breakfast (ticketed event)

All Special Interest Group Chairs, Committee Chairs, and first-time conference attendees are encouraged to attend this breakfast for a great networking opportunity. *(By Invitation and RSVP only.)*

9:00 a.m. – 9:15 a.m.

Announcements and Co-Chairs' Welcome

9:15 a.m. – 10:30 a.m.

Plenary Session

Thinking Globally: Educating in a Flat, 7/24 and Wired, World

Technology innovations are driving constant change. Thomas Friedman's best seller, *The World is Flat*, highlights what we all see every day: the global economy is changing in fundamental and profound ways. Call centers and computer tech support are now being effectively delivered to the U.S. from India, as are legal research, document review and other basic legal transactional services. Are CLE programs far behind? Do you appreciate the changes that are coming, and the opportunities that these changes present? Past ABA TECHSHOW Chair, author and award-winning legal technology blogger Jim Calloway catalogs these trends and discusses innovative strategies to both cope with them and harness them for your benefit.

Jim Calloway - Oklahoma Bar Association

10:30 a.m. – 11:00 a.m.

Networking Break and Exhibits

11:00 a.m. – 12:00 Noon

WORKSHOPS B – New Horizons in CLE: A Global Perspective

Blogs, Podcasts and RSS Newsfeeds: Emerging Marketing and Communications Tools

Creating and maintaining a Web presence used to require significant financial resources and technology skills. However, web logs, or blogs, have smashed these barriers, and an estimated 30,000 to 40,000 new blogs go online each day. Find out how these new tools can let you efficiently reach more people in more ways than you ever imagined. RSS newsfeeds provide free and automatic syndication of content. Have you been asked about doing CLE via a podcast yet? Have you heard of Web 2.0 or Wikis? This workshop will provide simple and understandable explanations of all of the new Internet-based tools that are at your disposal. We are seeing a tremendous impact from thousands of new voices who are now Internet contributors and no longer just passive surfers. Learn how your voice can join the chorus at a nominal cost.

Jim Calloway - Oklahoma Bar Association

Finding More Coconuts: Identifying & Reaching New Markets

Are your publication sales or program attendance static or dwindling? Do you find revenue harder and harder to generate using your current product or seminar offerings? Is the competition for attorney's CLEs forcing you to rethink your departmental strategies for success? The solution may not be in making your current offerings bigger, better, or most cost effective... Why not discover brand new untapped or under-explored markets for your CLEs? This session will take you through a simple five step approach that can yield fresh new profitable markets for you CLE offerings. Step One: Examine the Mission of Your CLE Organization, Step Two: Identify Your Currently Served Markets, Step Three: Examine Your Budgetary Flexibility, Step Four: Identify the New Markets (and how to reach them), Step Five: Reach Out to the New Markets (without compromising your mission). Come join us and we'll help you find more Coconuts!

Roger B. Curlin III - Stetson University College of Law

Amy Danziger Shapiro - ALI-ABA

Lisa Deane - State Bar of Arizona

Training and Professional Development for the Multi- Jurisdictional Office

In the global marketplace, law firms are constantly looking for ways to make training resources available to all of their attorneys. What issues do you face when considering how to create cost-effective yet substantive training and professional development programs? Come hear how two large firms are meeting this challenge and gain some valuable insights and practical tips on what has and has not worked for them.

Larry Brown - Wilson Sonsini Goodrich & Rosati

Jane S. Rhee - Shearman & Sterling LLP

Think Global – Act Local: Strategic Planning for YOUR Organization

Strategic planning is essential for any CLE organization's success no matter the kind of organization or its size. In this practical workshop, you will have the opportunity to work through hypothetical strategic planning scenarios that focus on the key elements of strategic planning, including: making the decision to plan strategically; choosing the methodology that's best suited for your organization, and that will give you the kind of plan you want; budget considerations; overcoming resistance and getting buy-in and commitment; and keeping the plan alive and healthy.

Sandra R. Geller - Practising Law Institute

Mary Lynne Johnson - Atlanta Bar Association

Licensing Derivatives – Model Licensing Contracts

What could be easier than taking a book written for lawyers in one state and adapting the content for use by lawyers in another state? Well, lots—maybe. Licensing derivative products is an appealing concept and may work very well, given the right book, the right authors, the right editors, and the right licensing terms. But there are potential pitfalls that publishers should be aware of. This panel will present real-life examples of successful and not-so-successful derivative projects, including sample licensing contracts, and will moderate a group discussion on how ACLEA members can and should work together to develop derivative products.

Dawn M. McKnight - CLE in Colorado, Inc.

Gregory J. Smith - Bradford Publishing Company

Questions?

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

Register By:



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



Fax: (512) 451-2911



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

12:00 Noon – 1:15 p.m.

SIG Luncheons (ticketed event - open to all registrants)

Executive Leadership—As escalating reverence for bottom lines and quick takes seems to reinforce the “talk is cheap” mantra; leaders need to value the power of conversation and engagement in their arsenal of persuasive strategies. This is the premise of the authors of *Crucial Conversations: Tools for Talking When the Stakes Are High*. Patterson, Grenny, McMillan and Switzler have spent 20 years studying crucial conversations and provide insight and tools that challenge us to “communicate best when it matters most.” Join Mark Sideman and other executive leaders in exploring how we can tackle challenges from boards, regulators, competitors and clients with words as well as facts and figures. Moderated by Mark Sideman — Washington State Bar Association

Marketing— Going Postal — With the increased postage rates and an ever-increasing direct-mail glut (and InBox overload!), it is becoming harder and harder to reach our audiences effectively and inexpensively. We will brainstorm alternative/creative methods of marketing/promoting our products and seminars outside of direct-mail, e-mailing and blast faxing. Be prepared to bang some coconuts and share your ideas of past, present, and planned forays into ‘magic’ marketing. Moderated by Roger B. Curlin III — Stetson University College of Law

Publications— Don’t miss out on an exciting, fun-filled (honest!), open-forum discussion on current trends and concerns, including a review of this year’s listserv “hot topics.” Moderated by Dawn M. McKnight — CLE in Colorado, Inc.

Technology— Join your fellow Tech SIG members for an open-forum discussion on the latest technology trends and issues facing our CLE organizations. This group is always on the cusp of the latest developments in technology and has a lot to offer in a format like this! Moderated by Michael Seto — Bar-eX Communications Inc.

1:30 p.m.–2:30 p.m.

WORKSHOPS C – Lava Flows of the Winners: The Best of ACLEA – All Categories

These ‘best of the best’ presentations will allow this year’s award winners a platform to present the ‘behind the scenes’ look on how they accomplished their success in their award category. While each category presentation will be unique, the sessions will all feature a judge from the committee that chose the winning entry. Goals of the sessions include capturing for the audience the nuts and bolts of how the award winning entry was conceived, developed, and launched, in addition to allowing for quality Q&A and interaction with the audience. Come and enjoy a choice of interactive sessions that will help your various shops recreate and expand the success of your peers. *Five concurrent sessions to choose from: (1) Marketing, (2) Programming, (3) Public Interest, (4) Publications, and (5) Technology.*

2:30 p.m. – 3:15 p.m.

Exhibit Hall Showcase

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 D - Waves of Ideas: The Intelligent Redesign

Re-designing Your In-House Programs

Most law firms need to maintain a certain curriculum of core training programs each year. How can you find exciting ways to ‘rebuild’ your programs and make the attorneys stampede back to the seminars? Hear from two experts who have worked with a number of firms to help them reinvent their programs by thinking creatively to make their programs more interesting and valuable to their attorneys.

Randall Christison - The Christison Group

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

Helping Your Speakers Help Themselves

How do you make your speakers more dynamic and interactive? How do you get your speakers to take your advice on presenting a seminar? They are experts in their fields, but you are the expert in presenting dynamic, interactive and outstanding live CLE. Even great lawyers can learn something from you about being a more effective and dynamic speaker. But how do you teach them, and how do you get them to listen? This interactive workshop will give you the tools you can use in convincing even the most rigid faculty that there are lively and interactive ways to present even the dullest topics. You will leave this workshop with steps to follow to empower yourself to take control of the seminar coordination while allowing the faculty to control the substance of the presentation.

Lisa DeCaro - Courtroom Performance, Inc.

Len Matheo - Courtroom Performance, Inc.

Redesigning Your Workforce: How CLE Organizations Can Cope With a New Boss, Retirements and Lay-offs

As the needs of organizations change, staff must be shifted into new positions to meet those needs. The smart executive will need to keep morale up during the process, keep communication open to head off the gossip mill, and above all, keep the focus on the needs of the organization as the key driver in the changes, rather than personalities.

In addition, leaders should remember to provide time for adjustment, training for shifting staff, and best of all, incentives to staff who stay ahead of the curve and “embrace” change. Specific steps CLE organizations should follow when using lay-offs to redesign their workforce will be covered. Also learn what you as a CLE professional should do if you are the one being laid off - from someone who’s been there.

Julene Franki - ALI-ABA

Jan F. Majewski

Brochures, E-mails, and Websites: Shaking Them Up!

Learn how to increase your response rate with minor changes to complete shake-overs. Explore ways of showcasing the benefits and highlighting what you are selling with powerful direct response copy. Hear how we can apply marketing tools from other professions to achieve sales objectives. We will address proven direct marketing techniques that increase response beyond copy. Those strategies include response predictors such as strong offers, direct mail package formatting, list enhancement, customer profiling, list modeling, backend sales evaluation, and the test matrix.

Ted Grigg - DMCG, LLC

Tawnya R. Louder-Reynolds - North Carolina Bar Foundation

4:30 p.m. – 6:30 p.m.

ACLEA Cocktail Party

Join your ACLEA colleagues at the annual reception sponsored, in part, by our Platinum Sponsor - Practising Law Institute. Tickets for registrants are included in the registration fee. Tickets for guests are \$30 per person. Please make your required reservations on your reservation form.

Monday, July 31, 2006

7:00 a.m. – 3:00 p.m.

Registration and Exhibits

7:15 a.m. – 8:15 a.m.

Committee Meetings

(Exhibitors/Sponsors, Public Interest)

7:15 a.m. – 8:15 a.m.

ACLEA/ORACLE Joint Working Group on MCLE Uniformity

8:30 a.m. – 10:30 a.m.

Plenary Session

Time Management

Of all the elements everyone has to work with, none is more precious than time. This fast-paced program will cover practical strategies for managing time, conquering procrastination, and processing paper, e-mail, voicemail, and other information efficiently. Learn how to create goals that will inspire you to do your best, ways to keep track of details while keeping “the big picture” clearly in mind, and other techniques that will help you work more effectively and with greater satisfaction in the real world of too little time, too much paper, demanding situations, and constant challenges.

Margaret Spencer-Dixon - Spencer Consulting

10:30 a.m. – 11:00 a.m.

Networking Break and Exhibits

11:00 a.m. – 12:00 Noon

WORKSHOPS E – Smelling the Orchids:

So Much to Do, So Little Time

Keeping Employees on Track: 30 Tips for Helping You and Your Staff Get Things Done and Still Go Home Sane!

- Piles, files and priorities: making sense of it all
- Identifying the right work for the right people: delegating & focusing
- To multi-task or not – show them how to be “spot-taskers”
- What they’ve got and what they can give: taking stock of your staff’s resources
- Knowing when to take a break: dealing with today’s high expectations

Join us for this fast-paced session on time and task management for your staff. Materials will include tips, bibliography, websites, and other resources.

Barbara Armstrong - Alaska Bar Association

Nora Crandall - Illinois Institute for CLE

Keeping Your Faculty On Track

Do you ever wonder if your faculty read anything that you send to them, or whether they even prepare at all for your program? Join us in this interactive session to discover with your colleagues some of the most successful and least successful tricks, treats and threats to keeping your faculty on top of their deadlines. You will also hear the results from a faculty survey to find out what best motivates them and gets their attention – right from the horse’s mouth. Practical tips, handouts and forms will be provided. Once we figure this out together, you will be guaranteed to spend less time haggling with faculty, and more time working on all of those great, new programming ideas!

Bonnie Lebeck - State Bar of Arizona

Sheldon J. Stark - Institute of Continuing Legal Education

Workflow Management: Software, Hardware & People

Constant improvements in technology from software to hardware make many enhancements to the process of compiling and delivering CLE content possible, from minor modifications in tools such as Power Point to integration of Order Management systems that allow customized customer experiences to be developed in a fraction of the time. Join our panelists as they share their experiences and observations in launching new initiatives that include interactive calendars, e-learning platforms, software upgrades, campaign management solutions, content management tools and workflow applications. The first step to your next successful project should be this session.

Peter A. Glowacki - American Bar Association

Michael Seto - Bar-eX Communications Inc.

Keeping Your Authors on Track

Are you frustrated by authors who have trouble meeting their deadlines? Is their tardiness affecting your editorial and production schedules? Find out how you can be one step ahead of authors who are late, learn how to handle a wide variety of author crises, and keep the lines of communication open to make sure you have more control over your work schedule.

Molly McGill - Bradford Publishing Company

Jonathan M. Vogt - The Continuing Legal Education Society of B. C.

Keeping Your Lawyers On Track

One of the key issues law firms face is how to manage their lawyers MCLE compliance by their various due dates. Some law firms use a database or on-line tracking system. Others take a more personal approach and some firms leave it up to the lawyer. What works best for your firm? Participate in an interactive discussion with an in-house professional development expert as well as a Learning Management Systems expert and take away some strategies and tips for improving your attorneys’ time management issues related to compliance deadlines.

Serena Miller - Fried, Frank, Harris, Shriver & Jacobson LLP

Adam Stein - Micron Systems, Inc.

12:00 Noon – 1:25 p.m

SIG Lunches (ticketed event - Closed Luncheons - you must be a member of the SIG to attend)

Entrepreneurial—Some people in the CLE world earn a living the old-fashioned way; by making a profit. Become a part of ACLEA’s newest SIG. Help choose the SIG’s future agenda. Likely topics of interest to be discussed include issues facing for-profit and entrepreneurial organizations. Moderated by Roy S. Ginsburg — Roy S. Ginsburg, J.D.

In-House—Join us at this informative lunch to discuss what firms are doing to assist their attorneys in developing their careers beyond the substantive legal training programs we offer. Bring your appetite with you to this open forum to share your successes or raise questions about your broader professional development initiatives, including mentoring and leadership programs, diversity-related and work-life balance programs. Moderated by Madeleine Kershek — Fried, Frank, Harris, Shriver & Jacobson, LLP and Jane S. Rhee — Shearman & Sterling LLP

Law Schools—Join us for a roundtable 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). Moderated by Darin L. Neely — Fordham University School of Law

Local & Specialty Bars—We will once again engage in an informal discussion on challenges facing the local CLE associations, increasing your net income, and ideas and practical tips about programs. Come enjoy our conversation and insights from our colleagues. Moderated by Christie Budzick – Akron Bar Association

Nationals—The Internet has created a whole new world of competition for both national and state/local providers. Each now can promote and offer CLE to markets it previously found prohibitive to enter. How is this changing nationals’ strategy? Are local brand names too tough to overcome? Are you changing your content to appeal to specific jurisdictions? Is partnering with state/local providers a workable response? We’ll discuss these and other aspects of the way technology is changing CLE for nationals. Moderated by Mark T. Carroll — ALI-ABA and Matt Mickelson — National Business Institute

State & Provincial Bars—We will once again engage in our favorite activity of sharing ideas that have worked well and not so well, while also dialoguing about various hot topics that have been collected from our member listserv prior to the conference. A not-to-be missed event that traditionally provides lively conversation, networking, and insights from colleagues. Moderated by Rob Koonce — New Mexico State Bar Foundation and Karen D. Lee — Oregon State Bar

1:30 p.m. – 2:45 p.m.

Plenary Session

Lawghter is the Best Medicine

For many lawyers, sitting through a CLE presentation on a topic like legal ethics is the equivalent of traffic school. In fact, it's even worse. At least with traffic school, the person has done something to deserve their "punishment." Yet, it doesn't have to be this way. Let legal humorist Sean Carter show you how to make CLE stand for "Comedic Legal Education." In this off-beat presentation, you will learn:

- Why lawghter really is the best medicine
- How to tell jokes even if you don't think you are funny
- How to get the audience involved (or at least, keep them awake)

If you're looking to improve the attendance and active participation at your next CLE event, you don't want to miss this presentation.

Sean Carter - Humorist at Law, Lawpsided Seminars

3:30 p.m. – 9:30 p.m.

Networking Excursion to Kailua-Kona (ticketed event)

See Special Events Schedule for details. Depart from the Fairmont Orchid Hotel's foyer promptly at 3:30 p.m. **Cost per person is \$20.** Please make your required reservations on your registration form.

Tuesday, August 1, 2006

8:00 a.m. – 4:00 p.m.

Registration and Exhibits

8:30 a.m. – 10:00 a.m.

ACLEA Business Meeting and Breakfast (open to all ACLEA members)

10:00 a.m. – 10:30 a.m.

Networking Break and Exhibits

10:30 a.m. – 12:00 Noon

Plenary Session

Recognizing, Understanding, and Appreciating Differences

This is a dynamic diversity awareness presentation led by Verná Myers, Esq. and is designed to raise participant's awareness of diversity issues that may be present in the workplace and to understand the impact difference and bias may have on others. Verná will introduce participants to key diversity and inclusion concepts, invite them to explore their own diverse cultures and world views, and offer some tools for promoting diversity and inclusion in their own workplace.

Verná Myers - Verná Myers Consulting Group, LLC

12:00 noon – 1:25 p.m.

ACLEA Luncheon for Various Sized CLE Organizations (ticketed event)

Do you have marketing, publications and IT *departments* or *individuals*? Do you do all three by *yourself*? One pineapple, two pineapples, 3 pineapples or more? Any way you slice it we need to get to the core to produce the sweetest fruit. Feast with colleagues with similar "plantation" sizes and peel away the outer core to come up with ripe ideas. Cost per person is \$26. Please make the required reservations on your registration form according to your organization's size.

1:30 p.m. – 2:30 p.m.

WORKSHOPS F – An Enriching Environment: Diversity in CLE

Promoting Diversity in a Law Firm Culture

Creating a diverse workforce in any organization is challenging. Yet, what are the unique challenges facing law firms as they engage in promoting diversity within their organizations? Hear from a presenter whose day-to-day responsibility as the Diversity Management Attorney in a large global law firm tackles those challenges and provides you with guidance on training and mentoring initiatives to achieve that goal.

Theresa D. Cropper - DLA Piper Rudnick Gray Cary

Generational Issues in CLE

"This is NOT your Father's CLE!" Our society has seen several rapid advancements (regressions) over the past few decades, especially regarding access to and amount of information (see cell phone, lap tops, blackberries, 24-hour news-sports-politics.) These shifts have created certain generational gaps in learning, teaching, and expectations. This panel will explore these expectations, how different generations learn, and finally how to teach to multiple generations at once without losing your audience. Talking points include technology, marketing, agenda setting, and programming choices.

Scott D. Harrington - Louisiana State University CLE

LaVone R. Warren - Cumberland School of Law, Samford University

Recognizing, Understanding, and Appreciating Differences

This highly-interactive discussion is designed for Executive Directors, Senior Management and Professional Development and CLE Directors who are interested in experiencing for themselves how exciting, challenging and rewarding issues of diversity can be, and gaining a deeper understanding of the attitudes, policies and practices that can either promote or hinder diversity. In this discussion, Verná Myers, Esq., will invite participants to explore their own diverse viewpoints, and give participants an opportunity to examine the subtle ways bias and exclusion impact the culture, policies and practices of organizations, particularly with regard to recruitment, retention, performance and commitment.

Verná Myers - Verná Myers Consulting Group, LLC

Demonstration and Use of XML

Still struggling with the idea of XML? Every time you hear "XML" – does your heart start to flutter and you begin to sweat? Well, here's your chance to lessen your fears. We're not just talking this time – we're showing you. Come watch the dynamic pair from British Columbia demonstrate the process of editing and producing copy through the use of MS Word and XML.

Sharon LeMoignan - The Continuing Legal Education Society of B.C.

Laura Selby - The Continuing Legal Education Society of B.C.

2:30 p.m. – 2:45 p.m.

Networking Break and Exhibits

2:45 p.m. – 3:45 p.m.

WORKSHOPS G – Show Me Paradise: Bringing in the Bucks!

Free Software – When to Upgrade

What types of free software is out there? What can it do for you? What are the advantages and disadvantages of using it? Where do you go to find it? And speaking of software—when should you upgrade your licensed software? How long can you avoid NOT upgrading it? What is the risk/reward of being an early adopter?

John Ceci - ALI-ABA

Pitching the Great Idea or Even the Not-So-Great Idea

Whether its an idea you are pitching to your board; a program you are marketing to your members, or an idea you are trying to sell to your colleagues; sometimes it isn't easy. Learn how to convince a group of people to try your new idea; including selling it, dealing with the doubters, and straightening out the wrinkles on the fly, all while having fun. This workshop will give you tips for selling that idea and the confidence to keep going until it's sold.

David J.F. Gross - Faegre & Benson LLP

Achieving Success and Living to Tell About It in Your Little Shop of Horrors

Have you ever attended an ACLEA workshop and come away impressed by what many of your colleagues are doing? You hear the “call” from your shop to “feed me,” but don’t see how you can implement these great ideas in your own office? If you’ve experienced the calling but can’t seem to satisfy the appetite, then attend this workshop and join your colleagues in exploring how you can fulfill your shop’s needs and run with the “big kids” by turning your own “Little Shop of Horrors” into the “Little Shop That Can.” Using “big shop” ideas, we’ll explore ways you can create success stories in smaller organizations by making creative use of limited staff and financial resources.

Susan Blair - Nashville Bar Association

Barbara D. Holmes - Harwell Howard Hyne Gabbert & Manner, PC

Mary Lynne Johnson - Atlanta Bar Association

How to Attract and Keep Top Notch Employees — on a Budget

No matter the size of your shop, as a manager, considerable time is often spent recruiting and holding onto those great employees. And, of course, we have little money to throw their way... Let’s explore techniques and strategies for getting and keeping a dynamite staff. Learn about incentives, in-kind and monetary; tips for keeping employees happy; opportunities that motivate staff, and rewards the whole team can share!

Lawrence J. Center - Georgetown University Law Center

Kent R. Hopper - The Missouri Bar

Partnering with Your Partners to Maximize Your Budget and Resources

Despite the perception that law firms have deep pockets, it is often difficult to stretch resources and gain partner approval in supporting Professional Development and training initiatives when your department exists as a non-billable and non-revenue function within the firm. What are some successful strategies for getting and keeping partner buy-in on projects and head count? A partner who shares the dual role of practitioner and PD professional in his firm will address those issues from his unique perspective.

Richard Philpott - Goodwill Anderson Quinn & Stifel

4:00 p.m. – 5:00 p.m.

Plenary Session

Why Settle for the Balcony? How to get a Front-Row Seat in Life

Have you ever felt like you were in the balcony and everyone around you was in the front-row? Marilyn Sherman, in this dynamic closing plenary session, will inspire you to get out of the balcony and go get your front-row seat! After a brief self-assessment to see where your seats are right now, Marilyn will give you seven strategies that you can use to make any seat you are in a front-row seat. Get ready to be inspired and we’ll see YOU in the front-row!

Marilyn Sherman – UpFront Presentations

6:30 p.m. – 10:00 p.m.

ACLEA Closing Event

See Special Events Schedule for details. Tickets for registrants are included in the registration fee. Cost per guest is \$75. Please make your reservation in advance on your registration form and be sure to include the number of guests attending.

Wednesday, August 2, 2006

8:00 a.m. – 5:00 p.m.

Day Trip to Hawai’i Volcanoes National Park (ticketed event)

See Special Event Schedule for details. Depart from the Fairmont Orchid hotel promptly at 8:00 a.m. for this day trip. Cost per person is \$55. A minimum of 20 registrants for this tour is required by June 30 or ACLEA reserves the right to cancel the tour.

General Information

Registration

The program registration fee includes conference materials, admission to Saturday, Sunday, Monday, and Tuesday sessions, the business meeting and breakfast, and the Sunday and Tuesday night special events. Saturday’s CLE “Flip-Flop” Camp (A.K.A. Bootcamp) sessions, and all optional lunches and tours are separately priced. We must receive payment for optional sessions, lunches, and tours in advance of the conference to guarantee your reservation. All special event and tour fee payments are nonrefundable after July 14, 2006.

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

Hotel Information

Our host hotel is The Fairmont Orchid, Hawai’i. ACLEA has secured a special room rate of \$181.00, for double or single, and a limited quantity of partial ocean view rooms for \$256 per night (first-come, first-served) until **June 12, 2006**. To make your reservations, call (808) 885-2000 and request the Association for Continuing Legal Education group rate. **Please note: ACLEA has obtained this room rate by contracting a total meeting package at the Fairmont Orchid. 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 Fairmont Orchid, Hawai’i
1 N. Kaniku Drive
Kohala Coast, Hawaii 96743
Phone (808) 885-2000
Fax (808) 885-1064

Transportation

The Fairmont Orchid, Hawai’i is approximately 20 miles (25 minutes) from the Kona International Airport (KOA). Shuttle service, including a flower lei greeting at the airport, baggage handling and transportation, can be booked through Royal Shuttle at (808) 883-8601 for \$20 per person with double occupancy (\$40 for single occupancy). *Reservations required.* Taxi and limousine service can be booked through the hotel concierge at (808) 887-7320. Taxi fares from the Kona airport to the Fairmont Orchid are approximately \$47 one-way.

Cancellation Policy

All special event & tour fee payments are nonrefundable after July 14, 2006. Registration refunds, less a \$50 processing fee, will be given to registrants who cancel by Friday, July 14, 2006. If notice is received between July 15 and 21, 2006 at 5:00 p.m., refunds will be given less a \$150 processing fee. No refunds or transfers will be granted thereafter.

42nd Annual Meeting

July 29 - August 1, 2006
The Fairmont Orchid, Hawai'i
Kohala Coast, Hawai'i



The Big Island of Hawai'i

Aloha! Prepare yourself for an island of diversity and immense scenic beauty - The Big Island of Hawai'i - an island oasis of lush vegetation, spectacular geology and unique native culture set amongst the vast expanse of the Pacific Ocean's crystal blue waters. From black sand beaches and swaying palm trees to breathtaking waterfalls and brilliant flowers nestled in thick tropical rainforests, Hawai'i is a nature-lover's dream come true.

Interested in physical activities? Hawai'i has world-class golf courses, deep-sea fishing, horseback riding and hiking. Quaint shops and restaurants dot the island for your browsing and shopping pleasure. Strap on your sandals for an authentic hula dance or treat your tastebuds to a genuine luau. Afterwards, get your feet wet in ocean beaches famous for surfing, snorkeling and scuba diving. Temperatures in the summer average daytime highs of 85 degrees at sea level and nighttime lows of about 75 degrees, with cooler temperatures in the higher mountain elevations.

Like Earth's most active volcano Kilauea, continuously shaping the Hawai'i landscape with dramatic fields of black lava rock, The Big Island will forever shape your perception of paradise. Join us in July for an experience you will never forget and help ACLEA say - *Aloha Hawai'i!*



The Network for CLE Professionals...Worldwide

Leadership, Education, Development

