



The Network for CLE Professionals...Worldwide

*44th Mid-Year
Meeting*

**January 26 - 29, 2008
Green Valley Ranch Resort
Henderson, Nevada**

Dreams, Decisions & Determination - Take Home Winning Ideas

SATURDAY, JANUARY 26, 2008

- 7:45 a.m. – 7:30 p.m.
Registration Desk Open
- 8:15 a.m. – 4:15 p.m.
New Member Orientation and CLE Boot Camp
- 8:30 a.m. – 2:45 p.m.
The Hoover Dam & DiVinci Experience Tour (ticketed event)
- 9:30 a.m. – 3:30 p.m.
Advanced Workshop: Trust/Reputation/Branding - Advanced Strategic Marketing
- 4:00 p.m. – 6:00 p.m.
SIG Meeting (*In-House/Professional Development*)
- 6:00 p.m. – 7:30 p.m.
Welcome Reception Honoring New Members and Faculty

SUNDAY, JANUARY 27, 2008

- 7:30 a.m. – 5:15 p.m.
Registration and Exhibits
- 8:00 a.m. – 9:00 a.m.
SIG Meetings (*Executive Leadership, Publications*)
- 8:00 a.m. – 9:00 a.m.
Vancouver Planning Committee Meeting
- 9:00 a.m. – 9:15 a.m.
Networking Break and Exhibits
- 9:15 a.m. – 9:45 a.m.
Announcements and President's Welcome
- 9:45 a.m. – 11:30 a.m.
Plenary Session: "Transforming Continuing Legal Education with a Smile (Curve)"
- 11:30 a.m. – 1:00 p.m.
SIG Luncheons (ticketed event - open to all registrants)
(*Executive Leadership, Marketing, Publications, Technology*)
- 1:15 p.m. – 2:15 p.m.
WORKSHOPS A
- ◆ Expand Your CLE Market with Provider & Professional Collaborations
 - ◆ Activation Process: From Ideas to Implementation
 - ◆ Advanced Price Strategies - The Price is Right? A Seminar Results Show!
 - ◆ Creative Ideas for Maximizing Revenue from Sponsors
 - ◆ Publications Pricing Survey Results and Discussion
- 2:15 p.m. – 3:00 p.m.
Exhibit Hall Showcase
- 3:00 p.m. – 4:00 p.m.
WORKSHOPS B
- ◆ Introduction to InDesign/InCopy Workflows
 - ◆ Web Analytics/Marketing
 - ◆ Webcasting From the Road
 - ◆ Demystifying On-line Registration Systems
 - ◆ 20 Ways to Improve Your Course Quality (and Increase Customer Satisfaction)
- 4:00 p.m. – 4:30 p.m.
Networking Break and Exhibits
- 4:30 p.m. – 5:30 p.m.
WORKSHOPS C
- ◆ The "Graying of America" - What It Means for You and Your Members - and How It Can Enhance Your Programming and Your Budget
 - ◆ Outsourcing End Matter (EM) Preparation
 - ◆ Email Marketing - Getting Around Spam Filters
 - ◆ Product Decisions: When to Say Goodbye - When to Retool
 - ◆ Web Applications
- 7:30 p.m.
First Time Attendees Dinner (ticketed event by invitation only)
Past Presidents' Dinner (ticketed event by invitation only)

MONDAY, JANUARY 28, 2008

7:30 a.m. – 4:30 p.m.

Registration and Exhibits

7:30 a.m. – 8:30 a.m.

Committee Meetings

(Exhibitors/Sponsors, International, Public Interest)

8:45 a.m. – 10:15 a.m.

Plenary Session: “The E-Myth Solution: More Money, More Life and More Freedom!”

10:15 a.m. – 10:45 a.m.

Networking Break and Exhibits

10:45 a.m. – 11:45 a.m.

WORKSHOPS D

- ◆ Creating a Business Plan for your CLE Organization
- ◆ Mining for Nuggets - Locating Valuable Resources at Business Schools and In the Business Community
- ◆ Interact and React with the E-Myth Speakers
- ◆ How to Enable Growth in Your Organization: Documenting the Work-a-day tasks that Fill and Overwhelm Your Days
- ◆ Effective Database Management: Communicating with Your Constituents Through Direct Marketing

11:45 a.m. – 1:15 p.m.

SIG Lunches (ticketed event - open to SIG members only)

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

1:15 p.m. – 1:30 p.m.

Transition Time

1:30 p.m. – 2:45 p.m.

Plenary Session: “Hey Dude: Managing Age Diversity in Today’s Workplace”

2:45 p.m. – 3:15 p.m.

Networking Break and Exhibits

3:15 p.m. – 4:30 p.m.

WORKSHOPS E

- ◆ Parenting Advice for the Gen-X Age... Start Them Young!
- ◆ Multi-Generational Training Issues from the In-House, Bar and Law School Perspectives
- ◆ Managing Technology Through the Publication Process
- ◆ Recruitment and Retention in the New Millennium
- ◆ Leadership and the Emerging Generations

5:00 p.m. – 11:15 p.m. (Open Return - Buses Loop)

The Las Vegas Strip & Cirque du Soleil Performance of “Love”
Networking Excursion (ticketed events)

**Don't
Forget!**

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

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

TUESDAY, JANUARY 29, 2008

7:00 a.m. – 5:00 p.m.

Registration and Exhibits

7:30 a.m. – 8:15 a.m.

Committee Meeting (MCLE)

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. – 11:45 a.m.

Plenary Session: “Brining My Mirror into Focus: Understanding My Contribution to Workplace Dynamics”

11:45 a.m. – 1:15 p.m.

ACLEA Luncheon for Various Sized CLE Departments

1:15 p.m. – 1:30 p.m.

Transition Time

1:30 p.m. – 2:30 p.m.

WORKSHOPS F

- ◆ Working the Room: Creating Meaningful Conversations
- ◆ Procrastination: How to Get Things Done Despite Yourself
- ◆ Selling in the CLE Industry
- ◆ Everyone is a Customer Service Rep
- ◆ Working with Your Board/Committee

2:30 p.m. – 2:45 p.m.

Networking Break and Exhibits

2:45 p.m. – 3:45 pm

WORKSHOPS G

- ◆ Designing a Career Development Program for Lawyers
- ◆ Making Tough Staff Decisions - When Enough is Enough
- ◆ Unsolicited Emails and Privacy Policies - Do's and Don'ts
- ◆ Books for the CLE Professional: Take Your Organization to the Next Level
- ◆ Marketing Back to Basics

3:45 p.m. – 4:00 p.m.

Networking Break and Exhibits

4:00 p.m. – 5:00 p.m.

Plenary Session: “It’s All About the Experience”

6:00 p.m. – 9:30 p.m.

ACLEA Closing Event with Mind Reader Robert Priest

Welcome to Henderson!

OPTIONAL EVENTS

SATURDAY, JANUARY 26, 2008

8:30 a.m. - 2:45 p.m.

The Hoover Dam & DaVinci Experience Tour

MONDAY, JANUARY 28, 2008

5:00 p.m. - 11:15 p.m. (Open Return - Buses Loop)

Networking Excursion: The Las Vegas Strip & Cirque de Soleil!

SPECIAL EVENTS SCHEDULE

SATURDAY, JANUARY 26, 2008

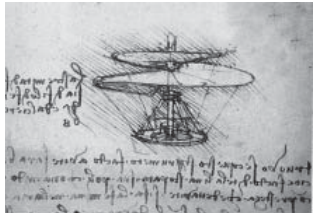
8:30 a.m. – 2:45 p.m.

The Hoover Dam & DaVinci Experience Tour (ticketed event)

Named one of the Top 10 Construction Achievements of the 20th Century, Hoover Dam continues to draw crowds more than 70 years after its creation. This National Historic Landmark is the highest concrete dam in the Western Hemisphere, standing at more than 725 feet above the Colorado River.



With 17 generators producing 4 billion kilowatts of electricity a year, it also is one of the country's largest hydroelectric power facilities.



At the DaVinci Experience, located in downtown Henderson at Henderson Plaza, attendee's will be able to view more than 60 working replicas of Leonardo DaVinci's inventions. Many of them are full scale size with exhibits ranging in category from transportation

(air screw, hand gliders and spring-powered cars,) to military (movable bridge, portable bridge, and reaping wagon,) to mechanical (pulleys, fly wheel and chamber of mirrors.)

Meet in the Green Valley Ranch Hotel lobby prior to 8:15am. The bus will depart promptly at 8:30am and return to the hotel by 2:45pm. Cost is \$40 per person (includes admission to Hoover Dam and the DaVinci Experience, does *not* include lunch) with a minimum of 25 people required, Please make your required reservations on the registration form.

6:00 p.m. – 7:30 p.m.

Welcome Reception Honoring New Members and Faculty
ACLEA members and their registered guests join together to welcome new members to the organization and to show support for the Las Vegas faculty.

7:30 p.m.

First Time Attendees Dinner (Ticketed event by invitation only)

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

Past Presidents' Dinner (Ticketed event by invitation only)

MONDAY, JANUARY 28, 2008

5:00 p.m. – 11:15 p.m. (Open Return - Buses Loop)

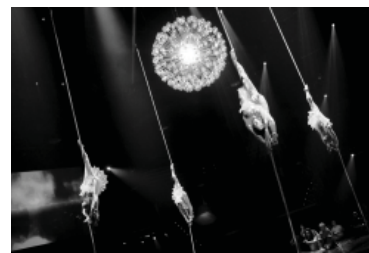
The Las Vegas Strip & Cirque du Soleil Performance of "Love" Networking Excursion



The Las Vegas Strip, referred to simply as "The Strip," is a 4-mile section of Las Vegas Boulevard South, much of which holds a designation as an "All-American Road". Many of the world's largest hotel, casino and resort properties are located here in one of the world's largest gambling centers.

Featuring hundreds of entertaining shows, millions of square feet of gaming space, and who knows *how* many miles of neon lights, it's a destination that is simply impossible to miss.

For show-goers who purchase the additional ticket, Cirque du Soleil celebrates the musical legacy of The Beatles with "LOVE". Born from a personal friendship and mutual admiration between the late George Harrison and Cirque founder Guy Laliberté, LOVE brings the magic of Cirque du Soleil together with the spirit and passion behind the most beloved rock group of all time to create a vivid, intimate and powerful entertainment experience. The exuberance of The Beatles will be channeled through the youthful, urban energy of a cast of 60 international artists. Using the master tapes at Abbey Road studios, Sir George Martin and Giles Martin have created a unique soundscape of The Beatles music. With panoramic sound and visuals, the audience will experience The Beatles as never before.



Please gather in the hotel lobby prior to 4:45pm. Buses will depart from the Green Valley Ranch Resort at 5:00pm sharp and will drop off on the Las Vegas Strip, or The Mirage for Cirque du Soleil ticket holders (show starts at 7:00pm). Afterward you will be able to eat, shop or try your luck on the Las Vegas Strip or

head back to the hotel as the bus will begin looping between the hotel and The Strip beginning at 6:30pm until the final pick-up at 10:45pm for drop off at the hotel by 11:15pm. (Bus schedule available onsite.) Cost per person is \$15 for bus transportation to The Strip only, and an additional \$110 for a ticket to the Cirque du Soleil performance. Space will fill fast so please make your required reservations on your registration form.

TUESDAY, JANUARY 29, 2008

6:00 p.m. – 9:30 p.m.

ACLEA's Closing Event with Mind Reader Robert Priest



Robert Priest believes that if ESP exists, his show is as close as most of us will ever come to experiencing it. With a BA in Psychology, a Masters in Human Relations, and a lifetime of performing, Robert Priest has combined his entertainment and academic backgrounds into a process called "mind scripting". His performances are based on a combination of unique and advanced psychological techniques and intuition. By discerning thought patterns and figuring out their directions, he attempts to hone into specifics and "read thoughts." This unique approach has made possible his mind-boggling performances for over 16 years.

Theater Of The Mind is a thought provoking entertainment event. Working for maximum audience participation, the entertaining thoughts of the audience are used to make the audience members the stars of the show. Audiences are amazed as Robert seems to pull words and thoughts from their minds - information he could not possibly have any way of knowing before hand. Presented with a professional polish and spontaneous wit that never fails to delight, "Theater Of The Mind" moves easily from drama to suspense to hilarity. It is a touch of mystery in a world dominated by technology. Experience the world of Extra Sensory Perception, live on stage.

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

SATURDAY, JANUARY 26, 2008

7:45 a.m. – 7:30 p.m.

Registration Desk Open

8:15 a.m. – 4:15 p.m.

New Member Orientation and CLE Boot Camp

The **CLE 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, written materials, and a “certificate of attendance.”

Presented by: John Ceci - ALI-ABA; Roger B. Curlin III - Holland & Knight LLP; Dawn M. McKnight - Colorado Bar Association CLE; Leslie L. Myers - Texas Institute of CLE; Donna J. Passons - Texas Institute of CLE; Mark Rosch - Internet for Lawyers

BOOT CAMP AGENDA

8:15 **Continental Breakfast**

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

8:45 **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.

10:00 **Break**

10:15 **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.

11:15 **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.

12:00 **Networking Luncheon**

1:15 **Breakouts**

In-House/Professional Development - CLE tracking methods and record keeping; marketing to in-house lawyers; delivering programs to lawyers outside your home office. How CLE providers can work with In-House/Professional Development teams.

Publications - Curious about publishing CLE books, working with authors or writing a manuscript? Discover ways to produce, edit, market and work with vendors to publish CLE even if you don't have a publications department.

2:00 **Break**

2:15 **The MCLE Application and Reporting Process** - Are you looking for ways to simplify the MCLE application and recording process? Find out how to work with accreditation agencies and get answers to your questions about different state MCLE requirements.

2:45 **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.

3:45 **Panel of Experts**

4:15 **Adjourn**

8:30 a.m. – 2:45 p.m.

The Hoover Dam & DaVinci Experience Tour (ticketed event)

See Special Events Schedule for details. Meet in the hotel lobby prior to 8:15am for the trip. Bus departs promptly at 8:30am. Cost per person is \$40 (does not include lunch) with a minimum of 25 registrants required. Please make your required reservations on the registration form.

9:30 a.m. – 3:30 p.m.

Advanced Workshop: Trust/Reputation/Branding – Advanced Strategic Marketing*

David A. Shore, PhD - Harvard School of Public Health

**Separate Registration Fee Required. See insert for details.*

4:00 p.m. – 6:00 p.m.

SIG Meeting (In-House/Professional Development)

6:00 p.m. – 7:30 p.m.

Welcome Reception Honoring New Members and Faculty

Open to *all* attendees!

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Vancouver Planning Committee Meeting

9:00 a.m. – 9:15 a.m.

Networking Break and Exhibits

9:15 a.m. – 9:45 a.m.

Announcements and President's Welcome

9:45 a.m. – 11:30 a.m.

Plenary Session

Transforming Continuing Legal Education with a Smile (Curve)

Every CLE program needs to consider its KSFs - those Key Success Factors that most affect your ability to succeed in a crowded marketplace. One must make judgments about what is most important and which variables are less important. In the words of Goethe, things that matter most, should never be at the mercy of things that matter least. Inspired by the works of Homer, we consider how to outsmart our competitors, rather than outfight them. We also consider how to overcome a CLE program's most formidable competition of all... inertia.

David A. Shore, PhD - Harvard School of Public Health

11:30 a.m. – 1:00 p.m.

SIG Luncheons (ticketed event - open to all registrants)

Executive Leadership— “History's Lessons in Leadership” — Learn from the best and brightest to ever walk the face of this earth. Leadership is as complex as life, yet its principles are fairly simple and certain. It is the most desired set of skills. Find a perfect leader and the world will follow. Join us as Todd Winegar, a dynamic speaker and practicing attorney with an interest in history and the legal profession, entertains us with lessons we can learn from the true leaders in history. Moderated by Kathryn Bellman — Nebraska State Bar Association and Lisa Deane — State Bar of Arizona

Marketing— “*Email Eye Candy*” — Within the past decade the use of email marketing has increased drastically. We know about the laws governing email marketing and how to comply with them. Do we know how to design them so that they are appealing to the eye of our target audience? During this session we will examine email disasters and masterpieces, discuss the do’s and don’ts of e-mail design, and discuss how we should be designing emails that look “good enough to eat”. Moderated by Amy Danziger Shapiro - ALI-ABA and Leslie Myers - Texas Institute of Continuing Legal Education

Publications— “*Best Practices*” — In a roundtable discussion, the moderator will discuss best practices useful to publications staff, directors, and related personnel. Moderated by Sharon Sandle — State Bar of Texas

Technology— Join the tech sig for lunch as we discuss backup, security and redundancy concepts and solutions to help you provide more stable and reliable services to your customers and staff. Bring your concerns, ideas and/or current practices to share. Take away a great lunch and some food for thought. Moderated by Johnson Cook - FastCLE and Yvette Snavely - The Institute of Continuing Legal Education

1:15 p.m. – 2:15 p.m.
WORKSHOPS A

Expand Your CLE Market with Provider and Professional Collaborations

Can your organization sponsor win-win events with other organizations, including CLE providers, legal associations, bar associations, private companies, publishers or (gasp) even other professions? Why should you care about provider or professional collaborations? Who should you contact and how do you begin? What can you offer other organizations? We will provide you with tips to consider when negotiating agreements, examples of win-win agreements, and tell a few war stories to help you avoid conflicts along the way. Join us and learn more about who, what, where and when to combine forces. Attend this session and you will walk away prepared to collaborate.

Jill Castleman - Georgetown Law Center CLE
Linda M. Morin-Pasco - Maine State Bar Association

Activation Process: From Ideas to Implementation

“If you can dream it, you can do it.” While inspiring, Walt Disney’s advice is far easier said than done. There is nothing more elemental to the work of leaders than creating results. All too often, results are not achieved simply because there is not an effective process to get to “go.” In the CLE industry, many brilliant ideas flounder due to lack of activation and implementation. You will typically get little credit for brilliant ideas unless you can also bring them to market. If you wonder whether to be more strategic or more tactical – we answer – Both. Be Strategic! Develop the capacity to consistently create results. This session will provide strategies for overcoming pervasive inertia. The model details the steps necessary for key participants to increase the likelihood of success by moving beyond a state of acquiescence and to a process of activation.

David A. Shore, PhD - Harvard School of Public Health

Advanced Price Strategies – The Price is Right?: A Seminar Results Show!

During the fall of 2007, ACLEA distributed and collected survey responses from members related to how you make decisions about pricing your programs and publications. The survey results reveal what challenges CLE providers face in raising/lowering prices and various pricing models used around the world in the CLE industry. Don’t miss this informative session where we reveal the results and analysis of the first ever ACLEA Pricing Survey!

Mary Lynne Johnson & Friends - Atlanta Bar Association

Creative Ideas for Maximizing Revenue from Sponsors

With competition among CLE Providers increasing, both revenue and profit from attorney tuitions, book purchases, and post-seminar sales are beginning to flatten for many organizations. Sponsorship revenue is a great way to add profit to almost any program or publication. This session steps outside of the box and delves into creative ways to get, keep, and expand involvement with sponsors.

Keith Segundo - Partners in Education Management

Advanced Price Strategies – Publications Pricing Survey Results and Discussion

Pricing strategy is at the core of any successful publications operation. It can be a tremendous help when done right or a source of great stress if done wrong. Attend this meeting to find out the results of the comprehensive survey sent out to all legal publishers on more than a dozen aspects of pricing. What are your peers doing with discounting? How often do they look at the competition? Who has a value based pricing model and who has a cost-based model? Most important - what’s working and what’s not working and how can this knowledge help you in your role as a legal publisher.

Robert Anderson - LexisNexis
James Edwin Jackson - Virginia CLE
Sharon Sandle - State Bar of Texas

2:15 p.m. – 3:00 p.m.

Exhibit Hall Showcase

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

3:00 p.m. – 4:00 p.m.

WORKSHOPS B

Introduction to InDesign/InCopy Workflows

Adobe InDesign CS3 is an industry leading publishing layout application with powerful design and production tools. Adobe InCopy CS3 is a sister-application built specifically with tools for writers and editors. Together these two applications are a powerful production environment which allows both design and editing to occur simultaneously. In this one-hour session with Colin Fleming, a Creative Suites Master Instructor, you will learn the basics of both design-driven and editorial-driven workflows, remote author workflows, and how these applications will help speed your production and maintain your sanity.

Colin Fleming - Adobe System, Inc.

Web Analytics/Marketing

Attend this session to gain insight as to what all the numbers mean on your web site statistics report. Ever wonder what the difference between a hit and visitor is or what exactly is Google telling you when they send a visitor your way? Use these tidbits of information to gain an advantage in your marketing strategies.

John Ceci - ALI-ABA

Webcasting From the Road

Don’t miss this seminar where the presenters will share some key strategic, logistical, marketing, and technical considerations for webcasting your seminars from hotels, law offices, and conference centers. The idea of portable web broadcasting may seem daunting to non-techies but this session will help you learn how to take advantage of this huge new revenue opportunity and webcast your seminars from the road with ease!

Johnson Cook - FastCLE (Impact Media Solutions, Inc.)
Roger B. Curlin III - Holland & Knight LLP

Demystifying On-line Registration Systems

Do a Google search for “On-line Registration System” and you’re faced with over 100 million results. With the number of systems available, how can you be sure you’re using the right one? How do you know you’re even asking the right questions? Attend this session and you’ll learn the answers to these questions and more. We will examine the different technologies used in on-line registration management applications, estimate the amount of effort required in setting up these systems, identify the key players in the industry, provide feature comparisons, and examine how to calculate ROI. If you’ve never used on-line registration, or if you’re not happy with your current provider, you can either try your luck with Google – or attend this session. The choice is up to you!

Jeff Rausch - Meeting Expectations

20 Ways to Improve Your Course Quality (and Increase Customer Satisfaction)

A fast-paced session teaching you obvious (and not so obvious) ways to make your seminars better, your customers happier, and your faculty proud to be a part of your programs. If you are committed to creating high quality courses, don’t miss this session.

Jeffrey H. A. Johnson - Minnesota CLE

4:00 p.m. – 4:15 p.m.

Networking Break and Exhibits

4:15 p.m. – 5:15 p.m.

WORKSHOPS C

The “Graying of America” – What It Means For You and Your Members – and How It Can Enhance Your Programming and Your Budget

It is estimated that more than half of Americans are 45 or older, and 28% are 55 or older. Cole offers some worrisome statistics inside the statistics and shares practical, nuts-and-bolts advice for your personal succession planning. He also discusses how to address the phenomenon to create a new, valuable and popular range of programs. Cole will share information on current programs of ACLEA members, and has volunteered to serve as an information clearing house on future “Graying” programs.

Dustin A. Cole - Attorneys Master Class

Outsourcing End Matter (EM) Preparation

With the advent of outsourcing, in-house cultures of editorial expertise have been diminished and over time could be lost. This is especially true of indexing expertise. What are the costs/benefits of outsourcing EM preparation, i.e., indexes and tables? How can you maintain quality control and the in-house culture necessary to oversee it? What impact on time management will outsourcing EM preparation have in your organization? These issues will guide the interactive discussion of this informative, knowledgeable workshop.

Mauri Baggiano - new bud press, inc.

Email Marketing – Getting Around Spam Filters

Do you rely heavily on e-mail marketing for your program/publication success? Do you encounter the disappointing ‘blocking’ or ‘bouncing’ of your messages? Has this been increasing? Spam filters are learning faster and faster how to eliminate ‘junk’ from their user’s inboxes and unfortunately, when they’re not sure, they err on the side of caution and drop the message. About 33% of the time, these filters are eliminating messages which many attorneys and professionals would be interested in seeing. Hear how these filters work, and how you can build a positive reputation for your sending domain and comply with both the technical and content requirements to ensure your e-mail marketing messages land in the customer’s inbox.

Ron Bevan - StrongMail

Product Decisions: When to Say Goodbye – When to Retool

Many of you have wrestled with the issue of whether or how to continue with a distressed program. Typically, you are faced with an annual program in a holding pattern or on the decline. The easy job is identifying these instances; the more difficult is deciding whether to cancel the program or somehow move forward with modifications designed to improve it. Each choice carries its own significant risks. What criteria do you evaluate in making this decision? How can you make a decision that is economically sound, attentive to the needs of the program’s attendees, and consistent with your organization’s mission statement? If you choose to proceed with the program, what are some effective methods that you can use to jumpstart and energize your ailing product? This session will describe a specific example of this situation, identify means by which to address the issues involved, and provide an interactive forum at which you can hear from people in other organizations who have encountered this dilemma.

Link Christin - Virginia CLE

Web Applications

So you have heard of Web 2.0, but have you heard about mashups, widgets, and AJAX? Let us introduce you to these technologies as well as us showing you some of our favorite Web 2.0 applications.

John Ceci - ALI-ABA

Ross L. Kodner - MicroLaw, Inc.

Yvette Snavelly - The Institute of Continuing Legal Education

7:30 p.m.

First Time Attendees Dinner (Ticketed Event By Invitation Only)

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

Past Presidents’ Dinner (Ticketed Event By Invitation Only)

MONDAY, JANUARY 28, 2008

7:30 a.m. – 4:30 p.m.

Registration and Exhibits

7:30 a.m. – 8:30 a.m.

Committee Meetings

(Exhibitors/Sponsors, International, Public Interest)

8:45 a.m. – 10:15 a.m.

Plenary Session

“The E-Myth Solution: More Money, More Life and More Freedom!”

Your Business Must Serve Your Life - Most business owners say they started their own business in order to have more time, more money and more freedom. Unfortunately, the reality is the opposite — their business does not serve their life, it consumes it. ACLEA members who feel consumed by their jobs can learn ways to turn the table. *You’ve Got to Work On It, Not In It* - In order to create a successful organization and get more life, you need to learn how to think and act like an entrepreneur. In short, you must stop thinking about the technical work you are doing and start thinking about the organization you are working in. Entrepreneurs see their organization as the product, rather than a place to go to work everyday. The best approach for building a successful organization is to view your operation as a franchise prototype—a proprietary system of doing business that produces a unique and consistent experience for your customer, can be replicated and runs without you! This approach gives you a distinct and competitive position and the freedom to grow and prosper.

Karin Iwata - E-Myth

10:15 a.m. – 10:45 a.m.

Networking Break and Exhibits

10:45 a.m. – 11:45 a.m.

WORKSHOPS D

Creating a Business Plan for Your CLE Organization

Whether you are a non-profit or for-profit organization, having a business plan is critical to your success. The goal of a business plan is to give an organization direction, focus, and projections for future growth. All business plans have general principles that should be followed to help meet the above goals. We will review the challenges and opportunities your CLE organization will face in writing a business plan and how starting with the right type of plan will allow you to continually grow a successful CLE organization. In this program you will learn: what makes a good business plan; the different types of business plans; length of a business plan; the keys to better business plans; and common business plan mistakes.

David Schnurman - Lawline.com

Mining For Nuggets – Locating Valuable Resources at Business Schools and In the Business Community

Sometimes we miss opportunities when they are right under our nose. So let's look around and discuss ways ACLEA members can utilize Business Schools and local business experts as valuable resources. This session will outline how to establish a mutually beneficial relationship with non-legal professionals, academics, and resources – expanding your customer base and potential revenue. Examples of consulting services and CLE programming topics include marketing, leadership, technology, entrepreneurship, office management, accounting, strategy, finance, budgeting, organizational structure, electronic commerce, and more. Learn how to expand your market and resources in ways you never thought about before!

James D. Thaler, Jr. - Thaler Law Firm, P.A.

Interact and React with the E-Myth Speakers

Drill down into core E-Myth concepts with lots of interaction, hands-on training, tools and implementation. The E-Myth team understands ACLEA member industry 'pain-points,' and will help work through solutions and ideas to overcome them. If you enjoyed the Plenary, you will find this session even more helpful and invigorating.

Karin Iwata - E-Myth

How to Enable Growth in Your Organization: Documenting the Work-a-day Tasks That Fill and Overwhelm Your Days

Are you and your staff efficient and effective at what you are doing and can you do it better? Do you have an "owner's manual" to running your organization? Come learn why the creation, use, and upkeep of an operations manual will help your organization focus on its core competencies and should be a key component of your primary business development strategy.

Dawn M. McKnight - Colorado Bar Association CLE

Julie Lynn Revers - Colorado Bar Association CLE

Nathaniel T. Trelease - WebCredenza, Inc.

Effective Database Management: Communicating with your Constituents Through Direct Marketing

Effective Database management is the backbone of successful organizations. In today's complicated marketplace, sophisticated organizations recognize that the database is a critical component of effective constituent management across all marketing channels. This thought-provoking session will present database marketing frameworks and actionable strategies that will increase net revenue and participation for your organization. Sessions will explain how to best leverage your marketing database and make it more effective by implementing the following: data hygiene; duplicate identification; data aggregation; tools and technology (How do you access your data?); and how do I maintain a clean file, improve my communication with my constituents and manage the communication cycle?

Marc Sabatini - Advantage Insight, LLC

11:45 a.m. – 1:15 p.m.

SIG Lunches (ticketed event - Open to SIG Members only)

Entrepreneurs— ACLEA's newest SIG is devoted to issues important to for-profit and entrepreneurial organizations, including marketing, logistics and client development/relationship management. Whatever critical business issues are facing your organization there's a good chance that someone in the SIG may have already faced a similar issue and can offer a solution for you. Join us for a roundtable discussion addressing the topics important to you. Moderated by Roy S. Ginsburg — Roy S. Ginsburg, J.D., and Mark Rosch — Internet for Lawyers

In-House/Professional Development— We will focus on the changes in Illinois and Minnesota MCLE. Members from the State Bar are invited to attend to discuss the new rules and how to expedite the process of getting CLE training approved. Moderated by SIG Co-Chairs

Law Schools— "*CLE's Role in the Law School: Enhancing Our School's Academic Reputation and Bottom Line*" Moderated by Darin L. Neely — Fordham University School of Law

Local & Specialty Bars— We will discuss the survey results and try to pinpoint exactly what the group wants to achieve. We will also discuss the listserv and what kinds of information SIG members would find most useful. Moderated by Cher Carrothers – Toledo Bar Association and Pat Edelen – Kentucky Justice Association

Nationals— Join us for an interesting foray into several of the top goals identified for our SIG at the Philadelphia luncheon. Enjoy hearing from leaders in Public Interest Programming, Technology in CLE, and other topics critical to National providers. Help us identify future projects to support these and other goals for our unique SIG. Moderated by Tia Embke — National Business Institute and Earnestine Murphy — American Bar Association

State & Provincial Bars— "*Know When to Hold 'em; Know When to Fold 'em: Gambles in the World of CLE*" — Walking away is not an option! SIG members will discuss some of their greatest gambles. What project hit the jackpot? What project went bust? You'll be a guaranteed winner if you attend this lunch where your fellow SIG members will ante up learning and laughter. It's a sure thing! Moderated by Donita Bourns Douglas — Oklahoma Bar Association and Karen D. Lee — Oregon State Bar

1:30 p.m. – 2:45 p.m.

Plenary Session

Hey Dude: Managing Age Diversity in Today's Workplace

How do you manage the generational diversity alive in your organization and the legal community? What impact does it have on your organization's productivity and profits? How do you prepare for the next generation of attendees, staff, and faculty? That's what this program is all about! A seasoned ACLEA panel presents video clips from Robert Wendover's outstanding generational seminar "Hey Dude!" Robert Wendover is the Managing Director of the Center for Generational Studies, and his clients include IBM, Kaiser Permanente, Discover, Kinko's, State Farm Insurance, AllTel, Hampton Inns, AT&T, The Professional Golfers Association, and a host of other household names, government agencies and educational institutions. This plenary is designed to give you the basic generational understanding and framework with which to delve down into the follow-up workshops on core ACLEA topics such as leadership, faculty, technology, staffing, and in-house programming. The video/panel presentation provides you with the insights into the thought process and priorities of the different age groups and the ways to motivate, manage, or work with each of four generations on a day-to-day basis.

Jan F. Majewski - Holland & Knight LLP

Patrick A. Nester - State Bar of Texas

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

2:45 p.m. – 3:15 p.m.

Networking Break and Exhibits

3:15 p.m. – 4:30 p.m.

WORKSHOPS E

Parenting Advice for the Gen-X Age... Start Them Young!

In this hard-hitting session, consultant and columnist Alf Nucifora addresses the need to introduce young associates to the fundamentals of business development early on in their careers, and explains why most law firms do an injustice to the associate and the firm by failing to introduce business development fundamentals into the training curriculum and protocol. In this session you will learn:

- Why associates need and want business development training
- Details of a basic business development training curriculum
- How to effectively and successfully introduce business development training in an environment of conflicting priorities and time demands on the part of the associate

Alf Nucifora - Nucifora Consulting Group

Multi-Generational Training Issues From the In-House, Bar, and Law School Perspectives

Age difference influences training on many levels:

- For our learners—How do generational differences impact the training we provide and how we choose to provide it?
- For our presenters—How does a person's age/generation affect how he or she teaches? Does age impact how we can most effectively communicate with and prepare them for their sessions?
- For our own CLE staffs—Does age diversity among our staff have an impact on how we provide training to lawyers?

These issues and more (CLE accreditation concerns) will be addressed during this workshop session.

Jan F. Majewski - Holland & Knight LLP

Patrick A. Nester - State Bar of Texas

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

Managing Technology through the Publication Process

Increase your odds of choosing tools that best support your publishing processes and staff. We will review current and emerging print and online publishing technologies. We will uncover factors you can use to assess which technology is right for you. Finally, we will provide tips to help you and your staff adopt them successfully.

Yvette Snavely - The Institute of Continuing Legal Education

Recruitment and Retention in the New Millennium

How well do you understand the new rules of recruitment and retention? Younger generations look for jobs—and view their jobs—in radically different ways than veteran workers. Find and keep staff by motivation and understanding their values. Packed with a heavy dose of practical strategies, this session will leave you with the tools for attracting and keeping tomorrow's best talent.

Come and find out about:

- The specific and identifiable factors that drive retention.
- How to overcome the “just another job” attitude among young workers by building their investment in the enterprise.
- How to instantly appeal to younger generations through “values messaging.”

Wendy Velez - National Institute for Trial Advocacy

Leadership and the Emerging Generations (Video Presentation)

What will leadership look like in 2010? As the Baby Boom generation begins its slow march into retirement, the faces of those running organizations, large and small, will change in both practice and philosophy. Organizations are seeing a migration away from the Boomer work tendencies of long hours and sacrifice for the corporate

good. But this is about more than work ethic. It is about how the next generation will alter leadership practices, as we know them. Leading this new generation of professionals will help you connect with the values and expectations of those in their 30s and 40s who will assume responsibility for strategy and execution going forward. Walk away with practical ideas and strategies for recruiting, developing, and mentoring the future leaders of your organization.

Nancy B. Rapoport (Moderator) - William S. Boyd School of Law, UNLV

5:00 p.m. – 11:15 p.m. (Open Return - Buses Loop)

The Las Vegas Strip & Cirque du Soleil Performance of “LOVE” Networking Excursion (ticketed event)

See Special Events Schedule for details. Depart from the Green Valley Ranch Hotel's foyer at 5:00 p.m. sharp. **Cost per person is \$15.** (Admission to the Cirque du Soleil performance requires purchase of a ticket for \$110 in addition to the bus ticket). Please make your required reservations on your registration form.

TUESDAY, JANUARY 29, 2008

7:00 a.m. – 5:00 p.m.

Registration and Exhibits

7:30 a.m. – 8:15 a.m.

Committee Meeting (MCLE)

8:30 a.m. – 10:00 a.m.

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

Some people think the ACLEA Business Meeting is a great time to sleep in. Wrong!!! This is the time to eat the best breakfast of the meeting (and, after all, it's included in your tuition!). Not only can you eat to your heart's content from an expansive buffet, but you can learn what is going on in YOUR association. This meeting is for all ACLEA members. More learning and information sharing gets done over meals than anywhere else, so this is a great opportunity to get your most important questions answered while you are enjoying a great meal. Just sit down next to the person whose brain you want to pick!

10:00 a.m. – 10:30 a.m.

Networking Break and Exhibits

10:30 a.m. – 11:45 a.m.

Plenary Session

Bringing My Mirror into Focus: Understanding My Contribution to Workplace Dynamics

As quality staff and management become scarcer, it will be increasingly vital for organizational success (and your own personal success) to maximize team effectiveness and efficiency. Even solo operators must interact well with and involve others to exceed goals and objectives. The key to this synergy is relationship awareness. In this session, you will ‘bring your mirror into focus’ to help ‘understand your contribution to workplace dynamics.’ One to One: Building Better Leaders utilizes a fun, hands-on team activity to help participants gain insight into their own professional tendencies, develop strategies for increasing effectiveness, and identify action items for implementing behavior change. Topics include Team Competitiveness, Leadership Effectiveness, Team Effectiveness, Resource Allocation, Time Management, and Communication Skills. Join us for this interactive session, which promises to help ‘build-up’ your work-place relationships and plan a ‘higher’ success path.

Sean O'Neil - One to One

11:45 a.m. – 1:15 p.m.

ACLEA Luncheon for Various Sized CLE Departments (ticketed event)

Do you have marketing, publications and IT *departments* or *individuals*? Do you do all three by *yourself*? Are you playing solitaire, poker with a couple other people or in a gang at the craps table? Join your fellow CLE “gamblers” for a lunch with colleagues in similar sized departments as they tempt Lady Luck with new ideas. Cost per person is \$26. Please make the required reservations on your registration form according to your department’s size.

1:30 p.m. – 2:30 p.m.

WORKSHOPS F

Working the Room: Creating Meaningful Conversations

Do you find that you’d prefer to impale yourself on sharp objects rather than go to a networking event? Do you often go to events only to end up spending time with the people you already know? Do you wish you had a way to convert that stack of business cards into continued contacts? If you answered “yes” to any of these questions, this program is for you. This program will help you maximize your networking opportunities and give you tips on working a room. You will learn how to get into and out of conversations with confidence, tell your story in an engaging manner, and maintain interaction with contacts in ways that are authentic.

Tracy L. LaLonde - Akina

Procrastination: How to Get Things Done Despite Yourself

Learn 31 techniques to attack procrastination, including breaking through writer’s block, cutting monster projects into manageable chunks, developing decisiveness in decision-making, and establishing an organized routine. The program also covers the five steps involved in breaking bad habits and describes five good habits to adopt to increase your efficiency and effectiveness.

Margaret Spencer-Dixon - Spencer Consulting

Selling in the CLE Industry

In little more than two and a half years, PLI has nearly doubled the size of its Enterprise customer base. Learn some of the customer-focused business processes PLI implemented that worked in achieving this level of success. Successful selling starts with understanding the needs of your customers and what you can do to offer them value. Prior to signing most of its new “Privileged Members,” PLI was cognizant of the fact that its attorneys were not necessarily frequent attendees of PLI’s programs. Now they are due to PLI’s value proposition. This session will also answer Selling to Faculty questions such as “How can I identify a candidate faculty pool?” “How do I sell to the needs of my faculty?” “Should I sell differently to volunteer faculty than paid faculty?” and “What do I need to do to make sure they’ll speak again for me?”

Roy S. Ginsburg - Roy S. Ginsburg, J.D.

Kevin J. Kelly - Practising Law Institute

Everyone is a Customer Service Rep

As CLE organizations, every employee is a customer service representative. We will discuss tools for facilitating answers to customer questions (e.g. sell sheets for each product, etc.); meeting the needs of different generations of customers by using tailored customer service approaches; systems for funneling difficult customer questions to the best person in the organization if customer service doesn’t know the answer; customer service on the phone vs e-mail vs in person; benefits of annual customer satisfaction survey and sharing results with entire CLE organization so staff understands customer’s perspective and their role in customer satisfaction. Oh Yea... and how to “fire” an abusive customer.

Holly Garland Langworthy - Minnesota CLE

Linda Russell - Continuing Education of the Bar - California

Working With Your Board/Committee

Perennially in top position for CLE headaches is the task of adjusting to the needs and expectations of one’s constantly mutating board. As two old pros leading this discussion can attest, even one’s best friends on the board can come up with the nuttiest ideas. Others can turn your life into a standing opportunity for spiritual purification. But fear not, oh ye steadfast and faithful. We will help you find light in your hour of darkness. Come to this session to discuss the ten positive and ten negative principles by which your board will evolve into sage philosophers and you a mythic hero.

Gary L. Wilbert - Virginia CLE

Patrick A. Nester - State Bar of Texas

2:30 p.m. – 2:45 p.m.

Networking Break and Exhibits

2:45 p.m. – 3:45 p.m.

WORKSHOPS G

Designing a Career Development Program for Lawyers

As the war for talent increases, law firms and corporations are faced with the challenge of discovering new ways to attract and retain the very best lawyers. One innovative way is to create a Career Development Program that provides attorneys with the opportunity for individual career counseling. Using this model, associates work with experienced career coaches in private sessions with the goal of further developing the critical skills necessary to cope effectively with the career path and work-life balance issues that impact all successful attorneys. Join us as we discuss how to structure and implement such a program in a phased approach, manage costs, interview career consultants and also learn how to market the program to associates, partners and senior management. We’ll conclude by sharing the positive and high impact results of the first phase of the Career Development Program at Shearman & Sterling LLP and the lessons learned.

Kristen Ireland - Shearman & Sterling, LLP

Jane S. Rhee - Shearman & Sterling, LLP

Making Tough Staff Decisions – When Enough is Enough

“You’re fired!” Hard to hear, to be sure, but in many ways even harder to say. Trumpisms aside, the goal of this session is to discuss best practices in hiring, firing and, when necessary, down-sizing. At one time or another, we each face situations where status quo staffing has become an insurmountable hurdle in attaining organization goals. Informed by a background in both organizational behavior in the Information Age and rapid growth (and de-growth) technology companies, the presenter’s recent involvement with a major CLE staffing/location transition should provide invaluable – and practical – insight into handling this most difficult of challenges.

Steve Gibson - National Institute of Trial Advocacy

Unsolicited Emails and Privacy Policies - Do’s and Don’ts

- Are your activities governed by the CAN-SPAM Act?
- What does the CAN-SPAM Act require?
- What are the consequences of violating the CAN-SPAM Act?
- Are you required to post a privacy policy?
- Is it okay to copy someone else’s privacy policy?

The Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003 (the CAN-SPAM Act), which became effective in January of 2004, was enacted to stop abusive emails, but is of the most concern to the least abusive emailers. California was the first state to enact a law requiring all commercial websites that collect personal information from consumers to post a privacy policy. These laws, and their application to organizations providing continuing legal education, will be discussed.

Rob Hassett - Casey Gilson PC

Books for the CLE Professional: Take Your Organization to the Next Level

Two of ACLEA's former Presidents (both avid readers), will offer their views on the books that have most influenced their performance as leaders in CLE. Join us in discussing books that can make a difference in how to: discover real fulfillment in your career as a CLE professional, take your CLE organization to new levels of excellence, and manage and motivate people. Please bring your own titles to share, including both fiction and non-fiction.

Barbara Armstrong - Alaska Bar Association
Alan Treleaven - Law Society of British Columbia

Marketing Back To Basics

Whether you're a novice or a seasoned professional, you'll benefit from this discussion of the fundamentals of marketing. Incorporating tales of "marketing blunders" to illustrate points, this session will touch upon the elements and importance of a business review and marketing plan. It will consider the interrelationship of sales objectives, target markets, marketing objectives, positioning, strategies, and tactics. This session will also introduce some new marketing techniques and discuss how they can be applied to the CLE industry.

Frank Paul Tomasello - ALI-ABA

3:45 p.m. – 4:00 p.m.

Networking Break and Exhibits

4:00 p.m. – 5:00 p.m.

Plenary Session

It's All About the Experience

The CLE marketplace is becoming increasingly overcrowded. With webcasts, telecasts and audio and videotaped replays, it is harder for attorneys to justify the time requirements of attending live events. So what's the solution for those of us in the business of coordinating live CLE events? To make sure that our live events provide the opportunities for networking, travel, fine dining, and leisure that simply can't be duplicated by logging onto a webcast from the office. In this lively presentation, our favorite legal humorist will share his experiences in delivering more than 100 addresses annually on the CLE circuit and give his suggestions for making CLE stand for Continuing Life Experiences. To turn a common phrase, it's the experience, stupid!

Sean Carter - Lawpsided Press, Inc.

6:00 p.m. – 9:30 p.m.

ACLEA Closing Event with Mind Reader Robert Priest

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.

GENERAL INFORMATION

Registration — The program registration fee includes conference materials, admission to Sunday, Monday, and Tuesday sessions, the business meeting and breakfast, and the Tuesday night special event. Saturday's CLE Boot Camp sessions, the Advanced Workshop session and all optional lunches and tours are separately priced. We must receive payment for optional sessions, lunches, and tours in advance of the conference to guarantee your reservation. All special event and tour fee payments are nonrefundable after January 11, 2008.

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 Green Valley Ranch Resort. ACLEA has secured a special room rate of \$189.00 plus a \$20.00 resort fee per night for double or single until **January 4, 2008**. The resort fee covers transportation to and from the airport, and to/from The Strip, and access to the resort health clubs and spa. To make your reservations, call (702) 617-7777 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 Green Valley Ranch. 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 Green Valley Ranch Resort
2300 Paseo Verde Parkway
Henderson, Nevada 89052
Phone (702) 617-7777 or (866)-782-9487

International ACLEA members can make their hotel reservations online by visiting:
[https://rooms.stationcasinos.com/cgi-bin/LANSAWEB?procfun+rn+Resnet+GRE+funcparms+UP\(A2560\)::gciacle;?/](https://rooms.stationcasinos.com/cgi-bin/LANSAWEB?procfun+rn+Resnet+GRE+funcparms+UP(A2560)::gciacle;?/).

Special Rebate Policy — Registrants who stay at the Green Valley Ranch Resort during this meeting will receive a \$50 coupon that may be used toward the registration fee for a future ACLEA meeting held in 2008 or 2009. Only one coupon will be offered per room reservation and cannot be redeemed for cash. Only attendees who pay the meeting registration fee are eligible for this rebate. The meeting fee coupon is nontransferable.

Transportation — The Green Valley Ranch Resort is approximately 8 miles (12 minutes) from the McCarran International Airport (LAS). Green Valley Ranch offers a complimentary shuttle service to and from McCarran Airport and the Las Vegas Strip. This is a ten-passenger van available to the first ten people at each destination and runs on a published service schedule. At McCarran Airport the shuttle picks up and drops off guests at the Zero Level. The Zero Level is located down the escalators behind the Baggage Claim Information Desk. The shuttle will pick up and drop off across the driveway (to the right) across from stalls #21 and #22. Taxi and limousine service can be booked through the hotel guest services at (702) 617-7777. Taxi fares from the airport to the Green Valley Ranch Resort are approximately \$24 one-way.

Cancellation Policy — All special event & tour fee payments are nonrefundable after January 11, 2008. Registration refunds, less a \$50 processing fee, will be given to registrants who cancel by 5:00 p.m. Friday, January 11, 2008. If notice is received between January 11 and 18, 2008 at 5:00 p.m., refunds will be given less a \$150 processing fee. No refunds or transfers will be granted thereafter.

44TH MID-YEAR MEETING

JANUARY 26 - 29, 2008
GREEN VALLEY RANCH RESORT
HENDERSON, NEVADA



LAS VEGAS

Why You Should Attend:

We are out to prove that what happens in Vegas *doesn't* stay in Vegas... especially when it comes to the outstanding line-up of plenaries, workshops and networking opportunities on tap for attendees at the 44th Mid-Year Meeting.

Known as "The City That Never Sleeps," Las Vegas is one of the most popular international destinations in the world. Whether you are one to tempt Lady Luck or not, the architectural feats and entertainment value of the hotels and casinos along the famed Las Vegas Strip are alone worth the trip.

Nestled in nearby Henderson, Nevada at the Green Valley Ranch Resort, you'll be just far enough away to appreciate Las Vegas without being overwhelmed by it. Instead, we want you to leave overwhelmed by the beautiful resort setting and ACLEA's 44th Mid-Year Meeting educational program.

*Welcome to ACLEA in Henderson...
where everyone is a winner!*

SPECIAL THANKS TO THE LAS VEGAS PLANNING COMMITTEE

*Arlene Bein — Practising Law Institute
John Ceci — ALI-ABA
Johnson Cook — Fast CLE (Impact Media Solutions, Inc.)
Holly Garland Langworthy — Minnesota CLE
Linda M. Morin-Pasco — Maine State Bar Association
LaVone R. Warren — Cumberland School of Law - Samford University
Roger B. Curlin III (Planning Committee Co-Chair) — Holland & Knight LLP
Donna J. Passons (Planning Committee Co-Chair) — ACLEA Executive Director*



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