



The Network for CLE Professionals...Worldwide

***43rd Mid-Year
Meeting***

January 27 - 30, 2007
Loews Vanderbilt Hotel
Nashville, Tennessee



***GRAND OLE CLE:
IT'S MUSIC TO
OUR EARS!***

Saturday, January 27, 2007

- 8:00 a.m. – 7:30 p.m.
Registration Desk Open
- 8:30 a.m. – 2:00 p.m.
New Member Orientation and CLE Boot Camp
- 8:45 a.m. – 3:15 p.m.
Music City, USA Highlights Tour (ticketed event)
- 4:00 p.m. – 6:00 p.m.
SIG Meetings (In-House, Publications)
- 6:00 p.m. – 7:30 p.m.
Welcome Reception Honoring New Members and Faculty

Sunday, January 28, 2007

- 7:00 a.m. – 5:30 p.m.
Registration and Exhibits
- 7:30 a.m. – 9:30 a.m.
SIG Chair and Committee Chair Breakfast (ticketed event - by invitation only)
- 9:30 a.m. – 10:00 a.m.
Networking Break and Exhibits
- 10:00 a.m. – 10:30 a.m.
Announcements and Co-Chairs' Welcome
- 10:30 a.m. – 12:00 Noon
Plenary Session: The Present and Future of CLE - "Keeping The Faith"
- 12:00 Noon – 1:30 p.m.
SIG Lunches (ticketed event - open to all registrants)
(Executive Leadership, Marketing, Publications, Technology)
- 1:30 p.m. – 2:30 p.m.
WORKSHOPS A
- ◆ Technology Boot Camp I - (Gizmos & Gadgets) - Hardware and Applications - "Teach Your Children"
 - ◆ Ten Ways To Push Your Strategic Planning Outside The Box - "How Do You Do It?"
 - ◆ Author Recruiting - "Ain't Too Proud To Beg"
 - ◆ Recruiting and Working with Difficult Faculty - "Different Strokes"
- 2:30 p.m. – 3:15 p.m.
Exhibit Hall Showcase
- 3:15 p.m. – 4:15 p.m.
WORKSHOPS B
- ◆ Technology Boot Camp II - Internet (Podcasting, etc.) - "Teach Me Tonight"
 - ◆ How to Start a Pubs Group - "Let's Get It Started"
 - ◆ Meeting the CLE Needs of the Global Law Firm - "What A Wonderful World"
 - ◆ How to Plan and Launch Niche High-End Seminars - "Higher Love"
- 4:30 p.m. – 5:30 p.m.
WORKSHOPS C
- ◆ Publications Review - Guess Which Books Do Best? - "I Could Write a Book"
 - ◆ Effective Use of PowerPoint - "I Can See Clearly Now"
 - ◆ Mining and Marketing New Topics - "Start Me Up"
 - ◆ Books on Leadership: How To Make A Difference - "Where You Lead"
- 7:00 p.m. – 9:00 p.m.
Past Presidents' Dinner (ticketed event - by invitation only)
First Time Attendees Dinner (ticketed event - by invitation only)

Special Thanks to the Nashville Planning Committee

Susan Blair — Nashville Bar Association
James Edwin Jackson II — Virginia CLE
Richard McCoy — Pennsylvania Bar Institute
Elaine M. Ohlson — Elaine Ohlson Consulting
Jane S. Rhee — Shearman & Sterling LLP
Michael Seto — Teranet
Liz Williamson — ABA-CLE

Lawrence J. Center (Planning Committee Co-Chair) — Georgetown University Law Center
Katie Marino (Planning Committee Co-Chair) — Hartford County Bar Association, Inc.
Donna J. Passons (Planning Committee Co-Chair) — ACLEA Executive Director

Monday, January 29, 2007

7:30 a.m. – 3:45 p.m.

Registration and Exhibits

8:00 a.m. – 8:45 a.m.

Committee Meetings

(Exhibitors/Sponsors, International, Public Interest)

8:00 a.m. – 8:45 a.m.

ACLEA/ORACLE Joint Meeting - Roundtable Discussion

9:00 a.m. – 10:15 a.m.

Plenary Session: The Ultimate 'Continuing Legal Education' -
"Satisfaction"

10:15 a.m. – 10:45 a.m.

Networking Break and Exhibits

10:45 a.m. – 11:45 a.m.

WORKSHOPS D

- ◆ Operational Metrics of CLE - "Taking Care of Business"
- ◆ Staffing vs. Outsourcing - "Help!"
- ◆ Making Your Mark as a CLE Professional: It's Not Just for Lawyers! - "Accentuate the Positive"
- ◆ Maximizing Book Sales at Seminars - "Money (That's What I Want)"
- ◆ Pricing Analysis for Programs and Services - "Penny Lane"

11:45 a.m. – 1:15 p.m.

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

1:15 p.m. – 2:15 p.m.

WORKSHOPS E

- ◆ Pros & Cons of Publishing on CD-ROM vs. Hard Copy - "Both Sides Now"
- ◆ Leading from the Middle - "Leader of the Pack"
- ◆ Coaching Faculty to Use the Best Education Models - "Act Naturally"
- ◆ Web Branding - "Papa's Got A Brand New Bag"

2:30 p.m. – 3:30 p.m.

WORKSHOPS F

- ◆ Working With (Program) Planning Committees - "I Never Promised You A Rose Garden"
- ◆ Developing and Implementing Your Marketing Plan - "The Way You Do The Things You Do"
- ◆ Online Publications (Advanced) - "On and On"
- ◆ Special Issues for Small Shops - "It's A Small World After All"
- ◆ Conducting Performance Evaluations - "Do You Love Me?"

3:35 p.m. – 4:30 p.m.

Committee Meeting (Philadelphia Planning Committee)

4:30 p.m. – 9:30 p.m.

The Country Music Hall of Fame Night of Entertainment
(ticketed event)

Welcome to Nashville

OPTIONAL EVENTS

Saturday, January 27, 2007

8:45 a.m. – 3:15 p.m.

Music City, USA Highlights Tour

Monday, January 29, 2007

4:30 p.m. – 9:30 p.m.

The Country Music Hall of Fame Night of Entertainment

It's Back!

Shoulders are for guitar straps not binders!

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 Boot Camp. If you have registered for the Boot Camp you will receive a printed version of the Camp materials.

Tuesday, January 30, 2007

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. – 12:00 noon

Plenary Session: Business Models of CLE - "How To Succeed"

12:00 noon – 1:30 p.m.

ACLEA Luncheon for Various Sized CLE Organizations

1:30 p.m. – 2:30 p.m.

Plenary Session: Branding - "You Make Me Feel Brand New"

2:35 p.m. – 3:35 p.m.

WORKSHOPS G

- ◆ How Do Law Firms Make CLE Decisions? - "Do You Want To Know a Secret?"
- ◆ Branding Follow-Up - "The Times, They Are A Changin'"
- ◆ Measuring Marketing Success - "How Will I Know?"
- ◆ Career Management and Career Legacy - "Imagine"

3:35 p.m. – 4:00 p.m.

Networking Break and Exhibits

4:00 p.m. – 5:00 pm

WORKSHOPS H

- ◆ 10 Worst Mistakes - "Oops, I Did It Again"
- ◆ The Latest Trends in E-Mail Marketing - "Reach Out"
- ◆ How to Get Attorneys to Your Program If It's Not Mandatory or Billable - "God Only Knows"
- ◆ Rewrite or Reject? - "Tell It Like It Is"

6:30 p.m. – 9:30 p.m.

ACLEA Closing Event with Buzz Sutherland

Special Events Schedule

Saturday, January 27, 2007

8:45 a.m. – 3:15 p.m.

Music City, USA Highlights Tour (ticketed event)

Join your “bandmates” on the ACLEA Music City, USA Tour, as we play all of the hot venues in Nashville. Your first “gig” - the Parthenon.

Originally built for Tennessee’s 1897 Centennial Exposition, this full-scale replica of the original Parthenon in Athens, Greece serves as a pinnacle of classic architecture and houses Nashville’s art museum. Second gig -



stage time at the historic Ryman Auditorium, Nashville’s premiere performance hall. Originally opening its doors in 1892, the Ryman Auditorium became known as the “Mother



Church of Country Music” after the Grand Ole Opry show took the stage in 1943. It now serves as a temporary home to the Grand Ole Opry and is a performance venue for hundreds of musical acts (voted one of the top ten best places to hear live music in America for 4 years in a row). The next tour gig is

at the Opryland Hotel, a massive

plantation style facility with glass atriums housing 9 acres of lush indoor gardens, a 44-foot waterfall and a half-acre lake that recreates a Delta river town with shopping, dining and flatboats. You’ll want to have lunch there before traveling to the encore performance at The Hermitage, Home of President Andrew Jackson. Costumed interpreters will join you as you explore the 19th century mansion, garden, Jackson’s tomb, the Hermitage church and more. Don’t worry, we’ll get you back to the Loews Vanderbilt Hotel in plenty of time to get ready to join everyone else for the “after party” Welcome Reception Honoring New Members and Faculty (see details below).



Meet in the Loews hotel lobby promptly at 8:45 a.m. The bus will return to the Loews Hotel by 3:15 p.m. Cost is \$30 per person (does not include lunch) with a minimum of 25 people required. Please make your required reservations on your reservation 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 Nashville faculty.

Monday, January 29, 2007

4:30 p.m. – 9:30 p.m.

The Country Music Hall of Fame Night of Entertainment

Ticketed ACLEA and ORACLE registrants will be treated to a phenomenal evening celebrating the birthplace of Country Music and its award-winning songwriters. Interested guests can explore the Country Music Hall of Fame Museum, a \$37 million dollar, 135,000 sq. ft. crown jewel of country music. After seeing the origins of America’s “music of the people,” cocktails and dinner will follow, served Southern style at tables set in the Hall of Fame’s Conservatory. As if the tour and dinner were not enough for a memorable evening, we have arranged for you to experience a true Nashville night to remember.

Commonly referred to as a “guitar pull,” we have arranged for four of the most gifted songwriters Nashville has ever produced, to bring their guitars, voices, songs and stories and entertain us with the songs they created and world-renowned artists have recorded and performed.



Jim Weatherly – #1 hits for Gladys Knight & The Pips, such as “The Best Thing That Ever Happened To Me,” and “Midnight Train To Georgia”. A recipient of more than 39 ASCAP writer awards and winner of a Dove Award for “Where Shadows Never Fall,” recorded by Glen Campbell, he was recently inducted into the Nashville Songwriters Association International Songwriter’s Hall of Fame.

Tony Arata – “The Dance,” “The Change,” and “Face To Face,” for Garth Brooks. “Dreaming With My Eyes Open” by Clay Walker. “Here I Am,” “Handful Of Dust,” “Everybody’s Equal,” “Long Stretch of Lonesome,” and “Nothing But Love” for Patty Loveless, and hundreds of other cuts.

Mark Selby – Vanguard recording artist and author of “There’s Your Trouble” for the Dixie Chicks,” and “Blue on Black” the Billboard Track of the Year for Kenny Wayne Shepherd in 1998. As a guitarist, Mark has shared the stage with B.B. King, Jeff Beck, Robert Cray, Kenny Rogers and Jimmy Hall.

Rivers Rutherford – The hottest writer in Nashville today, just named Co-Songwriter of the Year by ASCAP. His discography includes: “Ain’t Nothing ‘Bout You” - Brooks & Dunn, “Real Good Man” - Tim McGraw, “If You Ever Stop Loving Me” - Montgomery Gentry, “Homewrecker” - Gretchen Wilson, “I Want To Live” - Josh Gracin, and “When The Lights Go Down” - Faith Hill.

Buses will begin departing from the Loews Vanderbilt Hotel foyer at 4:30 p.m. for those who would like to spend extra time touring the museum. Buses for the dinner entertainment will begin departing the hotel at 5:00 p.m. The buses will return to the hotel as needed beginning at 8:00 p.m. Cost per person is \$55 (includes dinner). Please make your required reservations on your registration form.

Tuesday, January 30, 2007

6:30 p.m. – 9:30 p.m.

ACLEA’s Closing Event with Buzz Sutherland



Buzz Sutherland’s smooth blend of home spun characters and outrageous facial expressions keep audiences rolling with laughter. His style of comedy is contagious, as he plays with the audience rather than talking to them. Some of the audience members literally become part of the show! As one meeting planner put it, “A number of our attendees told us they have never laughed so hard. One person even told us he laughed so hard his face hurt.” What else can be said... Buzz Sutherland is FUNNY! In addition to being nominated Comedy Show of the year by American Entertainment magazine for 2006, Buzz has been voted comedian of the year a record 16 times by America’s Colleges and Universities. Tickets for registrants are included in the registration fee. Guest tickets are available for \$75 (tickets include dinner). Make your required reservations on your registration form.

Saturday, January 27, 2007

8:00 a.m. – 7:30 p.m.

Registration

8:30 a.m. – 2:00 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, materials, and a “certificate of attendance.”

Presented by: Roger B. Curlin III - Holland & Knight LLP; **Leslie Lynn Myers** - Texas 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.

BOOTCAMPAGENDA

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

8:45 a.m. – 3:15 p.m.

Music City, USA Highlights Tour (ticketed event)

See Special Events Schedule for details. Meet in the hotel lobby at 8:45 a.m. for the day trip. Cost per person is \$30 with a minimum of 25 registrants required. Please make your required reservations on the registration form.

4:00 p.m. – 6:00 p.m.

SIG Meetings (In-House, Publications)

6:00 p.m. – 7:30 p.m.

Welcome Reception Honoring New Members and Faculty

Sunday, January 28, 2007

7:00 a.m. – 5:30 p.m.

Registration and Exhibits

7:30 a.m. – 9:30 a.m.

SIG Chair and Committee Chair Breakfast (ticketed event)

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

9:30 a.m. – 10:00 a.m.

Networking Break and Exhibits

10:00 a.m. – 10:30 a.m.

Announcements and Co-Chairs' Welcome

10:30 a.m. – 12:00 Noon

Plenary Session

The Present and Future of CLE – “Keeping the Faith”

An all-star panel of experienced CLE executives will propose plausible scenarios reflecting alternative futures for CLE programs, publishing ventures, and organizations. They will give you the benefit of their best thinking, but they also will display the collective wisdom of the audience about such things through use of an electronic responder system. The mission of the day will be to help you develop robust strategies that work across several of the most likely futures. You may not agree with particular predictions, but after this session you will understand why your colleagues are making or hedging key bets in trying to shape a CLE future that will best fit the lawyers they serve.

Patrick A. Nester (Moderator) - State Bar of Texas

Lynn P. Chard - Institute of Continuing Legal Education

Frank V. Harris - Minnesota CLE

Mary Lynne Johnson - Atlanta Bar Association

Ginger Shepard - Illinois Institute for CLE

12:00 Noon – 1:30 p.m.

SIG Luncheons (ticketed event - open to all registrants)

Executive Leadership— Join us as we discuss the proposed ACLEA/ALI-ABA CLE Summit, with an eye toward the actual focus of the summit and the details that still need to be fleshed out. We will also look at the challenges and issues we face in managing technology. Moderated by John Redenbaugh — Washington State Bar Association

Marketing— Identifying Benefits, Bonuses, Bullets, and Bonanzas that become ‘Music to the Ears’ of the audience you want attending your seminar or buying your publications. We all have fantastic programs and publications. The key to achieving and outperforming our goals involves emphasizing current assets, adding value, and ‘Singing Out’ to our audience. This lunchtime presentation will highlight the topics, demonstrate actionable ideas, and involve roundtable brainstorming. Moderated by Roger B. Curlin III — Holland & Knight LLP

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., and Sharon Sandle — State Bar of Texas

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 Yvette Snavelly - The Institute of Continuing Legal Education

1:30 p.m. – 2:30 p.m.

WORKSHOPS A

Technology Bootcamp I – (Gizmos & Gadgets) – Hardware and Applications – “Teach Your Children”

The pace at which technology is changing never seems to slow down. We have learned to embrace it rather than to fear it, but how do we keep up? In this session, technology pros review the latest hardware and software applications available to CLE shops large and small. Discover the best resources available to help make your job and your organization run more efficiently and effectively.

Peter A. Glowacki - American Bar Association - Center for CLE
Ross L. Kodner - Factum LLC

Ten Ways To Push Your Strategic Planning Outside The Box – “How Do You Do It?”

The Problem: Too often what passes for strategic planning is little more than justification of past activities and agreement to continue them with incremental improvement. Little attention is paid to shifts in relevant markets, to views of different customer groups, and to important innovations in related fields. In other words, planners often, consciously or unconsciously, do their work within the comfortable confines of their usual assumptions. The reasons for such limited thinking are many: fear of offending current participants, the very human inclination to justify past actions, comfort with the known activities and discomfort with change, and lack of awareness of adoptable—and potentially valuable—ideas from other fields. This session offers approaches to strategic planning designed to push participants OUT of their usual boxes or ruts and into new zones that may offer fresh ideas for future value and productivity.

Chuck Bingaman - Bingaman Consulting

Author Recruiting – “Ain’t Too Proud To Beg”

You may not have to beg to recruit authors, but you do have to conduct author recruiting in a manner that assures you are working with excellent lawyers and writers who will perform in a timely fashion. This is an art and not a science, and one that is critical to the success of your entire publications operation. This session will give you the tools to perform effective author recruiting, regardless of the size of your shop or the length of your manuscript. Learn the secrets to attracting authors who not only will give you a great work product, but who will also be a pleasure to work with all along the way.

Susan Munro - Continuing Legal Education Society of B.C.
David Wagoner - LexisNexis

Recruiting and Working with Difficult Faculty – “Different Strokes”

If you do programs, you must work with volunteer faculty. They may be private practitioners, judges, government officials, consultants, vendors or in-house counsel. They will vary in age, experience, ethnicity, legal training, CLE history and motivation. Yet you have to work effectively with all of them. How do you do it? In this session, you will learn to use your own judgment, wisdom and emotional intelligence to craft effective working relationships with all kinds of CLE faculty members. Once you grasp these pearls of wisdom, you will be able to work collaboratively with faculty members who will want to keep presenting for you again and again.

Jennifer L. Ellis - Pennsylvania Bar Institute
Nathaniel T. Trelease - Web Credenza, Inc.

2:30 p.m. – 3:15 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.

3:15 p.m. – 4:15 p.m.

WORKSHOPS B

Technology Bootcamp II – Internet (Podcasting, etc.) – “Teach Me Tonight”

The continuing education business is taking increasing advantage of technology, and you need to stay abreast of the latest developments. Even if you are not ready to do your own on-line programs, create your own podcasts, set up your own interactive on-demand webcasts or develop your own blogs, you must be aware of what is available and what others are developing and implementing. Don’t be left on the side of the road as the speeding technology train passes you by. Gather the information you need here, then return home and help your colleagues plan for the future.

John Ceci - ALI - ABA
Susan L. Tomita - ALI - ABA

How to Start a Pubs Group – “Let’s Get It Started”

You want to create a publications division or department, but where do you start? Do you hire staff? Design a list of initial publications? Recruit authors? Find vendors you can work with? Visit other ACLEA pubs shops and interview their teams? There are many questions to be answered at the beginning. The best part is you do not have to recreate the wheel – you can learn from the experiences of seasoned colleagues who have done it before. In this session, you will learn from two experienced CLE publishing professionals how to start up an effective publications outfit.

Kristen Bennett - State Bar of Nevada
Gregory J. Smith - Bradford Publishing Company

Meeting the CLE Needs of the Global Law Firm – “What a Wonderful World”

How can law firms best connect their attorneys practicing in foreign jurisdictions with opportunities to maintain their US MCLE credits? And, how can they master the foreign regulatory systems to acquire the credits they need locally when practicing in European and Asian offices? Join two veterans at meeting these challenges for insights on traps to avoid and creative strategies for meeting the CLE needs of law firms engaged in a global practice.

Richard D. Lee - International CLE Consultant
Dorothy Palazzo - Jones Day

How to Plan and Launch Niche High-End Seminars – “Higher Love”

Every CLE organization needs to feature bread and butter seminars that attract attorneys from broad practice areas. However, CLE organizations can also be successful in launching timely, niche seminars on high-end topics such as toxic torts, pharmaceuticals, and specific products liability litigation. How does one find speakers on these topics? How do you pick and choose these topics for your demographic? What organizations can help you get started or team with you to help you launch these seminars? What’s the value to your members? These and other questions will be answered.

Todd Drucker - LexisNexis Mealey’s

4:30 p.m. – 5:30 p.m.

WORKSHOPS C

Publications Review – Guess Which Books Do Best? – “I Could Write A Book”

They say you can’t judge a book by its cover. Can you judge it by its content? By the topic? By the author? Answers to these questions may surprise you. Come along for the ride as we review four different books in small groups and try to guess the price points of each along with the quantities sold. Then switch books and go again! It’s a lot of fun but some of the answers may not be what you thought and may cause you to rethink your “best” publishing opportunities a little bit... or a lot.

James Edwin Jackson II - Virginia CLE

Effective Use of PowerPoint – “I Can See Clearly Now”

Hey, it's a tool. Some people are experts, others are hobbyists, and others are... well let's not go there. But for you, well... you're in the communication business, and PowerPoint is a communication tool. If you don't have it in your toolkit, you have to ask yourself if you're a builder without a power saw. When is PowerPoint right and when is it wrong; what makes for an effective presentation; why is knowing how to use it an essential skill for many lawyers; how can you help lawyers use it effectively in your seminars; and from an educational perspective, what's the relationship between presentation, PowerPoint and materials? These are a few of the questions you'll answer at this session.

Ron Friesen - Continuing Legal Education Society of B.C.

Mining and Marketing New Topics – “Start Me Up”

If you are constantly on the lookout for innovative program ideas and unique ways to market new topics, be sure to join this session to expand your inventory of possibilities. Carole Wagan will back up her suggestions of 10 or more sources to mine for program ideas with examples of the sources she taps and some programs that were developed. Diane promises an intriguing case study of a new program that she marketed in a new way, when she talks about “Wine Law” and its industry specific marketing strategy.

Frank V. Harris - Minnesota CLE

Diane Kretschmer - Continuing Education of the Bar - California

Carole A. Wagan - Suffolk University Law School

Books on Leadership: How to Make a Difference – “Where You Lead”

Here's an encore session of the popular ACLEA “Book Club” - with a special twist. Two ACLEA veterans, and avid readers, will offer their thoughts on “leadership” books that have informed their leadership styles and their thinking about leadership. Join us in talking about books that have provided insights on how to:

- Manage people
- Lead organizations
- Think about the big picture of CLE.

And bring your own fiction, non-fiction and leadership titles to share!

Barbara Armstrong - Alaska Bar Association

Alan Treleaven - Law Society of British Columbia

7:00 p.m. – 9:00 p.m.

Past Presidents' Dinner (Ticketed Event - By Invitation Only)

Past Presidents of ACLEA sit down for a meal together to network and reminisce about the “good ol' days” of ACLEA and CLE. This event will be held at a local restaurant.

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. This event will be held at a local restaurant.

Monday, January 29, 2007

7:30 a.m. – 3:45 p.m.

Registration and Exhibits

8:00 a.m. – 8:45 a.m.

Committee Meetings

(Exhibitors/Sponsors, International, Public Interest)

8:00 a.m. – 8:45 a.m.

ACLEA/ORACLE Joint Meeting - Roundtable Discussion

9:00 a.m. – 10:15 a.m.

Plenary Session

The Ultimate ‘Continuing Legal Education’ – “Satisfaction”

Few lawyers in the United States have enjoyed as varied and meaningful a career as Ken Feinberg: Chief of Staff for a United States Senator, Chief Counsel for the Senate Judiciary Committee, partner, practice group leader and managing partner of a major law firm, special master in several of the most complex mass tort cases of our times. Veteran mediator and arbitrator, head of his own firm specializing in the settlement of complex cases, law professor at three leading law schools, and Presidentially-appointed Special Master for the September 11 Victim Compensation Fund, a role for which he was named Lawyer of the Year by the National Law Journal, Ken has almost “done it all.” Through this amazing career, he has attended CLE programs, sent his lawyers to CLE programs, spoken at CLE programs and chaired CLE programs. During this session, Ken will discuss his views of CLE, why it is so important for the legal profession, how good CLE can make a difference to lawyers and clients, and why CLE professionals should never take for granted the contributions they make to the legal profession. Finally, Ken will share some of his personal experiences of overseeing the Victim Compensation Fund and what it taught him about the law, about life and about what it means to give back.

Kenneth R. Feinberg - The Feinberg Group, LLP

10:15 a.m. – 10:45 a.m.

Networking Break and Exhibits

10:45 a.m. – 11:45 a.m.

WORKSHOPS D

Operational Metrics of CLE – “Taking Care Of Business”

Over the past 15 years, CLE organizations, just like law firms, have evolved in how they are administered and evaluated. Now, whether CLE shops are organized as not-for-profits or for-profits, they must be run as businesses with a keen eye on the processes and procedures that help the operation thrive and the bottom line that reflects financial results. If you are not running your CLE department or shop “like a business,” you are in danger of being swept away by your competition. In this important session, you will receive proven, practical tips about what data to collect, how to collect it, and, most critically, how to use it. After attending this session, you will have a much greater appreciation of the data available to you daily, weekly, monthly and annually, and how you can learn from it to strengthen your overall operation.

James Edwin Jackson II - Virginia CLE

Gary Wilbert - Virginia CLE

Staffing vs. Outsourcing – “Help!”

When you are faced with a new project, whether large or small, often you must answer the question: Do I hire new staff or do I outsource this work? What are the factors to consider in answering that question? How do you assess staff workloads? How can you maintain quality control if you outsource? Should you only outsource locally, or is foreign outsourcing really an option? What role should staff salaries and fringe benefits play in your decision? How should you consult with your existing team? Participate in the discussion on this important and ever-changing topic and collect some tools to help the next time you face this crucial question.

Terry Burnett - South Carolina Bar

Susan Howard Swope - Pennsylvania Bar Institute

Making Your Mark as a CLE Professional: It's Not Just for Lawyers! – “Accentuate the Positive”

Are you facing new challenges in your CLE organization because you did not choose to go to law school? Is your law firm seeking lawyers to fill key administrative roles? Are you a training professional who wants to market your talents to the CLE world? If you answered yes to any or all of these questions, this session is for you. Join us in exploring successful strategies to:

- Increase your visibility
- Enhance your credibility
- Maximize your expertise as a CLE professional

Barbara Armstrong - Alaska Bar Association

Libby S. Saypol - Libby Saypol Consulting

Maximizing Book Sales at Seminars – “Money (That’s What I Want)”

If you have ever attended a program offered by one of the leading national seminar providers, you may have felt that the seminar itself was a showcase for selling books of all shapes and sizes! Can this same approach work for CLE providers? Sure it can! But how can you do it effectively? How can you connect your publications to your programs? How can you interest seminar attendees in purchasing books for themselves or their colleagues? And finally, can you make book sales at seminars a meaningful revenue stream for your operation? There are secrets to doing this successfully, and we are lucky to have three experienced pros to share the secrets of successful book/seminar collaborations, each with their own perspective.

Lisa Deane - State Bar of Arizona

Holly Garland Langworthy - Minnesota CLE

Carole Levitt - Internet for Lawyers

Pricing Analysis for Programs and Services – “Penny Lane”

One of the most critical decisions any CLE programmer must make is how much to charge for a CLE program. Such a simple question does not yield a simple answer. Should you charge the same price you charged last time? The same price your most significant competitor charges? The price based upon the number of hours or number of days the course runs? The price your customers tell you they’d be willing to pay in your most recent customer survey? We all want to determine the highest price at which we will attract the most attendees. But how do we determine that magic price? And how do we figure out the “price point” at which attendance will start to decline? Does the subject matter of the program matter? What about the target audience? Should the price reflect the local legal economy? These and many other questions should be addressed when we make pricing decisions. During this session, you will learn the answers that help you make smart pricing decisions now and in the future.

Thomas J. Barbieri - Thomas J. Barbieri Associates

Ann H. Kloeckner - State Bar of Texas

11:45 a.m. – 1:15 p.m

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

Entrepreneurs— Become a part of ACLEA’s newest SIG. Join us for a roundtable discussion addressing the issues important to for-profit and entrepreneurial organizations, including marketing, logistics and client development/relationship management. Moderated by Roy S. Ginsburg — Roy S. Ginsburg, J.D., and Mark Rosch — Internet for Lawyers

In-House— Our SIG will explore suggested topics and speakers for upcoming meetings. We ask everyone in the SIG to bring and report on one program that they have done or have seen that they feel would be of benefit to either our in-house offerings or to ACLEA’s meeting sessions for in-house. Moderated by Tracey Boylston — Greenberg & Traurig, and Anamaria Melhado — Crowell and Moring, LLP

Law Schools— Orchestrating your staff. Coordinate your staff’s skills so that all the work is done in perfect harmony. What are the tasks that need to be done at a big or small CLE shop? Which of these tasks may be covered by other law school departments? Which ones may be performed by modern technology? Which ones may be contracted from outside sources? Please come ready to share with the whole group how you orchestrate your personnel at your own shop. Moderated by Darin L. Neely — Fordham University School of Law, and Carmen P. Lopez — Inter American University of Puerto Rico 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 Mary Lynne Johnson – Atlanta Bar Association

Nationals— In addition to the challenges of running a business in a mature market, national CLE companies have to deal with many additional external factors. As national providers: What can we do to deal with rising travel costs? How do we compete with free CLE being offered by

non-CLE businesses? Is price really a factor with CLE consumers? Are the numbers of “volunteer” speakers available on the decline? We’ll discuss these and any other external factors that may be affecting our national CLE businesses. Moderated by Tia Embke & Matt Mickelson — National Business Institute, Inc.

State & Provincial Bars— Here’s an ideal time to share what has worked (or not worked) in your CLE world. Make new acquaintances and see some familiar faces during this collective learning experience. Don’t miss the opportunity to share some laughs, partake in lively discussions, or simply sit and listen to tales from the trenches. Moderated by Fran Wellington — Ohio State Bar Association, and Karen D. Lee — Oregon State Bar.

1:15 p.m. – 2:15 p.m.

WORKSHOPS E

Pros & Cons of Publishing on CD-ROM vs. Hard Copy – “Both Sides Now”

One of the most basic and important decisions facing CLE operations these days is whether to publish books, articles, guides and course materials in hard copy, on CD-ROM or both? The easy answer, of course, is both. However, so many factors go into this decision that sometimes what is right in one circumstance may not be appropriate in another. Some of your readers or program attendees may prefer hard copies and others will prefer CDs, but can you please everyone? And how much will it cost to do so? What ramifications exist for your team when you try to do one, or both? Are your speakers or authors impacted by your decision? If you have ever been in the back of the room at one of your programs when all attendees have been given CDs and the speaker says, “please turn to page 25 in my outline,” you know the answer to that question. Explore this challenging issue where everything may not be as easy as it appears, and where sometimes the interests of your staff may differ from the interests of your customers.

Holly Garland Langworthy - Minnesota CLE

Leading from the Middle – “Leader of the Pack”

In any organization, including CLE shops, there are leaders who may not carry the title of CEO, Director, Dean or Managing Partner. Yet they are leaders as sure as their supervisors because colleagues respect and admire them, and see them as role models. These people can carry significant weight in the organization if they recognize and acknowledge their influence, then use it for the good of their team. They can serve as a bridge between the administration or official leadership and the staff, they can be the eyes and ears of people at different levels of the hierarchy and they can enlarge their sphere of influence by building and nurturing key relationships throughout the organization. It takes special skills to “lead from the middle.” Those skills are not developed overnight. However, once developed, they can be amazingly helpful in doing our jobs and having a positive influence on our colleagues and the success of our organizations. Learn how you too can be one of these leaders and have a lasting impact on the success of your team.

Karen L. Johnson - MCLE Board of the Supreme Court of Illinois

Caren E. Ulrich Stacy - Arnold & Porter LLP

Coaching Faculty to Use the Best Education Models – “Act Naturally”

We all know that any given CLE subject can be taught in many different ways. Too often the presenters focus on how they wish to teach the subject or impart the information, rather than on the best way for the members of the audience to learn it. Even though there is now widespread belief that the most successful adult education is “learning by doing,” we still plan and implement many lecture-style programs because we do not have the right faculty, the right space, the right subject or the right budget to enable our participants to “learn by doing.” Nevertheless, there are always techniques for making any CLE event into an interactive one, regardless of the size of the audience or the proclivities of the faculty. If you are truly interested in providing your customers with quality CLE where they will have an optimum opportunity to learn and integrate that learning, attend this session and receive significant tips for coaching your faculty in the fine art of making your programs interactive.

Richard McCoy - Pennsylvania Bar Institute

Web Branding – “Papa’s Got A Brand New Bag”

It wasn’t that long ago that CLE organizations were distinct if they had their own web sites. Now that we all have sites, the key question becomes: How do we use our web sites most effectively to create and sustain our brand? What features will help us stand out? What navigational aspects will appeal to lawyers? How can we use our web sites to enhance our relationships with our customers? You do not have to be a technology guru to improve your web site and utilize it as a meaningful branding tool. During this session, learn what you can do to maximize your web site’s contributions to your overall branding campaign.

Stephen Moseley - four28 Communications

2:30 p.m. – 3:30 p.m.

WORKSHOPS F

Working with (Program) Planning Committees – “I Never Promised You A Rose Garden”

The Planning Committee... we can’t live with them, and we can’t live without them. Some of us love our planning committees for making our CLE lives so much easier. Others among us see unproductive planning committees as merely a hindrance to getting our jobs done. Great planning committees CAN make our jobs more efficient and help produce great CLE programs. Poor planning committees CAN make our jobs so much more challenging and leave us shaking our heads in frustration. So what IS the difference between those wonderful planning committees and those you wish would simply go away? How can you stack the deck to succeed with a planning committee? What steps can you take early on to maximize chances for success? How can you forge meaningful relationships with the committee chair and key members? How can you guarantee that all stakeholders are at the table? What accountability measures should you introduce to the process? Is there a secret to keeping committee members on task and on time? Lots of questions and, fortunately, there are lots of answers. Come to this session and learn why an excellent planning committee can be a program planner’s best friend!

Donna J. Passons - Texas Institute of Continuing Legal Education

Developing and Implementing Your Marketing Plan – “The Way You Do The Things You Do”

All CLE shops engage in marketing. Whether we are selling programs, publications or in-house training, we must market our products in a way that is appealing to our prospective customers. Some people think marketing is a science built on vast market research. Others think marketing is an art, built on creativity and gut instincts. Regardless of your perspective, you must develop a marketing plan that works, whether that plan is for an individual program or book or for a year’s worth of programs or publications. How do you start creating a marketing plan? What factors do you include? How do you set the budget? Which staff members should be involved? What pieces should you produce? After you have your plan, how do you implement it? What time lines should you adopt? How do you mix direct mail with e-mail? Do you do everything in-house or outsource? What is the role of the executive, the director of marketing, and the consultant in formulating these plans? There are so many questions to address, but you need answers to all of them. Get those answers from experienced executives who possess vast marketing experience at both the state bar and national level, a marketing director, and a marketing consultant with many years experience at helping CLE executives create their marketing plans.

Julene Franki (Moderator) - ALI-ABA

James Carder - Business Professionals' Network, Inc.

Pamela J. Jester - Continuing Education of the Bar - California
Amy Danziger Shapiro - ALI-ABA

Online Publications (Advanced) – “On And On”

Publications entered a brave new world several years ago when “publication” no longer only meant a hard-copy book. When this topic was last addressed many CLE providers were “getting their feet wet” or had just jumped into the on-line publishing pool. So how are things now? Is on-line publishing for CLE entities a success? Did it replace print or just supplement it? Did it fundamentally change CLE publishing or just open up new doors? It’s time to review where on-line CLE publishing stands now - and more importantly - what’s next?

Nora L. Crandall - Illinois Institute for CLE

Special Issues for Small Shops – “It’s A Small World After All”

Like one-person or two-person corporate legal departments, small CLE shops face unique issues that their colleagues from larger departments may not appreciate or even be familiar with. Working in a small CLE shop brings special challenges related to budgeting, staffing, volunteer relations and expense control that can be challenging on a daily basis. Receive pragmatic pointers on how to attack and overcome these challenges so you can return to the office re-energized and more effective. Share with your colleagues the special enjoyments of working in a small shop, and recognize that you have a great resource base within ACLEA to call upon for advice or support.

Chuck Bingaman - Bingaman Consulting

Katie Marino - Hartford County Bar Association, Inc.

Conducting Performance Evaluations – “Do You Love Me?”

Performance evaluations are a key professional development and organizational management resource, but come with a host of challenges in conducting them effectively. Join Kim Vance for a compelling review of best practices in conducting performance evaluations fairly, legally and productively. Kim brings nearly twenty years of experience representing management in dealing with a wide range of labor and employment issues, both as a former corporate general counsel and now as a partner in Baker Donelson’s Nashville office. Kim will highlight the most common traps encountered in providing performance feedback and offer an opportunity for participants to probe their particular concerns with making the evaluation process a rewarding one for both the evaluator and the person being evaluated.

Kim Vance - Baker, Donelson, Bearman, Caldwell & Berkowitz, PC

3:35 p.m. – 4:30 p.m.

Committee Meeting (Philadelphia Planning Committee)

4:30 p.m. – 9:30 p.m.

The Country Music Hall of Fame Night of Entertainment (ticketed event)

See Special Events Schedule for details. Depart from the Loews Vanderbilt Hotel’s foyer between 4:30 and 5:30 p.m. **Cost per person is \$55.** Please make your required reservations on your registration form.

Tuesday, January 30, 2007

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 and 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 as your officers, Executive Director and committee chairs make reports. This meeting is NOT just for the heads of your shops, but for all ACLEA members. Don’t forget: 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. – 12:00 Noon

Plenary Session

Business Models of CLE – “How To Succeed”

The founders of New York-based Gnosis Advisors LLC, Donna M. Hitscherich, Esq. and Joseph A. Augustine, will address topics that will enable attendees to look at their own CLE business ventures from a strategic vantage point. Topics will include: unique aspects of the sales cycle of CLE programs to law firms and other CLE organizations; elements of the client decision on the “right” product; pre-program client interaction; and revenue streams from the CLE product. Ms. Hitscherich and Mr. Augustine will use their own successful consulting and training business, Gnosis Advisors, as a case study to discuss the CLE business model that they have used in their business to provide specialized CLE training in accounting and finance to both AMLaw 100 firm attorneys and the larger legal community.

Joseph Augustine – Gnosis Advisors
Donna Hitscherich – Gnosis Advisors

12:00 noon – 1:30 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*? Are you a solo artist, a duo, a quartet or more? Join the chorus and feast with colleagues in similar “band” sizes as they strum away on different chords to come up with rockin’ 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.

Plenary Session

Branding – “You Make Me Feel Brand New”

We’re all familiar with the trademark brands of commercial products from Nike to Coca-Cola. But what is involved in creating a successful brand identity when you are a professional service provider, and what is the impact on your organization, your customers, your costs and your revenues? No matter how small or large your CLE enterprise, Dave Bogart will help you appreciate the value of branding in your overall service and business strategy. Dave and his firm have many years of brand development experience that range from high profile sports and entertainment concerns to foundations and professional service organizations, such as the Continuing Legal Education Society of British Columbia. Join Dave to learn more about the basics of branding as well as the nuances of tapping its potential in marketing your CLE products and services.

David Bogart - Myron Balagno & Associates Ltd.

2:35 p.m. – 3:35 p.m.

WORKSHOPS G

How Do Law Firms Make CLE Decisions? – “Do You Want to Know a Secret?”

Do you ever wonder how law firms make CLE decisions? When do they send lawyers to an outside program and when do they offer it in-house? Who decides which programs to attend—individual associates, supervising partners, a committee? What factors, including cost, affect the decision on which programs to attend? How do firms review the quality of outside programs? What role does availability of CLE credit play in attendance decisions? In this session, you will learn from people at different sized law firms, some of whom are professional development managers who recently went in-house. For these former outside CLE programmers, how has their view of CLE changed now that they are in-house? What recommendations do they have for CLE providers in how programs are created and marketed? Keep your pen at the ready as you gather dozens of practical tips. And be ready to hear things that may surprise you!

Barbara D. Holmes - Harwell Howard Hynes Gabbert & Manner, P.C.
Jan F. Majewski - Holland & Knight LLP
Thelma O’Grady - Bull Houser & Tupper LLP

Branding Follow-Up – “The Times, They Are A Changin’ ”

Learn the importance of shifting from a nonprofit mindset to an entrepreneurial or business model in delivering CLE and see what dramatic results you can produce. Dave Bogart and Dennis Cole team up to demonstrate how the partnership of adopting an effective business model and executing an equally effective brand strategy has worked wonders in revitalizing the delivery of CLE at a well-established provider and what was involved in that process.

David Bogart - Myron Balagno & Associates Ltd.
Dennis Cole - Continuing Legal Education Society of B.C.

Measuring Marketing Success – “How Will I Know?”

We all engage in marketing, but how do we know if we are successful? Do we simply look at the number of people in the seats, or the number of purchasers for our publications? Certainly, that is one way to gauge success, but numbers of customers do not reflect revenue realized, especially if we have discount programs, scholarships, early bird prices or tiered pricing levels. How can we truly measure our marketing success? Do we look at dollar return for each marketing dollar spent? Do we measure the percentage of people contacted who actually register or buy? What is a good percentage? How can we differentiate among the various lists we mail to? How can we really measure the success of e-mail marketing efforts? To really understand the marketing we do, we must assess its success and then compare that success level with other programs and products and with previous fiscal years. Listen as two seasoned marketing professionals raise the curtain on their marketing secrets.

Arlene Bein - Practising Law Institute
Henry Lake - The Professional Education Group, Inc.

Career Management and Career Legacy – “Imagine”

Do you feel in control of or controlled by your work life? Career satisfaction resides in the ability to know yourself, your values, your performance strengths and limitations and your most productive learning and working styles. In this session we will explore strategies to manage our careers to connect with professional opportunities that allow us to grow, achieve our professional best and leave a valuable legacy to others. To create that legacy, we must think about the future and what we can achieve. Join us as we discuss how we can leave our organizations a better place than the day we started working there.

Lawrence J. Center - Georgetown University Law Center
Elaine M. Ohlson - Elaine Ohlson Consulting

3:35 p.m. – 4:00 p.m.

Networking Break and Exhibits

4:00 p.m. – 5:00 p.m.

WORKSHOPS H

10 Worst Mistakes – “Oops, I Did It Again”

Experienced CLE professionals know that we learn more from our mistakes than we do from our successes. At ACLEA meetings, we also have the chance to learn from other people’s mistakes. This learning process helps makes us all become more successful at our jobs. The key is to review our mistakes, analyze what went wrong and why, make revisions in our planning and processes, and then take steps to make sure those same mistakes do not happen in the future. ACLEA members are never shy about discussing their errors because they know such open discussion helps us all grow and learn. In this session, two experienced CLE executives share their tales of trouble so you can learn from their experiences. Come share your own “worst mistakes” so that everyone can benefit in the true spirit of ACLEA.

Pamela J. Jester - Continuing Education of the Bar – California
Hugh A. Robertson - Legal Education Society of Alberta

The Latest Trends in E-Mail Marketing – “Reach Out”

Several years ago, many thought that e-mail was the universal answer to all CLE marketing problems. It was much less expensive than direct mail, saving us thousands on postage and printing. It was much faster than snail mail. Unlike faxes, it was sure to reach attorneys at their desks. Now, after the euphoria about e-mail marketing has dissipated, a

General Information

realistic assessment shows that e-mail marketing is much more complex than many once thought. Attorneys are deluged with e-mails every day. Law firm filters are blocking more e-mail messages all the time. It has become challenging to measure the effectiveness of e-mail marketing. In this new era, how can CLE organizations make best use of e-mail to market our programs, products and services? Is it really time to go "back to the future" and rely more heavily on old-fashioned snail mail? Or can we make use of e-mail to strengthen our marketing efforts while not alienating our prospective customers? E-mail marketing has become a huge business nationally, and we must keep up with the latest lessons. Learn from two e-mail marketing experts about the trends, ideas, best practices and legislation currently shaping how e-mail is used and see how you can take advantage of e-mail marketing's strengths while avoiding its traps.

Peter A. Glowacki - American Bar Association - Center for CLE
Clint Smith - Emma

How to Get Attorneys to Your Program If It's Not Mandatory or Billable – "God Only Knows"

You have created a great in-house training curriculum. You have vetted it with the appropriate people at your firm. You have lined up the space and the A/V equipment. You have hired in-house lawyers and/or outside consultants to do the training. Now, if only you can actually convince associates and partners to attend these programs! Why is it that 25 people sign up and on the morning of the program only 10 show up? How can you gain the support you need from the firm's leadership? How can you help partners realize the importance of adhering to training commitments? How can you build training into the firm's culture? What skills can you use to attract attorneys to your program? Learn the tricks of this trade from scheduling decisions to building in special incentives, from making it fun to making it part of the evaluation process. This is a challenging issue, and you need to be well armed with ammunition, so come prepared to fill up your note pad with practical tips and lessons learned.

Tracey Boylston - Greenberg & Traurig
Candace Crockett - Greenberg & Traurig

Re-Write or Reject? – "Tell It Like It Is"

Working with volunteer authors is a touchy business. We need to stroke their egos and compliment their skills while making sure they stick to our deadlines and produce quality writing. Every once in awhile, they come in with a product that forces us to face that inevitable question: Do we ask for a re-write of this manuscript or do we simply reject it as unacceptable? There are many factors affecting this tough decision, and they relate to staffing, budget, timing, relationships and organizational priorities. Listen in as a publishing veteran explores this challenging question, shares her insights and asks you to offer your own wisdom.

Dawn M. McKnight - CLE in Colorado, Inc.

6:30 p.m. – 9:30 p.m.

ACLEA Closing Event with Buzz Sutherland

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.

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>

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, 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 12, 2007.

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 Loews Vanderbilt Hotel. ACLEA has secured a special room rate of \$165.00, for double or single until **January 5, 2007**. To make your reservations, call (800) 336-3335 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 Loews Vanderbilt. 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 Loews Vanderbilt Hotel
2100 West End Ave.
Nashville, Tennessee 37203
Phone (615) 320-1700
Fax (615) 320-5019

Special Rebate Policy

Registrants who stay at the Loews Vanderbilt Hotel during this meeting will receive a \$50 Coupon that may be used toward the registration fee for a future ACLEA meeting held in 2007 or 2008. 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 Loews Vanderbilt Hotel is approximately 10 miles (20 minutes) from the Nashville Airport (BNA). Grayline Shuttle service runs every 30 minutes for \$14 per person one-way or \$18 roundtrip. Taxi and limousine service can be booked through the hotel guest services at (615) 321-1955. Taxi fares from the Nashville airport to the Loews Vanderbilt are approximately \$23 one-way.

Cancellation Policy

All special event & tour fee payments are nonrefundable after January 12, 2007. Registration refunds, less a \$50 processing fee, will be given to registrants who cancel by 5:00 p.m. Friday, January 12, 2007. If notice is received between January 13 and 21, 2007 at 5:00 p.m., refunds will be given less a \$150 processing fee. No refunds or transfers will be granted thereafter.

43rd Mid-Year Meeting

January 27 - January 30, 2007
Loews Vanderbilt Hotel
Nashville, Tennessee



Music City, USA

Why You Should Attend:

A Message From the Planning Committee

Join your colleagues and friends as ACLEA ventures to the music capital of the country for the very first time. Take advantage of this great opportunity to enjoy the sights and sounds of Nashville as you learn from nationally renowned speakers and many of ACLEA's veterans.

Outstanding Plenary Sessions

An All-Star ACLEA panel discussing and debating trends, fears and opportunities in the CLE business, featuring Pat Nester, Lynn Chard, Frank Harris, Mary Lynne Johnson and Ginger Shepard. National branding expert Dave Bogart will reveal the latest secrets about branding products and programs and how we can use these tips effectively in CLE. Litigator, mediator and Presidentially-appointed Special Master Ken Feinberg will inspire and stimulate us as he talks about his life in the law, the importance of CLE and how he learned about what it really means to give back to the legal profession as Special Master for the 9/11 Victims Compensation Fund.

Nashville is a great city and we have a fantastic hotel. The sessions will be fun, lively, interactive and thoughtprovoking, and will feature an experienced faculty providing you with take-aways you can start using on your first day back in the office. So register now and join us in Music City, USA for...

**GRAND OLE CLE:
IT'S MUSIC TO OUR EARS!**



The Network for CLE Professionals...Worldwide

Leadership, Education, Development

