

ACLEA

39th Annual Meeting

August 2-5, 2003

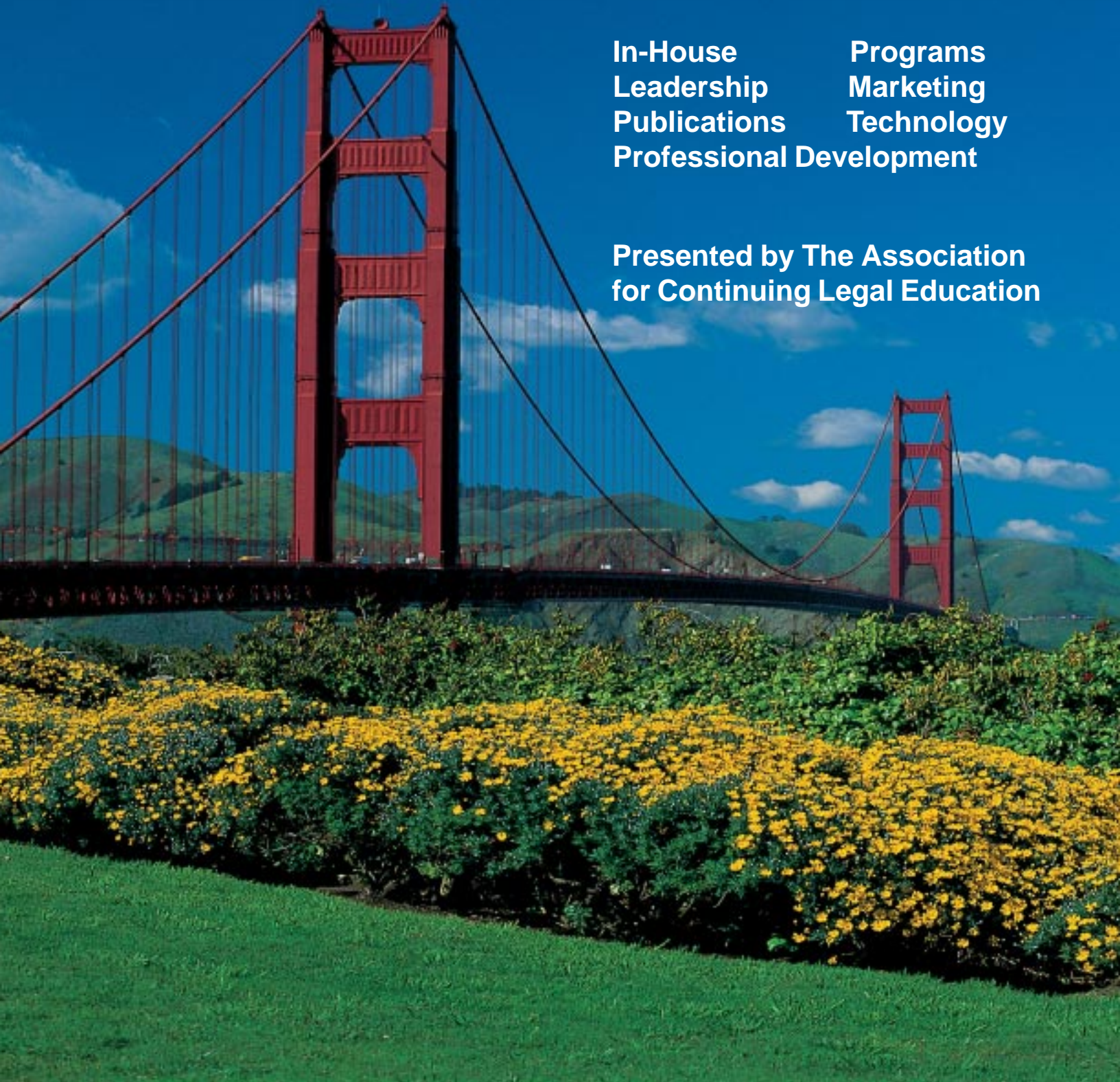
The Fairmont Hotel

San Francisco, California

Choose from over 30 sessions
and 7 educational tracks:

In-House	Programs
Leadership	Marketing
Publications	Technology
Professional Development	

Presented by The Association
for Continuing Legal Education



Why You Should Attend:

The ACLEA Gold Rush!

Be sure to attend this exciting and educational meeting at the fabulous Fairmont. Four days of inspiring interaction with your ACLEA colleagues amid the grandeur of this recently restored hotel promises to be a truly memorable experience. Central to the San Francisco Financial District, Union Square and Fisherman's Wharf, The Fairmont is located at the only spot in the city where all of the cable car lines meet. With a panoramic view of the city and San Francisco Bay from high atop Nob Hill, The Fairmont holds an unmatched blend of elegance and impeccable service for an unforgettable stay.

The educational programming planned for this meeting offers something of value for every ACLEA member, beginning with two dynamic plenary sessions and a "super" workshop:

- ***Techno.Transition: Assessing Needs, Implementing Systems, & Training Staff* with Ross Kodner.**
- ***How to Avoid Conflict Avoidance: Dealing with Difficult People* with Marilyn Sherman and a panel of ACLEA veterans.**
- ***If It Glitters, It Must Be Gold: Creative Ways of Mining That Captive Audience — Added Value Using Presentation Technologies* with David Kroll and Paul Burks.**

And each track is a gold mine of information, skills building, and how-to stuff. A special all-day program is scheduled for the Tuesday Executive Leadership track:

CLE Leadership Symposium Issues, Options, and Cutting-Edge Solutions For CLE Professionals and CLE Oversight Authorities

Special Thanks to the San Francisco Planning Committee

Thelma O'Grady (Co-chair), Continuing Legal Education Society of B.C.
Gregory J. Smith (Co-chair), Bradford Publishing Company

Jill Castleman, Georgetown University Law Center
Janis E. Clark, Kentucky Bar Association
Janet J. Coleman

Sheilah Coleman, Bar Association of Erie County
Nora Crandall, Illinois Institute for CLE
Jackie Mell, Akron Bar Association
Leslie Lynn Myers, State Bar of Texas

Steven C. Rahn, Illinois Institute for CLE
John Redenbaugh, Washington State Bar Association
Dee Shepherd, The Missouri Bar

Mark Sideman, Washington State Bar Association
Nancy Wallrich

Liz Williamson, American Bar Association

Executive Committee Liaison
Raymond C. Ruppert

Executive Director
Donna J. Passons

Special Events Schedule

Saturday, August 2, 2003

8:30 a.m. - 4:00 p.m.

Deluxe Wine Tour

Enjoy spectacular views as you drive through California's famous premium wine producing region. Visit wineries in both Sonoma and Napa Valleys. Enjoy a glass of sparkling wine while overlooking the Domaine Carneros estate's gorgeous views. Additional tastings will be provided at Viansa Winery and Italian Marketplace and Kirkland Ranch Winery. Stroll, shop, lunch and relax at Vintage 1870, a converted historic 130 year old winery with 36 specialty shops and art galleries. Depart from the Fairmont San Francisco lobby at 8:30 a.m. for this tour. **Cost per person \$55** with a minimum of 15 people required. Wine tasting fees are included in the price. Please make your required reservations on your registration form. PLEASE NOTE: Winery location may change due to special events at winery. Lunch not included.

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

Reception in Honor of Faculty and New Members

ACLEA members join together to welcome new members to the organization and show support for the San Francisco faculty.

Sunday, August 3, 2003

6:00 p.m. - 7:30 p.m.

PLI Reception - PLI California Center, 685 Market Street, Suite 100

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

Monday, August 4, 2003

3:00 p.m. - 7:00 p.m.

San Francisco City Tour & Alcatraz

San Francisco is a city of spectacular views, a variety of cultures, quaint neighborhoods, the famous "Golden Gate Bridge", and the infamous "Alcatraz Island." Our tour will be both informative and fun. Highlights include: Victorian Homes, Golden Gate Bridge, Palace of Fine Arts, and Fisherman's Wharf. Also included is a ferry ride and audio walking tour of Alcatraz. Learn details of the famous escape attempts and hear about the infamous gangsters Al Capone and Machine Gun Kelly. You will see the actual cell blocks and solitary confinement cells used. Depart from the Fairmont San Francisco lobby at 3:00 p.m. for this tour. **Cost per person \$35.00** with a minimum of 15 people required. Please make your required reservations on your registration form.

Tuesday, August 5, 2003

6:30 p.m. - 9:30 p.m.

ACLEA's Closing Event - Take the Gold and Run

Join your ACLEA colleagues for spectacular views of San Francisco atop the Fairmont Hotel in the historic Crown Room with comedian Taylor Mason. He and his friends will wrap up the ACLEA conference with some interactive audience fun, where you are just as likely to be making the laughs as well as getting them. Taylor has spent the past twenty years performing in comedy clubs, theaters, on college campuses and on television, in Las Vegas and Atlantic City, at festivals and fairs, in commercials and on cruise ships, in the United States and all around the globe. He has made a career of writing and performing comedy as a ventriloquist, stand-up comic and musician. A piano player-singer since the third grade, Taylor moved to Chicago after graduating and spent a year working piano bars. Eventually he caught on with The Second City Theater in Chicago where he worked as a musical director for the touring companies, as well as being a writer and performer. Taylor became the house act at Zanie's comedy club in Chicago. He dragged his wife-to-be to New York a year later, and became a regular at Catch a Rising Star in Manhattan, as well as a big hit on the college circuit. Television appearances on cable programs followed, including a Showtime special called 'Comedy on Campus' which led to an audition for Star Search, and Taylor won the \$100,000 grand prize in 1991. He is the most successful comedy act in the history of NACA (The National Association of Campus Activities) with more than 2000 performances on college campuses nation-wide. NACA has recognized Taylor as a two-time winner of the prestigious 'Family Entertainer of the Year' Award. The Taylor Mason Show is a free-for-all of stand-up, ventriloquism, piano-playing and interactive audience fun. Romeo, Juliette, Paco, Kernel Korn and Sumo, the main puppets in the show, share an apartment in Santa Monica, California.

Taylor Mason—Ventriloquist, Stand-up comic, Musician



Saturday, August 2, 2003

- 8:15 a.m. – 4:30 p.m.
Boot Camp
- 8:30 a.m. – 4:00 p.m.
Optional Tour - Deluxe Wine Tour
- 2:00 p.m. – 3:00 p.m.
Executive Committee - Open Forum with ACLEA Members
- 3:30 p.m. – 4:30 p.m.
ACLEA Public Interest “Kickoff”
- 4:30 p.m. – 5:30 p.m.
San Antonio Planning Committee Meeting
- 4:45 p.m. – 6:30 p.m.
Reception in Honor of Faculty and New Members

Sunday, August 3, 2003

- 8:00 a.m. – 9:30 a.m.
Selected SIG Meetings (Law Schools, In-House, Publications, State & Provincial Bars)
ORACLE/ACLEA Joint Working Group on MCLE Uniformity
- 9:30 a.m. – 10:00 a.m.
Networking Break & Exhibits
- 10:00 a.m. – 10:30 a.m.
President’s Welcome
- 10:30 a.m. – 12:00 p.m.
Keynote
Techno.Transition - Assessing Needs, Implementing Systems, Training Your People
- 12:00 p.m. – 1:30 p.m.
SIG and Committee Chair Luncheon (ticketed event)
First Time Attendee Luncheon (ticketed event)
- 1:30 p.m. – 2:45 p.m.
WORKSHOPS A
Executive Leadership
The Mother Lode, Part 1: High Performance Employee Evaluations
In-House
Helping New Associates, Partners and Employees Pan Out
Professional Development and Technology
Refining Essential Technology Skills for CLE Professionals: 49 Plus Top Tips
Programs
49 Tips to Save Money on Hotels & Other Amenities - Controlling Faculty
Reimbursement and Other Costs for Multi-day Programs
Publications
Mining for Nuggets
- 2:45 p.m. – 3:30 p.m.
Exhibit Hall Showcase
- 3:30 p.m. – 4:45 p.m.
WORKSHOPS B
Executive Leadership
The Mother Lode, Part 2: Strategies for Finding Strengths in Your Staff, Creating
Teams and Building Relationships
In-House
Mining for Improvement: Needs Assessment and Evaluation Techniques
Marketing and Publications
Stake Your Claim to Publications Customers: How to WOW Them Into Buying Books
Professional Development
Write Right, Right Now: A Business Writing Bonanza!
Programs
The New 49’ers. Panning for Program Gold: Tips for Fast Tracking Hot Topics
in 49 Days!
- 4:45 p.m. – 5:30 p.m.
Committee Meetings (Member Services, International, and Denver Planning Committee)
- 6:00 p.m. – 7:30 p.m.
PLI Reception

Monday, August 4, 2003

8:00 a.m. – 9:00 a.m.

Committee Meetings (Exhibitor & Sponsors and Mandatory CLE)

9:00 a.m. – 10:30 a.m.

Keynote

How to Avoid Conflict Avoidance: Dealing with Difficult People

10:30 a.m. – 11:00 a.m.

Networking Break & Exhibits

11:00 a.m. – 12:15 p.m.

WORKSHOPS C

Executive Leadership

The Mother Lode, Part 3: Designing Really Productive Staff Retreats

In-House

Designing Programs for Senior Associates and Partners: Beyond "Introduction to ..."

Marketing

There's Gold in Them 'Thar Tills – If You Know How to Market: How to Develop an Affordable and Successful Brochure that Invites a Registration Every Time

Professional Development

Whose Comfort Zone Are You In?

Publications

Copyright and Other Intellectual Property Issues for Print and the Web

12:15 p.m. – 2:30 p.m.

SIG Lunches (ticketed event)

(Executive Leadership, Marketing, Publications, Technology)

3:00 p.m. – 7:00 p.m.

Networking Excursion—San Francisco City Tour & Alcatraz

*Welcome to
San Francisco*

OPTIONAL EVENTS

Saturday, August 2, 2003

8:30 a.m. – 4:00 p.m.

Deluxe Wine Tour

Monday, August 4, 2003

3:00 p.m. – 7:00 p.m.

San Francisco City Tour & Alcatraz

Tuesday, August 5, 2003

8:30 a.m. – 10:00 a.m.

ACLEA Business Meeting, Breakfast, and Elections

10:00 a.m. – 10:30 a.m.

Networking Break & Exhibits

10:00 a.m. – 5:15 p.m.

CLE Leadership Symposium: Issues, Options and Cutting Edge Solutions for CLE Professionals and CLE Oversight Authorities

See accompanying flier for program description and schedule

10:30 a.m. – 12:00 p.m.

Programs, Publications, Marketing and Technology

Super Workshop—If It Glitters, It Must Be Gold: Creative Ways of Mining That Captive Audience

12:00 p.m. – 1:30 p.m.

SIG Lunches (ticketed event)

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

1:30 p.m. – 2:45 p.m.

WORKSHOPS D

Marketing

Prospecting and Selling to Non-Lawyer Professionals

Professional Development

The 24-Karat Speaker

Programs

Program Evaluations: Forms and Approaches

Publications

Tour of California CEB Publications Department

2:45 p.m. – 3:15 p.m.

Networking Break & Exhibits

3:15 p.m. – 4:30 p.m.

WORKSHOPS E

Marketing

It's All About People – They're Worth Their Weight in Gold!

Programs

Creating the Gold Standard for Speaker Presentations

Publications

Tour of California CEB Publications Department (continued)

4:30 p.m. – 5:15 p.m.

Wrap-Up Session: Golden Nuggets: The CLE Roundtable

6:30 p.m. – 9:30 p.m.

ACLEA's Closing Event with Taylor Mason

The CLE Boot Camp

The CLE Boot Camp was created to assist our colleagues who are new to the profession and those who just need a refresher. The Boot Camp has met with rave reviews and ACLEA is committed to continuing this service to its members. The sessions within the Boot Camp are basic level and the overall curriculum is designed to help you in all areas of CLE programming and publications. We are delighted and thankful to have so many volunteers and “old-timers” help with these sessions. We know you will walk away with lots of information to help you in your own organization.

Separate Registration Fee Required – Fee includes a continental breakfast, networking luncheon, materials, and a “certificate of attendance”.

Presiding: Barbara Armstrong — Alaska Bar Association

8:15a.m. Continental Breakfast

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

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

Leslie Lynn Myers — State Bar of Texas

9:45a.m. Contract Negotiations – The financial success of your project often hinges on your ability to get the best deal with hotels, caterers, printers, etc. Marty Latz has taught thousands of lawyers how to negotiate more effectively. In this session, you’ll learn his 5 Golden Rules of Negotiation, develop a strategic mindset and improve your bottom line.

Marty E. Latz — Latz Negotiation Institute

10:30a.m. Break

10:45a.m. Fundamentals of Marketing CLE Publications & Seminars to Lawyers – An Introduction to: Techniques and Analysis, Strategy and the World of CLE Marketing

Vince O’Brien — Minnesota CLE

11:45a.m. Technology and CLE – Technology affects every aspect of the CLE organization. Learn how to maximize technology in your day-to-day operations, programming, marketing, publications, and Web site presence. Find out how your audience can contribute to the improvement of your technology products, and learn how to assess what type of technology “works” for your audience. Filled with tips and tricks, this session helps make the most of what you already have while it also looks to the future of CLE and technology.

Ginger Shepard — Illinois Institute for CLE

12:30p.m. Networking Luncheon

1:45p.m. Publications – So you want to publish CLE books? Here’s an easy way to set up book publications, including finding authors, getting a manuscript written, editing, pre-press production, marketing and working with vendors to get your book printed.

Holly Garland Langworthy — Minnesota CLE

2:30p.m. Break

2:45p.m. The MCLE Application and Reporting Process – Are you being asked questions you simply can’t answer about different state MCLE requirements? Are you looking for ways to simplify the application and reporting process? Find out how to work with accreditation agencies.

David N. Shearon — Tennessee Commission on CLE and Specialization

3:15p.m. Finances – Budgeting, expense monitoring, financial ratios, forms, check lists and insight on how to save money at your seminars and conferences.

Donna J. Passons — Texas Institute of CLE

4:30p.m. Adjourn to Reception



8:30a.m. – 4:00p.m.

Deluxe Wine Tour (ticketed event)

See Special Events Schedule for details. Depart from The Fairmont San Francisco lobby at 8:30 a.m. for this tour. **Cost per person \$55.00.** A minimum of 15 people is required for this tour. Please make your required reservations on your registration form.

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

Executive Committee - Open Forum with ACLEA Members

3:30p.m. - 4:30p.m.

Public Interest “Kickoff”

ACLEA supports efforts by its member organizations to offer educational services to lawyers who work in the public interest or who volunteer their services pro bono publico. We have many members who regularly offer training designed to improve the ability of legal services offices and other public interest organizations to provide effective legal assistance to underserved persons. There are also a number of activities that organizations can undertake to increase their lawyers’ commitment to pro bono volunteering. A group of ACLEA members interested in reconstituting the ACLEA Public Interest Committee wants to redouble its efforts to help ACLEA’s members organize activities that will benefit the pro bono effort among our various constituents. Join us for this lively session and hear how ACLEA’s members in Washington, D.C. and San Francisco partner with public interest organizations to improve their delivery of legal services. Also, take this opportunity to congratulate this year’s Public Interest Award recipients who will also be in attendance!

Moderators: Lawrence J. Center — Georgetown University Law Center
Libby S. Saypol — Libby S. Saypol Consulting

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

San Antonio Planning Committee Meeting

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

Reception in Honor of Faculty and New Members

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

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>

8:00 a.m. – 5:00 p.m.

Registration and Exhibits

8:00 a.m. – 9:30 a.m.

ORACLE/ACLEA Joint Working Group on MCLE Uniformity

Selected SIG Meetings

Law Schools – A significant number of our SIG members' law schools are currently undergoing major administrative change, often including the appointment of a new Dean. This type of change can have profound effects on a law school's CLE enterprise. Join us in a discussion of how to cope with these dislocations and emerge with an even stronger organization. Moderators: Lawrence J. Center and Jan Majewski

In-House – Topic: How to market and use computer-based CLE in your firm. Focus will be on making effective use of webcasts, videoconferences, and other programming tools. Moderators: Bronagh Fay and Dottie Palazzo

Publications – Roundtable discussion about (what else?) books. Moderators: Nora Crandall and Gerry Rose

State & Provincial Bars – Roundtable discussion. Moderators: Brenda Silver and Jonathan Small

9:30 a.m. – 10:00 a.m.

Networking Break & Exhibits

10:00 a.m. – 10:30 a.m.

President's Welcome and "ACLEA'S Best" Awards – Programming and Technology

Jan Majewski, ACLEA President

10:30 a.m. – 12:00 p.m.

Keynote

Techno.Transition – Assessing Needs, Implementing Systems, Training Your People

It never ends: what you buy today is obsolete tomorrow. This session shows you how to anticipate upgrades and how to choose which system to upgrade (not all need to be). You'll also learn how to most effectively select and work with consultants as well as how to best plan and implement "smart training," how to manage the technology assessment process, and where to find the best (and often free) information on legal technology. Inside information on the latest strategies for paying for technology, too! We'll also explore building "technology SWAT teams" in your organization and technology committees that WORK! This is the ultimate "functional techno-survival guide" that you've never heard before at any other seminar!

Ross L. Kodner—MicroLaw

12:00 p.m. – 1:30 p.m.

SIG and Committee Chair Luncheon (ticketed event)

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

12:00 p.m. – 1:30 p.m.

First Time Attendee Luncheon (ticketed event)

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

1:30 p.m. – 2:45 p.m.

WORKSHOPS A

Executive Leadership

The Mother Lode, Part 1: High Performance Employee Evaluations

As a manager you may not feel truly comfortable when you're evaluating your employees. You may even think that reviews make little or no difference. Perhaps you worry that the comments you give will hurt employee morale. Maybe you are afraid to correct employees and end up re-doing their work yourself. Not Good! Dig yourself out of that rut with the nuggets you can glean from this outstanding team. They will teach you how to conduct a "high performance" employee evaluation in an entertaining and interactive way. You'll learn how to sidestep stressors and avoid pitfalls of employee evaluation. You'll learn why your employees really hate evaluations (a MUST for every manager to perform effective evaluations!). Other nuggets include: preventing angry employees from bad-mouthing management after a bad review; avoiding mistakes when criticizing employees; making your employee take the evaluation process seriously; and more! You'll leave this seminar with numerous nuggets of wisdom (through wit) and will ultimately be able to mine your employees' hidden talents through the conduct of managerially-thorough and legally-sound employee evaluations.

Dr. Dennis A. Davis—Professional Workplace Interaction
Paul E. Prather—Kiesewetter Wise Kaplan Schwimmer & Prather

In-House

Helping New Associates, Partners and Employees Pan Out

Employers want new employees to become integrated into the workplace, feel engaged in their work, and develop loyalty to the organization. This program will explore how mentoring can help law firms, bar associations, law schools, and other organizations to achieve those objectives. We will explain how your organization can promote informal mentoring relationships and offer practical steps toward instituting effective formal mentoring programs. We will also present examples of innovative mentoring efforts, including upward mentoring and mentoring for new and lateral law firm partners.

Ida O. Abbott—Ida Abbott Consulting
Janet J. Coleman

Professional Development

Refining Essential Technology Skills for CLE Professionals: 49 Plus Top Tips

Are you getting the most from your basic technology tools: Outlook, PowerPoint, Excel, Access, PDAs, Internet Browsers? Are there tasks you know you should be able to complete with these programs but just can't see the way to get there? We've assembled a team of experienced technology miners who have found the nuggets and are prepared to share them. We plan an interactive session showing you useful, less obvious, ways you can harness the power of these programs in CLE. If you have questions in advance of the meeting, you can send them to lwilliamson@staff.abanet.org.

Liz Williamson—American Bar Association (Moderator)
Cecil Caulkins—The Missouri Bar
Julene Franki—State Bar of Texas
Jeffrey Kirkey—Institute of Continuing Legal Education
Leigh C. Webber—Practice Management Institute, Inc.

Programs

49 Tips to Save Money on Hotels & Other Amenities - Controlling Faculty Reimbursement and Other Costs for Multi-day Programs

This session is for cheap skates, tight wads, misers, pikers, low ballers, penny pinchers and just plain frugal CLE professionals. The speakers, each of whom has saved thousands and thousands of dollars for his or her organization, will share their secret “how to’s” with you. You will be surprised how easy it is when you have all the “right moves” and you are not afraid to be known as a brilliant money saver. Just one of the secret “how to’s” has saved almost a quarter of a million dollars for one of our speaker’s and is saving about five hundred dollars as this session description is being written. Come see how!

Stephen J. Harper—ICLE in Georgia (Moderator)

Abigail Cruce—Georgetown University Law Center

Linda Oligschlaeger—The Missouri Bar

Publications

Mining for Nuggets

A panel discussion about the foibles we all face every day: scheduling, staffing and tracking publications. Planning the production schedule; getting the biggest bang for the buck with a small staff; keeping projects moving to publish on time, and royalties and other incentives for volunteers. Although basic topics, we can all learn something from sharing those “nuggets” of information that each of us has stumbled upon from time to time.

Nora Crandall—Illinois Institute for CLE (Moderator)

Terry Burnett—South Carolina Bar CLE Division

Kent Hopper—The Missouri Bar

2:45 p.m. – 3:30 p.m.

Exhibit Hall Showcase

Want another opportunity to win a FREE ACLEA meeting registration? Then come to the exhibit hall during this time and become eligible for the drawing to receive a free registration for ACLEA’s 40th Mid-Year Meeting in San Antonio. You will not want to miss the opportunity to learn about the products and services offered by the exhibitors and sponsors who help support our ACLEA meetings.

3:30 p.m. – 4:45 p.m.

WORKSHOPS B

Executive Leadership

The Mother Lode, Part 2: Strategies for Finding Strengths in Your Staff, Creating Teams and Building Relationships

High performance teams are created by skilled leaders who have learned how to motivate, inspire and guide their staff to phenomenal success. If you’re a leader who would like to see more cooperation, stronger teamwork, better attitudes and exceptional results from your team, then attending this seminar is an absolute MUST for you! This workshop covers the essentials of coaching skills; giving clear and concise directions by improving your communication skills; leading employees to peak performance by creating a positive, energized work environment; creating a winning team by building loyalty and gaining buy-in to common goals; holding employees accountable while keeping them happy; and empowering team members to tap into their personal strengths and contribute their best.

Dr. Deborah Hall Joyner—East Tennessee State University

In-House

Mining for Improvement: Needs Assessment and Evaluation Techniques

Join our panel to discuss the “loop method” of needs assessment and evaluation to create the best possible courses. By identifying the critical tasks and skills lawyers need for a successful practice - you can spell out the benefits and uses of the program to the participants. This step-by-step approach to program development and presentation assures the most attractive offering and the most measurable results.

James D. Carder—Business Professionals Network

Thelma O’Grady—Continuing Legal Education Society of B.C.

Marketing and Publications

Stake Your Claim to Publications Customers: How to WOW Them Into Buying Books

Publishing great books is the easy part: It’s getting them into the hands of potential buyers that presents the challenge. You already have the superb content—now you need to proclaim its worth loudly and clearly to your marketplace—elegant packaging; targeted lists; compelling “offers” and outrageous marketing techniques can all work together to “wow” your customers. Throw aside old assumptions and consider some clean-slate ideas for selling books—to create a stronger front list revenue stream for your CLE.

Maryanne G. Jensen—Massachusetts CLE, Inc.

Lisa Sindlinger—Oregon State Bar

Professional Development

Write Right, Right Now: A Business Writing Bonanza!

For better or worse, people judge us by the language we use. Clear writing makes a positive impact. Crafting concise messages at work can help make you more productive and successful. Many people have been taught a stiff, stilted style of business writing that produces long, boring sentences. At the other end of the spectrum, the informality of e-mail communications has caused many to forget the importance of stating complete thoughts in full sentences. In this presentation, we will discuss: organizing & presenting your facts or ideas, effective use of bullet points, motivating the readers, features v. benefits, the passive voice v. the active voice, correcting common errors & misconceptions and more. We’ll apply these concepts to letters, reports, e-mails, memos, brochures, and press releases.

Carole Levitt—Internet for Lawyers

Mark Rosch—Internet for Lawyers

Programs

The New 49’ers. Panning for Program Gold: Tips for Fast Tracking Hot Topics in 49 Days!

Join our panel for a tour of a fast track success story and learn: how to determine what a “hot topic” is and when it deserves immediate presentation; how to plan for, organize and staff the development, research and delivery of fast-track programming; and how to evaluate the success of fast-track programming.

Pam Ebel—Prime Time CLE Institute, LLC

Steve Emens—Alabama Bar Institute for CLE

Earnestine Murphy—American Bar Association

Lalla Shishkevish—District of Columbia Bar

4:45 p.m. – 5:30 p.m.

Committee Meetings

(Member Services, International, and Denver Planning Committee)

6:00 p.m. – 7:30 p.m.

PLI Reception

Join your fellow ACLEA colleagues at the annual reception sponsored by the Practicing Law Institute. This long-standing tradition is an event you will not want to miss. See Special Events Schedule for details.

8:00 a.m. – 3:00 p.m.

Registration and Exhibits

8:00 a.m. – 9:00 a.m.

Committee Meetings

(Exhibitor & Sponsors and Mandatory CLE)

9:00 a.m. – 10:30 a.m.

“ACLEA’s Best” Awards -- Marketing, Public Interest and Publications

Keynote

How to Avoid Conflict Avoidance: Dealing with Difficult People

Conflict is easier to handle when you communicate assertively. Strategies to help you handle conflict will be presented so you are less likely to avoid it. Learn to maintain your composure, state your position clearly, and move beyond conflict to understanding.

Chuck Bingaman—Charles C. Bingaman Consulting

Pat Nester—State Bar of Texas

Elaine Ohlson—Testa, Hurwitz & Thibeault, LLP

Marilyn Sherman—Stay Focused Seminars

10:30 a.m. – 11:00 a.m.

Networking Break & Exhibits

11:00 a.m. – 12:15 p.m.

WORKSHOPS C

Executive Leadership

The Mother Lode, Part 3: Designing Really Productive Staff Retreats

Annual planning retreats are essential for staff to gain commitment, establish priorities, develop plans and reassess mission. They provide an opportunity for reflective thinking and offer an opportunity for renewal from that reflection. Join us for a discussion of the “whats, whys, and hows” of staff retreats. Eight retreat objectives will be identified; Fifteen possible retreat topics will be proposed; Six strategic planning considerations will be evaluated; Nine objections to holding retreats will be addressed. Learn how “creativity” “catalyst” and “culture” can redefine your organization.

Janis E. Clark—Kentucky Bar Association

Frank V. Harris—Minnesota CLE

In-House

Designing Programs for Senior Associates and Partners: Beyond “Introduction to...”

Often the junior and mid-level associates receive all the training attention. But senior associates and partners still have the need to learn, to stay current with developments in their practice areas, and to gain additional skills necessary to succeed at their level. This session will discuss the three-fold challenges of professional development for these more experienced attorneys: (i) identification of the information they need, (ii) the creation of an effective format for the communication of that knowledge, and (iii) the style of delivery that will give the best possible chances for a successful program.

Burt Lipshie—Strook & Strook & Lavan LLP (Moderator)

Mark Cowing—Shook, Hardy & Bacon L.L.P.

Valerie Fitch—Pillsbury Winthrop LLP

Janet Stone Herman—Morrison & Forester

Marketing

There’s Gold in Them ‘Thar Tills—If You Know How to Market: How to Develop an Affordable and Successful Brochure that Invites a Registration Every Time

Effective marketing is key to enrollment. But sending the wrong brochure — or sending the right brochure to the wrong people — is a waste of your marketing dollars. Join three industry professionals — a CLE marketing specialist, a printer, and a graphic designer — as they review four aspects of successful brochure development: planning, design, printing and analysis. Strategies include: enhanced list selection; tailored messages; testing for effectiveness (and rapid response); flexible print/mail technologies; design for drama; and reaching out with a multi-channel approach. The most expensive brochure is not necessarily the most effective! Walk away with new tools to improve your marketing results.

Lory Poulson—Poulson Gluck Design (Moderator)

Hugh Griffin—Stuart F. Cooper Co.

Diane Kretschmer—California CEB

Professional Development

Whose Comfort Zone Are You In?

Learn purpose, direction, and mission to take your current level of success to the next level. Be inspired to set goals, overcome obstacles, and lead a life of incredible rewards. Make decisions by stretching your comfort zone instead of someone else’s!

Marilyn Sherman—Stay Focused Seminars

Publications

Copyright & Other Intellectual Property Issues for Print & the Web

Plus: trade or service marks for your products, and copyright issues re: vendors/contributors to your products (e.g. indexers). A discussion of intellectual property rights issues in the digital information age, including traditional and new forms of property as they affect publishers and commercial parties online.

Raymond Nimmer—University of Houston

12:15 p.m. – 2:30 p.m.

SIG Lunches (ticketed event)

Executive Leadership – Roundtable Discussion of Leadership Issues.

Moderators: Lawrence J. Center—Georgetown University Law Center and Julene Franki—State Bar of Texas

Marketing – Designing and Executing a Great E-mail Marketing

program. This luncheon will feature a candid and up-to-date perspective on the role e-mail can play in your marketing efforts. Focusing on data gathered from successful B-to-B e-mail marketing campaigns, the content will be useful to those already using e-mail but asking how to make it more effective, as well as to those just designing their programs. We will cover topics including: what are the “best practices” for assembling an e-mail list, and gearing your content, subject lines and frequency to the needs of your audience? With best practices in place, what results are marketers getting today? How should the use of content filters impact your messages? And what are the pros and cons of using an e-mail services provider versus managing your campaigns in-house? The talk will also provide some examples of successful B to B e-mail marketers. Speaker: Anna Zornosa—Topica

Publications – Designing Electronic Forms for Word Processing and Document Assembly Software.

Speaker: Leigh C. Webber—Practice Management Institute

SIG Lunches (continued)

Technology – Secure Your Software Investment Through Source Code Escrow. Software escrow is an agreement whereby a trusted third party holds source code in escrow on behalf of the licensee. In the event the developer defaults on support or goes out of business, the licensee could access the source code for maintenance and or debugging, which in turn minimizes both down time and the resulting costs associated with large scale business interruptions. In this presentation, we will review the legal ins and outs of software escrow, including critical clauses, applications, pitfalls, and processes of software escrow in the United States and abroad. You will learn when is a source code escrow agreement useful, who drafts, signs, and administers the agreements, how is technical verification used, who pays for the agreement and more.
Speaker: Bea Wray—SourceHarbor, Inc.

3:00 p.m. – 7:00 p.m.

San Francisco City Tour & Alcatraz (ticketed event)

See Special Events Schedule for details. Depart from the Fairmont San Francisco lobby at 3:00 p.m. for this tour. **Cost per person \$35.00.** A minimum of 15 people is required for this tour. Please make your required reservations on your registration form.

Tuesday, August 5, 2003

8:30 a.m. – 5:30 p.m.

Registration and Exhibits

8:30 a.m. – 10:00 a.m.

ACLEA Business Meeting, Breakfast, and Elections

10:00 a.m. – 10:30 a.m.

Networking Break & Exhibits

10:00 a.m. – 5:15 p.m.

CLE Leadership Symposium: Issues, Options and Cutting-Edge Solutions For CLE Professionals and CLE Oversight Authorities

CLE Oversight Authorities may register for the Symposium using the ACLEA registration form or the registration form on the enclosed flier regarding the Symposium.

10:30 a.m. – 12:00 p.m.

Super Workshop (Programs, Publications, Marketing and Technology)

If It Glitters, It Must Be Gold: Creative Ways of Mining That Captive Audience—Added Value Using Presentation Technologies

WARNING: This topic may well be the lightest, frothiest one ever at an ACLEA meeting, so please don't wear your "serious" side. Your attendees are in their seats—take advantage of it! Using PowerPoint, clip art, digital photos, and video, we'll show how to engage, inform and sell to your audience, creating a more memorable experience for them and strengthening your identity as the provider of that experience. (Some of this work proved so popular that attendees requested copies.) Come see creative examples of how to reach your next audience in fun and thematic ways.

David Kroll—State Bar of Texas

Paul Burks—State Bar of Texas

12:00 p.m. – 1:30 p.m.

SIG Lunches (ticketed event)

In-House – MCLE Update and Discussion. Moderators: Bronagh Fay and Dottie Palazzo

Law Schools – Roundtable discussion; Report on law school CLE survey; Consideration of administrative matters. Moderator: John Claydon

Local & Specialty Bars – Roundtable discussion. Moderators: Elaine Flynn and Michelle Schwartz-Clement

Nationals – Roundtable discussion covering concerns, issues, and observations. Please join us for a worthwhile and stimulating SIG lunch and open round-table discussion where participants are encouraged to express concerns within the industry, raise issues for feedback and share observations on the national CLE marketplace. Discussion topics and your suggestions are welcomed in advance. If you haven't been able to join us recently, please visit the ACLEA web site (National SIG) to view "discussion notes" from the mid-year meeting. Moderators: Linda Cotton and Amy Danziger Shapiro

State & Provincial Bars – Roundtable discussion. Moderators: Brenda Silver and Jonathan Small

CLE Leadership Symposium – Lunch is provided for Symposium Registrants only. ACLEA meeting registrants must purchase a ticket.

1:30 p.m. – 2:45 p.m.

WORKSHOPS D

Executive Leadership

CLE Leadership Symposium

Note: We have designed a special CLE Leadership Symposium for this track. See flier for workshop descriptions, speakers, and schedule.

Marketing

Prospecting and Selling to Non-Lawyer Professionals

While attorneys will always be the primary focus on sales of legal publications, there may be an opportunity for your organization to sell existing publications and/or develop new publications for "associated" professional groups. With real-life examples you'll learn about several instances where this has been successful, where the opportunities lie, and how you may go about dealing with the difficult question of marketing and selling products outside of your main membership base.

Terry Burnett—South Carolina Bar CLE Division

Edwin Jackson—LexisNexis

Professional Development

The 24-Karat Speaker

As CLE professionals, we are faced with making presentations to a variety of groups - to governing boards, committees, seminar planning committees, editorial boards, outside agencies or partners, or staff at meetings. We're also required from time to time to speak to larger groups at public speaking engagements, such as introducing speakers, and chairing or presiding over large meetings. In addition to improving our speaking skills, we also have a desire to encourage our volunteer speakers to give the best presentation possible. We have designed a session specifically for the CLE Professional. These aren't just the same, general "presentation skills" that you've heard about before. The entire group will learn very specific physical skills. This workshop is your opportunity to improve your own unique presentation style, and to learn specific skills to overcome your presentation anxieties. (Note: No one will be pressured to participate, but the opportunity will be available.)

Lisa DeCaro and Len Matheo—Courtroom Performance, Inc.

Programs

Program Evaluations: Forms and Approaches

Program evaluations are critical tools in program planning and customer relations management. Review evaluation forms used by your colleagues. Learn how to use evaluations as a planning tool. Examine how to use evaluations to better inform yourself about your customer wants and needs. Perhaps we will even laugh a little.

Henry Lake—Professional Education Group, Inc.
Paul Wood—Legal Education Society of Alberta

Publications

Tour of California CEB Publications Department

The California CEB is located in an historic district of nearby Oakland. Pamela Jester, the Interim Director of CEB, will lead a tour of CEB. While there, CEB staff will lead a discussion of publication procedures and share CEB's experience in converting publications to XML. You will want to sign up early for this optional tour as the tour is limited to 30. We will leave from the hotel lobby. Travel time via public transportation is approximately 45 minutes.

Pam Jester—Continuing Education of the Bar - California

2:45 p.m. – 3:15 p.m.

Networking Break & Exhibits

3:15 p.m. – 4:30 p.m.

WORKSHOPS E

Executive Leadership

CLE Leadership Symposium

Note: We have designed a special CLE Leadership Symposium for this track. See flier for workshop descriptions, speakers, and schedule.

Marketing

It's All About People - They're Worth Their Weight in Gold!

Building on relationships, forming networks, recognizing needs, and rewarding efforts build the public relations side of marketing. Come hear tips and best practices on ways to build grass roots support. Hear the ideas and methods your colleagues use too! Come prepared to share your experiences working with your customers, volunteer faculty, volunteer committees and boards, and your staff. Rewarding our volunteers is a desire we all have. Bring samples of your mementos for a show and tell. Please e-mail Susan Blair at susan.blair@nashbar.org. Subject: ACLEA, with your vendor contacts, gift ideas, and price ranges to be shared at the session.

Susan Blair—Nashville Bar Association
Lisa Deane—State Bar of Arizona

Programs

Creating the Gold Standard for Speaker Presentations

Providing training for our faculties, although fervently desired by our organizations, is often not practical due to time, money, and staff constraints. This session will provide useful, practical, and inexpensive ways to help boost the skills of your existing faculty and set the level for new incoming faculty. Topics will include information on written materials, presentation preparation, effective PowerPoint, presentation format (lecture, panel, interactive), handling questions, and more.

Leslie Lynn Myers—State Bar of Texas (Moderator)
Lisa DeCaro—Courtroom Performance, Inc.
Thomas E. Dixon—State Bar of Wisconsin
Donita Douglas—Oklahoma Bar Association
Len Matheo—Courtroom Performance, Inc.
Shel Stark—Institute of CLE

Publications

Tour of California CEB Publications Department (continued)

4:30 p.m. – 5:15 p.m.

Wrap-Up Session

Golden Nuggets: The CLE Roundtable

If you couldn't make it to every session that you wanted to, join us for this quick overview of the highlights of each of the conference tracks. Moderator: Thelma O'Grady—Continuing Legal Education Society of B.C.

6:30 p.m. – 9:30 p.m.

ACLEA's Closing Event

Take the Gold and Run

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

Taylor Mason—Ventriloquist, Stand-up comic, Musician

General Information

Registration

The program registration fee includes conference materials, admission to Sunday, Monday and Tuesday sessions and workshops, the business meeting and breakfast, and the Sunday and Tuesday night special events. Optional Saturday Educational sessions, lunches and tours are separately priced. We must receive payment for optional sessions, lunches and tours in advance of the conference to guarantee your reservation. All special event & tour fee payments are non-refundable after July 18, 2003.

Air Travel Information

Southwest Airlines offers up to a **10% discount** off most fares for air travel to and from the event, with the convenience of ticketless Travel. To qualify, Call Southwest Airlines Group and Meetings Reservations at 1-800-433-5368 and reference the assigned **ID Code: X0226**. Reservations Sales Agents are available 7:00 a.m. - 8:00 p.m. Monday-Friday, or 8:30 a.m. - 5:30 p.m. Saturday and Sunday, Central Standard Time.

Hotel Information

Our host hotel is The Fairmont San Francisco. ACLEA has secured a special room rate of \$185.00 until **July 1, 2003**. To make your reservations, call (800) 441-1414 and request the Association for Continuing Legal Education group rate. Make your reservations NOW!! If you choose to make reservations outside the group block, such as through an internet reservation system or with a discount coupon, please be aware that you will be limited to the amenities and the restrictions included in your reservation. Please note: ACLEA has obtained this room rate by contracting a total meeting package with The Fairmont San Francisco. ACLEA must meet certain minimum food & beverage and hotel room pickup requirements or ACLEA will face attrition and/or meeting room rental. In order for ACLEA to continue to provide a reasonable registration fee, we need your help. Please take advantage of the room rate we have negotiated and make your reservation by contacting:

The Fairmont San Francisco Hotel
950 Mason Street
San Francisco, CA 94108
Phone (415) 772-5000 / Fax (415) 772-5086

Cancellation Policy

All special event & tour fee payments are non-refundable after July 18, 2003. Registration Refunds, less a \$50 processing fee, will be given to registrants who cancel by Friday, July 25, 2003. If notice is received between July 26, 2003 and July 29, 2003 at 5:00 p.m., refunds will be given less a \$150 processing fee. No refunds or transfers will be granted thereafter.

ACLEA

39th Annual Meeting

August 2-5, 2003

The Fairmont Hotel

San Francisco, California



SAN FRANCISCO

The City by the Bay has always had the power to evoke a sense of wonder, to charm and beguile even the most sophisticated world traveler. It seems, especially, a city of romantics, the poets and dreamers and eccentric visionaries who would build a city on these mist-shrouded hills. The very architecture of San Francisco seems an outgrowth of this eccentric romanticism. Those familiar emblems of the City - cable cars, the Golden Gate Bridge, the Transamerica Pyramid - exist almost in defiance of common sense. The attractions are endless. From Coit Tower to Alcatraz to Pier 39, San Francisco offers something for everyone.



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