



The Network for CLE Professionals...Worldwide

49TH ANNUAL MEETING



AUGUST 3 – 6, 2013

**BALTIMORE MARRIOTT WATERFRONT
BALTIMORE, MARYLAND**

“CLE AT THE SPEED OF LIFE!”

CONFERENCE AT A GLANCE

..... SATURDAY, AUGUST 3, 2013

7:30 a.m. – 7:30 p.m.

Registration Desk Open

8:15 a.m. – 4:00 p.m.

New Member Orientation & CLE Boot Camp (*Ticketed Event*)

9:00 a.m. – 3:30 p.m.

The "Get to Know Baltimore" Tour (*Ticketed Event*)

9:30 a.m. – 3:30 p.m.

Add-On Pre-Conference Workshop:

In-House Legal Training Deconstructed (*Ticketed Event*)

4:00 p.m. – 6:00 p.m.

SIG & Committee Chair Leadership Workshop

6:00 p.m. – 7:30 p.m.

Opening Welcome Reception

7:30 p.m.

First Time Attendees Dinner (*Ticketed Event by Invitation Only*)

..... SUNDAY, AUGUST 4, 2013

7:30 a.m. – 5:00 p.m.

Registration and Exhibits

8:00 a.m. – 9:30 a.m.

SIG Meetings

Entrepreneurs, Executive Leadership, Marketing, State & Provincial Bars

8:30 a.m. – 9:30 a.m.

50th Mid-Year Meeting - Planning Committee Meeting

9:30 a.m. – 9:45 a.m.

Networking Break & Exhibits

9:45 a.m. – 10:15 a.m.

Announcements and President's Welcome

10:15 a.m. – 11:30 a.m.

Opening Plenary Session:

The Secret to Connect with Any Lawyer?

Discover What Law School Did to Them

11:30 a.m. – 1:00 p.m.

SIG Luncheons (*Ticketed Event – Open to All Registrants*)

Executive Leadership, Marketing, Programming, Publications, Technology

1:00 p.m. – 2:00 p.m.

Workshops A:

- Word as a Publishing Platform - What We've Learned
- What Lawyers Actually Do
- How Analysis Informs Planning: Collecting Data to Improve Programs
- Marketing Lessons from the 2012 Presidential Election

2:10 p.m. – 3:10 p.m.

Workshops B:

- How to Maximize Your Website Google Rankings
- Trends in Course Materials – How to Deal with Late Papers; Moving Materials to Digital; Distributing Materials in Advance
- Soft Skills - Series: Self-Awareness and Connecting with Others
- Leading for High Performance
- Lights, Camera, Action! (Part 1 of 2)

3:10 p.m. – 3:45 p.m.

Exhibit Hall Showcase

3:45 p.m. – 4:45 p.m.

Workshops C:

- Five Proven Strategies for Finding and Retaining Authors
- Lights, Camera, Action! (Part 2 of 2)
- Classroom Technologies: How To Use Them to Engage Your Learners
- How (and Why) to Learn from Other Continuing Education Providers
- Sharpening the Saw: How to Really Take Care of Ourselves So We Can Excel on the Job – and at Home

6:00 p.m. – 7:30 p.m.

ACLEA Reception (*Ticketed Event*)

Sponsored in part by Practising Law Institute.

..... MONDAY, AUGUST 5, 2013

7:15 a.m. – 4:30 p.m.

Registration and Exhibits

7:45 a.m. – 8:45 a.m.

Committee Meetings

MCLE (7:30am), Exhibitors/Sponsors, Membership

8:45 a.m. – 9:00 a.m.

Networking Break and Exhibits

9:00 a.m. – 10:15 a.m.

Plenary Session: The Future of the Legal Profession

10:15 a.m. – 10:45 a.m.

Networking Breaks & Exhibits

10:45 a.m. – 11:45 a.m.

Workshops D:

- We Met. We Negotiated. Everybody Left Happy. How to Negotiate a Successful Hotel Contract
- Get More Attendees at Your Events with Direct Marketing Best Practices
- *Joint Session with CLEReg* – Distance Learning
- Future of Legal Publishing- Scanning the Horizon
- Legal Project Management: The New Normal

11:45 a.m. – 1:15 p.m.

SIG Luncheons (*Ticketed Event – Open to SIG Members Only*)

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

1:15 p.m. – 2:15 p.m.

Workshops E:

- If You Don't Think Creating a Vision is Important, Think Again!
- *Joint Session with CLEReg* – Law Practice Management
- PDFing for CLE Professionals with Adobe Acrobat
- Social Media and Volunteer Engagement – Using Social Media to Screen, Recruit, and Recognize Volunteers

2:20 p.m. – 3:30 p.m.

Plenary Session:

Implications of the Future of the Legal Profession

5:00 p.m. – 9:30 p.m.

Networking Excursion:

"A Pop Culture Feast" (*Ticketed Event*)

CONFERENCE AT A GLANCE

TUESDAY, AUGUST 6, 2013

7:15 a.m. – 5:30 p.m.

Registration and Exhibits

8:00 a.m. – 9:30 a.m.

ACLEA Business Meeting, Breakfast and
“ACLEA’s Best” Awards

(Open to All ACLEA Members)

9:30 a.m. – 10:00 a.m.

Networking Break & Exhibits

10:00 a.m. – 11:00 a.m.

Plenary Session: Maximize the Impact of Your CLE –
Utilize Your Attendee’s Adult Learning Styles

11:05 a.m. – 12:05 p.m.

Workshops F:

- Thriving in Times of Change: Mastering Resilience in Legal Practice
- Ramp Up Your Onboarding Process: Techniques to Keep New Employees from Falling Overboard
- Building a CLE Curriculum for Clients
- Marketing Metrics: How Can CLE Professionals Measure the Success of Their Efforts?
- Introduction to Cloud Computing for CLE Professionals

12:15 p.m. – 1:45 p.m.

One Big Networking Lunch (Ticketed Event)

1:45 p.m. – 2:45 p.m.

Workshops G:

- What You Need to Know Now about MCLE: Trends and New Developments in State and Province Regulation for 2013
- Dropbox for CLE
- Introversion – Positive Contributions
- The Latest Techniques in Audience Response/Polling Systems: Texting, Tweeting, and the World-Wide Web

2:45 p.m. – 3:00 p.m.

Networking Break

3:00 p.m. – 4:00 p.m.

Workshops H:

- Critical Skills for Successful CLE Professionals
- The Great Webinar Playbook: Group Therapy for our Webinar Issues
- Publications Unconference
- A New Approach for Delivering Effective In-House CLE
- The Future of Legal Education in the United Kingdom: The Next British Invasion?

4:05 p.m. – 5:15 p.m.

Closing Plenary Session:

MOOCs: The Future of Free Worldwide CLE?

6:30 p.m. – 10:30 p.m.

ACLEA Closing Event & Dinner on the
USS Constellation

(Ticketed Event)

Special Thanks to the Baltimore PLANNING COMMITTEE

Douglas Ashworth – ICLE of Georgia

Tia Embke – National Business Institute

Jennifer LC Flynn – Legal Education Society of Alberta

Bernadette Lawson – Shook, Hardy & Bacon L.L.P.

Patrick A. Nester – State Bar of Texas

Michelle Windsor – National Institute of Trial Advocacy

Susan Blair (co-chair) – Nashville Bar Association

Lawrence J. Center (co-chair) – Georgetown Law Center CLE

Donna J. Passons (co-chair) – ACLEA Executive Director

CONFERENCE MATERIALS



ACLEA offers your choice of printed materials or materials on USB drive 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 onsite; however you can purchase both the USB drive and printed versions for an additional \$50 USD.

Note: The USB drive materials do not include the Saturday CLE Boot Camp or Add-On Pre-Conference Workshop. Registrants for either of these events will receive a printed version of their respective materials (if applicable).

INTERESTED IN BEING AN ACLEA EXHIBITOR OR SPONSOR IN BALTIMORE?

ACLEA meetings are a terrific opportunity to promote your products and services to the decision makers who will use them!

As an ACLEA exhibitor or sponsor you have:

- The opportunity to promote your presence in advance of the meeting to generate leads and interest in your services.
- Maximum visibility with attendees! The Exhibit Area is in the same area as the refreshments, and it is in close proximity to the meeting rooms, so the attendee traffic is great!
- Time to visit with potential new clients about your product or service! The meeting schedule provides for networking breaks between conference sessions - enough time to really talk to potential clients.
- Special attention and extra contact time during our “Exhibitor Showcase” afternoon break on Sunday, August 4th. Attendees are provided with an opportunity to visit each Exhibitor booth and become eligible for a grand prize drawing for a free registration to ACLEA’s next meeting. ACLEA provides the refreshments, so this special event is always a favorite of attendees!

Exhibit space is limited and priority on booth selection is based on the order in which registrations are received, so reserve your space today!

For the sponsor/exhibitor registration form, and the opportunities and benefits available, visit www.aclea.org and select the ‘49th Annual Meeting’ Menu Tab.

SPECIAL EVENTS SCHEDULE

SATURDAY, AUGUST 3, 2013

9:00 a.m. – 3:30 p.m.

The "Get To Know Baltimore" Tour (*Ticketed Event*)

With so many things to see and do in Baltimore, we have hand-selected special points of interest for your enjoyment with an experienced tour-guide.



Mount Vernon: North of downtown rests the city's cultural heart, once home to Baltimore's Gilded Age elite. While Washington, D.C., is home to a more famous landmark, the nation's first monument to George Washington sits proudly at the center of Mount Vernon Square. What were once the grand mansions of Baltimore's 19th-century industrialists are now museums, galleries, shops and restaurants, beckoning visitors to stop in.

Star Spangled Banner House: Built in 1793, the house was the home and business of Mary Pickersgill, maker of the flag that inspired Francis Scott Key's famous poem that later became our national anthem. Today, visitors encounter the interior of the house much as Mary and her household would have seen it. Visitors explore aspects of business and daily life in the Flag House by interacting with a variety of sights and sounds from 1812. Don't forget to visit the rose garden, lovingly tended by the Maryland Rose Society. There are a number of yellow blend mini-flora roses, named to honor Mary.

Fort McHenry: This star-shaped fort was designed by Frenchman Jean Foncin and named after James McHenry, Secretary of War from 1796 to 1800. Best known for its role in the Battle of Baltimore during the War of 1812, the brick fort defended the Baltimore harbor and stopped a British advance into the city, inspiring Francis Scott Key to compose the Star Spangled Banner, originally entitled "Defense of Fort McHenry."



Basilica of the National Shrine of the Assumption of the Blessed Virgin Mary: America's First Cathedral, the Basilica was constructed from 1806-1821 to a design of Benjamin Henry Latrobe, America's first professionally-trained architect. It was built under the guidance of the first American bishop of the Roman Catholic Church, John Carroll. Consecrated on May 31, 1821, many

famous events have occurred within its walls. Most early American bishops were consecrated here to fill the ever-multiplying dioceses necessitated by the country's territorial expansion and great waves of immigration. Until recently, more priests were ordained here than in any other church in the country.

Lunch is on your own in historic Fells Point. The town of Fells Point was founded in 1763 by William Fell and officially incorporated into Baltimore in 1773. Throughout the 1700s many of the still-existing businesses and establishments were first erected in Fells Point, Baltimore's first and most prominent Historic District. A visit here is a must. Cobble-stoned streets situated along a mesmerizing waterfront set the mood for an ideal outing. Shopping and dining are two favored activities where some of the finest gifts and cuisine in the city can be found.

Meet in the lobby of the Baltimore Marriott Waterfront at 8:45 a.m. The bus will depart promptly at 9:00 a.m. and will return to the hotel at approximately 3:30 p.m. Cost is \$33 USD per person (includes transportation and admission to all sites. *Does not include lunch.*) Please make your required reservations on the registration form.

6:00 p.m. – 7:30 p.m.

Opening Welcome Reception (*Open to All Attendees!*)

7:30 p.m.

First Time Attendees Dinner (*Ticketed Event by Invitation Only*)
A special networking opportunity for First Time Attendees to meet and greet their colleagues over a delicious meal.

SUNDAY, AUGUST 4, 2013

6:00 p.m. – 7:30 p.m.

ACLEA Reception (*Ticketed Event*)

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

MONDAY, AUGUST 5, 2013

5:00 p.m. – 9:30 p.m.

Networking Excursion: "A Pop Culture Feast" (*Ticketed Event*)

We'll start this excursion at Geppi's Entertainment Museum (GEM), for cocktails and "pop culture with character". Located in historic Camden Station, GEM is a journey through 250 years of American pop culture. Enjoy a cocktail as you revisit your childhood and reconnect with old friends that entertained you through comic strips and books, radio and television shows, films, cartoons and so much more! Journey from the late 1700s to present day through nearly 6,000 pop culture artifacts, including toys, dolls, games and memorabilia of every conceivable category. After enjoying the GEM, you'll board the bus for the short ride to Canton where you can grab a mallet and "get crabby" at Bo Brooks Restaurant, voted Baltimore's Best Crab House! This authentic Maryland crab feast will feature Bo Brooks' famous steamed crabs and Maryland Crab Soup as well as non-seafood options. In order to treat you to this crab feast experience and keep the cost affordable, there will be a cash bar at Bo Brooks.



Meet in the lobby of the Baltimore Marriott Waterfront at 4:30 p.m. to board the bus for Geppi's. At 7:00 p.m. buses will transport the group from Geppi's to Bo Brooks. Cost for this event is \$79 USD per person (includes reception and dinner.) Please make your required reservations on the registration form.

TUESDAY, AUGUST 6, 2013

6:30 p.m. – 10:30 p.m.

ACLEA Closing Event & Dinner on the USS Constellation (*Ticketed Event*)



Assemble on the deck of the historic warship, the USS Constellation, for dinner, karaoke and dancing under the stars! The last Civil War vessel afloat, the USS Constellation, was built in 1854 and is the last all-sail warship built by the US Navy. After years of restoration, she was returned to the Inner Harbor in 1999, where she "lies at anchor" for visitors to climb aboard and explore. She is a sloop-of-war, or corvette, and the second U.S. Naval ship to carry this famous name. A knowledgeable crew will be on hand to answer questions about the ship's history, including its missions to disrupt the slave trade and deliver famine relief supplies to Ireland. Free guided tours will be offered during our event or you can venture off on a self-guided audio tour (headset rental is \$1.00.) Join us and end the Baltimore conference with a bang!

Tickets for registrants are included in the registration fee *but you must RSVP*. Guest tickets are available for \$75 USD (*tickets include cocktails, dinner and entertainment*). Please make your required reservations on the registration form.

SATURDAY, AUGUST 3, 2013

7:30 a.m. – 7:30 p.m.

Registration Desk Open

8:15 a.m. – 4:00 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 thankful to have so many volunteers and “old-timers” help with these sessions. We know you will walk away with lots of information to help you in your own organization.

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

BOOT CAMP AGENDA

Moderator: **Rob Seto** - *Continuing Legal Education Society of B.C.*

- 8:15 Continental Breakfast
- 8:30 Introductions and What You Hope to Gain as an ACLEA Member
- 8:45 Program Planning from A to Z - Discover how to make contacts, decide on subjects, content, faculty and formats, understand budgeting and pricing, develop timelines and deadlines, and how to analyze your results.
Vincent J. O'Brien – *Minnesota CLE*
- 9:45 Break
- 10:00 Marketing 101 – and What It Means to Me as a CLE Provider - Gain a basic understanding of marketing concepts and how they apply to the unique world of CLE, and take a look at the ever-changing trends and traits of CLE customers.
Karen D. Lee – *Oregon State Bar*
- 11:15 Technology and CLE - Learn how to maximize technology in your daily operations, programming, marketing, publications, and website presence. Make the most of what you have while looking toward the future of CLE and technology.
Peter H. Berge – *Minnesota CLE*
- 12:00 Networking Luncheon
- 1:15 Breakouts
Round Table Discussion - Exchange ideas, problems, frustrations and solutions on the latest topics in a moderated format.
Rob Seto – *Continuing Legal Education Society of B.C.*

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

Diane J. Morrison – *State Bar of Texas*

- 2:00 Break
- 2:15 The MCLE Application and Reporting Process - Are you looking for ways to simplify the MCLE application and recording process? Find out how to work with accreditation agencies and get answers to your questions about different state MCLE requirements.
Gina Roers – *West Professional Development*
- 2:45 Finances 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.
Donna J. Passons – *Texas Institute of CLE*
- 3:45 Panel of Experts
- 4:00 Adjourn

END BOOT CAMP AGENDA

9:30 a.m. – 3:30 p.m.

Add-On Pre-Conference Workshop:

In-House Legal Training Deconstructed

(Ticketed Event - Separate Registration Fee Required)

- 9:30 Registration and Welcome
Roger B. Curlin III – *Carlton Fields, P.A.*
- 9:40 The Stork – How are in-house programs “born”? In-house program ideas come from partners, firm leadership, training committees, surveys, attorneys, clients, and vendors – this session discusses how they occur and special considerations applied based on their source. Of special interest will be techniques on how to say “No” when you have to.
Bernadette Lawson – *Shook, Hardy & Bacon L.L.P.*
- 10:00 The Accordion – A Systematic Approach to Program Development With in-house programs coming from a variety of sources, it pays to develop a system to take ideas and bring them to fruition; strategizing this is important. You want a flexible system that produces a systematic, branded product – but realizes that for each type of program driver, different rules may need to be applied. The strategy deals with best practices in program communication (planner, staff, and audience), deadlines, and variables (MCLE, invitations, location, technology).
Roger B. Curlin III – *Carlton Fields, P.A.*
Wyndolyn Tongee – *Fulbright & Jaworski L.L.P.*
- 10:55 Break

- 11:00 The Nightmares – Everyone has them. The key is to know what to do in the morning. In-house CLE accreditation has a variety of challenges. Some ordeals are encountered by all providers; many are unique to in-house. This session will focus on troubleshooting measures: jurisdictions that do not approve CLE for in-house programs; to track or not to track your attorneys' compliance; CLE credit for clients; attorneys with multiple jurisdictions; MCLE rules that conflict with internal production processes, and more.
Maria S. Alkiewicz – *Milbank, Tweed, Hadley & McCloy LLP*
Roger B. Curlin III – *Carlton Fields, P.A.*
Betsy W. Hulst – *Jones Day*
- 11:45 Networking Lunch
- 1:00 The Cast – This session discusses best practices when interacting with faculty and program planners. Faculty and program planners are often influential partners at the firm and cannot be fired (or easily “directed” or criticized) – so how do you herd them? Sometimes faculty are clients (see previous comment). Discussion topics include: check lists, carrots, booster seats, communications, day of activities, written materials requirement, and more.
Jan F. Majewski – *Holland & Knight LLP*
- 1:40 The Audience – In-house programs for the most part have a built-in audience. Marketing takes on a completely different meaning than in the outside world of CLE. This session deals with audience issues of attracting (invitations, topic, lunch, etc); engaging (interactivity, storytelling); and satisfying (feed them, get them credit, take-aways). This session will focus on what motivates the attorneys (and the firm) to provide an audience for internal training. Also, a brief recap of client audiences and how to attract/engage/satisfy them.
Sean Carter – *Lawpsided Seminars*
Donna M. Kramer – *Sullivan & Cromwell LLP*
- 2:15 The Show – This topic addresses how to make an outstanding program but focuses on the nuances of the “how.” Example: invitations wrapped around chocolate bars; hot lunches versus cold sandwiches; “deep” engagement – how to put together a crossword puzzle. This session has three parts: actions before, during, and after the program to create an awesome event. Key to the topic is dealing with what you can (and can't) get away with in your law firm's culture.
Monica S. Mosley – *Sutherland Asbill & Brennan LLP*
- 3:00 The Mirror – This is a short session on evaluating the program. How to design a great evaluation form, distribute to get lots of them back, how to read the form, and what to do with that knowledge.
Bernadette Lawson – *Shook, Hardy & Bacon L.L.P.*
Monica S. Mosley – *Sutherland Asbill & Brennan LLP*
- 3:15 Conclusion / Q&A with Faculty

Saturday Events:

9:00 a.m. – 3:30 p.m.

The “Get to Know Baltimore” Tour
(Ticketed Event)

See Special Events Schedule for details. Meet in the hotel lobby prior to 9:00 a.m. for departure. The bus will return to the hotel by 3:30 p.m. Cost is \$33.00 USD per person and does not include lunch. Please make your required reservation on the registration form.

4:00 p.m. – 6:00 p.m.

SIG & Committee Chair
Leadership Workshop

6:00 p.m. – 7:30 p.m.

Opening Welcome Reception
(Open to All Attendees!)

7:30 p.m.

First Time Attendees Dinner

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Meeting

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9:45 a.m. – 10:15 a.m.

Announcements & Welcome

Roger B. Curlin III – *Carlton Fields, P.A.*

10:15 a.m. – 11:30 a.m.

Opening Plenary Session:

**The Secret to Connect with Any Lawyer?
Discover What Law School Did to Them!**

Do you want to finally “understand” lawyers – and how to successfully interact with them? Enhance your CLE programming by discovering how the typical law school experience affects a lawyer’s personality – for better or for worse. What made the difference? By the end of the session, you will:

1. Learn about serious and well-documented problems of depression and emotional distress among lawyers.
2. Learn about documented studies suggesting that law school has a negative and corrosive effect upon the well-being and value and motivation of their graduates – our customers.
3. Grasp practical knowledge about the law school experience that will assist you in connecting with lawyers through CLE programming.

Professor Lawrence Krieger – *Florida State University College of Law*

11:30 a.m. – 1:00 p.m.

Functional SIG Luncheons:

(Ticketed Event – Open to All Registrants)

Executive Leadership — “When You Wish Upon a Star...” – We all have too many programs, not enough hours in the day, a decreasing number of staff – what would you like to see happen in your organization to make your workplace as near perfect as possible and to ease your burdens? Come gain invaluable, life-changing tips and ideas!

Moderated by **Jennifer Dabson** – *American University Washington College of Law*

Marketing — “Marketing Achievements & Learning Opportunities” – Do you have an original marketing idea that worked really well? What about the project that tanked? Come prepared to share your war stories, and let’s all walk away with some ideas to try and, perhaps, some to avoid.

Moderated by **Terry Burnett** – *South Carolina Bar - CLE Division*

Programming — “Drafting Effective Descriptions for Programs” – What are some dos and don’ts on titles, descriptions, subject lines, etc. for effective and informative descriptions of the programs we work on? How does this help inform our programming process? Are there any new trends that we should be aware of for developing effective and informative language?

Moderated by **Vincent J. O’Brien** – *Minnesota CLE*

Publications — “Reflection” – Come chat and share with other publications pros in this open-forum lunch. A topic to consider: What ideas have you taken from previous ACLEA meetings and implemented in your publications department.

Moderated by **Michelle Windsor** – *National Institute for Trial Advocacy*, and **Lisa Smith-Crissey** – *Publications SIG Co-Chair*

Technology — With distance learning becoming more commonplace – and convenient – for our busy attorney audiences, how do we make sure we’re engaging these attendees when they’re not in the room? Technology may be the answer! With Skype, WebEx, Go to Meeting, and other off-the-shelf solutions and many other platforms designed specifically for vending distance learning – technology is seeking to create an engaging and educational environment to bring the remote audience into the discussion. Join us for a lively panel that will hopefully engage both the in-person and remote audience as well!

Richard Phung – *Massachusetts Continuing Legal Education, Inc.*, and **Gina Roers** – *West Professional Development*

1:00 p.m. – 2:00 p.m.

Workshops A:

PUBLICATIONS

Word as a Publishing Platform – What We’ve Learned

In this session we’ll share up-to-date experiences on using Microsoft Word as a publishing platform, from migration to Word through to publication in print and electronic formats. This is your opportunity to compare notes on taking advantage of Word’s strengths and dealing with its weaknesses, as well as the use of third-party software in conjunction with Word.

Christine M. Reilly – *Virginia CLE*
Peter R. Roane – *Virginia CLE*

EXECUTIVE LEADERSHIP / IN-HOUSE

What Lawyers Actually Do

Canada has recently approved a “National Competency Profile,” which provides a detailed and comprehensive look at the knowledge and skills needed by new members of the practicing bar. The profile was validated through a large-scale national survey identifying the key knowledge, skills, and abilities needed for competence. Such an assessment can be a valuable resource for those of us planning how to educate lawyers. The famous MacCrate report on lawyer knowledge, skills, and values that most of us have used as a key resource in curriculum development came out in 1992. We need to be working from an updated playbook, and the Canadians have been moving forward. In this session you will receive insights not just on what to do but how to do it. Come prepared to review and discuss one of the most up-to-date analyses and evidence-based appraisals of what lawyers need to know to excel on their jobs.

Alan Treleven – *Law Society of British Columbia*

PROGRAMMING

How Analysis Informs Planning: Collecting Data to Improve Programs

We all collect immense amounts of information about programs we have conducted. Collecting data, however, is only part of our jobs. We must also analyze our data to evaluate what we’ve done and guide our planning for the next year’s program. What can we learn from evaluations? What financial data is important to analyze? What marketing efforts should we continue? In this interactive session, we’ll find out what information is regularly collected during and after a program, and then ask the important question: what do we do with this data?

Lynn A. Adams – *Georgetown Law CLE*

MARKETING

Marketing Lessons from the 2012 Presidential Election

What can CLE providers learn from the 2012 presidential campaign strategies? They in fact make great case studies to look for lessons, trends and techniques that can be used in your own marketing efforts. During this session, you’ll learn:

- How data-driven marketing was essential in the presidential election and what tips you can use to improve your own marketing effectiveness.
- The power of segmenting past customers (voters/donors in campaign terms) and prospective customers based on demographics, behavior and attitudes.
- Key online marketing takeaways from the presidential campaign that could be used by CLE providers.
- Direct mail marketing strategies that were used during the presidential campaign and how they can be adapted to improve your own direct mail marketing efforts.
- New trends in social media marketing that were employed by the campaigns and practical tips that could be used for CLE marketing.

Moderator: **Peter H. Berge** – *Minnesota CLE*
Josh Lindblad – *National Business Institute*
Eric Reif – *Senior Digital Advertising Manager, Obama for America*
Mark Vesley – *Minnesota CLE*

2:10 p.m. – 3:10 p.m.

Workshops B:

MARKETING

How to Maximize Your Website Google Rankings

Come learn straight-forward techniques for obtaining high website search result rankings from a proven leader of SEO best practices, right from our own CLE industry! Did you know that an estimated 93% of people searching the Internet do not look beyond page one of their search results? With the sea of competition, how can you possibly get on the first page of Google listings without stretching the budget thin? In this session, we will show you how you can increase your Internet presence with little to no risk. You'll learn how to maximize SEO and save thousands on consultants. In addition, for those not patient enough for Google to work its SEO magic, we will give you a \$100 coupon to start your own online pay-per-click campaign on Google and get yourself shown on rankings TODAY. Both beginners and experts will be able to walk away with something new and actionable.

Jeff Reekers – *FurtherEd*

PROGRAMMING / PUBLICATIONS

Trends in Course Materials – How to Deal with Late Papers; Moving Course Materials to Digital; Distributing Materials in Advance

As continuing legal education course organizers we balance many priorities. We try to accommodate our speakers' and authors' schedules as much as possible while giving as much value as we can to our registrants. During this session, you will learn great ideas for making both volunteers and registrants happy, ideas which you can take back to your office and implement right away. You will contribute your most successful techniques for dealing with late authors and learn from others as they share their experiences. Group discussions about electronic materials will give you the knowledge and confidence to implement new technology at your organization. If you have struggled with the correct format of electronic materials and need ideas to implement, come join this group and learn how to improve!

Mary McDonald – *TexasBarCLE*

IN-HOUSE

Soft Skills - Series: Self-Awareness and Connecting with Others

The most effective lawyers are those who know themselves and understand the needs and goals of their subordinates, supervisors, colleagues, and clients. A deep awareness of both one's self and others is the foundation of a number of critical skills, including teamwork, leadership, and effective client service. In this session, we will discuss the importance of self- and other-awareness for attorney performance and well-being. Techniques for teaching attorneys about self and other-awareness will be explored and explained.

Juliet Aiken, Ph.D. – *Center for the Study of the Legal Profession, Georgetown Law Center*
Lori Berman, Ph.D. – *Hogan Lovells US LLP*
Heather Bock, Ph.D. – *Hogan Lovells US LLP*

EXECUTIVE LEADERSHIP

Leading for High Performance

A key element of CLE leadership is marshalling resources from outside your organization that are essential to success. A shift is occurring in CLE from depending solely on staff and internal

systems to finding and engaging the consultant, the company, the developer, the outside resource that best fits the opportunity. Economic pressures today ensure that we can't staff up to cover every need. CLE has become too complex and the expertise of outside groups too compelling. Come prepared to participate in a discussion about how to manage the "outside game" led by a battle-tested practitioner.

Pamela J. Jester – *Continuing Education of the Bar - California*

TECHNOLOGY

Lights, Camera, Action! (Part 1 of 2)

If you have used the Internet in the past three years, chances are you have watched an online video. Video is everywhere. It adds interest to your website or blog and punch to your marketing. In this hands-on and interactive session, you will review the basics, receive tips from an award-winning expert, and obtain an introduction to post-production. You will then break into small groups to create a short video of your own and become video producers! Note: Participants are encouraged (but not required) to bring their own smartphone, iPad, or other handheld video-recording device. *This session continues in Part 2 (Workshop C).*

Peter H. Berge – *Minnesota CLE*
Brandon Haynie – *Oklahoma Bar Association*
Marliss Weber – *Parados Communications*

3:10 p.m. – 3:45 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. Sign-in with the exhibitors for entries to win a free registration to ACLEA's next meeting!

3:45 p.m. – 4:45 p.m.

Workshops C:

PUBLICATIONS

Five Proven Strategies for Finding and Retaining Authors

You can't publish if you don't have any material, and you can't write it all yourself! Where do you go to find that perfect author who will deliver a well-researched, well-written manuscript on time and will cheerfully answer your editors' queries and accept their suggestions? It may not be possible to find the perfect author, but you can discover strategies that have proven successful in finding and retaining hard-working authors and shepherding them successfully through the writing process. Walk away with five or more techniques that you can use in your publishing operation to recruit authors, successfully manage their work, and keep them enthusiastic about future projects.

Sharon Sandle – *State Bar of Texas*

TECHNOLOGY

Lights, Camera, Action! (Part 2 of 2)

Roll out the red carpet! Attend the premiere of videos created by your colleagues in Part 1. In this interactive session, the group will discuss the challenges and opportunities they discovered in pulling the videos together. Participants will walk away with practical tips and lessons learned that can easily be applied to produce short, engaging videos for any CLE blog or website. *This session continues from Part 1 (Workshop B).*

Peter H. Berge – *Minnesota CLE*
Brandon Haynie – *Oklahoma Bar Association*

TECHNOLOGY / PROGRAMMING

Classroom Technologies: How To Use Them to Engage Your Learners

The proliferation of portable devices that can instantly access the Internet has opened new opportunities for CLE planners – even at in-person events. A high percentage of attendees now carry a laptop, a tablet, or a smartphone with them on game day, an attractive nuisance unless you design the program to use them. Two national experts in using technology in law practice will give you practical guidance about using the attendees' technology in the CLE classroom to engage learners through real-time searches of topically-relevant Internet sites. Find out how you can help bring your attorneys to the new level of professional competence required for gathering the winning facts for their cases or transactions. Bring your portable device and be prepared to surf the Net.

Carole Levitt – *Internet for Lawyers*

Mark Rosch – *Internet for Lawyers*

MARKETING

How (and Why) to Learn from Other Continuing Education Providers

Have you ever thought about how your organization is similar to (and different from) other CLE providers, and how you can utilize this knowledge to improve the way you create and market your courses and serve your members and customers? Join us for an interactive presentation and discussion on from whom to learn, what elements to look at and what techniques you can use to gain insight. Whether you are a new CLE professional or a seasoned practitioner, you won't leave this session without several nuggets to aid your program development, marketing and/or service practices!

Jill Eckert McCall – *American Bar Association*

Kevin McCormack – *West LegalEdcenter*

EXECUTIVE LEADERSHIP

Sharpening the Saw: How to Really Take Care of Ourselves So We Can Excel on the Job – and at Home

These days, we are all focused on work-life balance. How can we manage our many personal priorities and still address our myriad work responsibilities? Personal and professional fulfillment is a juggling act based on self-discipline and execution around our highest priorities. How can we maximize our chances of achieving fulfillment? By "sharpening the saw." And the "saw" is us! We will utilize actual "Seven Habits of Highly Effective People" training materials to help us focus on ourselves and our goals. This will be a fully participatory session, after which you will leave with your personal action plan, including tips for overcoming your most common obstacles and suggestions for new activities that have worked for your colleagues. If you are perfectly content with your life balance right now, attend a different session. If you want to make significant strides in achieving breakthrough results in your life, we will see you here!

Lawrence J. Center – *Georgetown Law Center CLE*

6:00 p.m. – 7:30 p.m.

ACLEA Reception (Ticketed Event)

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

7:15 a.m. – 4:30 p.m.

Registration and Exhibits

7:45 a.m. – 8:45 a.m.

Committee Meetings

MCLE (7:30am), Exhibitors/Sponsors, Membership

8:45 a.m. – 9:00 a.m.

Networking Break and Exhibits

9:00 a.m. – 10:15 a.m.

Plenary Session:

The Future of the Legal Profession

The legal profession is confronting massive change. Law schools are under attack for not adequately preparing their graduates to practice law. Big law firms are cutting back dramatically on the number of new associates they hire. Clients are wielding more leverage, refusing to pay for work heretofore routinely handled by associates. Alternative providers are performing a greater percentage of the work traditionally handled by lawyers. Outsourcing of legal services is increasingly commonplace. Paralegals are taking on more of the work done by associates. Where is the legal profession headed? Are these trends temporary aberrations or part of a challenging new normal? Will law firms even exist in their current structures and financial models in 15 years? During this fast-paced session, you will look inside a crystal ball held by three leading thinkers about the legal profession. These experts, who study our profession on a daily basis and track trends from Baltimore to London to Seoul, will give us a comprehensive perspective on what change is occurring, why, and what we can expect in the decade to come. This thought-provoking lead-off session will be followed by the day's closing plenary, during which three ACLEA veterans will discuss and debate implications for our CLE industry.

Ron Friedmann – Fireman & Company

Professor Thomas Morgan – George Washington University Law School and author of "The Vanishing American Lawyer"

Professor Milton "Mitt" Regan – Georgetown University Law Center, Co-Director of the Center for the Study of the Legal Profession

10:15 a.m. – 10:45 a.m.

Networking Break & Exhibits

10:45 a.m. – 11:45 a.m.

Workshops D:

PROGRAMMING

We Met. We Negotiated. Everybody Left Happy. How to Negotiate a Successful Hotel Contract

Need an advanced – or refresher – course on negotiating hotel contracts? This session will give you a hands-on opportunity to negotiate your own hotel contract. You will discuss specific contract clauses for CLE program planning and development and negotiate contract terms with the expert help of Donna Passons, ACLEA's Executive Director (CLE Provider Viewpoint) and Mitch Peck, Destination Sales Executive, Baltimore Marriott Waterfront (Hotel/Resort Viewpoint). Take the pressure off of your future logistics of event planning by checking off the hotel contract as "done" with confidence.

Donna J. Passons – Texas Institute of CLE

Mitch Peck – Baltimore Marriott Waterfront

MARKETING

Get More Attendees at Your Events with Direct Marketing Best Practices

Have your event mailings become stale? Are you looking for new mailing ideas? Take away new techniques from an experienced direct mailer and a USPS representative, techniques that will help you increase responses for your current mailing budgets or to decrease mailings while still maintaining your response rates. Both are win-win! During this session you will also learn about:

- Segmenting Strategies: Matching your plan with your target audience; customers vs. prospects; and other considerations such as geography, practice areas, firm size, and compliance dates.
- Mailing Plans: What to mail, how much to mail, how many drops to have, when to mail each drop, and who to mail in each drop.
- Basic Forecasting Models: How to put together a basic model to predict response, key metrics and issues to consider (including budget), and perform "what if" forecasts for your mailings.
- Tracking and Analyzing your Mailing Effectiveness: What's important to track, tracking codes, and performance analysis.
- Creativity: What you mail depends on your budget and what works for you and your audience. Learn basic test design principles and always continue to "test, test, test."
- United States Postal Service Business Mail Basics: Classes of mail, advantages of bulk mail, and how the USPS and other partners can help you with your mailings.

Janet Cook – United States Postal Service

Josh Lindblad – National Business Institute

PROGRAMMING / TECHNOLOGY

Joint Session with CLEReg – Distance Learning

Distance learning products will be presented to showcase educational technologies for lawyers. Following the demonstration, a roundtable discussion format will be used to explore how each technology might be labeled, classified or approved for MCLE credit. First-hand exposure to specific delivery methods will assist in the discussion process and help participants connect terminology to actual practices.

C. Daniel Levering – Pennsylvania CLE

Julia L. Orzeske – Indiana Commission for CLE

Andrew D. Ottiger – Practising Law Institute

Gina Roers – West Professional Development

PUBLICATIONS

Future of Legal Publishing – Scanning the Horizon

Every week brings news of change in the world of legal publishing. The rise of digital media and mobile technologies; new pressures on the legal profession; the importance of content strategies, metadata, and context; the increasing amount of free legal content online; strategic moves by Thomson Reuters and Lexis away from delivering content in favor of practice management solutions; and the importance of access to justice initiatives and public legal education. What does it all mean? And what are the implications for CLE publishers? Susan Munro has been scanning the horizon for many years; now, she will share her reflections and predictions. Come prepared to participate in a lively discussion!

Susan Munro – Continuing Legal Education Society of B.C.

IN-HOUSE

Legal Project Management: The New Normal

What's all the "buzz" around Legal Project Management (LPM)? Many firms have dabbled in LPM but given its voluminous subject matter, only a select few have successfully adopted and implemented it. Is your organization flailing about – wondering where and how to begin? Worry no more and join Colleen Nihill, Firm Wide Director of Project Management and a pioneer in the field who in 2009 founded the Project Management department at Dechert LLP. In this workshop, you will gain a clear understanding of why LPM is important to your organization and how to get started. Don't be left behind – find out how you can get ahead!

Colleen F. Nihill – Dechert LLP

11:45 a.m. – 1:15 p.m.

Organizational SIG Luncheons

(Ticketed Event – Open to SIG Members Only)

Entrepreneurs — Join us for a lively discussion on topics near and dear to the hearts of Entrepreneur SIG members: (1) Structure of Entrepreneurs' Showcase and (2) Accreditation issues faced in the CLE world. As always, strong opinions and controversy are welcome and expected!

Moderated by **Cynthia Sharp** – The Sharper Lawyer

In-House/Professional Development — The In-House SIG always has excellent ideas to share, and will offer an open discussion at our luncheon. At this luncheon, we are interested in knowing what you find the most challenging when organizing your in-house program, and then hearing from others suggestions on how to tackle these challenges! Sharing ideas and solutions is what this group is all about.

Moderated by **Donna M. Kramer** – Sullivan & Cromwell LLP, **Bernadette Lawson** – Shook, Hardy & Bacon L.L.P., and **Monica S. Moseley** – Sutherland Asbill & Brennan LLP

Law Schools — During these tough times, deans are asking administrators to do more with less and placing pressure on potential profit centers to raise revenue. Law school CLE departments are caught in the middle of this maelstrom. What can we do to protect our status and our futures? How can we best respond to our dean's requests? How can we increase quantity while maintaining quality? We will compare notes, exchange suggestions, and opine on the future of law school CLE.

Moderated by **Lawrence J. Center** – Georgetown Law Center CLE

Local & Specialty Bars — One of the highlights of an ACLEA meeting is the camaraderie and networking shared during our SIG lunch meeting. Join your colleagues for an informal and lively discussion of successes and challenges you've faced in your shop. Share your concerns and receive the benefit of your colleagues' ideas and solutions. Members are urged to send questions and topics for discussion to SIG Co-Chair, Susan Blair (susan.blair@nashvillebar.org).

Moderated by **Susan Blair** – Nashville Bar Association, and **Samantha Pringle** – Cleveland Metropolitan Bar Association

Nationals — As a national provider, is your current focus on embracing change, or is your organization re-committing to a focus on core

offerings? As long as you have a clear vision on the needs of your members and customers, you really can't go wrong. Or can you? Come prepared to discuss the #1 effort you are making to align as closely as possible with your members/customers. Whether you have a quick win you want to share, or a tough lesson you have learned, this discussion will benefit from active dialogue with your peers.

Moderated by Jill Eckert McCall – ABA-CLE, and Kevin McCormack – West LegalEdcenter

State & Provincial Bars — Is your organization maximizing its integration opportunities? Join your colleagues to identify how to best work with partners in your organization to optimize the integration of programs and professional development.

Moderated by Mindy Thomas-Fulks – Tennessee Bar Association

1:15 p.m. – 2:15 p.m.

Workshops E:

EXECUTIVE LEADERSHIP

If You Don't Think Creating a Vision is Important, Think Again!

Leading change starts with an inspiring vision. Learn a vision's key components and how to draft a compelling statement. More importantly, you'll learn how to have fun in the process and add inspiration to the vision. You'll practice "bottom line visioning," a technique you can use with your entire staff for new initiatives. In mock "visioning sessions" you'll select a few core values and align every part of a sample vision with those values – you'll be amazed at the power of this approach. Finally, you'll learn the "payoffs" of visioning – how it becomes the North Star for your strategic initiatives and your best tool for involving your governing board in strategic thinking. Whether this is your first or 10th attempt at a vision, you will leave this session eager to take on this important activity... with a smile.

Lynn P. Chard – Institute of Continuing Legal Education

PROGRAMMING

Joint Session with CLEReg – Law Practice Management

Utilizing hypothetical examples of course offerings, participants will review LPM course descriptions to identify differences and commonalities in the context of continuing legal education. Viewpoints of course sponsors and MCLE regulators will be exchanged via roundtable discussion to help deconstruct the broad subject of Law Practice Management in CLE and increase understanding.

*Alan Treleaven – Law Society of British Columbia
Shelly Sutton – Kansas CLE Commission
Peter S. Vogel – Gardere Wynne Sewell LLP
Donette Welch – South Carolina CLE Commission*

PUBLICATIONS

PDFing for CLE Professionals with Adobe Acrobat

If you have Adobe Acrobat Standard or Pro, it's likely that you're barely scratching the surface of its capabilities. Learn the power of Acrobat, including compiling PDFs from multiple documents into single PDFs or PDF Portfolios, bookmarking and linking (for easy navigation), routing PDFs for comments/feedback, setting security options, creating your own fillable PDF forms, watermarks, page numbering, erasing content with the redaction feature and using commenting/annotation.

Paul J. Unger – Affinity Consulting Group LLC

TECHNOLOGY

Social Media and Volunteer Engagement – Using Social Media to Screen, Recruit, and Recognize Volunteers

Many lawyers find participating in various law-related groups on social media to be the most satisfying tool for communicating with colleagues. Shouldn't we be using social media to motivate and showcase course planners, speakers, and authors, especially the younger ones? During this session, one of the nation's foremost experts on social media in the legal universe will lead a discussion about using social media in engaging and managing CLE volunteers. Do some homework in advance at www.lexblog.com.

In addition to learning from Kevin O'Keefe during this session, you will have the unique opportunity to meet with him in one-on-one social media consultations. Sessions will be held from 10:30 a.m. to 1:00 p.m. on Monday, and from 11:15 a.m. to 12:15 p.m. and 2:00 p.m. to 3:45 p.m. on Tuesday. Sign-up sheets for 15-minute sessions will be at the ACLEA registration desk.

Kevin O'Keefe – LexBlog, Inc.

2:20 p.m. – 3:30 p.m.

Plenary Session:

Implications of the Future of the Legal Profession

Change in the practice of law can swell CLE registration, or reduce it. Learn how to embrace change for the good of your organization. Three ACLEA veterans will analyze the morning plenary from the perspective of CLE providers and lead a discussion of how changes in the legal profession drive changes in CLE. Be prepared to consider and share practical challenges and opportunities that occur to you during the morning session.

*Moderator: Patrick A. Nester – State Bar of Texas
Sandra A. Geller – Practising Law Institute
Nancy Mulloy-Bonn – ALI-CLE*

5:00 p.m. – 9:30 p.m.

Networking Excursion:

"A Pop Culture Feast" (*Ticketed Event*)
See Special Event Schedule for details. Please meet in the lobby of The Baltimore Marriott Waterfront at 4:30 p.m. for bus transportation. Cost per person is \$79 USD and includes dinner.

TUESDAY, AUGUST 6, 2013

7:15 a.m. – 5:30 p.m.

Registration and Exhibits

8:00 a.m. – 9:30 a.m.

ACLEA Business Meeting, Breakfast and "ACLEA's Best" Awards (*Open to All ACLEA Members*)

Tuesday morning is the wrong time to sleep in... everyone knows that breakfast is the most important meal of the day (and it's included in your registration!) The Business Meeting breakfast is especially important because it's your chance to learn what is going on in YOUR association. This meeting is for all ACLEA members and is a great opportunity to get your most important questions answered while you jump-start your day with a great meal.

The "ACLEA's Best" Awards for each of the five categories (Marketing, Programming, Publications, Public Interest, and Technology) will also be awarded during this meeting.

9:30 a.m. – 10:00 a.m.

Networking Break & Exhibits

10:00 a.m. – 11:00 a.m.

Plenary Session:

Maximize the Impact of Your CLE – Utilize Your Attendee's Adult Learning Styles

Do you know the basic principles of how adults truly "learn" and how to program CLE programs guaranteed to succeed when based upon those principles? Have you discovered your own preferred learning style? Kathy Story has over 25 years experience helping bar associations, court systems, CLE regulators, law firms and individual attorneys enhance their CLE programming by discovering and utilizing the adult learning styles of lawyers. Learn about the preferred learning styles – and how to program a CLE event to reach each style. By the end of the session, you will:

1. Recognize the basic principles of David Kolb's adult learning theory
2. Learn about how "experiential learning" can transform any "talking head" CLE program
3. Compare and contrast the preferred learning styles of adult learners
4. Learn "nuts and bolts" applications of adult learning principles to CLE program planning and development.

Kathryn E. Story – Story Consulting

11:05 a.m. – 12:05 p.m.

Workshops F:

PROGRAMMING

Thriving in Times of Change: Mastering Resilience in Legal Practice

Attorney wellness is a growing concern within the profession. What can neuroscience, positive psychology, and leadership studies tell us about conditions for thriving in our professional and personal lives? Combining research from these areas, along with information on attorney personality traits, this workshop guides you through strategies and techniques to enhance resilience, success, and satisfaction in the practice of law. The information and interactive exercises presented will also benefit you and your employees, colleagues, and members.

Kathryn E. Story – Story Consulting

EXECUTIVE LEADERSHIP

Ramp Up Your Onboarding Process: Techniques to Keep New Employees from Falling Overboard

We all want a new employee to hit the ground running from day one, right?! This session will explore why that is not always a good idea or a sound business decision. You will learn why the onboarding process needs to begin during the recruitment process. Similar to planning a CLE program or producing a CLE publication, the onboarding process requires a great deal of planning, documentation, effort, and patience. Learn best practices from the corporate environment and hear what's working (and what's not!) in a CLE department within a University.

*Jill Castleman – Georgetown Law Center CLE
Scott Castleman – Cvent, Inc.*

IN-HOUSE

Building a CLE Curriculum for Clients

In today's competitive legal market, developing relationships with new clients and strengthening relationships with existing clients is crucial to the success of your organization. Offering a CLE curriculum to meet your client's needs is definitely an added bonus! How do you know what the client needs? Where do you begin? Donna Kramer will share her creative ideas and tips for designing CLE programs for your clients. The CLE professional is always looking to add value to the organization – being equipped with practical tools and ideas will ensure your success!

Donna M. Kramer – *Sullivan & Cromwell LLP*

MARKETING

Marketing Metrics: How Can CLE Professionals Measure the Success of Their Efforts?

All of us who work in CLE organizations produce two things – products and programs. Our products might include books, guidelines, checklists, sample documents, and web-based tools. Our programs might include live conferences, webcasts, webinars, teleseminars, multi-week classes, and certificate programs. In all instances, we want to know how we are doing. Most CLE professionals measure their success by assessing two figures: number of customers who purchase/register and revenue collected. However, there is much more we can be examining to determine our true Return on Investment (ROI). During this interactive session, Ron Goodstein, a marketing professor from Georgetown's McDonough School of Business who consults regularly for Fortune 100 companies, will educate you about the best marketing metrics to analyze. He will provide you not only with stimulating knowledge to help you assess your current efforts, but with practical tools you can take back to your offices to help gauge the real effectiveness of your CLE marketing.

Professor Ronald C. Goodstein – *McDonough School of Business, Georgetown University*

TECHNOLOGY / PUBLICATIONS

Introduction to Cloud Computing for CLE Professionals

If you are not already working in the "cloud," you will want to be. Sharing documents, computer files and electronically collaborating with other CLE professionals is an everyday reality. Cloud solutions make this possible. During this session, you will learn cloud 101 basics, about collaborating with planners, solutions available to CLE professionals, and how to access data from the office, home, laptop, tablet or smartphone.

Paul J. Unger – *Affinity Consulting Group LLC*

12:15 p.m. – 1:45 p.m.

One Big Networking Lunch

(Ticketed Event)

Come share your top takeaways from the Baltimore ACLEA meeting in this lively, interactive luncheon. We will discuss what you have learned at the plenary sessions and identify best practices, processes and procedures that you have picked up during the many workshops and that you plan to implement as soon as you get back to the office. Come prepared to share and to gain even greater value from this meeting! Cost per person is \$32. Please make the required reservations on your registration form.

Moderator: Sean Carter – *Lawpsided Seminars*

1:45 p.m. – 2:45 p.m.

Workshops G:

IN-HOUSE

What You Need to Know Now about MCLE: Trends and New Developments in State and Province Regulation for 2013

In-house professionals responsible for crafting programs and tracking MCLE credits for their attorneys must keep abreast of all MCLE regulations. Unfortunately, states and provinces have a tendency to change their regulations on a consistent basis. Some of these revisions make our jobs easier, while others seem to add new challenges. Regardless of the changes, we have to adjust our own processes and procedures to comply even though we may have little influence on the implementation of new provisions. In this lively interactive session, Gina Roers, "The Queen of MCLE," will provide a comprehensive update on the state of MCLE in the United States and Canada. How has technology impacted regulations? What's the latest on self-study? Have webinars produced new paradigms on the part of CLE regulators? Have annual hour requirements increased? Bring your toughest questions. If Gina cannot answer them quickly, you can be assured another ACLEA member will do so.

Gina Roers – *West Professional Development*

TECHNOLOGY

Dropbox for CLE

If you are looking for ways to leverage the "cloud," then this session is for you. Dropbox is one of the easiest and most popular ways to use and benefit from this internet-powered revolution. At this session, you will learn the basics of Dropbox, including how to get a free account, add and remove files and folders, recover prior versions and deleted files, and share files with colleagues, speakers and authors. You will also learn tips and tricks for CLE-specific Dropbox applications.

Evan A. Brown – *Colorado Bar Association*

EXECUTIVE LEADERSHIP

Introversion – Positive Contributions

Susan Cain's 2012 book, *Quiet: The Power of Introverts in a World That Can't Stop Talking*, raises an abundance of cautions and opportunities about working in the mixed company of extroverts and introverts. Since most CLE organizations are themselves mixed, and the volunteer authors and speakers we work with similarly diverse, distinct difference in work styles and communication styles routinely rise to the surface and can seriously gum up the works, or at least cause us to fall short of our best efforts. "Brainstorming," for example, a fixture of CLE planning groups – and one would think the extrovert's forte – turns out to be less effective overall at identifying novel ideas than individual assignments. Who knew? Since about a third of all American are introverts living in a generally extroverted culture, accommodations to bring out the power of both orientations should be a management goal. Two ACLEA veterans will lead a discussion about how to make it so. *Attendees will view a recording of Susan Cain – The Power of Introverts – TED Talk as the basis for our discussion.*

Linda Kruschke – *Oregon State Bar*

Gregory J. Smith – *The University of Texas School of Law*

PROGRAMMING

The Latest Techniques in Audience Response/ Polling Systems: Texting, Tweeting, and the World-Wide Web

Do you want to make your live programs interactive, but lack the budget for an expensive audience response system? At this session, you will explore a free to low cost alternative that captures audience responses in real-time through texts, Tweets, and the Web. It works for "American Idol," "The Voice," and "America's Got Talent." It can work for you, too. Bring your cell phone, laptop, or tablet and join in the fun as we put technology to the test. During this session you will learn to set up an audience survey/poll using an online platform, instruct your seminar attendees on how to participate in an online survey/poll, and maximize your audience response rate in your poll.

R. Lucas Boling – *The Missouri Bar*

2:45 p.m. – 3:00 p.m.

Networking Break & Exhibits

3:00 p.m. – 4:00 p.m.

Workshops H:

EXECUTIVE LEADERSHIP

Critical Skills for Successful CLE Professionals

As a part of ACLEA's Vision 2015, extensive research is underway to identify and reinforce the critical competencies and skills that all CLE professionals need to be successful. Your feedback is vital to help shape the recommendations that will be the foundation for building the blocks of learning for future ACLEA conferences. With all the variety of job titles and responsibilities within ACLEA, we solicit colleagues from across the spectrum of experience to participate in this interactive session. Be a part of the future.

Lawrence J. Center – *Georgetown Law Center CLE*

Carole A. Wagan – *Advanced Legal Studies - Suffolk University Law School*

PROGRAMMING

The Great Webinar Playbook: Group Therapy for our Webinar Issues

Some shops would like to offer webinars, but don't know the details about developing a webinar program and are concerned about having the resources to begin. Other shops may have created a webinar or two and are having some problems. Stuart has conducted a ton of webinars and is here to help you learn what's involved and how to do it. In the first half, you'll learn about critical webinar basics including the step-by-step process, the benefits of audio vs. video programming, available technology options, and how to train your faculty. In the second half, you'll do the talking. Bring all your questions and concerns and join the group brainstorm during which we'll find the solutions to our headaches together!

Stuart Teicher – *CLE NetShows, LLC*

PUBLICATIONS

Unconference

Join us by the water (or the bar) to discuss and share our experiences from the conference. What were your favorite sessions? What ideas will you be taking back home with you?

Lisa Smith-Crissey – *Publications SIG Co-Chair*

Michelle Windsor – *National Institute for Trial Advocacy*

In-House

A New Approach for Delivering Effective In-House CLE

Are you offering CLEs not because of topic interest but to meet MCLE requirements? Wouldn't it be fun to offer an engaging and unusual experience to your audience? Your audience might actually LIKE the CLE! The trend toward experiential, active programs for CLE credit is unmistakable. How do you prevent lawyers attending your program from becoming easily bored and distracted? Whether it's an improv class where participants practice responding to the unexpected or a program designed around a cause drawing a lot of interest, find out how to meet the needs of your audience and provide a more experiential learning environment that offers more stimulation and socialization than the typical CLE. You won't want to miss this exciting workshop – come learn how to engage your audience differently.

Mark Behrens – *Shook, Hardy & Bacon L.L.P.*
Tommy Galan – *The People's Improv Theater*

ALL TRACKS

The Future of Legal Education in the United Kingdom: The Next British Invasion?

The regulators of the three branches of the legal profession in England and Wales have completed "ground up" evidence-based research into all the stages of legal education and training. The Legal Education and Training Review (LETR) findings have relevance beyond its jurisdiction and for the various stages of legal education – both pre and post admission. This presentation on the findings from LETR will focus particularly on those aspects most relevant to an audience of CLE professionals and will be of special interest if you are interested in the transition from law school to private practice.

Dr. Vanessa Davies – *Bar Standards Board, UK*
Antony Townsend – *Solicitors Regulation Authority*
Paul F. Wood – *Legal Education Society of Alberta*

4:05 p.m. – 5:15 p.m.

Closing Plenary Session:

MOOCs: The Future of Free Worldwide CLE?

Did the title scare you? If it didn't, it should have. Massive Open Online Courses (MOOCs) are the latest trend in graduate education. With the launch of the Coursera platform by Stanford University and the creation of EdX by MIT and Harvard, educators are taking notice. MOOCs promise to provide quality education for college students, graduate students and professionals around the world. As universities jump on the MOOC bandwagon, others are asking the question: "How do you monetize MOOCs?" In some cases, MOOC students are paying to receive certificates, while others audit courses for free. In our own CLE community, Lawline is offering free CLE while charging only for those who want MCLE credits. MOOCs threaten to dislodge traditional models of higher education and continuing studies. An expert in innovative teaching and distance learning will discuss the emergence of MOOCs and how they work. You will learn about the advantages and disadvantages, the hard lessons learned so far, and the challenges that remain. You will also receive tips about how to use a MOOC in the CLE context. This session offers you opportunity to engage in an important discussion about the ramifications of MOOCs for the future of continuing legal education.

Professor Tanina Rostain – *Georgetown University Law Center*

6:30 p.m. – 10:30 p.m.

ACLEA Closing Event & Dinner on the USS Constellation (*Ticketed Event*)
See Special Events Schedule for details. Tickets for registrants are included in the registration fee. Guest Tickets are available for \$75 USD (tickets include dinner). Please make your required reservations on the registration form.

GENERAL INFORMATION

Registration

The program registration fee includes conference materials, admission to Sunday, Monday, and Tuesday sessions, the business meeting and breakfast, the Saturday welcome reception, Sunday evening reception and the Tuesday night special event. Saturday's CLE Boot Camp, the In-House add-on workshop, 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. Unless otherwise stated, all special event and tour fee payments are nonrefundable after July 12, 2013.

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 spouses/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 \$145 USD fee includes the Saturday 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, but does not include conference materials, luncheons, or optional events. 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 Baltimore Marriott Waterfront in Baltimore, Maryland. ACLEA has secured a special room rate of \$179.00 USD per night for single/double available **until July 12, 2013 or until the room block is exhausted, whichever comes first.** NOTE: ACLEA has obtained this room rate by contracting a total meeting package at the Baltimore Marriott Waterfront. 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:

Baltimore Marriott Waterfront
700 Aliceanna Street
Baltimore, Maryland 21202
Phone (800) 228-9290 (U.S. or Canada) or
+1 410-385-3000 (International)

Transportation

Getting to the Baltimore Marriott Waterfront

We recommend that you fly into Baltimore/Washington International Airport (Code BWI), which is an approximate 12-mile drive from the hotel (estimated taxi fare is \$45.00 one-way.) Other area airports include Washington Dulles International Airport (IAD) 52 miles away, and Reagan National Airport (DCA) 61 miles away. The Baltimore Metro Subway (MTA) has a stop about one mile from the hotel.

By Car


If you're planning to drive in, the Baltimore Marriott Waterfront has convenient onsite and valet parking facilities available. Onsite is \$26 USD per day, and valet is \$40 USD per day. Note: The Parking garage does not accommodate oversized vehicles. For driving directions and mass transit options visit <http://www.marriott.com/hotels/maps/travel/bwiwf-baltimore-marriott-waterfront/>.

Cancellation Policy

All special event & tour fee payments are nonrefundable after July 12, 2013. Registration refunds, less a \$50 USD processing fee, will be given to registrants who cancel by 5:00 p.m. Friday, July 12, 2013. If notice is received between July 12 and 19, 2013 at 5:00 p.m., refunds will be given less a \$150 USD processing fee. No refunds or transfers will be granted thereafter.

QUESTIONS? Contact 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: <http://www.aclea.org>**

49TH ANNUAL MEETING

AUGUST 3 – 6, 2013
BALTIMORE MARRIOTT WATERFRONT
BALTIMORE, MARYLAND



ACLEA'S 49TH ANNUAL MEETING + BALTIMORE, MARYLAND + AUGUST 3-6, 2013

Name _____
 Organization _____
 Address _____
 City/State/Province/Zip _____
 Phone (____) _____ Fax (____) _____
 E-mail _____
 Spouse/Guest _____
 Special Dietary Needs _____

Please Indicate the Sessions You Plan to Attend:

SUNDAY, AUGUST 4, 2013

- Workshops A / 1:00 pm - 2:00 pm
 Word as a Publishing Platform - What We've Learned
 What Lawyers Actually Do
 How Analysis Informs Planning: Collecting Data to Improve Programs
 Marketing Lessons from the 2012 Presidential Election

Workshops B / 2:10 pm - 3:10 pm

- How to Maximize Your Website Google Rankings
 Trends in Course Materials – Dealing with Late Papers; Moving to Digital
 Soft Skills - Series: Self-Awareness and Connecting with Others
 Leading for High Performance
 Lights, Camera, Action! (Part 1 of 2)

Workshops C / 3:45 pm - 4:45 pm

- Five Proven Strategies for Finding and Retaining Authors
 Lights, Camera, Action! (Part 2 of 2)
 Classroom Technologies: How To Use Them to Engage Your Learners
 How (and Why) to Learn from Other Continuing Education Providers
 Sharpening the Saw: How to Take Care of Ourselves So We Can Excel

MONDAY, AUGUST 5, 2013

Workshops D / 10:45 am - 11:45 am

- Everybody Left Happy. Negotiate a Successful Hotel Contract
 Get More Attendees at Your Events with Direct Marketing Best Practices
 Joint Session with CLEReg – Distance Learning
 Future of Legal Publishing- Scanning the Horizon
 Legal Project Management: The New Normal

Workshops E / 1:15 pm - 2:15 pm

- If You Don't Think Creating a Vision is Important, Think Again!
 Joint Session with CLEReg – Law Practice Management
 PDFing for CLE Professionals with Adobe Acrobat
 Social Media and Volunteer Engagement

TUESDAY, AUGUST 6, 2013

Workshops F / 11:05 am - 12:05 pm

- Thriving in Times of Change: Mastering Resilience in Legal Practice
 Ramp Up Your Onboarding Process: Techniques to Keep New Employees
 Building a CLE Curriculum for Clients
 Marketing Metrics: How CLE Professionals Measure Success
 Introduction to Cloud Computing for CLE Professionals

Workshops G / 1:45 pm - 2:45 pm

- What You Need to Know Now about MCLE: Trends & New Developments
 Dropbox for CLE
 Introversion - Positive Contributions
 The Latest Techniques in Audience Response/Polling Systems

Workshops H / 3:00 pm - 4:00 pm

- Critical Skills for Successful CLE Professionals
 The Great Webinar Playbook: Group Therapy for our Webinar Issues
 Publications Unconference
 A New Approach for Delivering Effective In-House CLE
 The Future of Legal Education in the U.K.: The Next British Invasion?

HOTEL
 Hotel reservation deadline is July 12, 2013. Refer to brochure for details.

I will be staying at the Baltimore Marriott Waterfront

REGISTRATION on or before July 12, 2013:

- Member Registration \$645 Non-Member Registration \$845
 Spouse/Guest Registration \$145

REGISTRATION after July 12, 2013:

- Member Registration \$695 Non-Member Registration \$895
 Spouse/Guest Registration \$195

JOIN ACLEA now & pay the member fee to attend this meeting:

Please submit a separate Membership Application.

- \$245 (\$195 if you are an additional member from a member organization;
 \$65 for Associate Membership - Subject to Approval)

CONFERENCE MATERIALS - I would like:

- USB Version or Printed Version (Choose one. Included in above registration fee.)
 Both USB & Printed Versions \$50 (In addition to above registration fee.)

Total for Registration Fee \$

OPTIONAL EDUCATIONAL PROGRAMS (Pre-Registration Required)

SATURDAY, AUGUST 3, 2013

ACLEA CLE Boot Camp - Members \$145 Non-Members \$195

Add-On In-House Workshop - Members \$145 Non-Members \$195

Total for Optional Educational Programs \$

SPECIAL INTEREST GROUP LUNCHEONS (Pre-Registration Required)

SUNDAY, AUGUST 4 / 11:30 am - 1:00 pm (Open to All Registrants) \$30

- Executive Leadership Marketing
 Programming Publications Technology

MONDAY, AUGUST 5 / 11:45 am - 1:15 pm (*Open to SIG Members ONLY) \$31

- Entrepreneurs* In-House* Law Schools*
 Local & Specialty Bars* Nationals* State & Provincial Bars*

TUESDAY, AUGUST 6 / 12:15 pm - 1:45 pm (Open to All Registrants)

- One Big Networking Lunch (Pre-Registration Required) \$32

Total for Luncheons \$

OPTIONAL TOURS/EVENTS (Pre-Registration Required)

SATURDAY, AUGUST 3, 2013

- The "Get to Know Baltimore" Tour \$33 x _____ (no. of tickets)

MONDAY, AUGUST 5, 2013

- Networking Excursion: Pop Culture Feast \$79 x _____ (no. of tickets)

Tickets for the Sunday night reception and Tuesday night event are included in your registration fee. However, please check below to R.S.V.P. for your tickets and indicate if you want to purchase additional tickets for your guest(s). Please note any special dietary requirements at the top of this form.

- Sunday Night Reception for Registrant \$00
 Sunday Night Reception Guest Tickets \$30 x _____ (no. of tickets)
 Tuesday Night Dinner for Registrant \$00
 Tuesday Night Dinner Guest Tickets \$75 x _____ (no. of tickets)

Total for Optional Tours/Events \$

TOTAL PAYMENT ENCLOSED (all amounts listed in USD).... \$

I cannot attend the program; please forward the conference materials.

- Member Price \$345 Non-Member Price \$495
 USB Version Printed Version Both Versions (add \$50)

PAYMENT METHOD: Check enclosed payable to ACLEA or charge my:

- Visa MasterCard AmEx

Credit Card # _____

3 or 4 Digit Security Code _____ Exp. Date _____

Signature _____

Name on Card (Print) _____

Billing Address (street/city/state/zip) _____

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