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President's Column

By Donita Douglas



Donita Douglas is President of ACLEA and the Vice President of Professional Services for InReach, Austin, Texas.

The Top Ten Reasons to be an ACLEA President

If you aren't already, you should become involved in ACLEA—volunteer and work in ACLEA leadership positions. Everyone

knows the value of being an ACLEA member and attending meetings, but you can learn as much or more by working as a leader of the organization. While it is great to volunteer because it is good for ACLEA, I'm here to tell you "Be selfish." Do it because you will learn and grow professionally. When it is all said and done, you'll be better at what you do within your organization because of experience gained through being an ACLEA leader.

Plus, being an ACLEA leader is fun from start to finish. I know I'll have significant withdrawal pains when I step down as president in July. So here are my top ten "fun" reasons to be an ACLEA President:

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President's Column

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10. You can scare your friends because they are concerned about what you “might” say while at the meeting podium. And then you can go ahead and say it.

9. You can schedule executive committee meetings in your hometown, and officers and committee members will have to politely tell you, with enthusiasm, “I had no idea there was a national banjo museum.”

8. You usually get a really fine hotel room at the meetings. Fun while you're there, but depressing when you return to your run-down, fraternity house of a home.

7. You have the opportunity to become extremely close to those with whom you serve and know things about them that few others know. Hints: Whataburger, bacon, wrong restroom, dead lizards, I like my men big and dumb, and the suggested ACLEA initiative, “Share a room with *****.” Yes, I'll provide detail—for drinks.

6. Remember when your children were young, and you couldn't go to the restroom in peace? As president at an ACLEA meeting it is much the same! While you are doing your business, someone wants to complain about badge ribbons. (Just what are those people compensating for?)

5. You have the opportunity to write columns like this and PROVE that you are actually funnier than Sean Carter and Stuart Teicher—combined.

4. Past presidents call you and offer unsolicited advice.

3. Other past presidents call you and ask if other past presidents have offered you unsolicited advice. Then they tell you to ignore the advice.

2. You get kissed and thanked a lot.

And the number one reason to be an ACLEA President: It is an opportunity to give back to a group of people that keep adding to your fun—professionally and personally.

*Thanks for all and with much love,
Donita*

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Why Do They Speak?

By Diane Appel Rotmil, Esq. *Director of Product Development, New Jersey Institute for Continuing Legal Education, a division of the New Jersey State Bar Association*

Have you ever noticed that some programs seem more “hands on” than others? Knowing how to deal with different personalities and perhaps understanding the reasons why people become CLE speakers may be directly related to the level of participation you might expect.

The vast majority of the CLE speakers I work with are volunteers. They are practitioners with extremely busy schedules who still find time for CLE. What motivates them to speak? Over the years I have learned that understanding a speaker’s motivation for speaking is a helpful guide for program development efforts, whether for an oral presentation, submission of written materials, or participation in scheduled meetings and conference calls during program development.

So, Why Do They Speak?

Volunteer speakers can probably be placed in one of four categories:

- Pedagogical speakers – those who are teachers by nature, former teachers now practitioners, and those who are professors or adjunct professors at local law schools
- Image-conscious speakers – those who wish to be perceived as an expert in a specific area of law
- Community-service driven speakers – those who are simply supportive of your CLE mission
- Practical speakersthose seeking to meet MCLE requirements more quickly (in mandatory MCLE jurisdictions where speakers receive multiple MCLE credits for speaking)

Yes, there are different reasons why people volunteer and support your organization. Regardless of the driving force, the bottom line remains the same—

Recognize that your relationship with each speaker will be different. Be thankful that so many attorneys find a value in CLE and support your effort.

Embrace them all!

Get to Know Your ACLEA Executive!

Stuart Teicher, *Teicher Professional Growth, LLC*

Once again we bring you insight into the life and volunteer career of one of ACLEA's Executive Committee members. Today we visit with Stuart Teicher, Director at Large, who serves as the Lead Educator at Teicher Professional Growth, LLC.



1. What is your current position in your organization?

I am the Lead Educator (ok, I'm the ONLY educator) at Teicher Professional Growth, LLC, where I teach ethics and writing courses. I call myself the "CLE Performer" because I know that we need to get critical content, but wouldn't it be a novel idea if we could actually stay awake in the process? To achieve that I combine my cheesy sense of humor with my background as an educator to create amusing, but substantive, seminars for lawyers.

2. What did you do in your pre-CLE life and what brought you to the CLE world?

I was a rodeo clown. Not really—heck, if I had a cool job like that I probably would have stayed. The truth is I practiced law for a really long time. For most of my career I was in-house counsel for my family's real estate business, and if anyone has ever worked in a family run business, you'd know THAT'S what brought me to the CLE world.

3. How long have you been a member of ACLEA?

I think I've been a member for about 6 years. Seriously, you can't ask me to remember things like that. I don't even remember my kids' ages, forget my ACLEA age.

4. What do you remember from your first ACLEA meeting?

I remember wandering the exhibit hall and meeting the dashing and hysterical Sean Carter. We struck up an immediate friendship, which I now realize was a direct result of my having told him that he was dashing and hysterical (that's pretty much all it takes with Sean, just stroke his ego a little and you're good). Plus, I remember that the meeting was in New Mexico. Listen—I'm from Jersey...we don't have deserts and coyotes. I was scared and that's the truth. Ask Dawn Ofner from LESA—she still makes fun of me for it.

5. What has surprised you most about being a member of ACLEA?

I've been involved in many trade organizations in my career, but never have I experienced a group of professionals who were so genuinely eager to help one another. Plus, people in this organization really like each other. That's a big deal.

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Get to Know Your ACLEA Executive!

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6. What other leadership positions within ACLEA did you hold before joining the Executive Committee and what did you learn from them?

I was a co-chair of the Exhibitor's Committee and I learned a lot about our exhibitors. For example, Carole Levitt and Mark Rosch really ARE tech wizards (I think they wear capes under those tour shirts); Cindy Sharp is a bona fide "Jersey Girl"; and that you shouldn't have a booth next to the people from Peach New Media (their people are too good looking and it gets discouraging standing next to them for too long).

I also chaired a few Entrepreneurs SIG meetings (though I'm not sure if I was a formal committee head or just roped in to stepping in several times). There I learned that you had BETTER make sure you have enough meals ordered for the SIG luncheons. Trust me, you won't like Roy Ginsburg when he's hungry.

7. What motivated you to become a member of ACLEA's Executive Committee?

Donita threatened me. I didn't want to reveal that, but I just can't hold it in any longer. She cornered me at a plenary and told me that if I didn't run for the EC she'd tell everyone about my secret obsession with the singing group One Direction.

8. What would you tell someone who is thinking about running for a position on the ACLEA Executive Committee?

Do it. It's the best way to get to know people in this organization. Plus, it's rewarding—people in the ACLEA community genuinely care about getting better and that makes your effort feel worthwhile.

9. What do you think is the most important issue facing CLE organizations today?

The biggest issue is struggling to stay relevant. It's no secret that it's hard to remain competitive in this day and age. The CLE organization that can continue to differentiate itself from its competition will continue to thrive.

10. What do you think will change about CLE in the next five years?

No kidding around, I have a controversial opinion. My answer is, "not much." I genuinely don't think there will be many huge changes in CLE in the next five years. I think there will be refinements, that's for sure, but my gut tells me that many organizations are in the midst of implementing some long term strategic plans. We'll see a lot of tinkering with things, but I think the next five years won't see anything earth shattering (famous last words, right?).

11. If you weren't involved in CLE, what do you think you would be doing instead?

Rodeo clown. I mentioned it above as a joke, but now that I really think about it, that would be cool. Seriously, I would be teaching somehow. I tell people that I was a pretty good lawyer, but I'm a much

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Get to Know Your ACLEA Executive!

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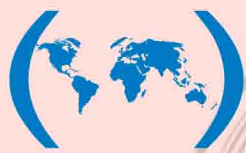
better teacher. I honestly love to teach...anything. I would find a way to teach something relevant.

12. What do you like to do when you aren't working?

Hide from my children. It's not something I like to do; it's something I NEED to do. Actually, I'm a big racing fan. My wife teases me—she says if something goes fast and turns left, I'll watch it.

13. Tell us one thing that the ACLEA membership should definitely know about you (other than the fact that you are now a PUBLISHED AUTHOR)? CONGRATULATIONS!

I'm very proud to announce that Thomson Reuters just published my first book: *Navigating the Ethical Issues of Social Media and Technology*. (Editors' Note: Readers can [purchase a copy here](#). Stuart was too shy to plug that himself.)



ACLEA



BACK TO THE FUTURE: CELEBRATING 50 YEARS OF CLE



ACLEA 50th Annual Meeting
August 2 – 5, 2014
Westin Copley Place
Boston, MA

Come to ACLEA in historic Boston in August because we're celebrating 50 years of CLE and ACLEA! The Planning Committee is hard at work finalizing the agenda! Here is a taste of what is being planned:

Great Plenary Sessions

- **Volunteer Management:** The Life Blood of CLE (how do big organizations, like the Red Cross, manage their volunteers?) – a moderated discussion with some “how to” solutions in dealing with your volunteers.
- **Another visit with the Future of Legal Education and How it Applies to us in the CLE world.** – Hear from members of the ABA Task Force discuss their draft report and recommendations just released in September and what it may mean for us in CLE.

We'll also have a special presentation from the 50th Anniversary Celebration Committee AND...as always, about 27 workshops addressing topics in technology, marketing, leadership, management, publications and programming. Ahhhh, the decisions, the decisions.

NEW THIS YEAR!

In response to your requests for more “networking time” – we have worked in a few extra breaks so you can meet up with others and not miss any of the great programming.

We are also planning an advanced workshop AND a workshop for In-house folks for Saturday.

**MARK YOUR
CALENDARS
TODAY!**

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As of June 25, 2014

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Contact: Paul J. Unger, Esq.

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Casemaker offers federated search of case law codes, statutes, and CLE articles hyper linked and integrated including presentation and management of video online streaming webcasts with linked materials.

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Austin, TX 78765
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I offer two full-day continuing legal education seminars on contract drafting: How to Draft a Contract, and Secrets of Bulletproof Contract Drafting. I teach highly practical techniques that develop core competencies to improve experienced lawyers' drafting skills and enable beginning lawyers to draft with confidence. My seminars feature workbooks filled with dozens of “real” examples, exercises, and case studies designed to reinforce learning. I've worked with many ACLEA members.

Empowerment Publications

Bradenton, FL 34209
Phone: 941-725-0708
Contact: Robert LeVine
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Navigating The Uniform Commercial Code is a one day, comprehensive course covering the whole Uniform Commercial Code. The presentation focuses on the substantive meaning of the text of the UCC and how to strategically utilize the text of the Code in drafting, litigation, and general compliance. In the past four months, the presentation has been made for the Oklahoma State Bar Association; the Illinois State Bar Association, and the Oregon State Bar Association. A copy of The Uniform Commercial Code Made Easy is presented to attendees.

Fastcase, Inc.

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Since 1999, Carole Levitt, Esq. and Mark Rosch, principals of Internet for Lawyers (IFL), have partnered with bar associations to conduct all-day seminars (and shorter seminars at the bars' Annual Meetings and Solo & Small Firm conferences) to teach lawyers how to become Cybersleuths by using free and low-cost investigative Internet resources (from Google and Facebook to public records and more). Every attendee receives a copy of their book, *The Cybersleuth's Guide to the Internet*. IFL's turn-key CLE seminars are always evaluated by lawyers as the most useful and entertaining seminar they've ever attended. Carole and Mark have co-authored six best-selling books for the ABA: *The Lawyer's Guide to Fact Finding on the Internet* (2 editions); *Find Info Like a Pro: Mining the Internet's Publicly Available Resources for Investigative Research*, vol. 1; *Find Info Like a Pro: Mining the Internet's Public Records for Investigative Research*, vol. 2; *Google for Lawyers*; and *Google Gmail and Calendar in One Hour for Lawyers*.

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Charlotte, NC 28247
Phone: 704-962-8023
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Save the Date!

ACLEA 51st Mid-Year Meeting
January 31 - February 3, 2015
San Diego, MA

Employee Engagement – Lessons from the Mouse House!

A Book Review

By Ruta Stropus, Director of Attorney Recruitment and Professional Development for Illinois Attorney General's Office



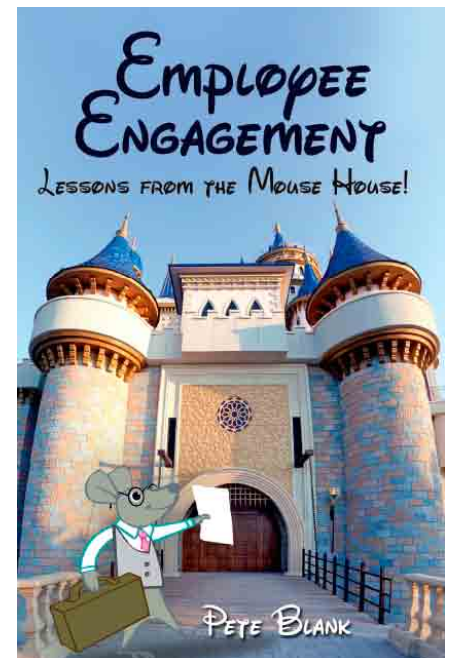
Those of us responsible for planning, organizing, and executing employee training often find ourselves justifying the costs of such programs and arguing in their favor. We have used economic reasons (return on investment), employee recruiting and retention justifications (good employees want to grow and develop), and a host of other arguments (including providing our attorneys with continuing legal education opportunities). Now there is another benefit of our work—employee engagement!

While employee engagement has become somewhat of a trend in human resource and recruitment circles, it can also serve as a powerful rationale for developing a robust professional development program. In his book *Employee Engagement—Lessons from the Mouse House!* author Peter Blank leverages his 13 years at the Walt Disney World Resorts to explain how to best assist any organization with employee motivation and engagement. Although the book is brief (114 pages) and succinct, it provides several insights into why training can help build a more involved and committed workforce. Here are just two of the mouse-house lessons I learned from this book:

1. Create an employee resource center. Let the employees have a say in its purpose, which can be varied. Depending on resources, a center can be used for e-learning activities, computer training, and discussions about good leadership practices. Emphasize education. It is important for management to convey the idea: we care about you, and we want you to succeed, gain knowledge, and become a better employee.

2. Provide consistent, ongoing leadership, customer service, and professional development training. Develop a relationship with managers who will be reluctant to let employees attend because it means managers have to adjust schedules, change workflow, or cover shifts. Talk to managers who are skeptical about in-house training opportunities and get their input—do managers actually see a change in employee behavior because of training? If not, it is time to evaluate the content, delivery, and goals of training. Neither managers nor employees will see the value of training if they do not learn something, have fun, and apply it in their daily work.

The book goes on to address issues of employee motivation, leadership, and employee recognition, complete with quick checklists and grand lessons. Nothing Mickey Mouse about it!!!



Where Are They Now?

By Amy Plent, North Carolina Bar Association Foundation

Ray Rupert

In the Loop catches up with longtime ACLEA member and past president, Ray Rupert, on life after CLE.

Q: So Ray, it's been almost two years now since you retired from your position as CLE Director at the North Carolina Bar Association Foundation, and a little more than two years since your last ACLEA meeting. What have you been up to?

A: A LOT!! My wife, Kathy, and I have been fortunate to do some travelling, including an overseas trip to Israel and Jordan. Among other things, we've done some sailing, some volunteer work, and spent time with our grandchildren. Both of us are trying to figure out how we ever had time to work! We took an absolutely delightful trip through the Canadian Rockies—stunning scenery. We've also managed to fit in trips to Maryland and Florida, Arizona and Texas, and even white water rafting in West Virginia with our son. I'm ready to come back to work just to get a rest. I don't understand how people can be bored in retirement.



Q: What's your next big project? Do you have any trips or events you're looking forward to?

Our next big project is preparing for a 10-day cruise on our sailboat the Lady K in May. Our trip will cover approximately 375 miles and will take us to several waterfront towns in Eastern North Carolina. Another upcoming event I'm looking forward to is my 50th High School Reunion in New Jersey this fall. I'm on the planning committee for that and it already promises to be a lot of fun.

Q: What do you miss most about ACLEA?

That's easy—the people. Through ACLEA, I met some great CLE professionals who helped me grow both professionally and personally and became lifetime friends. As a matter of fact several of the trips Kathy and I have taken since retiring have been to attend events honoring ACLEA friends of ours.

Q: How has ACLEA changed since you first got involved?

I think the biggest difference is the increased diversity of its membership. "Back in the day" ACLEA's membership consisted mainly of traditional CLE providers—state, provincial, and local bars; law firms; CLE publishers; and national and for-profit CLE providers. My impression is that ACLEA's membership today is a much greater mixture of those involved in the business of CLE. Just a look at sponsors and exhibitors at any ACLEA meeting show just how wide the scope of our membership is today.

Q: What would you say is the biggest difference between CLE now and when you started in the business?

The biggest change in CLE between now and when I started is the significant use and reliance on

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Where Are They Now?

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technology. Online CLE was just beginning back in the 1990s. Today it is so commonplace that it is taken for granted. Online CLE forced us to rethink what constitutes a good program, change our business models, and learn how to survive in a highly competitive marketplace.

Q: Any predictions on the next big game changer that will force us to rethink everything?

A: I think at this point it is less about what game changing developments will cause CLE to change, and more about the kinds of changes the regulators will be able to permit. Just as the law has not been in a position to keep up with the pace of technology, CLE regulations in most jurisdictions still speak in terms of an earlier era. That's not a criticism

of the regulators, just a reflection of how fast things are moving now. I know I would struggle with this if I were a CLE regulator—the law of unintended consequences would really worry me when it comes to dealing with new technology.

Q: What's your fondest ACLEA memory?

If I had to pick one, I guess it would be witnessing the CLE Summit become a reality. The work that ACLEA members put into making that event happen was simply extraordinary. Whether or not the Summit will have any long term impact on legal education may still remain to be seen but, one thing is certain, ACLEA put its mark on the wall as a player in legal education by taking the lead in bringing the concept of a CLE Summit to a successful execution.

Q: If you had one piece of advice to give to a new ACLEA member, what would it be?

Get involved! For me, ACLEA was really very therapeutic. I would go to these meetings and realize that the problems I was facing in my business were not unique. The more that you put into ACLEA, the more you will get out of it. The wealth of professional knowledge is virtually unlimited. The people involved with the organization are incredible. Knowledge and friendship are yours for the taking. Don't hesitate to participate!

Member Moment

Jill Eckert McCall, *American Bar Association*

PROFESSIONALLY

Current Job: Director, Center for Professional Development

A Recent Professional Victory: Adjusting our name from the ABA Center for CLE to the ABA Center for Professional Development. We made the change to better showcase that our department is here to help the organization produce content that will help lawyers become better lawyers regardless of whether each program segment will be accredited.



Your Latest Challenge: Our team is focused on raising awareness of the ABA's CLE subscription program, the ABA Value Pass (www.americanbar.org/cle/valuepass.html). We've talked about creating this option for almost a decade and thanks to recent association-wide technology innovations we plan to launch this opportunity by the end of the calendar year!

In My Pre-CLE Life, I Was: Also at the ABA! Recent roles like director and interim director of Young Lawyers Division and Law Practice Management have led me to my current leadership position, but I have also served in more direct capacities like program producer, entity liaison, and legal career counselor.

What Brought Me to CLE: My entire career revolves around helping lawyers become better lawyers. What better way to do that than to focus on activities like CLE!

TECHNOLOGICALLY SPEAKING

I Never Leave Home Without: My BlackBerry

My Favorite Software: LinkedIn

On My Wish List: An iPhone

Must-See Website(s): abacle.org

PERSONALLY

Recent Good Read: *Breaking Dawn*, by Stephanie Meyer

Favorite Pastime: Looking for a "Candy Crush" replacement!

Date(s) I Never Miss: Ones with my kids

My Dream Vacation: I'd love to go on a safari one day. For now, sitting by a pool in a warm climate works!

Words I Live By: "Live as if you were to die tomorrow. Learn as if you were to live forever." Mahatma Gandhi