

ACLEA 51st Mid-Year Meeting



San Diego, CA
January 31 - February 3, 2015

Successfully Riding
the Waves of Change

Hyatt Regency, Mission Bay Spa & Marina

Association for Continuing Legal Education
1000 Westgate Dr., Suite 252
St. Paul, MN 55114
p. 651.366.6082 | f. 651.290.2266
www.aclea.org

ACLEA 51st Mid-Year Meeting

San Diego, CA | January 31 - February 3, 2015

Conference at a Glance

Saturday, January 31

7:30 a.m. - 5:00 p.m.

Registration Open

9:00 a.m. - 2:00 p.m.

Old Town Trolley Tour of San Diego (*ticketed*)

8:00 a.m. - 3:30 p.m.

New Member Orientation and CLE Boot Camp (*ticketed*)

1:00 p.m. - 4:00 p.m.

Add-On Pre-Conference Workshop (*ticketed*)
Disruptive Play: Building Relevant Competencies by Engaging Learners Persistently

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

SIG and Committee Chair Leadership Workshop
(*by invitation only*)

6:15 p.m. - 7:30 p.m.

Welcome Reception in Exhibit Hall (*open to attendees*)

7:30 p.m.

First Time Attendees' Dinner (*by invitation*)
Past President's Dinner (*by invitation*)

Sunday, February 1

7:00 a.m. - 8:00 a.m.

Healthy Fitness Options

- Zumba
- Walking
- Running
- Biking

8:00 a.m. - 5:00 p.m.

Registration Open

8:30 a.m. - 9:30 a.m.

SIG Walk or Talk

- Executive Leadership
- State & Provincial Bars (*must be a SIG member*)

8:30 a.m. - 10:00 a.m.

Networking Breakfast in Exhibit Hall

9:45 a.m. - 10:00 a.m.

Opening Announcements and President's Welcome

10:00 a.m. - 11:00 a.m.

Opening Plenary — Disrupting Continuing Legal Education: Tools, Strategies, and Frameworks to Engage Learners Persistently

11:15 a.m. - 12:15 p.m.

WORKSHOPS A

- Play as Disruption: Engaging Learners Through Serious Play

■ Curation, Convergence and Other Choices for the Online CLE World: From Planning to Delivering to Repurposing Information

- Hotel Business Model of Today
- Training the Trainer to Teach Online

12:30 p.m. - 2:00 p.m.

Functional SIG Lunches (*ticketed*)

- Executive Leadership
- Marketing
- Nationals
- Programming
- Publications
- Technology

2:15 p.m. - 3:15 p.m.

WORKSHOPS B

- Incubators, Clinic Programs, and CLE
- Design Models and Patterns for Creating Better eLearning
- The Benefits of Project Management Methodology in Your Work Environment
- Staying Afloat or Riding the Wave? How to Keep Your Customers Up-to-date in a Digital World

3:15 p.m. - 3:45 p.m.

Exhibit Hall Break

3:45 p.m. - 4:45 p.m.

WORKSHOPS C

- The ACLEA Past President's Book Club
- Six Secrets to Fostering a Culture of Creativity in Your CLE Workplace
- The Nuts and Bolts of Marketing Plans
- Success Stories in Repurposing Book Content

5:00 p.m. - 6:00 p.m.

International SIG Meeting (*open to attendees*)

6:00 p.m. - 9:00 p.m.

ACLEA Networking Event: ACLEA Gives Back with U-Build-It-Bikes-for-Kids (*ticketed*)

Monday, February 2

7:00 a.m. - 8:00 a.m.

Healthy Fitness Options

- Yoga
- Walking
- Running
- Biking

8:00 a.m. - 9:00 a.m.

Committee Walk or Talk (*open to attendees*)

- Exhibitor and Sponsor Committee
- MCLE Committee Meeting
- Membership Committee
- Public Interest Committee Meeting

8:00 a.m. - 3:30 p.m.

Member Services/Registration Desk Open

8:30 a.m. - 9:30 a.m.

Chicago and Savannah Planning Committee Meetings

9:00 a.m. - 9:45 a.m.

Networking Breakfast in Exhibit Hall

9:30 a.m. - 9:45 a.m.

Morning Announcements, ACLEA Website Update

9:45 a.m. - 10:45 a.m.

Plenary — An Entrepreneurial Approach to Selling CLE Programs

11:00 a.m. - 12:00 p.m.

WORKSHOPS D

- Ready to Innovate? Start with “Discovery”
- Google’s Inspiring Innovations
- Social Media Customer Prospecting and Engagement Strategies, Case Studies, and Examples
- In-House, State and Programs “Co-opetition”: How CLE Providers Can Build Cooperative Partnerships with In-House/Professional Development Offices
- Where Will CLE Be in Ten Years?

12:15 p.m. - 1:45 p.m.

Organizational SIG Lunches (*ticketed — attendance for respective organizational SIG members only*)

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

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

Plenary — The Overachiever’s Guide to Becoming Unstuck

3:00 p.m. - 3:30 p.m.

Networking Break in Exhibit Hall

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

WORKSHOPS E

- Should We Be Putting CLE to the Test?
- Flipping the Frown: Making Customers Happy
- LinkedIn is for [CLE] Lovers
- Creating an Engaging CSR Blueprint

6:00 p.m. - 9:30 p.m.

ACLEA Mid-Year Evening Event — The USS Midway Museum

Tuesday, February 3

8:00 a.m. - 5:00 p.m.

Member Services/Registration Desk Open

8:00 a.m. - 9:15 a.m.

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

9:15 a.m. - 9:45 a.m.

Networking Break in Exhibit Hall

9:45 a.m. - 10:45 a.m.

Plenary — Innovative and Collaborative Ways for Law Schools, Lawyers, and CLE to Train the Next Generation

10:00 a.m. - 10:45 a.m.

Exhibitor Wrap-up (*exhibitors only*)

11:00 a.m. - 12:00 p.m.

WORKSHOPS F

- Training the New Generation — The CLE Version
- To Tweet or Not to Tweet: How to Make Twitter Work for You
- A Roadmap for Enhancing Search and Content Discoverability
- Unconferencing Unpacked: How to Run an Unconference

12:15 p.m. - 1:15 p.m.

Networking Lunch — ACLEA Food Street — A Food Truck Extravaganza (*ticketed*)

1:30 p.m. - 5:30 p.m.

Plenary — The Ultimate ACLEA Unconference: San Diego and Beyond

1:30 p.m. - 5:30 p.m.

Add-On Workshop — Maximum Value, Optimal Pricing: How to Price Your CLE Programs and Products for Success (*ticketed*)

Special Thanks to our San Diego Planning Committee!

- Raymond Lee, Chair, CLE Society of British Columbia
- Dawn Ofner, Co-chair, Legal Education Society of Alberta
- Julene Franki, Franki Wilkes LLP
- Jeff Kirkey, ICLE
- Karen Lee, Oregon State Bar
- Daniel McCarroll, KCMBBA UMKC CLE
- Amy Plent, North Carolina Bar Association Foundation
- Linda Russell, CEB
- Alexandra Wong, Law Society of Upper Canada

ACLEA 51st Mid-Year Meeting

San Diego, CA | January 31 - February 3, 2015

Conference Schedule

Saturday, January 31

7:30 a.m. - 5:00 p.m.

Registration Open

9:00 a.m. - 2:00 p.m.

Old Town Trolley Tour of San Diego (ticketed)

See full description on page 10.

1:00 p.m. - 4:00 p.m.

Add-On Workshop (ticketed)

Disruptive Play: Building Relevant Competencies by Engaging Learners Persistently

Patrick Pennefather, PhD Candidate, Simon Fraser University

A fast-paced, jam-packed “playshop” with much “do” and little talk. The goal is to provide strategies and practical tools that complement existing curriculum both in-class and remotely. The emphasis is on building competencies like self-reliance, problem-solving, deep listening, thinking fast on one’s feet, reaction time, rapid knowledge retrieval, and the visual mapping/organization of problems.

8:00 a.m. - 3:30 p.m.

New Member Orientation and CLE Boot Camp (ticketed)

BOOT CAMP AGENDA

8:00 a.m.

Breakfast and ACLEA Executive Committee Introductions

8:15 a.m. - 8:30 a.m.

Welcome

Jeff Kirkey, ICLE

8:30 a.m. - 9:15 a.m.

Programming Best Practices

Barron Henley, Affinity Consulting Group

Determine how to balance the unique qualities of your CLE programming with the common best practices of others.

9:15 a.m. - 9:45 a.m.

What’s a Credit and Why Should You Care?

Gina Roers-Liemandt, Thompson Reuters

Gain an understanding of the MCLE application and recording process even if you don’t work directly with accrediting agencies.

9:45 a.m. - 10:15 a.m.

Top Ten Tips for Working with Speakers

Mindy Thomas Fulks, Tennessee Bar Association

Learn ten helpful tips on how to work with speakers, including best practices, pitfalls to avoid, and how to keep a good relationship with your volunteers.

10:15 a.m. - 10:30 a.m. Break

10:30 a.m. - 11:15 a.m.

Negotiation Strategies for CLE Professionals

Marty Latz, Latz Negotiations Institute

Gain insight into proven strategies that will help you develop and refine your negotiation skills to achieve success with your programming and publications goals.

11:15 a.m. - 12:00 p.m.

Technology and CLE

Peter Berge, Minnesota CLE

Lucas Boling, The Missouri Bar

Learn how to maximize technology in your daily operations, programming, marketing, and website presence.

12:00 p.m. - 1:00 p.m.

Lunch (included for Boot Camp attendees)

1:00 p.m. - 1:30 p.m.

Technology and Publications - So Much Information and So Many Choices!

Kristin Huotari, Wisconsin Bar

Discover the latest trends in online publication delivery and some key pointers that you’ll need if you’re joining an existing publications department or starting to publish online.

1:30 p.m. - 2:15 p.m.

CLE Marketing

Josh Getman, MCLE New England

Review the fundamentals of marketing your programs and products and discuss branding your organization with a benefits-driven approach to selling CLE.

2:15 p.m. - 2:30 p.m. Break

2:30 p.m. - 3:15 p.m.

Roundtable Discussions

■ Publications

Kristin Huotari, Wisconsin Bar

Discover ways to produce, edit, market, and work with vendors to publish CLE materials even if you don’t have a publications department.

■ Hot topics

Jeff Kirkey, ICLE

Exchange ideas, problems, frustrations and solutions on the latest topics in moderated format.

■ In-House/Professional Development

Stephanie Ball, Brownstein Hyatt Farber Schreck

Betsy Hulst, Jones Day

Gain an understanding of main challenges unique to in-house CLE, including how to work with external CLE providers.

■ Technology

Peter Berge, Minnesota CLE

Lucas Boling, The Missouri Bar

Join a question and answer discussion addressing challenges and ideas on the latest technology issues.

3:15 p.m. - 3:30 p.m.

The Voices of Experience (Boot Camp Speakers)

3:30 p.m. Adjourn

End of Boot Camp Agenda

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

SIG and Committee Chair Leadership Workshop
(by invitation only)

6:15 p.m. - 7:30 p.m.

Welcome Reception in Exhibit Hall (open to attendees)

7:30 p.m.

First Time Attendees' Dinner (by invitation)

See full description on page 10.

Past President's Dinner (by invitation)

Sunday, February 1

7:00 a.m. - 8:00 a.m.

Healthy Fitness Options

Rise and shine! Join your ACLEA friends for some exercise, networking, and fun with one of four healthy fitness options. No additional charge.

- **Zumba** — Pam Wilson, State Bar of California
- **Walking** — Dawn Ofner, Legal Education Society of Alberta
- **Running** — Dave Will, Peach New Media
- **Biking** — Jeff Kirkey, ICLE

8:00 a.m. - 5:00 p.m.

Registration Open

8:30 a.m. - 9:30 a.m.

SIG Walk or Talk

- **Executive Leadership**
- **State & Provincial Bars** (must be a SIG member)
State Updates and Trends on Programming and Pricing

8:30 a.m. - 10:00 a.m.

Networking Breakfast in Exhibit Hall

9:45 a.m. - 10:00 a.m.

Opening Announcements and President's Welcome

10:00 a.m. - 11:00 a.m.

Opening Plenary — Disrupting Continuing Legal Education: Tools, Strategies, and Frameworks to Engage Learners Persistently

Patrick Pennefather, PhD Candidate, Simon Fraser University

With the explosion of self-directed learning that technology now affords, 21st century learners are challenging traditional knowledge pipelines by disrupting typical motivational and lecture-based plenaries. How can we as educators keep up, let alone compete? See how to interweave practical tools and strategies for CLE that leverage both physical and virtual environments to engage learners. Explore what it takes to pull learners back from the brink of boredom by using an adaptive learning framework.

11:15 a.m. - 12:15 p.m.

WORKSHOPS A

■ **Play as Disruption: Engaging Learners Through Serious Play**

Patrick Pennefather, PhD Candidate, Simon Fraser University

As an extension to the plenary, this workshop will focus on more personalized hands-on techniques and gamified activities that aim to engage learners and increase the fun factor of learning not-so-fun things. Participants will learn through play, team problem solving, building impossible structures with others, and re-visiting the building blocks of learner engagement. Exit this workshop with the beginnings of a visual strategic plan for how to teach the 21st century learner.

■ **Curation, Convergence and Other Choices for the Online CLE World: From Planning to Delivering to Repurposing Information**

Julene Franki, Franki Wilkes, LLC

Linda Russell, CEB

New laws have traditionally generated new CLE books or programs. But today's technology has changed that. How do we select and repurpose existing content for online delivery within different formats? Or, should we plan for selected content that can be combined as needed? Gain from the perspectives of a CLE CEO and program planner, publications planner, and ultimate user. Get a glimpse of the challenges, solutions, and goals inherent with online delivery and learn how to reap its benefits.

■ **Hotel Business Model of Today**

Michael Dominguez, MGM Resorts

Update your understanding of how to negotiate with hotels in the current economic environment. You'll explore the economic meltdown, the recovery, RevPAR (revenue per available room) projections, and an ever-changing consumer. Also, take an in-depth, behind the scenes look at the hotel industry, including revenue, as hoteliers and program planners discuss the future of meetings. Learner outcomes will include how to identify driving issues in the hotel industry and their impact on your meetings; understand 2015 economic conditions based on industry research; and recognize the changing demographics of associations and corporations.

■ **Training the Trainer to Teach Online**

Barbara Glesner Fines, Associate Dean, University of Missouri-Kansas City School of Law

The instructional method for an online course is dramatically different from a traditional live lecture. How do you convey successful online teaching techniques to busy volunteer speakers in a convenient easy format without burdening them with technology or taking up much of their time? Drawing upon strategies used to train law school faculty members to conduct successful online courses, you'll glean tips and techniques to use with any online CLE presenters.

ACLEA 51st Mid-Year Meeting

San Diego, CA | January 31 - February 3, 2015

Sunday, February 1 (continued)

12:30 p.m. - 2:00 p.m.

Functional SIG Lunches (*ticketed*)

■ Executive Leadership

This meeting will discuss pressing issues and other concerns for CLE executive leaders.

■ Marketing — Conventional Marketing, New Marketing, Social Marketing, Un-Marketing — Please Somebody Tell Us What Works

To tweet or not to tweet? QR Codes—helpful or passé? Brochures and catalogs, both or neither? What numbers are you watching these days? How do you build your plan and what do you think will be the next big thing? Join peers who share your passion for (or anxiety about) all things marketing for a spirited discussion of this, and more.

■ Nationals

Over the last two meetings we have concentrated our discussions on what today's CLE organization would look like if we had the ability to build it from scratch. Time to change gears and talk about what future customers may look like not only in CLE, but in CE in general. Please be ready to share insight as to what it will take to acquire and retain customers for generations to come.

■ Programming

We will discuss key issues and challenges facing CLE programming.

■ Publications — “It Was the Best of Times, It Was the Worst of Times...”

Lunch attendees will be asked to share a publication or other product or project that worked out better than expected, ensuring job security for the next 20 years! These could be publications (including, of course, e-books), marketing campaigns, and partnering with a commercial provider. We will then share what did not work (the disasters) ...things that wiped out that 20 years of job security.

■ Technology — Delivering Online CLE in 3-D: Enhancing Webcasts, Webinars, and On-Demand Programs through Collaboration

Have you ever participated in an online course that was truly engaging? Has your organization ever hosted such a course? The likely answer to these questions is—No! With CLE increasingly delivered online, via media such as webcasts, webinars, and on-demand programs, Learn strategies for collaboration that can be implemented today.

2:15 p.m. - 3:15 p.m.

WORKSHOPS B

■ Incubators, Clinic Programs, and CLE

Barbara Glesner Fines, Associate Dean, University of Missouri-Kansas City School of Law

6 *Lilys McCoy, Thomas Jefferson School of Law*

Amy Plent, North Carolina Bar Association

Experiential learning and its role in law school education and new lawyer development have been big news lately. Where does CLE fit in? Review some of the many approaches being used, piloted, or discussed across the country to provide law students and new lawyers with hands-on skills and the extent to which CLE is—or could be—a part of the equation.

■ Design Models and Patterns for Creating Better eLearning

Tanveer Makhani, Kineo

Don't approach every new project as a roll-up-your-sleeves-and-start-from-scratch initiative. Instead, learn a core set of learning-design models or patterns that are quickly understood even by inexperienced practitioners. These models combine some of the best principles and leading practices gained from years of research and experience. They are easily applicable to the vast majority of learning requirements that come your way.

■ The Benefits of Project Management Methodology in Your Work Environment

Dawn Ofner, Legal Education Society of Alberta

Don't be an accidental manager! Use project management methodology in your work environment to ensure consistent, accountable, and repeatable successes with limited resources. This session will illustrate what project management looks like in a CLE environment and prepare you to implement these processes in your office.

■ Staying Afloat or Riding the Wave? How to Keep Your Customers Up-to-date in a Digital World

Sharon Sandle, TexasBarBooks

Cindy Huss, ICLE

How do you keep your customers updated on new developments? Do you update your online content continually? Do you post major new developments on your website? Do you charge customers for these new developments, or are they free? These are questions we all are facing with the “digital first focus” of the modern CLE publishing environment. Publications experts from Michigan and Texas discuss their answers and share how to address these challenges.

3:15 p.m. - 3:45 p.m.

Exhibit Hall Break

3:45 p.m. - 4:45 p.m.

WORKSHOPS C

■ The ACLEA Past President's Book Club

Moderator: Raymond Lee, CLE Society of British Columbia

Donna Passons, Texas Institute of CLE

Lalla Shishkevish, District of Columbia Bar

Alan Treleaven, The Law Society of British Columbia

Vince O'Brien, Minnesota CLE

Great resource books for CLE professionals abound. But how often do you get recommendations from past presidents in person? Presidents of ACLEA, that is! Don't miss the chance to hear four members of this special book club talk about their personal favorites.

■ Six Secrets to Fostering a Culture of Creativity in Your CLE Workplace

Frank Harris, Minnesota CLE

We all strive for more creativity, right? It's not exclusive to painters, musicians, writers, and inventors. It's also a critical

component of every successful CLE workplace. To increase creativity requires the right environment. That can happen if you know why and how creativity really works; how to develop a workplace that sparks more “moments of insight;” and what the truly creative environment really looks like. Gain insights into this and more. Take a chance—get creative!

■ **The Nuts and Bolts of Marketing Plans**

Holly Garland Langworthy, Minnesota CLE

Well-designed marketing plans produce successful product launches and more exposure for your services. Whether you're a newer ACLEA member or a seasoned CLE professional seeking creative ideas, gain best practices for scheduling multiple touches (frequency management), promoting a single product vs. an entire product line, mailing list management, and tactics for mixing print, email, and social media.

■ **Success Stories in Repurposing Book Content**

Kay Rubin, CEB

Daniel McMahon, New York State Bar Association

Have you been struggling with how to transform your excellent book content into a successful new product? We can help! Come hear how your colleagues from California and New York developed two successful new products by translating user needs into new product ideas and using repurposed book content to create them. Bring your experience in repurposing content to add to a lively group discussion.

5:00 p.m. - 6:00 p.m.

International SIG Meeting (*open to attendees*)

The International SIG's annual teleconference is where members catch up on the latest developments from their jurisdictions around the world.

6:00 p.m. - 9:00 p.m.

ACLEA Networking Event: ACLEA Gives Back with U-Build-It-Bikes-for-Kids (*ticketed*)

See full description on page 10.

Monday, February 2

7:00 a.m. - 8:00 a.m.

Healthy Fitness Options

Rise and shine! Join your ACLEA friends for some exercise, networking, and fun with one of four healthy fitness options. No additional charge.

- **Yoga** — *Bernadette Lawson, Sedgwick LLP*
- **Walking** — *Dawn Ofner, Legal Education Society of Alberta*
- **Running** — *Dave Will, Peach New Media*
- **Biking** — *Jeff Kirkey, ICLE*

8:00 a.m. - 9:00 a.m.

Committee Walk or Talk (*open to attendees*)

Drop by one of these committee meetings to learn more about them, including volunteer opportunities!

- **Exhibitor and Sponsor Committee** — How to Attract Exhibitors and Sponsors and Keep Them Coming Back
- **MCLE Committee Meeting**
- **Membership Committee** — Lost and Found: Strategies for (Re)gaining and Retaining Membership

■ **Public Interest Committee Meeting** — Attracting New Members

8:00 a.m. - 3:30 p.m.

Member Services/Registration Desk Open

8:30 a.m. - 9:30 a.m.

Chicago and Savannah Planning Committee Meetings

9:00 a.m. - 9:45 a.m.

Networking Breakfast in Exhibit Hall

9:30 a.m. - 9:45 a.m.

Morning Announcements, ACLEA Website Update

9:45 a.m. - 10:45 a.m.

Plenary — An Entrepreneurial Approach to Selling CLE Programs

Diana Kander, Ewing Marion Kauffman Foundation

Entrepreneurs are not the big risk-takers you think they are. Successful entrepreneurs have figured out how to make small bets to discover the products and services their customers can't live without. This presentation will show you how to generate CLE programs that lawyers want to attend, how to create a competitive advantage, and how to spend the least amount of time and money figuring it out.

11:00 a.m. - 12:00 p.m.

WORKSHOPS D

■ **Ready to Innovate? Start with “Discovery”**

Lynn Chard, ICLE

“Discovery,” the first step in Stanford's famous Design Innovation process, puts empathy for the customer front and center. It's a powerful technique that pays off big time when designing new products or services...or re-thinking old ones. This process has quickly become a critical habit for Michigan ICLE. Hone your skills in conducting “discovery” with your customers, and you'll see impressive payoffs: better products and services; more effective market research; and great marketing copy. Attend this session to get sample interview questions, see demonstrations, and participate in exercises to build your customer interviewing skills.

■ **Google's Inspiring Innovations**

Jeffrey Taylor, The Droid Lawyer

Some consider Google the most valuable company today, with an abundant number of innovations that make its stock rise. Take a look at Google's innovations and how you can capitalize on their technological advances to build and deliver better CLE.

■ **Social Media Customer Prospecting and Engagement Strategies, Case Studies, and Examples**
Stacie Saunders, American Institute of CPAs

How can associations and other conference and learning providers leverage social media to find new attendees and engage existing audiences? A well-crafted social media strategy can enhance your brand, reduce your dependence on direct marketing, and deepen connection to your customers. A strategy that misses the mark can burn time and energy and confuse or alienate customers. Learn how to develop and execute a strategy that pays dividends on the time you invest and enhances everything else you do.

Monday, February 2 (continued)

■ In-House, State and Programs “Co-opetition”: How CLE Providers Can Build Cooperative Partnerships with In-House/Professional Development Offices

Bernadette Lawson, Sedgwick LLP

In-House/Professional Development colleagues face a plethora of unique challenges in the current legal landscape. Examine these challenges and how to achieve solutions by building successful partnerships with outside CLE providers.

■ Where Will CLE Be in Ten Years?

Sandra Geller, Practising Law Institute

Alan Treleaven, The Law Society of British Columbia

Pat Nester, State Bar of Texas

The 2009 Summit forecast the future of CLE. Now that five years have passed, maybe it's time to look at what's on the 10-year horizon. How will CLE look in 2025? How about more internet and social media, and fewer talking heads, personal meetings, and travel?

12:15 p.m. - 1:45 p.m.

Organizational SIG Lunches (ticketed — attendance for respective organizational SIG members only)

■ Entrepreneurs

Did something work particularly well for you in your business over the past few years that you can share with fellow entrepreneurs? Bring your best marketing or business tips to the Entrepreneurs' Lunch.

■ In-House/Professional Development

It's a new year, and the In-House SIG welcomes your perspective! At this luncheon we will offer an open discussion on what's hot, what's trending in CLE, and how you're solving problems. If you are looking for ideas to enhance your 2015 program schedule, or perhaps solutions to help you sleep better, don't miss this lunch!

■ Law Schools — Innovations in the Delivery of CLE in Law Schools

■ Local & Specialty Bars

One of the highlights of an ACLEA meeting is the camaraderie and networking 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 benefit from your colleagues' ideas and solutions.

■ State and Provincial Bars — Rapid Authoring Tools — What Are They and Who is Using Them

Rapid Authoring Tools provide many new opportunities for creating online programs. Those who use or have seen these tools are welcome to speak up. Pros and cons will be discussed. You'll gain new insight on the topic and be encouraged to learn more about it.

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

Plenary — The Overachiever's Guide to Becoming Unstuck

Bill Reeb, Succession Institute, LLC

A session for anyone who has ever felt like they're not riding the wave, but swimming against it. Based on the guide written by Bill Reeb, this session will highlight insights and skills gained over the course of 30 years as a management consultant and martial arts student and teacher. The ideas apply equally to work and play. Learn how to recognize when you've gotten stuck and chart a clearer path for yourself. Be more successful and happier with wherever life takes you and whatever you are doing.

3:00 p.m. - 3:30 p.m.

Networking Break in Exhibit Hall

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

WORKSHOPS E

■ Should We Be Putting CLE to the Test?

Joseph Dunn, State Bar of California

Question: Is there a role for mandatory testing in CLE? Answer: A) Yes B) No C) Depends on the Situation or D) All of the above. Which bubble would you fill in? Explore how California is working to ensure that CLE programs actually accomplish their intended purpose.

■ Flipping the Frown: Making Customers Happy

Lisa Deane, State Bar of Arizona

Donita Douglas, InReach

Learn successful strategies for creating customer satisfaction. This flipped, interactive, and whimsical journey will provide tips you can easily implement. The session will be high-energy, interactive, and reinforce best practices for turning your customers' frowns upside down.

■ LinkedIn is for [CLE] Lovers

Jeffrey Taylor, The Droid Lawyer

When people think LinkedIn, they think about resumes, networking, and job connections. But LinkedIn offers more. Take a ride on this “LinkedIn Love Boat” to discover how you might be missing out on a valuable resource.

■ Creating an Engaging CSR Blueprint

Duane Grischow, Grischow Training

Corporate Social Responsibility is no longer just a nice thing to do. It defines employers of choice and drives ROI. Learn the pillars of a great CSR blueprint and how it affects the 4R's: Reputation (brand), Retention (loyalty), Recruiting (talent) and Relevance (marketplace).

6:00 p.m. - 9:30 p.m.

ACLEA Mid-Year Evening Event — The USS Midway Museum

See full description on page 10.

Tuesday, February 3

8:00 a.m. - 5:00 p.m.

Member Services/Registration Desk Open

8:00 a.m. - 9:15 a.m.

ACLEA Business Meeting & Breakfast
(open to ACLEA members)

9:15 a.m. - 9:45 a.m.

Networking Break in Exhibit Hall

9:45 a.m. - 10:45 a.m.

Plenary — Innovative and Collaborative Ways for Law Schools, Lawyers, and CLE to Train the Next Generation

Frank Wu, Chancellor and Dean, UC Hastings College of Law
We must boldly address the future of legal education. A crisis affects the pipeline into the profession: there is not only a glut of lawyers but also of unmet legal needs. But the rule of law is all the more crucial for the global economy. A new model is needed to train the next generation of the bench and the bar, emphasizing practical skills, global scope, and interdisciplinary problem-solving.

10:00 a.m. - 10:45 a.m.

Exhibitor Wrap-up (exhibitors only)

11:00 a.m. - 12:00 p.m.

WORKSHOPS F

■ **Training the New Generation — The CLE Version**

Moderator: Pat Nester, State Bar of Texas
Frank Wu, Chancellor and Dean, UC Hastings College of Law
Una Doyle, The Law Society of New South Wales
Sean Carter, Lawpsided Seminars

Three ACLEA veterans with widely divergent perspectives will lead a discussion of Dean Wu's plenary presentation. Can creative CLE providers work with creative law schools in a useful continuum? Or has legal learning fractured in a blizzard of blogs, Google groups, and other online resources that have sucked the perceived value out of traditional CLE? There is hope, but you must be present to hear the secret. And you must be prepared to speak up!

■ **To Tweet or Not to Tweet: How to Make Twitter Work for You**

Julie Brook, CEB
Stacie Saunders, American Institute of CPAs
Considered jumping into the Twittersphere but aren't sure of the benefits or how to get started? Learn the benefits of using Twitter, a few easy steps for getting started, how to develop and measure a strategy, and best practices for distributing content, building awareness, and using Twitter to publicize and engage at CLE programs. Also, hear how your organization can use Twitter to curate industry information and gain insights into the marketplace and your community.

■ **A Roadmap for Enhancing Search and Content Discoverability**

Mark Jacobson, DeltaThink
Michael Sherlock, DeltaThink
Would you like to know how to improve your search capabilities across your legal content? Have you ever wondered what a taxonomy is and whether you should consider building one to improve your search results? The experts from

DeltaThink will share their years of experience in both publishing and search technology to explain how your organization can create user scenarios to help you develop a search enhancement roadmap.

■ **Unconferencing Unpacked: How to Run an Unconference**

Bill Aal, Unconference.net

This introduction to the unconference format shows how to enliven and deepen professional and community gatherings ranging from 20 to 500+ people. Its practices and tools engender creativity, problem solving, and relationship building. You will learn how the right conversations and structures enable real time communications that add value to your organization.

12:15 p.m. - 1:15 p.m.

Networking Lunch — ACLEA Food Street — A Food Truck Extravaganza (ticketed)
See full description on page 10.

1:30 p.m. - 5:30 p.m.

Plenary — The Ultimate ACLEA Unconference: San Diego and Beyond

Bill Aal, Unconference.net

The theme of ACLEA San Diego has been "Successfully Riding the Waves of Change." As this conference winds up, what are the change management lessons that you will take back to your organization? This exciting Unconference wrap-up will focus on identifying, discussing, and leveraging the most inspiring and useful ideas gleaned from this conference. During the Tuesday lunch break registrants will be invited to fill out post-it notes on the topics they wish to discuss. These notes will launch the Ultimate Unconference.

1:30 p.m. - 5:30 p.m.

Add-On Workshop — Maximum Value, Optimal Pricing: How to Price Your CLE Programs and Products for Success (ticketed)

Jeff Cobb, Tagoras

Pricing for CLE programs and products is all over the map. But pricing is too essential to leave to guesswork. Hear about some of the most important pricing principles as well as approaches and tools you and your organization can use to set prices. Learn how to establish pricing that reflects the true value of your programs and products while still meeting the revenue and member service goals of your organization. Please make your reservations on the registration form.



Follow Us on Twitter
#ACLEASanDiego2015



Watch your email for the
San Diego meeting app!

Get access to all crucial conference information. Connect with other attendees before, during and after the event using your mobile app.

ACLEA 51st Mid-Year Meeting

San Diego, CA | January 31 - February 3, 2015

General Information

Questions? Contact Us!
p: (651) 366-6082 | f: (651) 290-2266
aclea@aclea.org | www.aclea.org

Registration

The program registration fee includes conference materials, admission to Sunday, Monday, and Tuesday sessions, the business meeting and breakfast, the Saturday welcome reception and the Monday night special event. Saturday's CLE Boot Camp, the add-on workshops, 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 January 2, 2015.

Spouse/Guest Fee

ACLEA offers a spouse/guest fee to attend the ACLEA meetings. This fee covers admission to all ACLEA events, except for lunches and separately ticketed events. Conference materials are not included. Anyone who is, who consults with, or is employed by an entity that qualifies for ACLEA membership is not eligible for the spouse/guest rate.

Hotel Information

ACLEA has reserved a block of rooms at the Hyatt Regency Mission Bay. A special rate of \$179.00 USD (excluding taxes and fees) for single or double occupancy is available until January 8, 2015 or until the room block is filled, whichever comes first. This special rate is based upon meeting certain guest room and food and beverage requirements. Please help ACLEA meet those requirements by making your reservation today!



Hyatt Regency Mission Bay

1441 Quivira Road
San Diego, CA 92109
Phone (619) 224-1234
Hyatt Reservations
(800) 233-1234

Transportation

Getting to the Hyatt Regency Mission Bay:
The San Diego International Airport is approximately 6 miles from the hotel (estimated taxi fare is \$25.00 one-way.) If you're planning to drive, the Hyatt Regency Mission Bay has convenient self parking: \$29 per day or valet parking: \$34 per day. For driving directions and mass transit options visit:

<http://missionbay.hyatt.com/en/hotel/our-hotel/map-and-directions.html>

Cancellation Policy

All special event & tour fee payments are nonrefundable after January 2, 2015. Registration refunds, less a \$50 USD processing fee, will be given to registrants who cancel by 5:00 p.m. January 2, 2015. No refunds or transfers will be granted thereafter.

Networking Events

SATURDAY, JANUARY 31, 2015

9:00 a.m. – 2:00 p.m.

Old Town Trolley Tour of San Diego (ticketed)

Hop onboard an Old Town Trolley for a delightful combination of transportation and entertainment while exploring California's second largest city. The tour highlights the best San Diego attractions with 11 stops and more than 100 points of interest, including Old Town, Coronado, Balboa Park, and the San Diego Zoo. And it couldn't be easier—the trolley stops directly in front of the Hyatt Regency Mission Bay!

7:30 p.m.

First Time Attendees' Dinner (ticketed by invitation)

This is a great opportunity for First Time Attendees to get to know fellow First Time attendees in an informal and relaxed environment.

SUNDAY, FEBRUARY 1, 2015

6:00 p.m. – 9:00 p.m.

ACLEA Networking Event: ACLEA Gives Back with U-Build-It-Bikes-for-Kids (ticketed)

This isn't your typical networking event...so go for it! Leave your thumbprint on the San Diego community by teaming up with fellow ACLEA members to build 20 BMX Mongoose bikes. They'll be donated to a local youth charity or elementary school. Not mechanically inclined? No worries. ACLEA presenter Duane Grischow will lead you through the bike building process with a band of bike techs. So, grab a wrench, join your friends (or make new ones), and experience corporate social responsibility first-hand. Then relax and enjoy a buffet dinner and drinks with your new bike buddies.

MONDAY, FEBRUARY 2, 2015

6:00 p.m. – 9:30 p.m.

ACLEA Mid-Year Evening Event — The USS Midway Museum

Explore a floating city at sea aboard the USS Midway and relive nearly 50 years of world history aboard the longest-serving Navy aircraft carrier of the 20th century. Includes transportation to/from the Hyatt Regency Mission Bay, a guided tour of the vessel, reception, and dinner. Tickets for registrants are included in the registration fee but you must RSVP. Guest tickets are available for \$75 USD.

TUESDAY, FEBRUARY 3, 2015

12:15 p.m. – 1:15 p.m.

Networking Lunch — ACLEA Food Street — A Food Truck Extravaganza (ticketed)

The mobile food trend has arrived at ACLEA! If this is your first time eating from a food truck don't worry—a number of wonderful options have been selected for you to try. It's about more than the great food. This casual curbside dining event will let you relax and connect with your ACLEA peeps while enjoying an ocean view. The food truck scene is hot, so sample some of San Diego's mobile cuisine and share your findings with colleagues #ACLEAfoodstreet.



REGISTRATION FORM

ACLEA 51st Mid-Year Meeting | San Diego, CA | Jan. 31 - Feb. 3, 2015

ATTENDEE INFORMATION

I'm a first time attendee

Name: _____

Organization: _____

Address: _____

City/State/Province/Zip: _____

Phone: (_____) _____

Fax: (_____) _____

Email: _____

Spouse/Guest: _____

Special Dietary Needs: _____

CONFERENCE MATERIALS

Please indicate the format in which you would like to receive conference materials. Either USB or printed materials are included with your registration fee. If you wish to receive BOTH USB and printed materials, please indicate below. PLEASE NOTE printed materials are only available if ordered **BEFORE January 2, 2015**.

- USB Printed Both USB & Printed - \$50

REGISTRATION

Early Bird (on or before January 2, 2015)

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

Regular (after January 3, 2015)

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

OPTIONAL EDUCATION PROGRAMS (Pre-Registration Required)

Saturday, January 31, 2015

- CLE Boot Camp Member - \$145 Non-Member - \$195

Add on Workshop: (Disruptive Play | Patrick Pennefather)

- Member - \$145 Non-Member - \$195

Tuesday, February 3, 2015

Add on Workshop: (Pricing | Jeff Cobb)

- Member - \$145 Non-Member - \$195

Cancellation Policy

All special event & tour fee payments are nonrefundable after January 2, 2015. Registration refunds, less a \$50 USD processing fee, will be given to registrants who cancel by 5:00 p.m. January 2, 2015. No refunds or transfers will be granted thereafter.

SIG LUNCHEONS (Pre-Registration Required)

Sunday, February 1, 2015 | 12:30 PM - 2:00 PM

(Open to All Functional SIG Members)

- Executive Leadership - \$30 Marketing - \$30
- Nationals - \$30 Programming - \$30
- Publications - \$30 Technology - \$30

Monday, February 2, 2015 | 12:15 PM - 1:45 PM

(Open to Respective Organizational SIG Members ONLY)

- Entrepreneurs - \$31 In-House - \$31
- Law School - \$31 Local & Specialty Bars - \$31
- State/Provincial Bars - \$31

Tuesday, February 3, 2015 | 12:15 PM - 1:45 PM

- Networking Lunch - \$32

OPTIONAL TOURS AND EVENTS (Pre-Registration Required)

- Old Town Trolley Tour - \$38 Add'l Tickets: _____x(\$38)
- Bikes for Kids - \$75 Add'l Tickets: _____x(\$75)
- USS Midway Museum RSVP (included in registration)
- USS Midway Museum Add'l Tickets: _____x(\$75)

WORKSHOPS A - F

Pre-registration is no longer required. Attendees may select preferred workshops on-site.

PAYMENT INFORMATION

Total Payment Enclosed: _____

Method of Payment: Check enclosed, payable to ACLEA
 VISA MasterCard American Express

Card Number _____

Exp. Date _____ 3-digit Security Code (req.): _____

Cardholder Name (print) _____

Cardholder Phone _____

Billing Address _____

Cardholder Signature _____

(For office use only)

initials		fin.
date		
CK/CC		
amt. paid		
bal. due		comm.

Mail or Fax form to: ACLEA

1000 Westgate Drive
Suite 252
St. Paul, MN 55114
Fax. 651.290.2266

OR REGISTER ONLINE AT WWW.ACLEA.ORG



Association for Continuing Legal Education
1000 Westgate Drive, Suite 252
St. Paul, MN 55114
www.aclea.org

Save the Date!
ACLEA 51st Annual Meeting
August 1 - 4, 2015



Renaissance Downtown Hotel
Chicago, IL