



CLE is Like a Box of Chocolates

ACLEA 52nd Mid-Year Meeting

January 30 – February 2, 2016

Hilton Savannah DeSoto | Savannah, GA

ACLEA 52nd Mid-Year Meeting

Savannah, Georgia | January 30 - February 2, 2016

Conference at a Glance

Saturday, January 30

7:30 a.m. – 6:15 p.m.

Member Services/Registration Desk Open

8:00 a.m. – 3:30 p.m.

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

9:00 a.m. – 10:15 a.m.

Old Town Trolley Tour of Savannah (*ticketed event*)

3:30 p.m. – 4:30 p.m.

52nd Annual (Seattle) and 53rd Mid-Year (Nashville)
Planning Committee Meetings (*by invitation only*)

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 (*open to attendees*)

7:30 p.m. – 9:30 p.m.

Past Presidents' Dinner (*by invitation*)

Sunday, January 31

7:00 a.m. – 8:00 a.m.

Healthy Fitness Options:

- Zumba
- Walking
- Running

8:00 a.m. – 5:00 p.m.

Member Services/Registration Desk Open

8:30 a.m. – 9:30 a.m.

SIG Meetings:

- Executive Leadership
- Publications
- State & Provincial Bars

8:00 a.m. – 9:30 a.m.

Networking Breakfast in Exhibit Hall

9:30 a.m. – 10:00 a.m.

President's Welcome and Opening Announcements

10:00 a.m. – 12:00 p.m. **PLENARY**

Emotional Intelligence for Successful Teams

Susan Sneider, New Vistas Consulting

12:00 p.m. – 1:30 p.m.

Functional SIG Lunches (*Ticketed – Attendance open to all functional SIG members*)

- Executive Leadership
- Marketing
- Programming
- Publications
- Technology

1:30 p.m. – 2:30 p.m.

WORKSHOPS A

- ACLEA's Legal Publishing Best Practices: A Fresh Approach to Old Standards
- Training the Trainer – Revolutionize Your Approach
- Freemium vs. Premium
- "It's Not Me, it's You" – How to Let Down Presenters Easy (and Other Awkward Situations)

2:30 p.m. – 3:00 p.m.

Networking Break in Exhibit Hall

3:00 p.m. – 4:00 p.m.

WORKSHOPS B

- 13 Things that Can Go "Bump" in Meetings and How to Make the Most of them
- Knowledge Management: How Much Time Do You Waste Each Day Looking for Information?
- 25 Totally Random Ideas that Just Might Help You and Your Organization Do Better
- Filling the Gap

4:00 p.m. – 4:15 p.m.

Networking Break in Exhibit Hall

4:15 p.m. – 5:15 p.m. **PLENARY**

Core Business Innovation: How Coca-Cola and Others Transform Their Products

Carie Davis, Co-Founder of Your Ideas Are Terrible Consulting and former Global Director Innovation and Entrepreneurship, The Coca-Cola Company

8:00 p.m. – 10:00 p.m.

Savannah Haunted Pub Crawl (*ticketed event*)

Monday, February 1

7:00 a.m. – 8:00 a.m.

Healthy Fitness Options:

- Yoga
- Walking
- Running

7:30 a.m. – 5:00 p.m.

Member Services/Registration Desk Open

7:45 a.m. – 9:15 a.m.

Networking Breakfast in Exhibit Hall

8:00 a.m. – 9:00 a.m.

Committee Meetings (*open to registered attendees*)

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

9:15 a.m. – 10:30 a.m. **PLENARY**

Aging in the Law: It's More than a Senior Moment
Avarita Hanson, Georgia Chief Justice's Commission on Professionalism

10:30 a.m. – 11:00 a.m.
Break

11:00 a.m. – 12:00 p.m.

WORKSHOPS C

- Business Metrics: Ignore at Your Own Risk
- Learning Management Systems
- Lawyers for Equal Justice: Update on Georgia's Incubator Initiative, with a CLE Component
- Visually Speaking: Effective Design with Prezi and Infographics

12:00 p.m. – 1:15 p.m.

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

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

1:30 p.m. – 2:45 p.m. **PLENARY**

The Mentor Leader
John Baker, Colorado Attorney Mentoring Program

2:45 p.m. – 3:15 p.m.
Break

3:15 p.m. – 4:15 p.m.

WORKSHOPS D

- Taxonomy and Metadata
- Coaching for CLE Credit
- Using Titles and Copy to Help Fill the Room: 10 Tips You Can Take Home with You
- Shift Happens: Restructuring for the Future

4:15 p.m. – 5:15 p.m.

International SIG Meeting (*Open to Attendees*)

6:00 p.m. – 9:00 p.m.

**ACLEA Mid-Year Evening Event —
"Taste of Savannah"**

Tuesday, February 2

7:30 a.m. – 5:00 p.m.

Member Services/Registration Desk Open

8:00 a.m. – 9:30 a.m.

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

9:30 a.m. – 9:45 a.m.

Networking Break in Exhibit Hall

9:45 a.m. – 11:00 a.m. **PLENARY**

The Profession Speaks on the Foundations that New Lawyers Need to Practice

Alli Gerkman, The Institute for the Advancement of the American Legal System, University of Denver

11:00 a.m. – 11:15 a.m.

Networking Break in Exhibit Hall

11:00 a.m. – 12:00 p.m.

WORKSHOPS E

- Is Your Content Safe?
- Nightmares of CLE
- Become a Mind Mapping Jedi!
- Rapid Authoring Tools in Play

12:15 p.m. – 1:30 p.m.

Networking Lunch (*ticketed*)

1:30 p.m. – 2:30 p.m.

WORKSHOPS F

- Influencing Without Direct Authority
- Email Marketing for the Rest of Us
- Take Note! OneNote for Projects and Collaboration
- Business School for CLE: How Would a Corporate Strategist Look at the CLE Industry?

2:30 p.m. – 3:00 p.m.

Networking Break

3:00 p.m. – 4:00 p.m.

WORKSHOPS G

- Fashion Alert: How Will Wearable Technology Affect CLE?
- The Wide World of Online Publishing
- Pro Bono Partnership, Experiential Learning, and CLE Components

Special Thanks to Our Savannah Planning Committee!

- Chair: Paul Unger, Affinity Consulting Group LLC
- Douglas Ashworth, ICLE of Georgia
- Stephanie Ball, Brownstein Hyatt Farber Schreck
- Lucas Boling, The Missouri Bar
- Jill Eckert McCall, American Bar Association
- Kristin Huotari, State Bar of Wisconsin
- Jeff Kirkey, Institute of Continuing Legal Education
- Dawn Ofner, Legal Education Society of Alberta
- Leslie Sinner McEvoy, Minnesota CLE

Saturday, January 30

7:30 a.m. – 6:15 p.m. **Member Services/Registration Desk Open**

Boot Camp Agenda

8:00 a.m. **Breakfast and ACLEA Executive Committee Introductions**

8:15 – 8:30 a.m. **Welcome**
Vince O'Brien, Minnesota CLE

8:30 – 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 – 9:45 a.m. **Top Ten Things You Need to Know about MCLE**

Jill Eckert McCall, American Bar Association
Margaret Naughton, American Bar Association

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

9:45 – 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 – 10:30 a.m. **Break**

10:30 – 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 – 1:00 p.m. **Lunch for Boot Camp Participants and First Time Attendees**

1:00 – 1:30 p.m. **Technology and Publications — So Much Information and So Many Choices!**

Kristin Huotari, State Bar of Wisconsin

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 – 2:15 p.m. **Back to Basics: Marketing**

Dawn Ofner, Legal Education Society of Alberta

The fundamentals of marketing your CLE products and getting creative in showing the value and brand of your organization with a benefits-driven approach to selling CLE.

2:15 – 2:30 p.m. **Break**

2:30 – 3:15 p.m. **Roundtable Discussions**

Publications

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

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

In-House/Professional Development

Gain an understanding of main challenges unique to in-house CLE, including CLE credit tracking, program development, delivering both live and web-based programs to lawyers outside your home office as well as to clients, and how to best work with external CLE providers.

Sunday, January 31

Technology

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

3:15 – 3:30 p.m.

The Voices of Experience
(Boot Camp Speakers)

End of Boot Camp Agenda

Optional Networking Event

9:00 a.m. – 10:15 a.m.

Old Town Trolley Tour of Savannah

(ticketed event)



Travel back to another era as you tour Savannah's most historic sites and beautiful treasures on the Old Town Trolley Tour. With its quaint country squares and many areas of historic interest, there is much to see and do in Georgia's first city. This private 75-minute tour makes 16 stops and

highlights more than 100 points of interest. After the tour, you have the ability to "hop-on/hop-off" any of the trolleys around town for the rest of the day.

3:30 p.m. – 4:30 p.m.

52nd Annual (Seattle) and 53rd Mid-Year (Nashville) Planning Committee Meetings

(by invitation only)

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
(open to attendees)

7:30 p.m. – 9:30 p.m.

Past Presidents' Dinner
(by invitation)

7:00 – 8:00 a.m.

Healthy Fitness Options

Start your day off right. Join your ACLEA friends for some exercise, fun, and networking with one of three healthy fitness options:

Zumba

Jump start your day with Zumba! Don't miss out on this easy to follow, Latin-inspired, calorie-burning dance fitness party. No experience needed – just grab your workout shoes and join us.

Pam Wilson – State Bar of California

Walking

Join us for a leisurely walk through the squares of Savannah. Just a mile or so – such a nice way to start the day.

Alexandra Wong – The Law Society of Upper Canada

Running

Start your day with a refreshing run along the beautiful streets of Savannah. The pace will be easy, the company will be fun.

Jeff Kirkey, ICLE; Paul Unger, Affinity Consulting Group

8:00 a.m. – 5:00 p.m.

Member Services/Registration Desk Open

8:00 a.m. – 9:30 a.m.

Networking Breakfast in Exhibit Hall

8:30 a.m. – 9:30 a.m.

SIG Meetings

- Executive Leadership
- Publications
- State & Provincial Bars

9:30 a.m. – 10:00 a.m.

President's Welcome and Opening Announcements

10:00 a.m. – 12:00 p.m.

Plenary

Emotional Intelligence for Successful Teams

Susan Sneider, New Vistas Consulting

Improve your organization's results by learning to see, adjust for, and improve your team's emotional intelligence. Together, we'll conquer familiar situations, providing you with an action plan that will allow you to fulfill your team's highest potential at work and at play, with staff and volunteers.

12:00 p.m. – 1:30 p.m.

Functional SIG Lunches

(Ticketed Event – Attendance open to all functional SIG members)

Executive Leadership: The Un-Programmed Luncheon

Executive Leadership SIG members value the chance to spend some un-programmed time networking with peers over lunch. No program, no assignment, no homework. We'll end lunch with a freewheeling discussion of the latest issues and trends in CLE and circulate those notes to the group for future reference.

Marketing: Approaches to Marketing in the Increasingly Paperless Environment

Group discussion will cover what marketing ideas are working and suggestions for techniques groups might take back with them.

Programming: Making an Impact: CLE Programs Addressing Issues in the Legal Profession

Attendees will benefit from a group discussion on how CLE programs can help make an impact on issues such as implicit bias, diversity and inclusion in the legal profession.

Publications: Current Trends

Join a roundtable discussion of current trends in publications – come prepared to share what's going on in your shop and hear from your peers.

Technology: Engage

Discuss how ACLEA can use technology tools to better engage members between meetings.

1:30 p.m. – 2:30 p.m.

Workshops A

ACLEA's Legal Publishing Best Practices: A Fresh Approach to Old Standards

Linda Kruschke, Oregon State Bar

Diane Morrison, State Bar of Texas

Linda Russell, Continuing Education of the Bar - California

Revisit the guidelines for producing high-quality legal publications with the developers of the guidelines. The committee members who created the best practices will share their insights into how things have changed since the standards were first drafted.

Training the Trainer — Revolutionize Your Approach

Stephanie Ball, Brownstein Hyatt Farber Schreck, LLP

Bernadette Lawson, Sedgwick LLP

Learn to train your trainers to give motivational presentations that will engage your audience online and in-person. Participants will discover how to share high quality information in an engaging presentation that will stimulate a higher level of professional practice. Revolutionize your training program with tips and skills that will teach trainers to dynamically deliver content to attendees.

Freemium vs. Premium

Tommy D. Preston, Jr., American Bar Association Young Lawyers Division

C. Edward Rawl Jr., American Bar Association Young Lawyers Division

Join us for a conversation about the possibilities and metrics to determine what you should charge for and what you should give away. We'll explore how this decision intersects with content marketing, membership, discounts, and product bundling. We will also discuss changing societal and generational dynamics that have led to the need for this innovative model.

"It's Not Me, it's You" – How to Let Down Presenters Easy (and Other Awkward Situations)

Michael Khan, ReelTime CLE

Chris Osborn, ReelTime CLE

We've all been there. The program that didn't go over so well. The vendor who won't take "no" for an answer, and more. Let's face it: delivering bad news is no fun, and most of us are not particularly good at it. This lively, interactive session offers an opportunity to consider the obstacles to delivering disappointing news and provides hands-on, from-the-trenches guidance to effective, considerate, and timely communication of these messages.

Sunday, January 31 continued

2:30 p.m. – 3:00 p.m. **Networking Break in Exhibit Hall**

3:00 p.m. – 4:00 p.m. **Workshops B**

13 Things that Can Go “Bump” in Meetings and How to Make the Most of them

Vince O'Brien, Minnesota CLE

An interactive session with hypotheticals and process tips to identify strange and “interesting” disruptors that happen during meetings. Gain strategies and best practices for making the most of your agenda and the disruptive events. Examples include: the repeater, the latecomer or absentee, and the hijacker.

Knowledge Management: How Much Time Do You Waste Each Day Looking for Information?

*Paul Unger, Affinity Consulting Group
KMI Representative*

Knowledge management is about efficiently tapping into an organization’s intellectual capital. It refers to strategies, techniques, and tools used by an organization or law firm to capture, retain, analyze, organize, improve, and share data, information, and knowledge relating to the operation and administration of its business. There are many tools an organization can use that range from low to high budget. Learn about the different options, the cost, and the pros and cons.

25 Totally Random Ideas that Just Might Help You and Your Organization Do Better

Jeff Johnson, Minnesota CLE

This session provides tips on a wide range of topics, from advertising to customer service, from faculty training to publications, from cost control to seminar development, and from market research to board relations – all in the hopes of giving you a few ideas that just might make your work life better and your organization more successful.

Filling the Gap

Betsy Hults, Jones Day

Join this interactive session to brainstorm ideas for improving cooperation between outside CLE providers and in-house professional development departments. We share customers, but can we avoid duplicating efforts? Is there a gap between the CLE that attorneys want and the programs offered locally? Share ideas and get tips for collaborating with providers outside your organization.

4:00 p.m. – 4:15 p.m. **Networking Break in Exhibit Hall**

4:15 p.m. – 5:15 p.m. **Plenary**

Core Business Innovation: How Coca-Cola and Others Transform Their Products

Carie Davis, Co-Founder of Your Ideas Are Terrible Consulting and former Global Director Innovation and Entrepreneurship, The Coca-Cola Company

We all strive to continually improve our services, but how can we grow by monetizing our assets in new ways? Learn how large organizations use methods like lean startup for business model innovation across their core offerings. We’ll share case studies, methods, and tools you can apply today.

Optional Networking Event

8:00 p.m. – 10:00 p.m. **Savannah Haunted Pub Crawl**
(ticketed event)



Come join knowledgeable and fully-licensed guides on an informative and humorous two-hour candlelight walking tour of Savannah’s pubs and taverns. You’ll enjoy Savannah’s strange history and both types of local “spirits” as you explore two types of Savannah’s time-honored traditions: ghost stories and alcohol. Alcohol is not provided or required, but definitely encouraged. Please bring your ID (driver’s license or passport) – bars in Savannah will card you regardless of age.



Monday, February 1

7:00 – 8:00 a.m.

Healthy Fitness Options

Start your day off right. Join your ACLEA friends for some exercise, fun, and networking with one of three healthy fitness options:

Yoga

Take some time for yourself. Join us as we focus on breathing and practice calming poses, with the intention of bringing peace to our own lives and sharing it with others. Namaste.

Bernadette Lawson – Sedgwick LLP

Walking

Join us for a leisurely walk through the squares of Savannah. Just a mile or so – such a nice way to start the day.

Alexandra Wong – The Law Society of Upper Canada

Running

Start your day with a refreshing run along the beautiful streets of Savannah. The pace will be easy, the company will be fun.

Jeff Kirkey, ICLE; Paul Unger, Affinity Consulting Group

7:30 a.m. – 5:00 p.m.

Member Services/Registration Desk Open

7:45 a.m. – 9:15 a.m.

Networking Breakfast in Exhibit Hall

8:00 a.m. – 9:00 a.m.

Committee Meetings

(open to attendees)

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

- MCLE
- Exhibits & Sponsor
- Membership

9:15 a.m. – 10:30 a.m.

Plenary

Aging in the Law: It's More than a Senior Moment

Avarita Hanson, Georgia Chief Justice's Commission on Professionalism

Aging lawyers are a hot topic opportunity for CLE programming. More than 10,000 Baby Boomers reach traditional retirement age daily. Join Avarita Hanson who co-chaired a ground-breaking inaugural CLE seminar at the Carter Center in Atlanta that addressed assisting lawyers in moving to another level or second season of practice, or transitioning out of practice altogether. Learn helpful, practical information on programming a CLE seminar addressing the issues of aging lawyers and their transition out of practice with dignity, not discipline.

10:30 a.m. – 11:00 a.m.

Break

11:00 a.m. – 12:00 p.m.

Workshops C

Business Metrics: Ignore at Your Own Risk

Martin Chait, State Bar of Texas

Frances Donovan, Continuing Education of the Bar – California

Were you told there would be no math? Do you make business decisions from your heart? Do your decisions flow solely from instincts? If so, attend this session to hear experienced CLE professionals discuss why metrics-based decision making is the best way to go.

Learning Management Systems

Representatives from VI Desktop, CE Management, Cornerstone

Make the most of these systems by using them to create learning paths for attorneys and staff, while tracking CLE compliance. You can create CLE e-learning libraries as well as index CLE programs and materials. They can even help you with CLE program invitations, attendance sheets, evaluations, certificates of attendance, and verification.

Monday, February 1 continued

Lawyers for Equal Justice: Update on Georgia's Incubator Initiative, with a CLE Component

*Patrise Perkins-Hooker, State Bar of Georgia
Hulett H. ("Bucky") Askew, Georgia State University College of Law*

"Incubators" are experiential learning models for law students and lawyers. Georgia's incubator is a partnership between the Georgia State Bar, Georgia's law schools, and ICLE of Georgia. Panelists will describe how Georgia's partnership developed and also provide an update on incubator initiatives in other jurisdictions.

Visually Speaking: Effective Design with Prezi and Infographics

Sandra Montalvo, Savannah College of Art and Design

Don't let your presentation get lost in the air between you and your audience. Connect with them using more powerful visual aids. Learn how to make engaging infographics and dynamic presentations with familiar tools and some new ones too.

12:00 p.m. – 1:15 p.m.

Organizational SIG Lunches
(Ticketed Event – Attendance for respective organizational SIG members only)

Entrepreneurs

Join us during lunch when we will split our group into speaker and non-speaker tables to discuss how we prospect for clients and how we can help educate the new limited license legal technicians (LLLT). Share your best ideas and then discuss if/how to cross-market each other to increase our client outreach.

In-House/Professional Development

The In-House SIG members always have excellent ideas to share, so come to our open discussion about what's hot, what's trending in CLE, and how you are tackling your most challenging issues. Let's come up with solutions together.

Law Schools

During this session we'll discuss ideas and suggestions for getting your dean – especially a new dean – involved in your CLE program. Find out the best ways to make them understand how CLE departments are vital to a law school and more.

Local & Specialty Bars

Differentiating our programs from the competition is key to our success. Join your colleagues to discuss strategies to set shops apart from the competition.

Nationals

As the demands of our audience grow and expand, what type of initiatives can be put in place to ensure that we are providing quality programming that not only meets the needs of the professionals, but is also acceptable to the reporting agencies?

State & Provincial Bars

Join our interactive discussion on three "bread and butter" topics for state and provincial bars: competition from online/on-demand programming, innovations in registration processing, and program material content delivery. Get updated from your peers regarding the status of these everyday programming issues in other jurisdictions.

1:30 p.m. – 2:45 p.m.

Plenary

The Mentor Leader

John Baker, Colorado Attorney Mentoring Program

John Baker will share his unique mentor leadership philosophy with you. You'll learn the keys of mentoring leadership and why mentor leadership brings out the best in people. John's approach is reminiscent of the days when every attorney was matched with a mentor from whom to learn the law. The objectives of John's mentoring program are to promote professional pride and identity in the legal profession; to promote the pursuit of excellence in service to clients; and to promote strong relationships between the bar, courts, clients, law schools, and the public.

2:45 p.m. – 3:15 p.m.

Break

3:15 p.m. – 4:15 p.m.

Workshops D

Taxonomy and Metadata

Mike Sherlock, Delta Think

Attend a follow-up to the San Diego discussion on enhancing search through taxonomies and metadata. What can a small organization do when there is little or no budget for specialist consultants? This in-depth session will cover useful and practical steps to improve search and discovery using the resources you have.

Coaching for CLE Credit

John Baker, Colorado Attorney Mentoring Program

John Baker provides the outline for developing a mentoring curriculum created by the mentee and mentor, while ensuring they cover certain subject areas necessary to satisfy the rules of professional conduct, professionalism, and civility.

Conference
Schedule

Monday, February 1
continued

Using Titles and Copy to Help Fill the Room: 10 Tips You Can Take Home with You

Larry Center, *Georgetown Law*
Jeff Johnson, *Minnesota CLE*

Filled with pearls of wisdom and interactive exercises, Jeff and Larry will help you craft convincing session and program titles. They will reveal their “magic recipes” for writing brochure and email copy (hint: “benefits,” not “features”) that will call out to your attendees and pull them into the room.

Shift Happens: Restructuring for the Future

Cindy Huss, *ICLE*
Susan Munro, *CLEBC*

Can restructuring break down silos and make your organization stronger and more effective? Explore how CLE organizations are shifting from the traditional production silo to a more collaborative model. Analyze the pros and cons of silos, the importance of change management, and how restructuring can provide opportunities to serve your customers better.

4:15 p.m. – 5:15 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.

“Taste of Savannah”

Join us at Savannah’s first production microbrewery for a chance to sample some of the local brew and taste signature dishes from some of Savannah’s most popular restaurants. Tickets for registrants are included in the registration fee, but you must RSVP. Guest tickets are available for \$75.



Follow Us on Twitter
@acleaworldwide
#ACLEASAV



Watch your email for the Savannah meeting app!



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

Tuesday, February 2

7:30 a.m. – 5:00 p.m.

Member Services/Registration Desk Open

8:00 – 9:30 a.m.

ACLEA Business Meeting & Breakfast

(open to all ACLEA Members)

9:30– 9:45 a.m.

Networking Break in Exhibit Hall

9:45 a.m. – 11:00 a.m.

Plenary

The Profession Speaks on the Foundations that New Lawyers Need to Practice

Alli Gerkman, *The Institute for the Advancement of the American Legal System, University of Denver*

Lawyers, judges, and clients have been consistent in their call for new lawyers who can hit the ground running. Bar associations and CLE organizations can play a role in bridging the gap between law school and law practice, but what are the competencies, skills, characteristics, and qualities that new lawyers need in order to be ready? In 2015, Educating Tomorrow’s Lawyers conducted a national study that asked lawyers that very question. More than 22,000 lawyers in 35 states responded, giving us a robust and meaningful view of the foundation new lawyers need to succeed. You will hear an overview of the survey results and how to identify the opportunities these results create for your organization.

11:00 a.m. – 11:15 a.m.

Networking Break in Exhibit Hall

11:00 a.m. – 12:00 p.m.

Workshops E

Is Your Content Safe?

Judd Sneirson, *Savannah Law School*

Learn how to protect your content in the new territory of the digital age. Join Professor Sneirson as he talks about the line between fair use and copyright infringement, with a focus on the *Cambridge University Press* case.

Nightmares of CLE

Moderator: *Stephanie Ball, Brownstein Hyatt Farber Schreck, LLP*

Alexandra Wong, The Law Society of Upper Canada
Other Panelists To Be Announced

There are lessons to be learned from epic fails during in-person and online CLE programs. As Murphy’s Law opines, “Anything that can go wrong will.” Our panel will present their own personal CLE nightmares and how they handled them without missing a beat and let “the show go on” with success.

Tuesday, February 2 continued

Become a Mind Mapping Jedi!

Dawn Ofner, Legal Education Society of Alberta
Paul Unger, Affinity Consulting Group

Mind mapping is an incredible thinking tool designed to help us brainstorm, make decisions, plan, prioritize, take notes, and present information. Learn how to mind map on a computer or mobile device to help you plan programs or publish content.

Rapid Authoring Tools in Play

Mindy Thomas Fulks, Tennessee Bar Association

Learn about some of the key functions being used in rapid authoring tools and how they can deliver CLE and e-learning. Along with the basics, this program will address content design. You will leave encouraged to explore more on your own. (This program is for beginners.)

12:15 p.m. – 1:30 p.m. **Networking Lunch** (ticketed)

1:30 – 2:30 p.m.

Workshops F

Influencing Without Direct Authority

Joe Steffen, Savannah State University

Yes, you can make a difference even when you're not the boss of everyone! Join us and learn how to leverage the power you have to strongly manage projects across organizational lines; improve your team's esprit de corps; jump political hurdles; get your projects done; and influence the organization as a whole.

Email Marketing for the Rest of Us

Rob Seto, CLEBC

Adam Simpkins, CLEBC

New to email marketing? Unlock the secrets to marketing success by knowing the metrics for evaluating email campaigns. You'll learn what to measure and how to measure it, along with the benchmarks to target. This session includes tips for getting email messages opened and techniques for creating effective market segments.

Take Note! OneNote for Projects and Collaboration

John Federico, Affinity Consulting Group

Most of us own OneNote, but we have no idea how it can help us collaborate on projects or stay organized. Available on Windows, Mac and iOS, it is versatile, giving you and others access to notes and tasks from anywhere. Start using this technology to help with your note-taking and project management.

Business School for CLE: How Would a Corporate Strategist Look at the CLE Industry?

Peter Berge, Minnesota CLE

When we create our business strategies, the first thing we want to know is what any corporate strategist would want to know: what is the terrain of our industry? Porter's Five Forces is how corporate strategists evaluate an industry. We will examine the Five Forces and how they help us better understand our CLE industry.

2:30 p.m. – 3:00 p.m. **Networking Break**

3:00 p.m. – 4:00 p.m.

Workshops G

Fashion Alert: How Will Wearable Technology Affect CLE?

Lucas Boling, The Missouri Bar
Jeff Kirkey, ICLE

Thanks to Apple, Android, and Microsoft, wearable technology is advancing rapidly. Just as smartphones and tablets led to mobile-friendly CLE websites, wearable technology will undoubtedly impact the education we provide. From Google Glass to smartwatches, explore where the technology is headed and how to use it to your advantage.

The Wide World of Online Publishing

Moderator: Kristin Huotari, State Bar of Wisconsin

"Mama always had a way of explaining things so I could understand them." We'll make online publishing so easy to understand that even Forrest Gump could do it. Learn the different options with respect to formats, production, updates, and resources.

Pro Bono Partnership, Experiential Learning, and CLE Components

Michael L. Monahan, Pro Bono Project, State Bar of Georgia

Pro bono services and CLE programming can be a "win-win" for all involved. Learn how the State Bar of Georgia Pro Bono project successfully incorporated a CLE component into its attorney training model for pro bono services.

ACLEA 52nd Mid-Year Meeting

Savannah, Georgia | January 30 - February 2, 2016

General Information

All prices are in USD

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. The CLE Boot Camp, 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 8, 2016.

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 \$175/225 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.

Cancellation Policy

All special event & tour fee payments are nonrefundable after January 8, 2016. Registration refunds, less a \$50 processing fee, will be given to registrants who cancel by 5:00 p.m. January 8, 2016. No refunds or transfers will be granted thereafter.

Questions? Contact Us!

p: (651) 366-6082 | f: (651) 290-2266
aclea@aclea.org | www.aclea.org

Hotel Information

Our host hotel is the Hilton Savannah DeSoto. ACLEA has secured a special room rate of 169 USD per night for single/double available until December 22, 2015 or until the room block is exhausted, whichever comes first.

\$169/night plus city/state tax and fees

NOTE: ACLEA has obtained this room rate by contracting a total meeting package at the Hilton Savannah DeSoto. 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:

Hilton Savannah DeSoto

15 East Liberty Street
Savannah, Georgia 31401 – U.S.A.

Phone: 1+ (912) 232-9000
Toll Free: 1-877-280-0751

Hotel Website: www.desotohilton.com

Online Reservations: http://www.hilton.com/en/hi/groups/personalized/S/SAVDHHF-LEA-20160128/index.jhtml?WT.mc_id=POG

Transportation

Savannah International Airport – SAV

Distance to hotel: 14 miles

- Estimated Taxi Fare from Savannah International Airport: \$35-\$40 each way
- K Shuttle From Savannah International Airport: \$20 one way; \$30 round trip
Advance reservations required: www.kshuttle.com

Parking

- Hotel Guest Parking Fee: \$20/day (Valet Only)
- Non-Guest Daily Parking Fee: \$20/day (Valet Only)

CLE is Like a Box of Chocolates



REGISTRATION FORM

ACLEA 52nd Mid-Year Meeting | Savannah, GA | Jan. 30 - Feb. 2, 2016

REGISTRATION FORM

All prices are in USD

ATTENDEE INFORMATION

Name: _____
 Organization: _____
 Address: _____

 City/State/Province/Zip: _____

 Phone: (_____) _____
 Fax: (_____) _____
 Email: _____
 Spouse/Guest: _____
 Special Dietary Needs: _____

I am a First Time Attendee

CONFERENCE MATERIALS

Conference materials will be available for download in advance of the event. If you wish to receive your materials in a hard-copy format, there will be an additional fee. PLEASE NOTE printed materials are only available if ordered BEFORE **January 1, 2016**.

Online (free) Printed - \$75

ACLEA: Taste of Savannah Event

Monday, February 1

Tickets for the Monday Night Dinner are included in your registration fee.

RSVP: Yes, reserve my ticket No, do not reserve my ticket

Additional tickets: _____ at \$75 each = \$ _____

REGISTRATION

Early Bird (on or before December 28, 2015)

Member - \$675 Non-Member - \$885 Spouse/Guest - \$175

Regular (after December 29, 2015)

Member - \$730 Non-Member - \$940 Spouse/Guest - \$225

OPTIONAL EDUCATION PROGRAMS (Pre-Registration Required)

SATURDAY, JANUARY 30, 2016

CLE Boot Camp with Conference Registration

Member - \$165 Non-Member - \$225

CLE Boot Camp Only

Member - \$200 Non-Member - \$425

Register Online at www.aclea.org!

Due to PCI Compliance, please do NOT provide any credit card information via email. Pay by registering online, phone, or fax only.

FUNCTIONAL SIG LUNCHEONS (Pre-Registration Required*)

Sunday, January 31, 2016 | 11:45 AM - 1:15 PM

(Open to all paid registrants)

Executive Leadership - \$35 Marketing - \$35 Programming - \$35
 Publications - \$35 Technology - \$35

ORGANIZATIONAL SIG LUNCHEONS (Pre-Registration Required*)

Monday, February 1, 2016 | 12:00 PM - 1:15 PM

(Open to Respective Organizational SIG Members ONLY)

Entrepreneurs - \$35 In-House - \$35 Law School - \$35
 Local & Specialty Bars - \$35 Nationals - \$35
 State/Provincial Bars - \$35

* Onsite Luncheon Registration is \$50

Tuesday, February 2, 2016 | 12:00 PM - 1:15 PM

(Ticketed Event Open to All Paid Registrants)

Networking Lunch - \$40

OPTIONAL NETWORKING EVENTS (Pre-Registration Required)

Saturday, January 30, 2016

Old Town Savannah Trolley Tour - \$30

Additional tickets: _____ at \$30 each = \$ _____

Sunday, January 31, 2016

Haunted Pub Crawl \$25

Additional tickets: _____ at \$25 each = \$ _____

PAYMENT INFORMATION

Total Payment Enclosed: _____

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

If paying by credit card, all of the following fields must be completed.

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