

# Walk the Line — *of Success* —

Register online at [www.aclea.org](http://www.aclea.org)

**ACLEA 53rd Mid-Year Meeting**  
January 28 – January 31, 2017  
Loews Vanderbilt Hotel | Nashville, TN

# ACLEA 53rd Mid-Year Meeting

Nashville, Tennessee | January 28 – January 31, 2017

## Conference at a Glance

### *Saturday, January 28*

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)

3:15 p.m. – 4:15 p.m.

53rd Annual (Montreal) and 54th Mid-Year (San Antonio)  
Planning Committee Meetings (by invitation only)

4:30 p.m. – 5:30 p.m.

SIG and Committee Chair Leadership Workshop  
(by invitation only)

5:30 p.m. – 6:30 p.m.

**Welcome Reception** (open to attendees)

7:00 p.m.

Past Presidents' Dinner (by invitation only)

### *Sunday, January 29*

7:00 a.m. – 5:00 p.m.

Member Services/Registration Desk Open

7:00 a.m. – 8:00 a.m.

Healthy Fitness Options

- Zumba
- Walking

8:00 a.m. – 9:30 a.m.

Networking Breakfast in Exhibit Marketplace

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. – 11:00 a.m. **PLENARY**

**Songwriter Session — Don't Just Tap Your Foot, Tap Your Creativity**

*Gary Burr, Musician, Songwriter, Producer*

*Don Henry, Singer, Songwriter*

*Jim Photoglo, Singer, Songwriter*

*Victoria Shaw, Singer, Songwriter*

11:00 a.m. – 11:15 a.m.

Networking Break in Exhibit Marketplace

11:15 a.m. – 12:15 p.m. **PLENARY, continued**

**Songwriter Session: Don't Just Tap Your Foot, Tap Your Creativity**

12:30 p.m. – 1:45 p.m.

**Functional SIG Lunches** (ticketed – attendance open to all functional SIG members)

- Executive Leadership
- Marketing
- Programming
- Publications
- Technology

2:00 p.m. – 3:00 p.m. **WORKSHOPS A**

- "You're Gonna Miss Me When I'm Gone"—Where Are They Now?
- Redefining Technological Competence in a 21st Century Law Practice
- "Hey Good Lookin'"—Understanding Body Language in Your Leadership Role
- Hot CLE Programing—Why Some Sizzle and Others Fizzle!

3:00 p.m. – 3:30 p.m.

Networking Break in Exhibit Marketplace

3:30 p.m. – 4:30 p.m. **WORKSHOPS B**

- Strategic Hiring for Tomorrow's CLE Shop
- Website and Search Engine Optimization
- "How Do You Like Me Now?"—Professional Development for CLE: ACLEA's Core Competency and Curriculum Project
- "My Generation"—Teamwork and Collaboration in a Multi-Generational Workforce

6:30 p.m.

**Optional Dine-Arounds**

8:30 p.m. to Close

**Karaoke at Ms. Kelly's** (optional – transportation and refreshments at individual's expense)

### *Monday, January 30*

7:00 a.m. – 5:00 p.m.

Member Services/Registration Desk Open

7:00 a.m. – 8:00 a.m.

Healthy Fitness Options

- Yoga
- Walking

7:45 a.m. – 9:00 a.m.

Networking Breakfast in Exhibit Marketplace

8:00 a.m. – 9:00 a.m.

Committee Breakfast Meetings (open to registered attendees)

- Exhibitor and Sponsor
- MCLE
- Membership

9:00 a.m. – 10:00 a.m. **PLENARY**

**"Always on My Mind"—Old School Rhetoric and New School Cognitive Science**

*Lucy Jewel, University of Tennessee College of Law*

# — Walk the Line *of Success* —

10:00 a.m. – 10:30 a.m.

Networking Break in Exhibit Marketplace

10:30 a.m. – 11:30 a.m. **WORKSHOPS C**

- Adaptive Technology — Same Rules, New Tools, and Why It's Important
- Beyond Jeopardy — All the Games We Play
- Business Model Canvas
- “Nobody’s Going to Tell Me What to Do”—Changes in MCLE Guidelines: Staying Current, Finding Information

11:45 a.m. – 1:00 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

1:15 p.m. – 2:15 p.m. **WORKSHOPS D**

- The Future of Learning is Here! The Evolution of Continuing Professional Education (CPE) for CPAs
- “I Will Survive”—Mastering Resilience to Unlock Your True Potential
- Business School for Lawyers — Entrepreneurship and Innovation
- Marketing to Be Heard in a Noisy World with a Limited Budget

2:15 p.m. – 2:30 p.m.

Networking Break in Exhibit Marketplace

2:30 p.m. – 3:30 p.m. **WORKSHOPS E**

- PDF, Word, and Automation — How to Build an Effective Electronic Forms Strategy
- Bite Size is the Right Size — The Move Toward Brief, Targeted Learning
- Data Rich, Analysis Poor, Budget Non-existent
- Hit the Right Note with Your Leadership Program

3:30 p.m. – 4:00 p.m.

Networking Break in Exhibit Marketplace

4:00 p.m. – 5:00 p.m. **PLENARY**

**Build Meaningful Relationships — The Coffee Lunch Coffee Approach**

*Alana Muller, Coffee Lunch Coffee*

5:15 p.m. – 6:15 p.m.

International SIG Meeting (*open to attendees*)

5:15 p.m. – 6:15 p.m.

Special In-House/Entrepreneurs Happy Hour (*by invitation only*)

7:00 p.m. – 10:00 p.m.

**Offsite Networking Event: Honky Tonk Dinner**

*Tuesday, January 31*

7:30 a.m. – 4:00 p.m.

Member Services/Registration Desk Open

8:30 a.m. – 10:00 a.m.

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

10:00 a.m. – 10:15 a.m.

Networking Break in Exhibit Marketplace

10:15 a.m. – 11:15 a.m. **PLENARY**

**Getting It Right Before You Get It Wrong — Using Fast and Easy DIY Research to Deliver Programs with Impact**  
*Jim Bryson, 20|20 Research*

11:15 a.m. – 11:30 a.m.

Networking Break in Exhibit Marketplace

11:30 a.m. – 12:30 p.m.

**Networking Lunch** (*ticketed*)

12:45 p.m. – 1:45 p.m. **WORKSHOPS F**

- 10 Keys to Creating and Growing a Customer Service Culture
- The Current Rates of Substance Use, Anxiety, and Depression Among U.S. Attorneys: A Systems Approach to Improving the Health and Wellbeing of the Profession
- PDF for Publishers — The Tools and Techniques You Should Be Using
- Making Your Board Work for You — Effective Governance for Senior Managers

1:45 p.m. – 2:00 p.m.

Networking Break

2:00 p.m. – 2:45 p.m. **WORKSHOPS G**

- “I’m So Lonesome I Could Cry” — Best Online Presenting Practices
- “To All the [Programs] I’ve Loved Before” — Measuring What Works and Making It Happen Again and Again
- Publication SIG’s Best Practices: The Big Reveal

2:45 p.m. – 3:00 p.m. Networking Break

3:00 p.m. – 4:00 p.m. **PLENARY**

**Myers-Briggs Type Indicator — The Power in Knowing Your Personality**

*Bernadette Lawson, Sedgwick L.L.P*



*Follow Us on Twitter*

@acleaworldwide

#ACLEATN

# ACLEA 53rd Mid-Year Meeting

Nashville, Tennessee | January 28 – January 31, 2017

## Conference Schedule

## *Saturday, January 28*

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**  
*Stuart Teicher, Teicher Professional Growth, LLC*

8:30 – 9:15 a.m. **Programming Best Practices**

*Chris Osborn, ReelTime CLE*  
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**

*Gina Roers-Liemandt, American Bar Association*  
Gain an understanding of the MCLE application and attendance process even if you don't work directly with accrediting agencies.

9:45 – 10:15 a.m. **Top Ten Tips for Working with Contributors**

*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**

*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 Event 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 – 2:00 p.m. **Back to Basics — Marketing**

*Peter Berge, Minnesota CLE*  
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.

2:00 – 2:15 p.m. **Break**

2:15 – 3:00 p.m. **Roundtable Discussions**

**Publications**  
*Kristin Ruby, State Bar of Wisconsin*  
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**  
*Chris Osborn, ReelTime CLE*  
Exchange ideas, problems, frustrations and solutions on the latest topics in a moderated format.

# — Walk the Line *of Success* —

*Sunday, January 29*

## In-House/Professional Development

*Stephanie Ball, Best Best & Krieger*

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.

## Technology

*Lucas Boling, The Missouri Bar*

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

3:00 – 3:30 p.m.

## Getting the Most Out of ALCEA

*Una Doyle, Judicial Commission of New South Wales*

Learn about the structure of ACLEA, volunteer opportunities, the website and listservs, the resources and core curriculum, and how to connect with other members.

## End of Boot Camp Agenda

3:15 p.m. – 4:15 p.m.

**53rd Annual (Montreal) and  
54th Mid-Year (San Antonio)  
Planning Committee Meetings**  
*(by invitation only)*

4:30 p.m. – 5:30 p.m.

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

5:30 p.m. – 6:30 p.m.

**Welcome Reception**  
*(open to attendees)*

6:30 p.m.

**Optional Dine-Arounds**

7:30 p.m. – 9:30 p.m.

**Past Presidents' Dinner**  
*(by invitation only)*

7:00 a.m. – 5:00 p.m.

**Member Services/Registration  
Desk Open**

7:00 – 8:00 a.m.

## Healthy Fitness Options

Join your ACLEA friends for some exercise, fun, and networking with one of two 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 around the Vanderbilt Campus Area.

*Alexandra Wong – The Law Society of Upper Canada*

8:00 a.m. – 9:30 a.m.

**Networking Breakfast in  
Exhibit Hall**

8:30 a.m. – 9:30 a.m.

## SIG Breakfast Meetings

- *Executive Leadership*
- *Publications*
- *Public Interest*
- *State & Provincial Bars*

9:30 a.m. – 10:00 a.m.

**President's Welcome and  
Opening Announcements**

10:00 a.m. – 11:00 a.m.

## Plenary

### Songwriter Session — Don't Just Tap Your Foot, Tap Your Creativity

*Gary Burr, Musician, Songwriter, Producer*

*Don Henry, Singer/Songwriter*

*Jim Photoglo, Singer/Songwriter*

*Victoria Shaw, Singer/Songwriter*

Stuck trying to think of a new way to market programs and events or report about an annual meeting? Learn how to get creative from people who do it for a living. Veteran songwriter and performer Jim Photoglo and a team of accomplished writers including Gary Burr, Victoria Shaw, and Don Henry will show you their creative processes in this hands-on session. They'll walk you through the writing of a hit song, sing a little, and break up the group into songwriting teams that will each emerge with a potential chart topper. (Please note that workshop participants will hold no rights to creative content produced through this session.)

*Sunday, January 29*, continued

11:00 a.m. – 11:15 a.m. **Networking Break in Exhibit Marketplace**

11:15 a.m. – 12:15 p.m. **Plenary, continued**

12:30 p.m. – 1:45 p.m. **Functional SIG Lunches**  
(Ticketed Event – Attendance open to all functional SIG members)

- Executive Leadership
- Marketing
- Programming
- Publications
- Technology

2:00 p.m. – 3:00 p.m. **Workshops A**

### A1) “You’re Gonna Miss Me When I’m Gone” — Where Are They Now?

*Moderator: Gina Roers-Liemandt, American Bar Association  
Lynn Adams Levis, University of San Diego  
Alli Gerkman, Director, Educating Tomorrow’s Lawyers; IAALS, the Institute for the Advancement of the American Legal System  
Matt Hohmann, Founder of Filament and Creator of Invisible Girlfriend and Boyfriend  
Jill McCall, EVP, Mechanical Contractors Association of Chicago  
Dawn Ofner, Office Manager, Field Law*

Have you ever wondered what’s the next step for you in your professional career? Are you prepared to take it? What more could you be doing to set yourself up for success? Join some of ACLEA’s most accomplished former members as they Skype in from across the country to fill you in on what they are doing now! What are the skills they learned in CLE that transferred to their new ventures? What skills do they wish the CLE world would have given them? How did they manage their own professional development to get them where they are now?

### A2) Redefining Technological Competence in a 21st Century Law Practice

*Ari Kaplan, Ari Kaplan Advisors LLC*

Law firm and client expectations associated with technological prowess have reached a tipping point. While most lawyers acknowledge that the profession is evolving, they struggle with marrying technology and talent. Today, however, practitioners must demonstrate efficiency and embrace the value economy to remain competitive in a dynamically transforming environment. This presentation offers creative ideas for achieving reinvention through realignment and a perspective on the trajectory of technology. From accountability and accessibility to competitive advantage and cultivating community, attendees will learn how to incorporate discussions of technology trends into their programming and attract an audience seeking distinction in an ever-changing marketplace.

### A3) “Hey Good Lookin’”—Understanding Body Language in Your Leadership Role

*Scott Rouse, Body Language Expert*

Time to shift our focus from the power of words to the movement of body language. What does your body language say and how can you read others’? Learn about the value of face time in your leadership role. Find out how to project the right expression and demeanor. Special considerations for on-camera video meetings will be provided.

### A4) Hot CLE Programing—Why Some Sizzle and Others Fizzle!

*Stephanie Ball, Best Best & Krieger LLP  
Mauri Hawkins, Arizona State Bar  
Betsy Hults, Jones Day*

Does it seem as if your CLE programming is in a rut? Offering the same topics with the same speakers year after year? Get a look at the hottest programming topics that are attracting crowds and burning up the CLE charts. Find out why some new program ideas sizzle while others fizzle. Explore potential sources for new topics and interesting presenters who can help keep your programs on the cutting edge.

## Special Thanks to Our 53rd Mid-Year Planning Committee!

- Lucas Boling, The Missouri Bar
- Lenne’ Espenschied, Author, National Speaker
- Kristin Huotari, State Bar of Wisconsin
- Bernadette Lawson, Sedgwick L.L.P.
- Gina Roers-Liemandt, American Bar Association
- Laura Selby, The Continuing Legal Education Society of British Columbia
- Tim Slating, Illinois State Bar Association
- Mindy Thomas-Fulks, Tennessee Bar Association

# — Walk the Line *of Success* —

*Sunday, January 29*, continued

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

3:00 p.m. – 4:00 p.m.      **Workshops B**

## **B1) Strategic Hiring for Tomorrow's CLE Shop**

*Jennifer Flynn, Legal Education Society of Alberta  
Linda Russell, Continuing Education of the Bar-California  
Alan Treleaven, Law Society of British Columbia*

What is your strategy for effective hiring? What skills are you looking for? Do you re-evaluate the job description each time and hold the position open to reassess the need, or do you hire for the vacant position? Is your priority to hire for the necessary skills or to hire for general competencies and ability to learn, and rely on training for those skills? Attend this panel session for a thought-provoking exploration of these critical issues.

## **B2) Website and Search Engine Optimization**

*Ross Jones, 2theTop Website Design and Promotion*

Every day we make decisions that impact our presence online and how our customers interact with our information. Adding new features and new content to your online pages can be effective or drive customers away. Join Ross Jones, a recognized expert in website and search engine optimization and an early adopter of online marketing, who will review CLE websites and provide feedback on how your decisions impact your business.

## **B3) "How Do You Like Me Now?"—Professional Development for CLE: ACLEA's Core Competency and Curriculum Project**

*Doug Ashworth, ICLE of Georgia  
Gina Roers-Liemandt, American Bar Association  
Mindy Thomas Fulks, Tennessee Bar Association*

You've spent your career helping attorneys stay current and expand their own professional development, but have you thought about your own goals and plans? How do you know what you need to grow in your own professional development? ACLEA has created a model to assist! The core competencies (15 areas determined) will be a valuable resource to both managers and other staff involved in CLE design to develop and expand their education, expertise, and capability, as well as identifying areas in which you may volunteer to build your own skills. These competencies also create a baseline for CLE organizations on which to train and evaluate staff. Learn how to best utilize this valuable online resource!

## **B4) "My Generation"—Teamwork and Collaboration in a Multi-Generational Workforce**

*Deborah D. Tobey, State of Tennessee Department of Safety and Homeland Security, Adjunct Senior Lecturer, Vanderbilt University*

"Those Millennials don't have a work ethic." "Baby Boomers talk too much and waste too much time." "Gen X-ers are slackers because they don't work overtime." Are any of these statements familiar to you (perhaps because you have said it yourself)? The behaviors of each of the generations can have a profound effect on teamwork, productivity, and communication, but that is only part of the story. The assumptions and judgments that we make about those behaviors, and our subsequent reactions, are every bit as powerful in shaping how we interact with each other—and not in a good way! And, the greater the difference between us, the more powerful and disruptive our own reactions! How can we use our knowledge about the generations in the workplace to improve interactions, performance, and productivity? This session will focus on the most common "flashpoints" between the generations, how to prepare for them, and ways to manage them to achieve productive interactions.

6:30 p.m.

**Optional Dine-Arounds**

## **Optional Networking Event**

8:30 p.m. to Close

**Karaoke at Ms. Kelly's**

(optional – transportation and refreshments at individuals' expense)

# ACLEA 53rd Mid-Year Meeting

Nashville, Tennessee | January 28 – January 31, 2017

## Conference Schedule

*Monday, January 30*

7:00 a.m. – 5:00 p.m. **Member Services/Registration Desk Open**

10:00 a.m. – 10:30 a.m. **Networking Break in Exhibit Marketplace**

7:00 – 8:00 a.m. **Healthy Fitness Options**

Join your ACLEA friends for some exercise, fun, and networking with one of two 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.

*Elissa Lindquist, Minnesota CLE*

### Walking

Join us for a leisurely walk around town.

*Alexandra Wong – The Law Society of Upper Canada*

7:45 a.m. – 9:00 a.m. **Networking Breakfast in the Exhibit Marketplace**

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!*

- Exhibits & Sponsors
- MCLE
- Membership

9:00 a.m. – 10:00 a.m. **Plenary**

### “Always on My Mind” — Old School Rhetoric and New School Cognitive Science

*Lucy Jewel, University of Tennessee College of Law*

Learn how modern-day legal communication continues to be influenced by classical rhetoric. When deployed effectively, ancient rhetorical concepts produce clear and persuasive messages in professional legal settings. As old as these concepts are, they are also uniquely aligned with cognitive scientific understandings of how humans best process information. Ancient rhetoric, however, is not infallible and sometimes conflicts with how the real world works and how people really think. Even though these age-old precepts are imperfect, they have been retained in our legal culture because they generally produce arguments that the human mind perceives as rational and intelligent. Hear about the ancient rhetoric principles, the modern cognitive science that explains why these principles work so well, and then consider how these principles affect the way we teach attorneys — both in law school and beyond in continuing education.

10:30 a.m. – 11:30 a.m. **Workshops C**

### C1) Adaptive Technology — Same Rules, New Tools, and Why It’s Important

*Matthew Gann, Tennessee Board of Regents*

While everyone knows that we should be making our digital content “accessible” for the visually and hearing impaired, few know exactly what that entails. Come learn about what accessibility means and how adaptive technology can help make our online offerings and digital content more accessible for our customers.

### C2) Beyond Jeopardy — All the Games We Play

*Mindy Thomas Fulks, Tennessee Bar Association*

Let’s talk games: mechanics and theory. This session will provide an overview of gamification, game mechanics, educational games, and game theory.

### C3) Business Model Canvas

*Ed Rappuhn, SCORE*

What is the value proposition vs. product or service? How does a business model tie everything together? Why create a business model? Do you still need a business plan? This session will answer these questions and introduce you to the Business Model Canvas process. Learn how to you see your CLE business in a new way.

### C4) “Nobody’s Going to Tell Me What to Do” — Changes in MCLE Guidelines: Staying Current, Finding Information

*Gina Roers-Liemandt, American Bar Association*

Do you often feel like you’re on a scavenger hunt when looking for answers about the MCLE rules? How do you ensure the payoff? In an industry with more than 46 regulating authorities in the United States alone and many more worldwide, finding out what rules and regulations apply to your programs and attorneys is difficult. Add to that the task of staying current when changes occur. How do you find the guidelines and requirements of these regulating bodies? Join Gina Roers-Liemandt, Director of MCLE and Professional Development at the ABA, as she discusses:

- Sources for information
- Updating your knowledge
- Finding non-US continuing education rules
- Ensuring your program meets the requirements in multiple jurisdictions



# — Walk the Line *of Success* —

*Monday, January 30*, continued

11:45 a.m. – 1:00 p.m.

## Organizational SIG Lunches

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

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

1:15 p.m. – 2:15 p.m.

## Workshops D

### **D1) The Future of Learning is Here! The Evolution of Continuing Professional Education (CPE) for CPAs**

*Jessica Luttrull, CPA, National Association of State Boards of Accountancy (NASBA)*

The CPA profession has changed; there is no “one-size-fits-all” and not everyone needs the same continuing education course. The future workforce is already learning differently and education must also evolve. Hear about the considerations for innovative changes occurring in the regulations for providers of CPE for CPAs from the foundational concepts of neuroscience and how the brain reacts to learning experiences to the inclusion of new instructional delivery methods: nano-learning and blended learning.

### **D2) “I Will Survive” —Mastering Resilience to Unlock Your True Potential**

*David Shearon, Thriving Lawyers*

Resilience is a combination of durability, which keeps adversities or stress from slowing us down or deflecting us from our goals, and recovery that enables us to “bounce back” and regain momentum toward our goals if an adversity does affect us. Resilience can be improved by practices and skills that have been tested and can be taught, learned, and mastered. Come learn and practice some key skills and create an action goal that you will be highly likely to follow in the next week!

### **D3) Business School for Lawyers — Entrepreneurship and Innovation**

*Peter Berge, Minnesota CLE*

Many companies say they want to be innovative but few really are. Why is innovation so hard? How can you build innovation and entrepreneurship into an existing organization? What are the entrepreneurial steps that can lead to innovation? Join this discussion and learn about how your organization can become more innovative.

### **D4) Marketing to Be Heard in a Noisy World with a Limited Budget**

*Charles White, Beacon Live*

There are so many ways to reach your audience and it is harder than ever to be heard. Learn about the marketing tools and techniques available to you and how to most effectively use them. Through case studies, hear about how others have cut through the noise. You will come away with marketing tips to try out in your organization.

2:15 p.m. – 2:30 p.m.

## Networking Break in Exhibit Marketplace

2:30 p.m. – 3:30 p.m.

## Workshops E

### **E1) PDF, Word, and Automation — How to Build an Effective Electronic Forms Strategy**

*Barron Henley, Affinity Consulting Group*

*Dan McMahon, New York State Bar Association*

*Tim Slating, Illinois State Bar Association*

Lawyers have an insatiable appetite for legal forms and our options for delivering them are constantly evolving. When should you choose plain Word documents, document assembly, or fillable PDFs? How can you make the forms easier for lawyers to use—particularly if they are not tech savvy? Attend this session for a discussion with ACLEA colleagues about their strategies and best practices.

### **E2) Bite Size is the Right Size — The Move Toward Brief, Targeted Learning**

*Steve Gluckman, LawFirmElearning*

The shift to modular, targeted learning is on. Bite-size is the right size for delivering useful online content to today’s learners. Bite-size content is short and focused, and easier to absorb and make time for. But how do you get these resources in place? How can we use this approach to offer learning and information at the exact point of need? Join us as we discuss how to leverage your existing content to create brief, targeted, just-in-time learning. We’ll look at different approaches and examples and outline what works and what does not.

### **E3) Data Rich, Analysis Poor, Budget Non-existent**

*Brian Johnson, DonorBureau*

You have a lot of data—on your programs, publications, users, attendees, speakers, members...but now what? How do you best utilize this data when you don’t have a staff or budget to analyze and synthesize? Join Brian Johnson, an analytics professional who has built analytical teams and methods in online retail, digital advertising, risk management, and field sales over the past decade. Brian will help you get started with databases and data mining using easy to pick up, inexpensive tools that will not require any prior experience with programming.

## *Monday, January 30, continued*

### E4) Hit the Right Note with Your Leadership Program

*Doug Blaze, Institute for Professional Leadership at the University of Tennessee College of Law*

If you have been asked to plan a program that focuses on leadership, this is the session for you. Doug Blaze with the Institute for Professional Leadership at the University of Tennessee College of Law will discuss leadership training, what works, challenges, and what attendees are looking for in today's leadership programs.

3:30 p.m. – 4:00 p.m.     **Networking Break in Exhibit Marketplace**

4:00 p.m. – 5:00 p.m.     **Plenary**

### Build Meaningful Relationships — The Coffee Lunch Coffee Approach

*Alana Muller, Coffee Lunch Coffee*

How do you feel about networking? Though networking may feel awkward or intimidating, now is the time to sharpen your skills. During this session, learn about Coffee Lunch Coffee, an accessible, relevant, immediately actionable approach to professional networking for those interested in advancing their careers or getting involved in their communities. It will help you formulate a strategic mindset around networking while creating a game plan to connect with others.

5:15 p.m. – 6:15 p.m.     **International SIG Meeting**  
*(open to all attendees)*

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

5:15 p.m. – 6:15 p.m.

**Special In-House/  
Entrepreneurs Happy Hour**  
*(by invitation only)*

## Offsite Networking Event

7:00 p.m. – 10:00 p.m.

**Honky Tonk Dinner**



ACLEA will take over the Tin Roof on Broadway for dinner, dancing, and live music! The Tin Roof on Broadway opened in 2014 in the former Hatch Show Print Building nestled among Nashville's legendary Honky Tonks. Over the years, their stages have hosted the famous, the should-have-been famous, and everyone in between.

Tickets to this event are included in your registration fee, but we ask that you RSVP. Guest tickets are available for \$75.



# — Walk the Line *of Success* —

*Tuesday, January 31*

7:30 a.m. – 4:00 p.m. **Member Services/Registration Desk Open**

8:30 – 10:00 a.m. **ACLEA Business Meeting & Breakfast**  
*(open to all ACLEA Members)*

10:00 a.m. – 10:15 a.m. **Networking Break in Exhibit Marketplace**

10:15 a.m. – 11:15 a.m. **Plenary**

## **Getting It Right Before You Get it Wrong — Using Fast and Easy DIY Research to Deliver Programs with Impact**

*Jim Bryson, 20|20 Research*

Are you developing programs and publications that your customers actually want and need? CLE organizations make costly marketing decisions everyday, often without the benefit of marketing research. In this practical how-to session, see how focus groups can provide valuable marketing information you can use to plan, produce, and market CLE programs and publications. Leave with tools you can immediately use to recruit participants, frame questions, and run a focus group on your own.

11:15 a.m. – 11:30 a.m. **Networking Break in Exhibit Marketplace**

11:30 a.m. – 12:30 p.m. **Networking Lunch** *(ticketed)*

12:45 p.m. – 1:45 p.m. **Workshops F**

## **F1) 10 Keys to Creating and Growing a Customer Service Culture**

*Jessica Lane, Abila (formerly Peach New Media)*

Who responds to customer concerns, complaints, and compliments in your organization? Will the customer experience vary greatly depending on who answers the telephone, responds to a customer's email, or replies to a social media post? Building and sustaining a customer service culture is key to developing customer relationships that will help build and grow your brand. Learn simple steps you can take now to create a sustainable customer service culture in your organization.

## **F2) The Current Rates of Substance Use, Anxiety, and Depression Among U.S. Attorneys — A Systems Approach to Improving the Health and Wellbeing of the Profession**

*Linda Albert, State Bar of Wisconsin — Sponsored by the State Bar of Wisconsin*

The ABA's Commission on Lawyer Assistance Programs and the Hazelden Betty Ford Foundation present the results from their collaboration on the landmark research project illuminating the current rates of substance abuse and behavioral health issues among licensed attorneys throughout the United States. This seminar will cover the findings and address the need to inform and guide decision making and policy development in the following key areas: funding of Lawyer Assistance Programs, CLE requirements, bar examination and admission requirements, and increased career satisfaction and longevity among members of the bar.

## **F3) PDF for Publishers—The Tools and Techniques You Should Be Using**

*Barron Henley, Affinity Consulting Group*

We all use PDFs to deliver our content, but are we using the right PDF authoring tools? The selection of top-shelf PDF applications has grown and many of them cost much less than the ubiquitous Adobe Acrobat. Attend this session to learn best practices for publishing PDFs. It will cover available software, searchability, accessibility, and how to protect your content.

## **F4) Making Your Board Work for You — Effective Governance for Senior Managers**

*Barry Kolar, Tennessee Bar Association*

*Rolf Warburton, Continuing Legal Education Society of B.C.*

This session will investigate the challenges and opportunities arising from working with your organization's board of directors or other governing stakeholders.

Learn how to effectively manage your board to improve both your organization and your career. Some topics will include:

- Different governance models and the intersection between CLE and the profession
- Ways board members and managers contribute to an organization
- How much detail of day-to-day operations to share
- Best practices in facilitating board meetings and retreats

1:45 p.m. – 2:00 p.m. **Networking Break**

## *Tuesday, January 31, continued*

2:00 p.m. – 2:45 p.m.

### Workshops G

#### **G1) “I’m So Lonesome I Could Cry”—Best Online Presenting Practices**

*Barron Henley, Affinity Consulting Group*

*Lenne’ Espenschied, Entrepreneurial Selection Participants*

In this session specifically designed for experienced CLE speakers, we’ll raise topics designed to spark discussion of best practices for speakers in online presentations. After the discussion, we’ll ultimately create a resource document for ACLEA members. <http://www.tba.org/info/cle-faculty-guide>

#### **G2) “To All the [Programs] I’ve Loved Before”—Measuring What Works and Making it Happen Again and Again**

*Sigalle Barness, Lawline.com*

*Chris Osborn, ReelTime CLE*

Learn the best ways to determine what works and what doesn’t for your programs, and get best practices for creating, refining, and executing on top-quality CLE. Join Sigalle Barness, Vice President of Programs for Lawline and Chris Osborn, co-founder of ReelTime CLE as they provide helpful do’s and don’ts and review the newly revised and updated ALCEA Programming Best Practices document. [http://c.ymcdn.com/sites/www.aclea.org/resource/collection/B777B02E-6C55-4024-9908-1F479B97E888/Programming\\_BestPractices2013.pdf](http://c.ymcdn.com/sites/www.aclea.org/resource/collection/B777B02E-6C55-4024-9908-1F479B97E888/Programming_BestPractices2013.pdf)

#### **G3) Publication SIG’s Best Practices — The Big Reveal**

*Diane Morrison, State Bar of Texas*

*Linda Russell, Continuing Education of the Bar—California*

*Tim Slating, Illinois State Bar Association*

After much work, the Publication SIG’s revised Best Practices document is ready for prime time! Attend this session to get a copy of the document and discuss real-world examples of how to implement the best practices in your publications shop. Areas of biggest changes (electronic publishing, legal forms) will be highlighted. Come share your thoughts on how you implement best practices in your organization.

2:45 p.m. – 3:00 p.m.

### Networking Break

3:00 p.m. – 4:00 p.m.

### Plenary

#### **Myers-Briggs Type Indicator — The Power in Knowing Your Personality**

*Bernadette Lawson, Sedgwick L.L.P.*

Most of our everyday challenges involve communication. Knowing your personality type is a powerful tool in understanding your communication style and your personal preferences. It’s through self-awareness that you can then appreciate the preferences of those with whom you interact. Don’t miss this opportunity to empower yourself as you gain a better understanding of why others communicate like they do and learn to build better relationships.

4:00 p.m.

### Event Concludes

# — Walk the Line *of Success* —

All prices are in USD

General  
Information

## Registration

The program registration fee includes conference materials, admission to Sunday, Monday, and Tuesday sessions, the Saturday evening 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 13, 2017.

## Spousal/ 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 \$185/\$235 fee includes continental breakfasts, Saturday Welcome Reception in the Exhibit Marketplace, 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. Tickets for the Saturday Welcome Reception will be available separately for guests who will be attending only this event. 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 and tour fee payments are nonrefundable after January 13, 2017. Registration refunds, less a \$50 processing fee, will be given to registrants who cancel by 5:00 p.m. Central Time on January 13, 2017. No refunds or transfers will be granted thereafter.

## Questions? Contact Us!

p: 1+ (651) 366-6082 | f: 1+ (651) 290-2266  
aclea@aclea.org | www.aclea.org

## Hotel Information

Our host hotel is the Loews Vanderbilt Hotel. ACLEA has secured a special room rate of \$200/night for single/double occupancy available until January 6, 2017 or until the room block is exhausted, whichever comes first.

### **\$200/night plus city/state tax and fees**

**NOTE:** ACLEA has obtained this room rate by contracting for a total meeting package at the Loews Vanderbilt Hotel. 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:

### **Loews Vanderbilt Hotel**

2100 West End Ave  
Nashville, TN 37203 – United States  
Phone: 1+ (615) 320-1700  
Toll Free: 1+ (800) 336-3335

**Hotel Website:** [www.loewshotels.com/vanderbilt-hotel](http://www.loewshotels.com/vanderbilt-hotel)

**Online Reservations:** <http://tinyurl.com/aclea-tn-hotel>

## Transportation

### **Nashville International Airport (BNA)**

**Distance to hotel:** 15.93 km/9.9 miles

- Estimated taxi fare from BNA: \$30 each way
- Additional directions can be found on the hotel transportation website: [www.loewshotels.com/vanderbilt-hotel/discover/map](http://www.loewshotels.com/vanderbilt-hotel/discover/map)

### **Discounted Parking**

- Self-Park: \$14/day
- Valet: \$24/day



# REGISTRATION FORM

ACLEA 53rd Mid-Year Meeting | Nashville, TN | Jan. 28 - 31, 2017

## 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

### ACLEA: Honkey Tonk Dinner Monday, January 30 at 7:00 p.m.

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, 2016)

Member - \$685  Non-Member - \$895  Spouse/Guest - \$185

#### Regular (after December 29, 2016)

Member - \$740  Non-Member - \$950  Spouse/Guest - \$235

### OPTIONAL EDUCATION PROGRAMS (Pre-Registration Required)

#### SATURDAY, JANUARY 28, 2017

##### CLE Boot Camp with Conference Registration

Member - \$175  Non-Member - \$235

##### CLE Boot Camp Only

Member - \$210  Non-Member - \$435

*Register Online at [www.aclea.org](http://www.aclea.org)!*

Cancellation Policy: All special event and tour fee payments are nonrefundable after January 13, 2017. Registration refunds, less a \$50 processing fee, will be given to registrants who cancel by 5:00 p.m. Central Time on January 13, 2017. No refunds or transfers will be granted thereafter.

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 - \$40  Marketing - \$40  Programming - \$40  
 Publications - \$40  Technology - \$40

\* Onsite Luncheon Registration is \$50

### ORGANIZATIONAL SIG LUNCHEONS (Pre-Registration Required\*)

**Monday, January 30, 2017 | 11:45 a.m. - 1:00 p.m.**

(Open to Respective Organizational SIG Members ONLY)

Entrepreneurs - \$40  In-House - \$40  Law School - \$40  
 Local & Specialty Bars - \$40  Nationals - \$40  
 State/Provincial Bars - \$40

\* Onsite Luncheon Registration is \$50

**Tuesday, January 31, 2017 | 11:30 a.m. - 12:30 p.m.**

(Ticketed Event Open to All Paid Registrants)

Networking Lunch - \$40

\* Onsite Luncheon Registration is \$50

### 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