

# ACLEA CLE BOOT CAMP PLUS

MAY 5 & 6, 2008

THE OFFICES OF HOLLAND & KNIGHT LLP  
111 SW 5TH AVE., STE. 2300, PORTLAND, OR 97204

The **CLE Boot Camp** was created to assist our colleagues who are new to the profession and those who just need a refresher. Boot Camp has consistently met with rave reviews, and ACLEA is committed to continuing this service to its members. The sessions within Boot Camp are basic level, and the overall curriculum is designed to help you in all areas of CLE programming and publications. We are delighted and thankful to have so many volunteers and "old-timers" help with these sessions. We know you will walk away with lots of information to help you in your own organization.

## TOPICS INCLUDE:

- **Program Planning from A to Z** - Discover how to make contacts, decide on subjects, content, faculty and formats, understand budgeting and pricing, develop timelines and deadlines, and how to analyze your results.
- **The Basics of Marketing CLE Products: From Ideas to Follow-up** - An overview of a professional marketing approach for courses and books utilizing your entire organization, while understanding and adapting to the unique qualities and evolving world of our CLE customers.
- **Technology and CLE** - Learn how to maximize technology in your daily operations, programming, marketing, publications, and website presence. Make the most of what you already have while looking toward the future of CLE and technology.
- **Finance and Negotiation Techniques** - Gain insight on how to save money at your seminars and conferences with budgeting, expense monitoring and financial ratios, while learning proven hotel negotiation strategies.
- **The MCLE Application & Reporting Process** - Are you looking for ways to simplify the MCLE application and recording process? Discuss this and other topics you would like the panel to focus on.

**Presented by:** *Roger B. Curlin III* - Holland & Knight LLP; *Lisa Deane* - State Bar of Arizona; *Donna J. Passons* - Texas Institute of CLE and ACLEA's Executive Director; *Amy Danziger Shapiro* - ALI-ABA; *Gregory J. Smith* - National Institute for Trial Advocacy; *Yvette Snavely* - The Institute of Continuing Legal Education

*Registration Fee includes detailed course materials.*

## PLUS...

### **Special Advanced Session on Local Bar Collaboration!\***

Join your colleagues from other local bar organizations in this interactive session facilitated by Susan Blair (Nashville Bar) and Mary Lynne Johnson (Atlanta Bar). We'll address collaboration with other organizations, marketing, working with your Board/Committee, guiding volunteers, choosing speakers-for-hire, program development, and other topics – all from the unique perspective of local (and often small) bar associations.

*\*Separate registration fee required.*

## PROGRAM AGENDA

### Monday, May 5, 2008

- 1:00 p.m. Introductions and What You Hope to Gain From These Sessions
- 1:15 p.m. Program Planning from A-Z & Speakers and Authors
- 2:30 p.m. Break
- 2:45 p.m. The Basics of Marketing CLE Programs & Products: From Ideas to Follow-Up
- 3:15 p.m. The MCLE Application & Reporting Process
- 4:00 p.m. Workshops  
(*Open Forum, In-House, Publications*)
- 5:15 p.m. Adjourn

### Tuesday, May 6, 2008

- 8:30 a.m. Finances & Hotel Negotiations
- 9:45 a.m. Break
- 10:00 a.m. Technology & CLE: Working with Technology on a Day-to-Day Basis & Derivative Products
- 11:15 a.m. Q&A Session w/ Susan Blair, Mary Lynne Johnson, Yvette Snavely
- 12:00 p.m. CLE Boot Camp Adjourns
- 1:00 - 4:00 p.m.\* *Special Advanced Local Bar Collaboration Session***

# GENERAL INFORMATION

ACLEA CLE BOOT CAMP PLUS - MAY 5 & 6, 2008 - PORTLAND, OREGON

**Conference/Hotel Location** — CLE Boot Camp Plus is being held at the offices of Holland & Knight LLP (111 SW 5th Avenue, Ste. 2300, Portland, OR 97204). A limited number of hotel rooms are available approximately one block away at the Embassy Suites Downtown Portland, (319 SW Pine St., Portland, OR 97204, 503/279-9000) at the special room rate of \$149 single/double. Your reservations should be made by April 9, 2008, and you must identify yourself as a participant with ACLEA in order to obtain a room in our room block. Please call the hotel directly at 503/279-9000 to make your reservation. There are also numerous other hotels within walking distance. We recommend you make your reservations immediately if you plan to attend this course.

**Pre-Registration** — To ensure sufficient materials are available for all attendees, pre-registration is strongly encouraged. Door registration is an additional \$50.00. *The Registration Fee includes detailed course materials.*

**Special Registration** — Non-members of ACLEA may attend at the discounted member rate when accompanying a current ACLEA member from the same organization.

**Registration by Telephone** — You may register by calling 512/453-4340. Phone-in registrations require an AmEx, Visa or MasterCard number, expiration date, security code and billing address.

**Cancellations and Refunds** — Refunds, less a \$50.00 processing fee, will be given to registrants who cancel by 5:00 p.m. on the Wednesday preceding the Boot Camp/Special Session. No refunds will be granted thereafter. Course materials will automatically be mailed to prepaid registrants who were not able to attend.

**Special Accommodations** — If special arrangements are required for a person with a disability to attend this program, please contact us at 512/453-4340.

## REGISTRATION FORM

**Mail to:** ACLEA CLE Bootcamp-Portland  
P.O. Box 4646  
Austin, Texas 78765-4646

**or FAX Form to:** 512/451-2911  
**Phone:** (512) 453-4340

*(Phone & Fax Registrations must be accompanied by a AmEx, Visa or MasterCard information)*

**Please register me as follows:**

	Non-Member Rate	Member Rate
<input type="checkbox"/> Monday/Tuesday CLE Boot Camp Only Registration (Due by 5 p.m. April 25) .....	\$195.00	\$145.00
<input type="checkbox"/> Tuesday Boot Camp + Advanced Local Bar Session Registration (Due by 5 p.m. April 25) .....	\$195.00	\$145.00
<input type="checkbox"/> Advanced Local Bar Collaboration Session Registration (Due by 5 p.m. April 25) .....	\$ 95.00	\$ 65.00
<input type="checkbox"/> After 5:00 p.m. April 25th and Door Registration Fee .....	\$+50.00	\$+50.00
<input type="checkbox"/> Join ACLEA Now and Register at the Discounted Member Rate .....		\$ _____
<small>(\$195 for the 1st member from an organization; \$180 for each additional member from the same organization)</small>		

Circle  
Your Rate  
→

**TOTAL ENCLOSED**..... \$ \_\_\_\_\_

**No refunds after 5:00 p.m., Wednesday, April 30, 2008.**

Name \_\_\_\_\_  
Firm/Company \_\_\_\_\_  
Address \_\_\_\_\_ Country \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail \_\_\_\_\_

Check enclosed payable to **ACLEA** or Charge my \_\_\_\_\_ AmEx \_\_\_\_\_ Visa or \_\_\_\_\_ MasterCard

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Name on Card \_\_\_\_\_

Security Code (3 or 4 digits) \_\_\_\_\_ Billing Address (incl. zip) \_\_\_\_\_



The Network for CLE Professionals...Worldwide

For more information about ACLEA,  
visit our website at [www.aclea.org](http://www.aclea.org).