



The Network for CLE Professionals...Worldwide

## 47<sup>TH</sup> ANNUAL MEETING



**JULY 30 – AUGUST 2, 2011**  
**THE WESTIN COPLEY PLACE**  
**BOSTON, MASSACHUSETTS**

***“BE REVOLUTIONARY!”***

# CONFERENCE AT A GLANCE

## ..... SATURDAY, JULY 30, 2011 .....

7:30 a.m. – 7:30 p.m.

Registration Desk Open

8:15 a.m. – 4:00 p.m.

New Member Orientation and CLE Boot Camp

9:00 a.m. – 3:45 p.m.

JFK Presidential Library & Faneuil Hall Bus Tour

*(Ticketed Event)*

1:00 p.m. – 3:45 p.m.

ACLEA "Unconference" *(Ticketed Event)*

4:00 p.m. – 6:00 p.m.

SIG & Committee Chair Leadership Workshop

6:00 p.m. – 7:30 p.m.

Welcome Reception Honoring New Members and Faculty

7:30 p.m.

First Time Attendees Dinner

*(Ticketed Event by Invitation Only)*

## ..... SUNDAY, JULY 31, 2011 .....

7:45 a.m. – 5:30 p.m.

Registration and Exhibits

8:30 a.m. – 9:30 a.m.

SIG Meetings

Executive Leadership, Publications, State & Provincial Bars, Technology

8:30 a.m. – 9:30 a.m.

48th Mid-Year Meeting - Planning Committee Meeting

9:30 a.m. – 9:45 a.m.

Networking Break & Exhibits

9:45 a.m. – 10:15 a.m.

Announcements and President's Welcome

10:15 a.m. – 11:45 a.m.

Opening Plenary Session: From MCLE to mCLE: Rethinking Legal Learning for a Mobile World

11:45 a.m. – 1:15 p.m.

SIG Luncheons

*(Ticketed Event – Open to All Registrants)*

Executive Leadership, Marketing, Programming, Publications/Technology

1:15 p.m. – 2:15 p.m.

Workshops A:

- eLearning for Mobile Lawyers
- Effective Copywriting in a 140 Character World
- To App, or Not to App: Make Your Website Mobile or Build a Mobile App?
- Using Mobile Devices at Your Live Events – Oh, the Places You'll Go!
- Publishing eBooks on the iPad

2:15 p.m. – 3:00 p.m.

Exhibit Hall Showcase

3:00 p.m. – 4:00 p.m.

Workshops B:

- Best Employment Law Practices for the CLE CEO
- EPUB: Designing eBooks for the iPad
- Beyond Competencies
- Looking for New Markets in a New Era?
- Dazzle: Delivering Exceptional CLE Presentations that Get Results

4:15 p.m. – 5:30 p.m.

The Best of CLE: Rapid-Fire Idea Sharing

5:30 p.m. – 6:30 p.m.

Committee Meetings (Distance Learning, International)

6:00 p.m. – 7:30 p.m.

ACLEA Reception *(Ticketed Event)*

Sponsored in part by Practising Law Institute.

## ..... MONDAY, AUGUST 1, 2011 .....

7:15 a.m. – 4:30 p.m.

Registration and Exhibits

7:45 a.m. – 8:45 a.m.

Committee Meetings

Exhibitors/Sponsors, MCLE, Membership, Public Interest

SIG Meeting (Associate Members)

8:45 a.m. – 9:00 a.m.

Networking Break and Exhibits

9:00 a.m. – 10:15 a.m.

Plenary Session: Entertainment, Information Or Education? Articulating and Measuring What Matters in CLE Programs and Publications

10:15 a.m. – 10:45 a.m.

Networking Breaks & Exhibits

10:45 a.m. – 12:00 p.m.

Workshops C: Seven Tips

- Seven Tips: Quality Control in Distance Learning
- Seven Tips: Delivering a Great Attendee Experience
- Seven Tips: Crafting PowerPoint Slides for Effective Virtual Presentations
- Seven Tips: Simple Ways to Get the Most Out of Your Speakers at Live Events
- Seven Tips: Authors on Editors

10:45 a.m. – 12:00 p.m.

Workshops D: Seven Tips *(Repeated, \*except as noted.)*

- Seven Tips: Quality Control in Distance Learning
- Seven Tips: Delivering a Great Attendee Experience
- Seven Tips: Crafting PowerPoint Slides for Effective Virtual Presentations
- Seven Tips: Simple Ways to Get the Most Out of Your Speakers at Live Events
- \*Seven Tips: Editors on Authors

# CONFERENCE AT A GLANCE

12:00 p.m. – 1:45 p.m.

SIG Luncheons

*(Ticketed Event – Open to SIG Members Only)*

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

1:45 p.m. – 3:00 p.m.

Workshops E: Hot Topics in CLE

- **Today's Most Significant MCLE Trends**
- **Podcasting: Hands-on Workshop**
- **The International Spot – A Global View on International Developments**
- **A Day in the Life: The Role of Editor in an eBook World**
- **A Report from the Summit**

4:30 p.m. – 6:00 p.m.

Boston Duck Tour Networking Excursion

*(Ticketed Event)*

8:30 p.m. – 10:00 p.m.

Boston Haunted Tour Networking Excursion

*(Ticketed Event)*

## TUESDAY, AUGUST 2, 2011

7:00 a.m. – 5:30 p.m.

Registration and Exhibits

8:00 a.m. – 9:30 a.m.

ACLEA Business Meeting, Breakfast and "ACLEA's Best" Awards

*(Open to All ACLEA Members)*

9:30 a.m. – 10:00 a.m.

Networking Break & Exhibits

10:00 a.m. – 11:15 a.m.

Plenary Session: Project Management for CLE Professionals

11:20 a.m. – 12:20 p.m.

Workshops F: Management Tips

- **Managing Up: A Different Perspective for More Successful CLE Leadership**
- **Managing Authors & Editors to Get Books Done**
- **Managing Your Metrics: Keeping Score**
- **Agile Project Management for a Lean, Mean Operation**
- **Law Firm Politics: Getting Things Done**

12:20 p.m. – 1:50 p.m.

ACLEA Luncheon for Various Sized CLE Departments *(Ticketed Event)*

1:50 p.m. – 2:50 p.m.

Workshops G: Fun Topics

- **Learning From Our Mistakes – Part II**
- **Smart Communication in the Smart Phone Age**
- **Sixty Apps You Didn't Know You Needed**
- **Playing to Learn: Utilizing Game Theory in CLE**

2:50 p.m. – 3:10 p.m.

Networking Break

3:10 p.m. – 4:10 p.m.

Workshops H: Top Tips & Takeaways

- **Top Marketing Takeaways**
- **Top Tech Takeaways**
- **Top Executive Leadership Takeaways**
- **Top Programming Takeaways**
- **Top Pubs Takeaways**
- **Top In-House Takeaways**

4:15 p.m. – 5:15 p.m.

Closing Plenary Session: Putting It All Together

7:00 p.m. – 10:00 p.m.

ACLEA Closing Event at The Museum of Science *(Ticketed Event)*

## CONFERENCE MATERIALS



ACLEA offers your choice of printed materials or materials on USB drive for use on-site during the conference and as a great addition to your office library! Be sure to make your selection by checking the appropriate box on the registration form. You cannot change your selection onsite; however you can purchase both the USB drive and printed versions for an additional \$50 USD.

*Note: The USB drive materials do not include the CLE Boot Camp or ACLEA "Unconference" Workshop. Registrants for either of these events will receive a printed version of their respective materials (if applicable).*

## INTERESTED IN BEING AN ACLEA EXHIBITOR OR SPONSOR IN BOSTON?

ACLEA meetings are a terrific opportunity to promote your products and services to the decision makers who will use them!

As an ACLEA exhibitor or sponsor you have:

- The opportunity to promote your presence in advance of the meeting to generate leads and interest in your services.
- Maximum visibility with attendees! The Exhibit Area is in the same area as the refreshments, and it is in close proximity to the meeting rooms, so the attendee traffic is great!
- Time to visit with potential new clients about your product or service! The meeting schedule provides for networking breaks between conference sessions - enough time to really talk to potential clients.
- Special attention and extra contact time during our "Exhibitor Showcase" afternoon break on Sunday, July 31st. Attendees are provided with an opportunity to visit each Exhibitor booth and become eligible for a grand prize drawing for a free registration to ACLEA's next meeting. ACLEA provides the refreshments, so this special event is always a favorite of attendees!

**Exhibit space is limited and priority on booth selection is based on the order in which registrations are received, so reserve your space today!**

**For the sponsor/exhibitor registration form, and the opportunities and benefits available, visit [www.aclea.org](http://www.aclea.org) and select the '47th Annual Meeting' Menu Tab.**

# SPECIAL EVENTS SCHEDULE

## SATURDAY, JULY 30, 2011

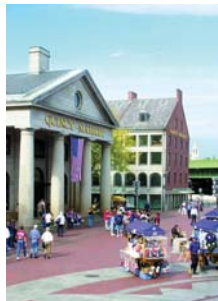
9:00 a.m. – 3:45 p.m.

John F. Kennedy Presidential Library & Faneuil Hall Marketplace Bus Tour (*Ticketed Event*)



We will start our tour with a visit to the JFK Presidential Library and Museum, home to one-of-a-kind collections and exhibits featuring the career of John F. Kennedy, the challenges he faced, the decisions he made, and his commitment to public life as he speaks for himself from the Library's audio-visual collections. Exhibits on the Kennedy presidency focus on such hallmarks as the Cuban Missile Crisis, the Peace Corps, the Space Program and the growing Civil Rights movement of the early 1960's. The museum is also marking the 50th Anniversary of the inauguration of President John F. Kennedy with two special exhibits.

We will then proceed to historic Faneuil Hall Marketplace / Quincy Market for some shopping, sightseeing, and lunch at your choice of over 40 eateries. One of America's most famous shopping and dining experiences, the marketplace has played an integral role in the life of Boston's residents for over 250 years. This is your chance to see (and taste) a true Boston experience.



Meet in the lobby of The Westin Copley Place Hotel at 8:45 a.m. The bus will depart promptly at 9:00 a.m. and will return to the hotel around 3:45 p.m. Cost is \$35 USD per person (includes transportation and entry into the JFK Presidential Library. Does not include lunch.) Please make your required reservations on the registration form.

6:00 p.m. – 7:30 p.m.

Welcome Reception Honoring New Members and Faculty (*Open to All Attendees!*)

7:30 p.m.

First Time Attendees Dinner

(*Ticketed Event by Invitation Only*)

A special networking opportunity for First Time Attendees to meet and greet their colleagues over a delicious meal.

## SUNDAY, JULY 31, 2011

6:00 p.m. – 7:30 p.m.

ACLEA Reception (*Ticketed Event*)

Join your ACLEA colleagues at the annual reception sponsored in part by our Platinum Sponsor - Practising Law Institute. Tickets for registrants are included in your registration fee but you must RSVP. Tickets for guests are \$30 USD per person. Please make your required reservations on your registration form.



## MONDAY, AUGUST 1, 2011

4:30 p.m. – 6:00 p.m.

Boston Duck Tour Networking Excursion (*Ticketed Event*)



Join the flock and take this unique opportunity to ride a "Duck" (W.W.II-style amphibious landing vehicle) in and around many of Boston's unique sites. This waddle around town is followed by a plunge into the Charles River for a breathtaking view of the Boston and Cambridge skylines.

Meet in the lobby of the Westin Copley Place at 4:00 p.m. and we will walk across the street to the Prudential Center where we will hop on our Duck and set out. We will return to the Prudential Center around 5:50 p.m. Cost is \$30 USD per person. You are free for dinner and entertainment of your choice. We recommend the Newbury and Boylston Street area (approximately 1 block from the Hotel) where there are many fine restaurants. After dinner, walk down Boylston Street to Boston Commons and join us for the second half of our tour doubleheader – the Boston Haunted Tour.

8:30 p.m. – 10:00 p.m.

Boston Haunted Tour Networking Excursion (*Ticketed Event*)

Step through the shadows and discover the chilling and ghastly tales of murder, revenge, lust and heartache. This 90-minute walking tour will take you through historic and haunted sites of Boston as your guide shares the ghost stories, legends and folklore that keep residents up at night. Dress appropriately – if the weather doesn't give you the chills the stories will!



We will set out from the Central Burial Ground Cemetery (across from the Colonial Theater at 106 Boylston St.) at 8:30 p.m. Transportation to the tour's starting point is on your own. Cost is \$20 USD per person. Please make your required reservations on the registration form for the Duck Tour and/or the Haunted Tour. Tours are priced separately.

## TUESDAY, AUGUST 2, 2011



7:00 p.m. – 10:00 p.m.

ACLEA Closing Event at The Museum of Science (*Ticketed Event*)

It doesn't take a rocket scientist to know you don't want to miss out on this unique opportunity to spend the evening in the Boston Museum of Science for the 47th Annual Meeting's Closing Night Event. Enjoy cocktails and dinner catered by Wolfgang Puck, freedom to view a fabulous selection of interesting exhibits in the museum, and a special show sure to "energize" you for your return home.

Science for the 47th Annual Meeting's Closing Night Event. Enjoy cocktails and dinner catered by Wolfgang Puck, freedom to view a fabulous selection of interesting exhibits in the museum, and a special show sure to "energize" you for your return home.

Tickets for registrants are included in the registration fee. Guest Tickets are available for \$100 USD (*tickets include dinner*). Please make your required reservations on the registration form.

# ..... SATURDAY, JULY 30, 2011 .....

7:30 a.m. – 7:30 p.m.

Registration Desk Open

8:15 a.m. – 4:00 p.m.

New Member Orientation and CLE Boot Camp

The CLE Boot Camp was created to assist our colleagues who are new to the profession and those who just need a refresher. The Camp has met with rave reviews, and ACLEA is committed to continuing this service to its members. The sessions within the 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.

*Separate Registration Fee Required – Fee includes a continental breakfast, networking luncheon, written materials, and a “certificate of attendance.”*

## BOOT CAMP AGENDA

Moderator: **Rob Seto** - *Continuing Legal Education Society of B.C.*

8:15 Continental Breakfast

8:30 Introductions and What You Hope to Gain as an ACLEA Member

8:45 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.

**Vincent J. O'Brien** - *Minnesota CLE*

9:45 Break

10:00 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.

**Karen D. Lee** - *Oregon State Bar*

11:15 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.

**Jennifer LC Flynn & Paul F. Wood** - *Legal Education Society of Alberta*

12:00 Networking Luncheon

1:15 Breakouts

**In-House/Professional Development** - CLE tracking methods and record keeping; marketing to in-house lawyers; delivering programs to lawyers outside your home office. How CLE providers can work with In-House/PD teams.

**Jan F. Majewski** - *Holland & Knight LLP*

**Publications** - Curious about publishing CLE books, working with authors or writing a manuscript? Discover ways to produce, edit, market, and work with vendors to publish CLE even if you don't have a publications department.

**Dawn M. McKnight** - *Colorado Bar Association CLE*

**Round Table Discussion** - Exchange ideas, problems, frustrations and solutions on the latest topics in a moderated format.

**Rob Seto** - *Continuing Legal Education Society of B.C.*

2:00 Break

2:15 The MCLE Application and Reporting Process - Are you looking for ways to simplify the MCLE application and recording process? Find out how to work with accreditation agencies and get answers to your questions about different state MCLE requirements.

**Gina Roers** - *West Professional Development*

2:45 Finances 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.

**Donna J. Passons** - *Texas Institute of CLE*

3:45 Panel of Experts

4:00 Adjourn

## END BOOT CAMP AGENDA

1:00 p.m. – 3:45 p.m.

Special Saturday Session: ACLEA “Unconference”  
(*Ticketed Event*)

An unconference is a facilitated, participant driven conference centered around the themes that matter most to the attendees. Instead of having a specific agenda, identified speakers and timed sessions, attendees will work together to identify their most pressing CLE issues and actively work together to discuss their challenges and create solutions.

*Facilitated by Matthew Homann - LexThink LLC*

## Saturday Events:

9:00 a.m. – 3:45 p.m.

JFK Presidential Library & Faneuil Hall Bus Tour  
(*Ticketed Event*)

See Special Events Schedule for details. Meet in the lobby of the Westin Copley Place prior to 9:00 a.m. for departure. The bus will return to the hotel by 3:45 p.m. Cost is \$35.00 USD per person and does not include lunch. Please make your required reservation on the registration form.

4:00 p.m. – 6:00 p.m.

SIG & Committee Chair Leadership Workshop

6:00 p.m. – 7:30 p.m.

Welcome Reception Honoring New Members and Faculty  
(*Open to All Attendees!*)

7:30 p.m.

First Time Attendees Dinner

(*Ticketed Event by Invitation Only*)

A special networking opportunity for First Time Attendees to meet and greet their colleagues over a delicious meal.

# ..... SUNDAY, JULY 31, 2011 .....

7:45 a.m. – 5:30 p.m.

Registration and Exhibits

8:30 a.m. – 9:30 a.m.

SIG Meetings  
Executive Leadership, Publications, State & Provincial Bars, Technology

8:30 a.m. – 9:30 a.m.

48<sup>th</sup> Mid-Year Meeting Planning Committee Meeting

9:30 a.m. – 9:45 a.m.

Networking Break & Exhibits

9:45 a.m. – 10:15 a.m.

Announcements and President's Welcome  
**Vincent J. O'Brien** – *Minnesota CLE*

10:15 a.m. – 11:45 a.m.

Opening Plenary Session:

**From MCLE To mCLE: Rethinking Legal Learning for a Mobile World**

In a mobile world, learning can happen anywhere and anytime. To be successful over the next decade and beyond, 21st century professionals –including attorneys– must be able to tap into new flows of learning and knowledge through the devices they are already carrying with them instead of waiting for next conference, seminar or workshop. This session will explore why mobile is rapidly becoming the most ubiquitous and disruptive technology in the history of man, and how “mCLE” may emerge as an equally disruptive force in the history of continuing legal education.

**Jeff De Cagna FRSA** - *Chief Strategist and Founder, Principled Innovation LLC*

11:45 a.m. – 1:15 p.m.

SIG Luncheons:

(Ticketed Event – Open to All Registrants)

**Executive Leadership** — “*Improving CLE Through Distance Learning*” – Many of our organizations offer distance learning, e.g., webcasts and telephone seminars, because lawyers want them for the sake of convenience. But can distance learning be designed to make CLE learning every bit as effective as, or even more effective than, learning by attending a live program? How has your organization addressed this challenge? Come to the luncheon to share in the conversation and bring home some new ideas.

Moderated by **Jennifer Dabson** – *American University Washington College of Law*

**Marketing** — “*Start the Sharing: A Review of Your Marketing Materials*” – In San Francisco, the Marketing SIG began to discuss activities, projects, and tools to give additional benefit to SIG membership. Building upon this discussion, our lunch will feature the first step to actively sharing our work and giving one another open and honest feedback. Learn from your colleagues about what is working, where there are challenges, and get an objective review of your organization's work product – whether it is a brochure, email, campaign, or even something new that you're excited to discuss. Bring actual examples and let the sharing begin!

Moderated by **Matthew Homann** – *LexThink LLC*, and **Gina Roers** – *West Professional Development*

**Programming** — “*More Than Just Talking Heads: How to Make Educational Program Engaging*” – How Do We Create Engaging Education Programs? It is increasingly important to offer programs that stimulate the learner's brain, make them think, encourage them to learn effectively, and provide necessary motivation. Join your programming colleagues over lunch to brainstorm creative solutions to design engaging CLE programs.

Moderated by **Karen D. Lee** – *Oregon State Bar*, and **Dawn Ofner** – *Legal Education Society of Alberta*

**Publications/Technology (Joint Luncheon)** — The array of e-book formats is daunting and the stakes when deciding on a format high. Annette Turcotte from MCLE, Inc. will lead a discussion about the formats available and their strengths and weaknesses. We look forward to a lively discussion where we can all learn from each other's experience.

Presented by **Annette Turcotte** – *MCLE, Inc.*  
Moderated by **Dianne J. Morrison** – *State Bar of Texas*;  
**Pamela Davies Smith** – *Pennsylvania Bar Institute*;  
**Peter H. Berge** – *Minnesota CLE*; and  
**Alli Gerkman** – *Colorado Bar Association CLE*

1:15 p.m. – 2:15 p.m.

Workshops A:

**eLearning for Mobile Lawyers**

Teaching lawyers is hard enough when you can get them in a classroom. In this session, you'll learn ways to reach (and teach) lawyers who are always on-the-go.

**Norman Letalik** – *Borden Ladner Gervais LLP*

**Effective Copywriting in a 140 Character World**

Copywriting used to mean writing engaging text for a brochure – words to get “butts in seats” at your live event. Today your audience, the types and formats of your events, and even the way you deliver your message has changed. Even the purpose of your copywriting efforts plays dual roles – to not only get an audience, but to keep and engage it. Join author Alison Zarrella as she gives tips and tricks for effective copywriting in this new, fast-paced marketing world.

**Alison Zarrella** – *Interactive Copywriter, Social Media Consultant, and co-author of “The Facebook Marketing Book”*

**To App, or Not to App: Make Your Website Mobile or Build a Mobile App?**

With the proliferation of smartphones everywhere – including law offices and attorney pockets – ignoring the impact of mobile on your CLE organization is no longer an option. But what course of action should you take to make sure you are maximizing the benefit of your investment across your business? Is building an app the right answer? Can making your existing site mobile compatible serve your purposes? What factors should you consider when making this decision?

**R. Lucas Boling** – *The Missouri Bar*  
**Jim Embke** – *National Business Institute*  
**Sanjay Patel** – *Perpetuating*

**Using Mobile Devices at Your Live Events – Oh, the Places You'll Go!**

Wouldn't it be great to have a mobile app that lists your CLE event's schedule, provides speaker bios and photos, showcases exhibitors and sponsors, and even highlights where the meeting rooms and parking are located? Hear how one CLE provider utilized mobile apps at live seminars and the challenges and benefits of providing a mobile app for your event.

**Karen D. Lee** – *The Oregon Bar*

**Publishing eBooks on the iPad**

Colleen Cunningham, Senior Book Designer for Adams Media, discusses the practical and logistical aspects involved in transforming a print book into an ebook for publication on the iPad and other ereaders, including an overview of the necessary hardware and software, managing workflow and quality control issues, uploading files to online bookstores, and dozens of useful resources for getting up to speed on ebook publishing.

**Colleen Cunningham** – *Adams Media*

2:15 p.m. – 3:00 p.m.

Exhibit Hall Showcase

Don't miss this opportunity to learn about the products and services offered by the exhibitors and sponsors who help support our ACLEA meetings. Get your Bingo card stamped and enter to win a free registration to ACLEA's next meeting!

3:00 p.m. – 4:00 p.m.

Workshops B:

**Best Employment Law Practices for the CLE CEO**

Hiring? Do you know what questions not to ask? Need to establish a performance plan for one of your employees? Is it time to terminate someone's employment? Worried about allegations of workplace discrimination? Learn how to address these and other employment law challenges from two of Boston's finest employment lawyers. Let them walk you through the maze of legal issues raised by these questions. Leave this session with some Best Practices that will put you in good stead as a manager regardless of the size of your organization.

**Nancy J. Puleo** - *Posternack Blankstein & Lund LLP*  
**Jennifer A. Yelen** – *Posternack Blankstein & Lund LLP*

**EPUB: Designing eBooks for the iPad**

Colleen Cunningham, Senior Book Designer for Adams Media, gives a hands-on demonstration of the EPUB file format, which has become the de facto standard for displaying digital text and graphics on the iPad and other ereaders, including how to export EPUB files from InDesign, tweaking them to fix common errors and control formatting, inserting images and links, and making your ebooks look great on screen.

**Colleen Cunningham** – *Adams Media*

## Beyond Competencies

Many law firms and legal regulatory bodies have developed competencies to set standards for lawyers' knowledge and skill and help guide their progress as they acquire practice experience. This session will look at practical ways for law firms and CLE providers to map educational and skills training programs to competency frameworks and how to market your programs in a way that is complementary to competency development.

**Meghan L. Thomas** – *In-House SIG Co-Chair*  
**Kevin McCormack** – *West LegalEdcenter*

## Looking for New Markets in a New Era?

In today's competitive and changing world, do CLE organizations have opportunities for new markets we may have overlooked? Or, been shut of in the past due to the high cost of marketing? How do the Web sites, email, social media such as blogs, Facebook and Twitter open up opportunities? Plus, if you are moving into new markets or products, what changes do you need to plan for in your operation? For instance, is your board "on-board"? Do you have the in-house expertise you need? Will your current culture and processes help you or hinder you? Attend this workshop to get insight into these issues.

**Lynn P. Chard** – *Institute of Continuing Legal Education*  
**Karen R. Brown** – *Institute of Continuing Legal Education*

## Dazzle: Delivering Exceptional CLE Presentations that Get Results

Great speakers are made, not born. All it takes are some simple keys to unlock your potential and connect with any audience. Come to this lively program to see what today's attorneys really need and how they want to be engaged. You will discover how to capture people's attention from your very first words, how to keep people interested in what you have to say, how to involve them throughout your presentation, and most importantly, how to move them to action. You'll be sure to walk away with practical ideas you can apply right away.

**Steve Hughes** – *Hit Your Stride*

## 4:15 p.m. – 5:30 p.m.

### The Best of CLE: Rapid-Fire Idea Sharing

We'll be sharing great ideas and lessons learned in this session to close our first full day of programming. Twenty-five speakers will each get 2 minutes to share their organization's brightest idea or hardest lesson learned in the world of Continuing Legal Education. After each speaker gets their two minutes of fame on stage, they'll each be assigned a table for the second half of the program. Attendees can seek out the presenters they wanted to learn more from, and take a deeper dive with them about their idea for just five minutes or for the whole hour.

*Facilitated by Matthew Homann – LexThink LLC*

## 5:30 p.m. - 6:30 p.m.

Committee Meetings  
Distance Learning, International

## 6:00 p.m. – 7:30 p.m.

### ACLEA Reception (*Ticketed Event*)

Join your ACLEA colleagues at the annual reception sponsored in part by our Platinum Sponsor - Practising Law Institute. Tickets for registrants are included in your registration fee. Tickets for guests are \$30 USD per person. Please make your required reservations on your registration form.

# MONDAY, AUGUST 1, 2011

## 7:15 a.m. – 4:30 p.m.

Registration and Exhibits

## 7:45 a.m. – 8:45 a.m.

Committee Meetings  
Exhibitors/Sponsors, MCLE, Membership, Public Interest  
SIG Meeting (Associate Members)

## 8:45 a.m. – 9:00 a.m.

Networking Break and Exhibits

## 9:00 a.m. – 10:15 a.m.

Plenary Session:

### Entertainment, Information or Education? Articulating and Measuring What Matters in CLE Programs and Publications

What is legal expertise in the 21st century, and how do we foster it in CLE programs and publications? What are the differences between education, information and entertainment, and why does it matter that we recognize these differences? How much emphasis should be given to competency development in CLE programs and publications when the profession is largely based on legal content and subject matter? Can we articulate the goals we have for our CLE programs and publications as competency statements, and if we identify such goals, can we measure whether we've achieved them? These and other provocative questions will be addressed in this entertaining, informative and educational session.

**Professor Barbara A. Bichelmeyer** – *Associate Vice President for Academic Planning and Professor of Instructional Systems Technology at Indiana University – Bloomington*

## 10:15 a.m. – 10:45 a.m.

Networking Break & Exhibits

## 10:45 a.m. – 11:15 a.m.

Workshops C: Seven Tips

### Seven Tips: Quality Control in Distance Learning

Have you ever wondered why some online courses provide an all-around better experience than others? The answer starts with two words: quality control. Attend this session to hear seven practical tips for improving your online CLE program. Presented by a vendor with the experience that comes from enabling and delivering thousands of online CLE programs – webcasts, webinars, podcasts, and more – you will learn what it takes to create a great online program and gain insight that will help you enhance the quality of your distance learning programs.

**Allen Burzen** – *InReach*

### Seven Tips: Delivering a Great Attendee Experience

Many of us assume that live programming is the best way to deliver content. However, often these programs rely on the "same old" format and evaluation methods. How can you ensure that your live programming is designed for maximal attendee benefit and participation? What evaluation techniques are best for measuring the impact of your programs? This session will offer practical tips on these and related questions.

**David Schnurman** – *Lawline.com*

**Meghan L. Thomas** – *In-House SIG Co-Chair*

### Seven Tips: Crafting PowerPoint Slides for Effective Virtual Presentations

Today, CLE organizations recognize that virtual presentations and instruction are an increasingly important delivery vehicle. However, you can't expect good results if you approach distance learning the same way you do face-to-face programs. This dynamic session demystifies the slide creation process and gives you the tools you need to design PowerPoints for audiences you can't see. You'll discover the right mix of slide variety, animation schemes, and interactivity that can transform an info dump into true knowledge transfer. Best of all, you don't have to be a graphic designer to craft slides that will engage and educate your participants.

**Steve Hughes** – *Hit Your Stride*

### Seven Tips: Simple Ways to Get the Most Out of Your Speakers at Live Events

Most of us rely on volunteer speakers to deliver our CLE programs. However well-intentioned, most speakers do not have formal training in effective presentation skills, much less in presentation skills geared to audience learning and retention. Your expert presenter will offer you seven tips for coaching your live presenters for more effective delivery and performance.

**Faith Pincus** – *Pincus Professional Education*

## Seven Tips: Authors on Editors

Following on the theme of the morning plenary session, these published authors offer 7 Tips on how editors can work more effectively with their authors to produce quality publications.

**Carole Levitt** – *Internet for Lawyers*  
**Mark Curriden** – *Mark Curriden's CLE*

11:30 a.m. – 12:00 p.m.

Workshops D: Seven Tips

*(Repeat Sessions, \*except as noted.)*

## Seven Tips: Quality Control in Distance Learning

Have you ever wondered why some online courses provide an all-around better experience than others? The answer starts with two words: quality control. Attend this session to hear seven practical tips for improving your online CLE program. Presented by a vendor with the experience that comes from enabling and delivering thousands of online CLE programs – webcasts, webinars, podcasts, and more – you will learn what it takes to create a great online program and gain insight that will help you enhance the quality of your distance learning programs.

**Allen Burzen** – *InReach*

## Seven Tips: Delivering a Great Attendee Experience

Many of us assume that live programming is the best way to deliver content. However, often these programs rely on the “same old” format and evaluation methods. How can you ensure that your live programming is designed for maximal attendee benefit and participation? What evaluation techniques are best for measuring the impact of your programs? This session will offer practical tips on these and related questions.

**David Schnurman** – *Lawline.com*  
**Meghan L. Thomas** – *In-House SIG Co-Chair*

## Seven Tips: Crafting PowerPoint Slides for Effective Virtual Presentations

Today, CLE organizations recognize that virtual presentations and instruction are an increasingly important delivery vehicle. However, you can't expect good results if you approach distance learning the same way you do face-to-face programs. This dynamic session demystifies the slide creation process and gives you the tools you need to design PowerPoints for audiences you can't see. You'll discover the right mix of slide variety, animation schemes, and interactivity that can transform an info dump into true knowledge transfer. Best of all, you don't have to be a graphic designer to craft slides that will engage and educate your participants.

**Steve Hughes** – *Hit Your Stride*

## Seven Tips: Simple Ways to Get the Most Out of Your Speakers at Live Events

Most of us rely on volunteer speakers to deliver our CLE programs. However well-intentioned, most speakers do not have formal training in effective presentation skills, much less in presentation skills geared to audience learning and retention. Your expert presenter will offer you seven tips for coaching your live presenters for more effective delivery and performance.

**Faith Pincus** – *Pincus Professional Education*

## \*Seven Tips: Editors on Authors

Following on the theme of the morning plenary session, these seasoned editors offer 7 Tips on how authors can work more effectively with their editors to produce quality publications.

**Ellen Buckley** – *Colorado Bar Association CLE*  
**Wendy B. McGovern** – *Pennsylvania Bar Institute*

12:00 p.m. – 1:45 p.m.

SIG Luncheons

*(Ticketed Event – Open to SIG Members Only)*

**Entrepreneurs** — Welcome all speakers, consultants, exhibitors, independent providers and anyone else who doesn't fit into the other functional SIGs. At this meeting we will continue with building a knowledge resource for the organization through blogs, manuals and audio/visual

content – after all, we are entrepreneurs! If you want to be part of the creative movement, come on back east to Boston!

*Moderated by Sean Carter – Lawpsided Seminars, Leslie Lynn Myers – Destination Education, and Larry Port – Rocket Matter, LLC*

**In-House/Professional Development** — The theme of this meeting is “Be Revolutionary,” but is that possible in a law firm? Have you championed change in your law firm, or been part of recent developments? Join your colleagues for a discussion of how we can best implement change, such as obtaining new technology or dealing with changing realities, in a law firm environment.

*Moderated by Meghan L. Thomas – In-House SIG Co-Chair, and Benjamin Toby – Freshfields Bruckhaus Deringer US LLP*

**Law Schools** — “CLE Office Culture and Business Methods: A Multi-Perspective Point of View” – What's occurring in your CLE Office? Come discuss what your experiences have been. How are you dealing with the rebounding economy? How are you retaining great workers with a limited budget? Programming – What has been proven to work? What are your general price points? What are you offering to get attorneys to attend? Law Schools vs. Traditional CLE Providers – What are we offering that others do not? Work/Life Balance – How do you strive to promote it within your department? Solo University – Friend or Foe? This will be an informal discussion and the floor will be open for your topics and questions.

*Moderated by Peniey McClary – Suffolk University Law School*

**Local & Specialty Bars** — During the first half of our lunch meeting, we will engage in a lively roundtable discussion of the challenges that are concerning you and ways to meet those concerns. The second half of the meeting will provide us with practical tips and strategies to ease our lives in a “small” shop. Mark Rosch, ACLEA member and Vice-President of Internet for Lawyers, will show us how we can use Google Docs to make our work easier! Mark's presentation on Google Docs applications will be practical and geared towards the “small” shop – one with limited staff and software/technology support. Submit challenges for discussion to SIG Co-Chair, Susan Blair at [susan.blair@nashvillebar.org](mailto:susan.blair@nashvillebar.org).

*Moderated by Susan Blair – Nashville Bar Association, and Mary Lynne McInnis – Atlanta Bar Association*

**Nationals** — Join us to engage in a discussion on how we serve our public service communities; who are they, how do we support them, what resources are available to them – discounts, scholarships, freebies. Be ready to share your efforts and take away some new ways to serve your public service customers.

*Moderated by David Schnurman – Lawline.com, and Wendy Velez – National Institute for Trial Advocacy*

**State & Provincial Bars** — “You say you want a revolution. Well, you know, we all want to change the world... You say you got a real solution. Well, you know we'd all love to see the plan...” What revolutionary ideas do you have for a new CLE program or publication? Do you have an idea for improving an existing program or publication, but you're not sure it will work? Bring your ideas, solutions, and questions to Boston and join in our roundtable discussion.

*Moderated by R. Lucas Boling – The Missouri Bar, and Raymond Lee – Continuing Legal Education Society of B.C.*

2:00 p.m. – 3:00 p.m.

Workshops E: Hot Topics in CLE

## Today's Most Significant MCLE Trends

The goal of MCLE is substantially the same in each jurisdiction: to ensure that attorneys remain current so that they can practice law both competently and ethically. However, the rules differ in nearly every jurisdiction. Keeping up with the myriad of rules is difficult and time-consuming. Spotting trends requires still more time and analysis, but is essential to our organizations' futures. What's new and changing in the MCLE world? What are lawyers saying? What are the provider issues? And, how are regulators responding and regulations keeping up? Be sure to join Sandy Geller and Tim Baran at this interactive session where they will share their take on today's six most significant trends in MCLE – an ever-changing and critical area for all CLE providers!

**Tim Baran** – *BaranCLE*  
**Sandra R. Geller** – *Practising Law Institute*



## Podcasting: Hands-On Workshop

Podcasting can be an effective marketing tool for any organization. It's an interesting way to get valuable content to your audience and it's easy to do. Join us in this hands-on workshop as we demystify how podcasting works and show how it can be used in your organization to promote your events and share your content – using actual content from the Boston program as our podcasting example.

**Stuart Teicher** - *CLE NetShows, LLC*

## The International Spot – A Global View on International Developments

ACLEA's motto is "The network for CLE professionals... worldwide." This is your opportunity to meet CLE leaders and change-agents from abroad, to learn about new international CLE trends and developments, and share ideas on how international innovation can enrich what you do at home.

*Discussion led by International Committee Co-Chairs:*

**Jennifer LC Flynn** – *Legal Education Society of Alberta*

**Angela Kurtz** – *LexisNexis (Australia)*

## A Day in the Life: The Role of the Editor in a Digital Publishing World

How are editors dealing with the transition to electronic publishing? Have their roles changed? Does the medium affect the message? Two publishers who "grew up" in the publishing-on-paper world describe how the role of the editor has changed—and how it really hasn't—now that their organizations are also preparing content for electronic publications.

**Laura Selby** – *Continuing Legal Education Society of B.C.*

**Julie Hammel Brook** – *Continuing Education of the Bar - California*

## A Report from the Summit

Get the latest information and updates on the CLE Summit Initiative, including the most recent developments and actions, what approaches on the horizon, and what you can do to aid in the process.

*Moderators To Be Announced*

## 4:30 p.m. – 6:00 p.m.

Boston Duck Tour Networking Excursion

*(Ticketed Event)*

See Special Events Schedule for details. Please meet in the lobby of the Westin Copley Hotel at 4:00 p.m. and we will walk across the street to the Prudential Center to board the duck. Cost per person is \$30 USD for the duck tour and does not include dinner. Please make your required reservations on your registration form.

## 8:30 p.m. – 10:00 p.m.

Boston Haunted Tour Networking Excursion

*(Ticketed Event)*

See Special Events Schedule for details. Tour departs from the Central Burial Ground Cemetery (across from the Colonial Theater at 106 Boylston St.) at 8:30 p.m. Transportation is on your own. Cost per person is \$20 USD for the ghost tour ticket and does not include dinner. Please make your required reservations on your registration form.

# TUESDAY, AUGUST 2, 2011

## 7:00 a.m. – 5:30 p.m.

Registration and Exhibits

## 8:00 a.m. – 9:30 a.m.

ACLEA Business Meeting, Breakfast and "ACLEA's Best" Awards *(Open to All ACLEA Members)*

Tuesday morning is the wrong time to sleep in... everyone knows that breakfast is the most important meal of the day (and, after all, it's included in your registration!) The Business Meeting breakfast is especially important because it's your chance to learn what is going on in YOUR association. This meeting is for all ACLEA members. More learning and information sharing gets done over meals than anywhere else, so this is a great opportunity to get your most important questions answered while you jump-start your day with a great meal.

The "ACLEA's Best" Awards for each of the 5 categories (Marketing, Programming, Publications, Public Interest, and Technology) will also be awarded during this meeting.

## 9:30 a.m. – 10:00 a.m.

Networking Break & Exhibits

## 10:00 a.m. – 11:15 a.m.

Plenary Session:

### Project Management for CLE Professionals

"Legal Project Management" has become a key tool law firm leaders, faced with price-sensitive clients and alternative fee arrangements, are using to deliver their services more effectively and economically. In this session, learn from one of Legal Project Management's leading advocates not only what lawyers need to know about this important topic, but also ways you can utilize key project management techniques to improve your organization's bottom line.

**Pamela Woldow** – *General Counsel, Edge International*

## 11:20 a.m. – 12:20 p.m.

Workshops F: Management Tips

### Managing Up: A Different Perspective for More Successful CLE Leadership

Otherwise knowledgeable, talented CLE managers sometimes fail – often with catastrophic results to their careers - because while they are skillful managers of people and projects under their supervision, these same experienced directors fail to appreciate the need to 'manage' their governing bodies, bar execs, or deans. Cultivating, and at times directing those to whom we report, is both art and science. Frank and Pat, who have managed their respective organizations for a combined 66 years, will discuss and, at times debate, the secret life of long-tenured CLE directors. Join in a discussion designed to increase your CLE life expectancy and come prepared to share your insights.

**Frank V. Harris** – *Minnesota CLE*

**Patrick A. Nester** – *State Bar of Texas*

### Managing Authors & Editors to Get Books Done

Two experienced legal publishers discuss editorial workflow management, from motivating authors to deliver timely manuscripts, to juggling internal editorial staff resources and outside contractors, to completing prepress production for on-time delivery of books to the printer.

**Susan Munro** – *Continuing Legal Education Society of B.C.*

**Christine M. Reilly** – *Virginia CLE*

### Managing Your Metrics: Keeping Score

Past performance is suggestive of future performance, at least to the extent that it can help an organization make informed decisions and set benchmarks for the future. If you don't keep score, how do you know how you're doing and where you can improve? It's a process of continuous evaluation and analysis and incremental improvement. Reports can help. This session demonstrates how one organization uses a variety of reports to help measure past performance to make informed decisions about what programs to offer, books to publish, and derivative projects to pursue.

**Salvatore Ricciardone, Esq.** – *Director of Philanthropy & Special Projects, Massachusetts Continuing Legal Education, Inc.*

### Agile Project Management for a Lean, Mean Operation

Did you know that more than 40% of all software projects fail? High-tech operations are notoriously unpredictable, complex, hard to deliver, and prone to delay. Learn how to apply Agile Project Management techniques developed by the software industry to deliver high quality products in your own organization. This is a highly interactive and fun session. Be prepared to participate!

**Larry Port** – *Rocket Matter LLC*

### Law Firm Politics: Getting Things Done

Law firms, with their complex management structure and tendency towards long consultation processes, can be difficult organizations in which to push forward large projects with aggressive deadlines or effect significant change. Our speakers will share their strategies for navigating law firm politics and influencing stakeholders in different departments to accomplish your goals.

**Heather V. Edes** – *Sullivan & Worcester LLP*

**Leah E. Schloss** – *Sullivan & Worcester LLP*

12:20 p.m. – 1:50 p.m.

ACLEA Luncheon for Various Sized CLE Departments

(Ticketed Event)

Do you have marketing, publications and IT departments or individuals? Do you do all three by yourself? Are you on the CLE battlefield alone or with a squadron? Join your fellow CLE enthusiasts for a lunch with colleagues in similar sized departments as they investigate problems and share new ideas. Cost per person is \$32. Please make the required reservations on your registration form according to your department's size.

1:50 p.m. – 2:50 p.m.

Workshops G: Fun Topics

### Learning From Our Mistakes – Part II

T-H-E-Y'-R-E B-A-C-K! Just when you thought there was no chance they would still be employed, three of ACLEA's "best and the brightest" return to bring you more tactical and strategic blunders, errors and outright mistakes made during their long, but perhaps tenuous, employment as CLE managers. Back by request, this program is a sequel to their NYC workshop. If you heard them last year, you know to expect a session packed full of practical tips. If you missed last year's session, come learn from three ACLEA stalwarts as they share with you their more than fair share of mistakes in planning programs and publications. At the end of this workshop, you will be a wiser, better manager. Added bonus: under the theory that "confession is good for the soul" share your mistakes with your fellow ACLEA members and leave not only enlightened but also liberated from your past mistakes.

**Mark T. Carroll** – *ALI-ABA*

**Raymond C. Ruppert** – *North Carolina Bar Association Foundation*

**Carole A. Wagan** – *Suffolk University Law School*

### Smart Communication in the Smart Phone Age

Thanks to the Smart Phone and computer revolution, business and legal communication have changed more in the last decade than at any time in the last several centuries. This workshop will offer fun and valuable tips about how you must revolutionize your writing and speaking to clients and colleagues to get your points across clearly, quickly, and effectively.

**Steven Stark** – *Stark Writing*

### Sixty Apps You Didn't Know You Needed

With more than 300,000 Apps available on iTunes, 200,000 Android apps, and Blackberry apps growing to more than 17,000 strong – how can you possibly know what you need and should download? Join our self-described App "junkies" as they tell you about the fun, the functional, the weird, and the indispensable – the apps you didn't know you couldn't live without.

**Peter H. Berge** – *Minnesota CLE*

**Larry Port** – *Rocket Matter LLC*

**Gina Roers** – *West Professional Development*

### Playing to Learn: Utilizing Game Theory in CLE

Games, avatars and the like are making their way into many professions. Don't miss out on this session as we discuss game trends in education. Learn who is using games as an educational tool and how you can incorporate games in your CLE offerings. If you have done live jeopardy-like games, this session will help you take it to the next level, score points with your lawyers who love engaging CLE, and provide tips on using games to market your other programs.

**Mindy Thomas-Fulks** – *Tennessee Bar Association*

2:50 p.m. – 3:10 p.m.

Networking Break & Exhibits

3:10 p.m. – 4:10 p.m.

Workshops H: Top Tips & Takeaways

Taking a page from the Publications SIG and their tremendously popular Poolside Publications Potpourris, each functional group will host an hour-long workshop where a moderator or two will share their top takeaways from the conference, and invite other attendees to contribute their biggest "ah-ha" moments from four days of learning, thinking and networking.

### Top Marketing Takeaways

**Matthew Homann** – *LexThink LLC*

**Gina Roers** – *West Professional Development*

### Top Tech Takeaways

**Peter H. Berge** – *Minnesota CLE*

**Alli Gerkman** – *Colorado Bar Association CLE*

### Top Executive Leadership Takeaways

**Jennifer Dabson** – *American University Washington College of Law*

### Top Programming Takeaways

**Dawn Ofner** – *Legal Education Society of Alberta*

**Karen D. Lee** – *Oregon State Bar*

### Top Pubs Takeaways (Poolside Publications Potpourri)

**Diane J. Morrison** – *State Bar of Texas*

### Top In-House Takeaways

**Meghan L. Thomas** – *In-House SIG Co-Chair*

4:15 p.m. – 5:15 p.m.

Closing Plenary Session:

### Putting It All Together

We'll close another fantastic ACLEA meeting with one last plenary session, where we'll share all the Top Takeaways in a fast-paced, funny farewell moderated by everyone's favorite Comedian at Law, Sean Carter.

Moderated by **Sean Carter** – *Lawpsided Seminars*

7:00 p.m. – 10:00 p.m.

ACLEA Closing Event at The Museum of Science

(Ticketed Event)

See Special Events Schedule for details. Tickets for registrants are included in the registration fee. Guest Tickets are available for \$100 USD (tickets include dinner). Please make your required reservations on the registration form.



*Visit us online!*

**www.aclea.org**

# GENERAL INFORMATION

## Registration

The program registration fee includes conference materials, admission to Sunday, Monday, and Tuesday sessions, the business meeting and breakfast, the Saturday welcome reception, Sunday reception, and the Tuesday night special event. Saturday's CLE Boot Camp sessions, the ACLEA "Unconference", 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 July 8, 2011.

## 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 \$145 USD 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. 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.**

## Hotel Information

Our host hotel is The Westin Copley Place in Boston, Massachusetts. ACLEA has secured a special room rate of \$199.00 USD per night for single/double **available until July 7, 2011 or until the room block is exhausted, whichever comes first.** NOTE: ACLEA has obtained this room rate by contracting a total meeting package at The Westin Copley Place 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:



**The Westin Copley Place**  
**10 Huntington Avenue**  
**Boston, Massachusetts 02116**  
**Phone (800) 937-8461**  
**(toll free U.S. or Canada) or**  
**+1 617-262-9600 (International)**

## Special Rebate Policy

Registrants who stay at The Westin Copley Place during this meeting will receive a \$50 coupon that may be used toward the registration fee for the one of the next two future ACLEA meetings: Mid-Year 2012 in New Orleans or Annual 2012. Only one coupon will be offered per room reservation and cannot be redeemed for cash. Only attendees who pay the meeting registration fee are eligible for this rebate. The meeting fee coupon is nontransferable.

## Transportation

### Getting to The Westin Copley Place Boston

#### By Air:

We recommend that you fly into Boston Logan International Airport (Code BOS), which is an approximate 3-mile drive from the hotel. The approximate taxi fare for transportation from the airport to the hotel is \$35. The "Ultimate Shuttle" is also available *FROM* the hotel's front entrance on 30-minute intervals (on the 10th and 40th minute of every hour) for your return. Reservations are required. \$14 USD per person. Contact (888) 437-4379 or the hotel's concierge service to make arrangements.

#### Via Railway to the South Station

As an alternative, guests may wish to use the City Rail System to the South Station, approximately .56 miles from the hotel. The fee is \$7 USD.

#### Public Transportation

The Westin Copley Place Boston is also accessible by subway with 2 subway stations located within a block of the hotel. Visit the hotel's website for more information on subway travel.

#### By Car

If you're planning to drive in, The Westin Copley Place Boston has convenient valet parking facilities nearby that are available to you for a fee during your stay. Visit the hotel's website for more information.




## Cancellation Policy

All special event & tour fee payments are nonrefundable after July 8, 2011. Registration refunds, less a \$50 USD processing fee, will be given to registrants who cancel by 5:00 p.m. Friday, July 8, 2011. If notice is received between July 8 and 15, 2011 at 5:00 p.m., refunds will be given less a \$150 USD processing fee. No refunds or transfers will be granted thereafter.

## QUESTIONS?

Call or e-mail ACLEA headquarters at **(512) 453-4340** or **aclea@aclea.org**

### REGISTER BY

-  Mail: P.O. Box 4646, Austin, TX 78765
-  Fax: (512)451-2911
-  Online: <http://www.aclea.org>

## Special Thanks to the Boston PLANNING COMMITTEE

**Sean Carter** – Lawpsided Seminars  
**Johnson Cook** – Peach New Media  
**Gina Roers** – West Professional Development  
**Lawrence J. Center** – Georgetown Law Center CLE  
**Raymond C. Ruppert** – North Carolina Bar Association Foundation  
**Rob Seto** – Continuing Legal Education Society of B.C.  
**Gregory J. Smith** – National Institute for Trial Advocacy  
**Meghan L. Thomas** – In-House SIG Co-Chair  
**Matthew Homann** (co-chair) – LexThink LLC  
**Donna J. Passons** (co-chair) – ACLEA Executive Director

# 47<sup>TH</sup> ANNUAL MEETING

**JULY 30 – AUGUST 2, 2011**

**THE WESTIN COPLEY PLACE  
BOSTON, MASSACHUSETTS**



The Network for CLE Professionals...Worldwide

ACLEA'S 47<sup>TH</sup> ANNUAL MEETING + BOSTON, MASSACHUSETTS + JULY 30-AUG. 2, 2011

Name \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Province/Zip \_\_\_\_\_  
 Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Spouse/Guest \_\_\_\_\_  
 Special Dietary Needs \_\_\_\_\_

Please Indicate the Sessions You Plan to Attend:

SUNDAY, JULY 31, 2011

- Workshops A / 1:15 pm - 2:15 pm  
 eLearning for Mobile Lawyers  
 Effective Copywriting in a 140 Character World  
 To App, or Not to App: Make Your Website Mobile or Build Mobile App?  
 Using Mobile Devices at Your Live Events  
 Publishing eBooks on the iPad
- Workshops B / 3:00 pm - 4:00 pm  
 Best Employment Law Practices for the CLE CEO  
 EPUB: Designing eBooks for the iPad  
 Beyond Competencies  
 Looking for New Markets in a New Era  
 Dazzle: Delivering Exceptional CLE Presentations that Get Results

MONDAY, AUGUST 1, 2011

- Workshops C / 10:45 am - 11:15 am  
 Seven Tips: Quality Control in Distance Learning  
 Seven Tips: Delivering a Great Attendee Experience  
 Seven Tips: Crafting PowerPoint Slides for Effective Virtual Presentations  
 Seven Tips: Get the Most Out of Your Speakers at Live Events  
 Seven Tips: Authors on Editors
- Workshops D / 11:30 am - 12:00 pm  
 Seven Tips: Quality Control in Distance Learning  
 Seven Tips: Delivering a Great Attendee Experience  
 Seven Tips: Crafting PowerPoint Slides for Effective Virtual Presentations  
 Seven Tips: Get the Most Out of Your Speakers at Live Events  
 Seven Tips: Editors on Authors
- Workshops E / 2:00 pm - 3:00 pm  
 Today's Most Significant MCLE Trends  
 Podcasting: Hands-on Workshop  
 The International Spot - A Global View on International Developments  
 A Day in the Life: The Role of the Editor in a Digital Publishing World  
 A Report from the Summit

TUESDAY, AUGUST 2, 2011

- Workshops F / 11:20 am - 12:20 pm  
 Managing Up: A Different Perspective for More Successful Leadership  
 Managing Authors & Editors to Get Books Done  
 Managing Your Metrics: Keeping Score  
 Agile Project Management for a Lean, Mean Operation  
 Law Firm Politics: Getting Things Done
- Workshops G / 1:50 pm - 2:50 pm  
 Learning From Our Mistakes – Part II  
 Smart Communication in the Smart Phone Age  
 Sixty Apps You Didn't Know You Needed  
 Playing to Learn: Utilizing Game Theory in CLE
- Workshops H / 3:10 pm - 4:10 pm  
 Top Marketing Takeaways  
 Top Tech Takeaways  
 Top Executive Leadership Takeaways  
 Top Programming Takeaways  
 Top Pubs Takeaways  
 Top In-House Takeaways

HOTEL  
 Hotel reservation deadline is July 7, 2011. Refer to brochure for details.

I will be staying at The Westin Copley Place.

REGISTRATION on or before July 8, 2011:

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

REGISTRATION after July 8, 2011:

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

JOIN ACLEA now & pay the member fee to attend this meeting:

Please submit a separate Membership Application.

- \$245 (\$195 if you are an additional member from a member organization;  
 \$65 for Associate Membership - Subject to Approval)

CONFERENCE MATERIALS - I would like:

- USB Version or  Printed Version (Choose one. Included in above registration fee.)  
 Both USB & Printed Versions \$50 (In addition to above registration fee.)

Total for Registration Fee ..... \$

OPTIONAL EDUCATIONAL PROGRAMS (Pre-Registration Required)

SATURDAY, JULY 30, 2011

- ACLEA CLE Boot Camp -  Members \$145  Non-Members \$195  
 ACLEA "Unconference" -  \$45

Total for Optional Educational Programs ..... \$

SPECIAL INTEREST GROUP LUNCHEONS (Pre-Registration Required)

SUNDAY, JULY 31 / 11:45 am - 1:15 pm (Open to All Registrants) \$30

- Executive Leadership  Marketing  
 Programming  Publications/Technology (Joint Luncheon)

MONDAY, AUG 1 / 12:00 pm - 1:45 pm (\*Open to SIG Members ONLY) \$31

- Entrepreneurs\*  In-House\*  Law Schools\*  
 Local & Specialty Bars\*  Nationals\*  State & Provincial Bars\*

LUNCHEONS FOR VARIOUS SIZED CLE DEPARTMENTS (Pre-Registration Required)

TUESDAY, AUG 2 / 12:20 pm - 1:50 pm (Open to All Registrants) \$32

- 13 or more Employees  5 to 12 Employees  1 to 4 Employees

Total for Luncheons ..... \$

OPTIONAL TOURS/EVENTS (Pre-Registration Required)

SATURDAY, JULY 30, 2011

- JFK Library & Faneuil Hall Tour \$35 x \_\_\_\_\_ (no. of tickets)

MONDAY, AUGUST 1, 2011

- Boston Duck Tour Excursion \$30 x \_\_\_\_\_ (no. of tickets)  
 Boston Ghost Tour Excursion \$20 x \_\_\_\_\_ (no. of tickets)

Tickets for the Sunday night reception and Tuesday night event are included in your registration fee. However, please check below to R.S.V.P. for your tickets and indicate if you want to purchase additional tickets for your guest(s). Please note any special dietary requirements at the top of this form.

- Sunday Night Reception for Registrant \$00  
 Sunday Night Reception Guest Tickets \$30 x \_\_\_\_\_ (no. of tickets)  
 Tuesday Night Dinner for Registrant \$00  
 Tuesday Night Dinner Guest Tickets \$100 x \_\_\_\_\_ (no. of tickets)

Total for Optional Tours/Events ..... \$

TOTAL PAYMENT ENCLOSED (all amounts listed in USD).... \$

I cannot attend the program; please forward the conference materials.  
 Member Price \$345  Non-Member Price \$495  
 USB Version  Printed Version  Both Versions (add \$50)

PAYMENT METHOD: Check enclosed payable to ACLEA or charge my:  
 Visa  MasterCard  AmEx  
 Credit Card # \_\_\_\_\_  
 3 or 4 Digit Security Code \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Signature \_\_\_\_\_  
 Name on Card (Print) \_\_\_\_\_  
 Billing Address (street/city/state/zip) \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

ACLEA Headquarters + P.O. Box 4646 + Austin, TX 78765  
 Phone: (512) 453-4340 + Fax: (512) 451-2911  
 Email: aclea@aclea.org + Website: www.aclea.org