



The Network for CLE Professionals...Worldwide

## 49<sup>TH</sup> MID-YEAR MEETING



**FEBRUARY 2 – 5, 2013**  
**SHERATON SAND KEY RESORT**  
**CLEARWATER BEACH, FLORIDA**

# CONFERENCE AT A GLANCE

## ..... SATURDAY, FEBRUARY 2, 2013 .....

7:30 a.m. – 7:30 p.m.

Registration Desk Open

8:15 a.m. – 4:00 p.m. (*Add-on Workshop*)

New Member Orientation and CLE Boot Camp

9:00 a.m. – 3:00 p.m. (*Ticketed Event*)

Trip to Tarpon Springs Sponge Docks

10:00 a.m. – 3:00 p.m. (*Add-on Workshop*)

Personnel Management Workshop –  
The Challenge: Attracting and Retaining Talent

4:00 p.m. – 6:00 p.m. (*By Invitation Only*)

SIG & Committee Chair Leadership Workshop

6:00 p.m. – 7:30 p.m.

Welcome Reception Honoring New Members & Faculty

7:30 p.m. (*Ticketed Events by Invitation Only*)

First Time Attendees' Dinner

Past Presidents' Dinner

## ..... SUNDAY, FEBRUARY 3, 2013 .....

7:45 a.m. – 5:30 p.m.

Registration and Exhibits

8:30 a.m. – 9:30 a.m.

SIG Meetings  
Entrepreneurs, Executive Leadership, Publications, State & Provincial  
Bars, Marketing/Technology

8:30 a.m. – 9:30 a.m.

49th Annual Meeting - Planning Committee Meeting

9:15 a.m. – 9:45 a.m.

Clearwater Speaker Training Session (*By invitation only*)

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. – 11:30 a.m.

Opening Plenary Session:  
Are You Smarter than an ACLEA Presenter?

11:30 a.m. – 1:00 p.m.

SIG Luncheons (*Ticketed Event – Open to All Registrants*)  
Executive Leadership, Marketing/Technology, Programming, Publications

1:00 p.m. – 2:00 p.m.

Workshops A:

- **Doing More with Less - Low Cost Creative and Engaging Programs on a Shoe-String Budget**
- **Generating Content for Your Organization's Blog: A Workshop**
- **What Law Librarians Want From Us**
- **Law School for the Non-Lawyer CLE Professional: Socratic Method Not Included**
- **Beyond the Law: The Critical Skills Attorneys Need to Succeed, and How to Build Them**

2:10 p.m. – 3:10 p.m.

Workshops B:

- **The Technology Behind Distance Learning – Questions You Should Ask**
- **Standing Up to Bad Programming Ideas**
- **Standing Up to Bad Book Ideas**
- **Leadership vs. Management**
- **Repurpose, Monetize, and Extend the Life of Your Courses and Content**

3:10 p.m. – 3:45 p.m.

Exhibit Hall Showcase

3:45 p.m. – 4:45 p.m.

Workshops C:

- **Outsourcing Publications**
- **I'm Buried in Paper - What Can I Do? Scanning and Paper Reduction Strategies That Won't Break the Bank**
- **Career Aspirations and Strategies for CLE Professionals**
- **Programs That Lawyers Will Pay For, Credits Be Damned!**
- **Design and Marketing Education: Best Practices**

4:45 p.m. – 5:45 p.m.

Committee/SIG Meetings  
Distance Learning, International SIG

6:00 p.m. – 10:00 p.m. (*Ticketed Event*)

The Super Big Football Game Watching Party

## ..... MONDAY, FEBRUARY 4, 2013 .....

7:15 a.m. – 4:00 p.m.

Registration and Exhibits

7:45 a.m. – 8:45 a.m.

Committee/SIG Meetings  
MCLE (7:30am), Exhibitors & Sponsors, Membership, Public Interest

8:45 a.m. – 9:00 a.m.

Networking Break and Exhibits

9:00 a.m. – 10:15 a.m.

Plenary Session:  
How Adults Learn – Emphasizing the "E" in CLE

10:15 a.m. – 10:45 a.m.

Networking Break & Exhibits

10:45 a.m. – 11:45 a.m.

Workshops D:

- **Linked-In: Beneath the Surface**
- **Why Customers Come and How to Bring Them Back**
- **C-L-E: Not Easy as 1-2-3**
- **How to Write a Business Plan (For Everyone)**
- **E-Books - What's Working and What's Not**

11:45 a.m. – 1:15 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

# CONFERENCE AT A GLANCE

1:15 p.m. – 2:15 p.m.

Workshops E:

- Discussion About CLE Rules for Law Office Management Courses
- How to Keep Staff Motivated
- Mindmaps – Visual Brainstorming
- Best Practices in Email Marketing
- Meeting the Needs of Adult Learners in Online Learning (Plenary Follow-up)

2:20 p.m. – 3:45 p.m.

Plenary Session: The Non Non-Profit

4:00 p.m. – 8:30 p.m. (Ticketed Event)

Networking Excursion: Clearwater Marine Aquarium and Dolphin Tale Adventure

## TUESDAY, FEBRUARY 5, 2013

7:00 a.m. – 5:30 p.m.

Registration and Exhibits

8:00 a.m. – 9:30 a.m.

ACLEA Business Meeting & Breakfast  
(Open to All ACLEA Members)

9:30 a.m. – 9:45 a.m.

Networking Break & Exhibits

9:45 a.m. – 11:00 a.m.

Plenary Session: Effective Time Management: Get Control of Your Time and Your Life

11:05 a.m. – 12:05 p.m.

Workshops F:

- Reel Wellness: What We Can Learn About Self-Care from the Movies... with ZUMBA!
- Working with (Program) Planning Committees
- Time Management - The Next Level (Plenary Follow-up)
- Having Fun at Work
- Forms and Document Assembly Programs

12:15 p.m. – 1:45 p.m.

One Big Networking Luncheon  
(Ticketed Event – Open to All Registrants)

1:45 p.m. – 2:45 p.m.

Workshops G:

- Video Promotion - How-To & Tools
- New Ideas for Publications: What's the Next Big Thing?
- Authentic Leadership and Emotional Intelligence: A Combination for Low-Stress Success
- CLE Marketing in a Down Economy

2:45 p.m. – 3:00 p.m.

Networking Break & Exhibits

3:00 p.m. – 4:00 p.m.

Workshops H:

- 30 Sites in 60 Minutes
- Using Survey Data
- Publications Top Take-Aways and Wrap Up Session
- PDFing for CLE Professionals with Adobe Acrobat
- Book Review - "The Checklist Manifesto": A Discussion That Could Change the Way You Work

4:05 p.m. – 5:15 p.m.

Closing Plenary Session:

Emotional Intelligence and Conflict Resolution



6:30 p.m. – 10:00 p.m. (Ticketed Event)

ACLEA Closing Reception, Dinner and Beach Party!



## 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 Saturday Add-On Session materials. Registrants for either of these events will receive a printed version of the respective session materials (if applicable).*

## INTERESTED IN BEING AN ACLEA EXHIBITOR OR SPONSOR IN CLEARWATER BEACH?

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!
- One complimentary conference registration.
- 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, February 3rd. 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 '49th Mid-Year Meeting' Menu Tab.**

# SPECIAL EVENTS SCHEDULE

## SATURDAY, FEBRUARY 2, 2013

9:00 a.m. – 3:00 p.m.

Trip to Historic Tarpon Springs Sponge Docks

*(Ticketed Event)*



Once known as the “Venice of the South,” Tarpon Springs was named for the abundant fish found off its coast and is hailed as the “Sponge Capital of the World.” Heavily influenced by Greek culture, Tarpon Springs is best known for its sponge docks, Greek fare and serene beaches. This historic fishing village features shops, restaurants and cafés, many owned by the same Greek

families who established them in the early 1900’s. During the bus ride you will be accompanied by a tour guide of Greek decent native to the area who will give you a colorful background of the history and culture of Tarpon Springs. Upon arrival, the guide will lead you on a docent-led walking tour of the sponge dock area. Your approximate one-hour tour will include a visit to the World Famous Spongeorama Museum and an opportunity for culinary tastings throughout the tour. Your tour guide will be available throughout the day in the docks area to serve as a resource and guide for you to help you navigate the many attractions in the area.

After the walking tour spend the afternoon shopping, dining, or enjoy the many attractions Tarpon Springs has to offer. Walk along Dodecanese Boulevard to see docked sponge boats, visit over 150 shops and enjoy the several restaurants many featuring the area’s authentic Greek cuisine. Don’t miss out on the opportunity to board one of the three boat excursions available at the docks. Dolphin Cruise? Travel down the Anclote River and out to the Gulf of Mexico in search of dolphins, manatees, and other wildlife (90 minute tour is approx. \$16.00/person; departure times are 11:45am and 12pm depending on the company you purchase a ticket from). If you wish to spend a little extra time exploring, you might enjoy the combination Dolphin & Beach Excursion Tour: Same as the Dolphin Cruise but you will disembark and explore the Anclote Island, only accessible by boat to look for shells, go swimming and get up close and personal with some of Florida’s rare wildlife. (Two hour tour is approx. \$18.00-\$20.00/person; departure times are 12pm and 1:15pm depending on the company you purchase a ticket from). Please note that if you choose this boat tour you must book the 12 Noon boat to be back by 2pm in order to board the bus for the return trip to the hotel. Or check out the shorter St. Nicholas Boat Line Expedition. This narrated boat tour cruises through the historic sponge docks of Tarpon Springs. A diver in traditional diving gear provides a demonstration of sponge harvesting (35 minute tour is \$8.00/person; departure times are on the hour starting at 11am). Tickets for all of these tours can be purchased at various ticket windows in the sponge dock area.

Meet in the lobby of the Sheraton Sand Key Resort at 8:45 a.m. The bus will depart promptly at 9:00 a.m. and will return to the hotel by 3:00 p.m. *Cost is \$30 USD per person (includes transportation and your docent-led tour tickets.)* Lunch and additional attraction tickets are on your own and are not included. 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 Events by Invitation Only)*

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

Past Presidents’ Dinner

*(Ticketed Event by Invitation Only)*

## SUNDAY, FEBRUARY 3, 2013

6:00 p.m. – 10:00 p.m.

The Super Big Football Game Watching Party

*(Ticketed Event)*

Tickets for registrants are included in the registration fee. Guest Tickets are available for \$40 USD *(tickets include game time snacks and beverages)*. Please make your required reservations on the registration form.

## MONDAY, FEBRUARY 4, 2013

4:00 p.m. – 8:30 p.m.

Clearwater Marine Aquarium & Dolphin Tale Adventure Networking Excursion *(Ticketed Event)*

This evening’s inspiring event will be truly “one of a kind” as guests will experience a unique venue based on the amazing true story of “Winter” the star of the 3-D major motion picture and #1 box office hit, “Dolphin Tale.” You will enjoy a two-part adventure featuring the Clearwater Marine Aquarium and the Dolphin Tale Adventure which is a state-of-the-art behind the scenes experience of the movie, including the “hurricane” experience.



The Clearwater Marine Aquarium has stories galore and something for everyone to do. Discover the wonderful stories of the aquarium animals, including the tailless dolphin, Winter. CMA is unique facility that you are sure to enjoy. Upon arrival at the aquarium you will experience a short film which is an exceptional introduction to the facility and its unique role in marine animal rescue and rehabilitation. You will be introduced to and see “Winter”, the star of the movie Dolphin Tale with Morgan Freeman, Ashley Judd, Harry Connick, Jr., and Kris Kristofferson. Guests will have an opportunity to explore the unique aquarium and watch as the staff care for dolphins, sea turtles, otters, stingrays, sharks, and more!

We will continue the experience by visiting the behind-the-scenes movie exhibit, *Winter’s Dolphin Tale Adventure*. Cocktails and Dinner will be available while you are exploring this unique facility. This fun and educational exhibit takes you inside the movie and takes 3D to a whole new level! Inside WDTA, you’ll find re-built scenes, movie images, and a variety of actual props used in Dolphin Tale. Ever been through a hurricane? Want to feel the whipping winds, torrential rain and awesome power of Florida’s biggest natural disaster? Step inside the Hurricane Exhibit, where visitors will experience heavy rains, howling winds, and booming thunder of a category 1 hurricane. It will blow you away!

Meet in the lobby of the Sheraton Sand Key Resort at 4:00 p.m. The bus will depart promptly at 4:10 p.m. and arrive at the Clearwater Marine Aquarium at approximately 4:30pm. Buses will depart the Aquarium facility at 8:30pm for the return trip to the hotel.

*Cost is \$65 USD per person (includes transportation, Aquarium and Dolphin Tale Adventure tickets, cocktails and dinner.)* Please make your required reservations on the registration form.

## TUESDAY, FEBRUARY 5, 2013

6:30 p.m. – 10:00 p.m.

ACLEA Closing Reception, Dinner and Beach Party *(Ticketed Event)*

Close out the Clearwater Meeting with a bang and join your peers, colleagues and guests for cocktails and dinner beach-party style at the Sheraton Sand Key Resort.

Tickets for registrants are included in the registration fee. Guest Tickets are available for \$75 USD *(tickets include dinner)*. Please make your required reservations on the registration form.

# SATURDAY, FEBRUARY 2, 2013

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: **Leslie Lynn Myers**

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.

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

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.

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

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.

**Peter H. Berge** - *Minnesota CLE*

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.

**Donna M. Kramer** - *Sullivan & Cromwell 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.

**Michael Ambrose** - *State Bar of Texas*

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

**Leslie Lynn Myers**

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.

**Jill McCall** - *ABA, Center for CLE*

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.

**Leslie Lynn Myers**

3:45 Panel of Experts

4:00 Adjourn

END BOOT CAMP AGENDA

10:00 a.m. – 3:00 p.m.

Personnel Management Add-On Workshop – The Challenge: Attracting and Retaining Talent  
(Ticketed Event - Separate Registration Fee Required)

Attracting and retaining the best employees has become a mission-critical goal for organizations of all sizes and in all industries. Today's competitive, global marketplace demands an increasing focus on talent management – including the use of new technologies and HR processes. And, managers and leaders throughout the organization are essential to winning the talent war.

Talent issues facing managers today are complex:

- Maintaining a constant pool of qualified candidates for critical positions across the organization
- Ensuring position requirements are scoped deeply enough to put the right person in the right job

- Providing targeted development and training to challenge employees and prepare them for the transforming needs of the company

- Aligning employees with corporate strategy so that they feel engaged and informed about the company's future

*The Simulation:* Working in small teams, participants explore a realistic case study that develops insights around talent acquisition and retention issues. They work together to understand the talent landscape in general, as well as in their own organization, and discover the talent management accountabilities that must be embraced by managers in successful organizations – attracting, retaining and transitioning employees. Robust guidebooks and takeaway tools help participants transfer lessons from the simulation to the job, creating bridges to real-life work situations.

*Training Outcomes:* Managers learn why an organization's most effective leaders are those who develop talent for current and future needs. They factor in external (marketplace) and internal (organizational) considerations that drive the need for effective talent leadership. Participants also explore a range of best practices and learn why employees are most satisfied — and productive — when they are engaged, developed, and challenged.

Ultimately, participants discover the critical talent leadership accountabilities that need to be embraced by managers in order to create thriving organizations. This activity, carefully designed to allow participants to navigate a process of discovery, is different from other training programs. It engages problem solving, promotes interaction, compels discussion and encourages outside-the-box thinking. Mosaic energizes and motivates those participating to take actions that positively impact their organizations.

*Mosaic: The Art of Talent Leader Leadership®*, developed by Paradigm Learning, Inc., is a dynamic discovery learning program designed to make a difference in the battle for the best.

**Jaime Bierchen** – *Paradigm Learning, Inc.*

## Saturday Events:

9:00 a.m. – 3:00 p.m.

Trip to Historic Tarpon Springs  
Sponge Docks (Ticketed Event)

See Special Events Schedule for details. Meet in the lobby of the Sheraton Sand Key Resort at 8:45 a.m. for departure. The bus will return to the hotel by 3:00 p.m. Cost is \$30 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.

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8:30 a.m. – 9:30 a.m.

SIG Meetings

Entrepreneurs, Executive Leadership, Publications, State & Provincial Bars, Marketing/Technology

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49<sup>th</sup> Annual Meeting

Planning Committee Meeting

9:15 a.m. – 9:45 a.m.

Clearwater Speaker Training Session (By Invitation Only)

9:30 a.m. – 9:45 a.m.

Networking Break & Exhibits

9:45 a.m. – 10:15 a.m.

Announcements and President's Welcome

Roger B. Curlin, III – Carlton Fields, P.A.

10:15 a.m. – 11:30 a.m.

Opening Plenary Session:

**Are You Smarter than an ACLEA Presenter?**

Join us for a different kind of opening plenary...

The theme of the Clearwater meeting is all about "getting better." Most of our programs will revolve around how can we get better at what we do – and how can we help the lawyers we teach become better professionals. In this game-show-style plenary we'll hear from presenters of workshops at our meeting and we'll test your knowledge about critical elements of being a great CLE professional. Then, toward the end of the Florida meeting, you'll get a chance to see how much you've learned during your time in Clearwater. The plenary will be part learning, part eye-opening, part fun and a whole lot different from other plenary sessions.

Moderator: **Stuart Teicher** – CLE Netshows, LLC

11:30 a.m. – 1:00 p.m.

SIG Luncheons:

(Ticketed Event – Open to All Registrants)

**Executive Leadership** — "Dream On!" – Come with your wish list of what you would like to implement and develop over the next few years to enhance and increase the overall capabilities of your organization/department/office. Some pipes may be in the pipe line and some may be pipe dreams!!

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

**Marketing & Technology Joint Luncheon—**

"Beyond the Listserv – New Member-to-Member Collaboration Tools" – Associations, including a few bar associations, are using a new generation of collaboration technology to create social networks for their members. Can (should) your bar be its own Facebook? What are the opportunities and challenges? Here is an opportunity to look at and discuss what others within and beyond the bar community are doing.

Moderated by **Jeff Manning** – South Carolina Bar, and **Christopher A. Sharpe** – State Bar of Texas

**Programming** — "Programming in a New Economy" – How has the changed economy, the unemployment rate for lawyers, the resurgent billing of hotels, the changes in the economics of the practice of law and other poignant factors are changing how and what we program, and cost containment tips that don't downgrade the CLE experience for attendees?

Moderated by **Vincent J. O'Brien** – Minnesota CLE

**Publications** — "Wins & Losses" – Again we'll have an open forum to share ideas about what's working and what's not. Bring your questions and problems and share your expertise. To get the ball rolling, what's your group doing with ebooks – have you taken the plunge?

Moderated by **Lisa Smith Crissey** – Lexis Nexis, and **Michelle Windsor** – National Institute for Trial Advocacy

1:00 p.m. – 2:00 p.m.

Workshops A:

### PROGRAMMING

**Doing More with Less – Creating Low-Cost Creative and Engaging Programs on a Shoe-String Budget**

In this session, you will learn how to produce creative programs on a shoe-string budget that will attract an audience and produce net profit for your organization. Presenters will discuss and demonstrate effective uses of technology without having a computer engineer on staff, marketing budgets that won't break the bank, collaboration with other groups, building your non-lawyer attendance, and selling exhibit and sponsor spots without selling out and compromising on substance.

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

**Daniel J. McCarroll** – University of Missouri-Kansas City School of Law

### TECHNOLOGY

**Generating Content for Your Organization's Blog: A Workshop**

While we all know that blogs are sweeping our industry, we also know that blogs don't work for every organization. The key to a successful blog is content, so the question is: can your organization provide enough content to maintain a blog? In this hands-on workshop, we will work together to create an editorial calendar for your business, and by the end, you will have content for your very own blog. (Please come prepared with some basic information about your organization, such as a calendar of upcoming events and a list of products and services you offer.)

**Lynn A. Adams** – Georgetown Law CLE

### PUBLICATIONS

**What Law Librarians Want From Us**

Back by popular demand, a panel of law librarians bring their perspective on legal publishing. As our industry continues to evolve, how are their needs changing? How rapidly are they accepting ebooks? What do we do that makes them smile? What makes them crazy?! Bring your questions, and come prepared for a frank discussion.

Speakers to be announced

### PROGRAMMING

**Law School for the Non-Lawyer CLE Professional: Socratic Method Not Included**

Don't know an incorporeal hereditament from a hole in the ground? So what! A law degree is not a necessary prerequisite to running a successful continuing legal education program. However, there may be times where understanding a little law and those magic terms of art could be helpful. This session will be a fast ride where the following will be touched: sources of law, precedent, stare decisis, court structure, how to read an opinion, how to read a statute, discovery, and parts of a trial. Have a particular question about the law? Bring it and try and stump the presenters.

**Donita Bourns Douglas** – InReach

**R. Lucas Boling** – The Missouri Bar

### IN-HOUSE

**Beyond the Law: The Critical Skills Attorneys Need to Succeed, and How to Build Them**

Lawyers succeed – or fail – on the basis of skills that go far beyond the classic lawyering skills. That's especially true now, given the pace of change in the legal profession, the intense competition for work, and the internal stresses within many firms. But these other "success skills" are difficult to define in a way that makes them concrete: What does "taking ownership" really look like? Or "leadership"? Or becoming "client-sticky"? Moreover, these skills don't lend themselves to being taught in conventional ways, and learning them often requires more self-awareness than many lawyers possess. This session will discuss the most effective approaches for building these skills more rapidly at all levels of a firm, from entry level to the senior leadership.

**Stephen V. Armstrong** – FirmLeader, Inc.

2:10 p.m. – 3:10 p.m.

Workshops B:

### TECHNOLOGY

**The Technology Behind Distance Learning – Questions You Should Ask**

Technology has made distance learning possible in ways it has never been possible before. In this breakout we will examine the options technology now provides and discuss how to use those technologies to create more than a merely convenient means of distributing content but a rich, multi-media learning environment for our customers.

**Peter H. Berge** – Minnesota CLE

**Karen D. Lee** – Oregon State Bar

## PROGRAMMING

### Standing Up to Bad Programming Ideas

The world of CLE is not exactly parallel to Kevin Costner's "Field of Dreams". Just because you "plan it", does NOT mean they will come. All too often, a program idea posed by someone outside your team strikes you as a poor programming initiative. The best planned and effectively marketed programs can and will likely fail if the project is plagued by a bad theme from the start. Just because the program idea was received from Bar leadership, a colleague, an industry leader, the Dean, or the guy who "wrote the book" does not mean it will be a successful CLE event. It is imperative that program ideas be thought through, fleshed out, and carefully considered prior to embracing the idea and over-committing so as to minimize the likelihood of a flawed program. Moreover, in those instances where you have to do a program you really do not want to implement, how can you protect yourself and your team from what you are confident will be an attendance and financial failure? Sometimes playing great defense is the best offense.

**Larry J. Center** – Georgetown Law Center CLE  
**Terry L. Hill** – The Florida Bar

## PUBLICATIONS

### Standing Up to Bad Book Ideas

We've all been there. A volunteer has a "great" idea for a book... that you know has already been written about extensively. A board member feels strongly that you should publish on a specific topic... and you know from experience that it won't sell. How do you gently deal with these people and issues without ruining important relationships?

**Mark T. Carroll** – American Law Institute  
**Gregory J. Smith** – JDCLE, LLC

## EXECUTIVE LEADERSHIP

### Leadership vs. Management

An ACLEA veteran who has learned about these topics the old fashioned way – by making many mistakes – will lead a discussion that focuses on your position in the CLE enterprise. Understand the roles, goals, and situational awareness needed for CLE success. Learn how to lead those with more power, more experience, and more intellect. Learn the virtues of reframing, ambiguity, and creative delay in getting things done. Learn how to pass the baton so quickly that it looks as though you never held it. Learn the power of shrinking one's own ego that others' may blossom. Learn how to harness the almost nuclear energy of deeply held values and what Adam Smith called "animal spirits." Learn to burst joy's grape against the palate fine of CLE. Come prepared to participate in the discussion.

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

## MARKETING

### Repurpose, Monetize, and Extend the Life of your Courses and Content

You have invested in the development of CLE courses and other content. Learn how technology can offer you the ability to take that content and easily recreate it into different formats that can be noticed by a wider audience, consumed in a different format, and generate incremental revenue.

**Carolyn Bradfield** – Copper Services

### 3:10 p.m. – 3:45p.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 ACLEA. Sign-in with the exhibitors for entries to win a free registration to ACLEA's next meeting!

### 3:45 p.m. – 4:45 p.m.

#### Workshops C:

## PUBLICATIONS

### Outsourcing Publications

In an attempt to better utilize in-house staff and to produce books at lower costs, some of us have experimented with outsourcing some editorial and technical work... with varying results. The presenters will share their experiences dealing with vendors and give recommendations for how to make this process work for you.

**Michael Ambrose** – State Bar of Texas  
**Mark Rosch** – Internet for Lawyers

## TECHNOLOGY

### I'm Buried in Paper – What Can I Do? Scanning & Paper Reduction Strategies That Won't Break the Bank

Most people feel that they're being overrun with paper; and ironically, the more they have, the harder it is to find what they're looking for. It's probably impossible for any office to go completely paperless, but every office can go with less paper. This seminar will illustrate how to reduce paper in your office and minimize the need to keep injecting it into your workflow (faxes, printing documents in order to review them, etc.). We'll explain how copiers, desktop scanners, Adobe Acrobat and PDFs can all work together to reduce paper, lower operating costs and significantly improve efficiency. We'll demonstrate search utilities, scanning, discuss document naming conventions and explain how to build a matter-centric electronic filing system. It may sound complicated and expensive, but you'll see that the tools you need are off-the-shelf, easy to use and inexpensive. For larger organizations, we'll also discuss how document management systems can play into a paper reduction initiative.

**Barron K. Henley** – Affinity Consulting Group LLC  
**David J. Abbey** – Abbey, Adams, Byelick & Mueller, L.L.P.

## GENERAL / SELF-IMPROVEMENT

### Career Aspirations and Strategies for CLE Professionals

Taking time to think and reflect about your professional identity and career aspirations is important for your development as a CLE professional. Using Planned Happenstance as a theoretical backdrop, this session will provide you with an opportunity to evaluate your current professional situation and learn about future possibilities in your career; recognize the power of your current networks and learn how to leverage them; and define your career goals and develop strategies to achieve them. Facilitated by Dr. Farouk Dey, Director of the Career & Professional Development Center at Carnegie Mellon University and experienced Career Consultant.

**Dr. Farouk Dey** – Carnegie Mellon University

## IN-HOUSE

### Programs that Lawyers Will Pay For, Credits Be Damned!

Is there a magic list of topics CLE providers can turn to that will generate an audience, even if, heavens forbid!, no CLE credit is offered? Find out by attending this session, but be prepared for interactivity and fun along with a little education. Based on the popular TV show The Dating Game, see how attorneys and programs can find the right match with each other. And, hopefully, the relationship between attorney and program becomes a long lasting one.

**Juliet R. Aiken** – Georgetown Law Center  
**Jan F. Majewski** – Holland & Knight LLP

## MARKETING

### Design and Marketing Education: Best Practices

This session will focus on best practices in creating effective marketing materials. The recent design revisions to Georgetown Law's CLE brand and marketing materials will serve as a case study for this presentation. Tina will discuss how messaging, copy, typography, color, and images in building a consistent message and brand presence. If time permits, Tina will include critique of other institution's materials. If you'd like to be considered, please contact Sarah Kelly at Georgetown Law CLE (SJK72@law.georgetown.edu) for details.

*Speaker to be Announced*

### 4:45 p.m. – 5:45 p.m.

Committee/SIG Meetings  
Distance Learning, International SIG

### 6:00 p.m. – 10:00 p.m.

The Super Big Football Game  
Watching Party (*Ticketed Event*)

See Special Events Schedule for details. Tickets for registrants are included in the registration fee. Tickets for guests are \$40 USD per person. Please make your required reservation on the registration form.

## MONDAY, FEBRUARY 4, 2013

### 7:15 a.m. – 4:00 p.m.

Registration and Exhibits

### 7:45 a.m. – 8:45 a.m.

Committee/SIG Meetings  
MCLE (7:30am), Exhibitors & Sponsors,  
Membership, Public Interest

### 8:45 a.m. – 9:00 a.m.

Networking Break and Exhibits

### 9:00 a.m. – 10:15 a.m.

Plenary Session:  
**How Adults Learn – Emphasizing the "E" in CLE – Improving Programs, Improving Learning, Improving Lawyers: A Primer On Adult Learning and Lawyers**

There are likely many views. However, most will agree that the goal of CLE is to improve the quality of lawyering through strategically designed and delivered CLE/CPD programming.

This session underscores how to make the most of programs through the implementation of fundamental adult learning principles.

By the end of this session participants will:

1. Grasp the importance of several key adult learning principles and their use in CLE, including:

- relevance, meaningfulness and just-in-time learning
- learning outcomes and program alignment
- experiential learning
- active learning
- constructivism and deep learning

2. Describe ways of implementing these principles efficiently and effectively

3. Experiment with program development, design and implementation that maximize the likelihood of learning.

**Neil Gold** – *University of Windsor*

**10:15 a.m. – 10:45 a.m.**

Networking Break & Exhibits

**10:45 a.m. – 11:45 a.m.**

Workshops D:

#### TECHNOLOGY

##### Linked-In- Beneath the Surface

You've heard the buzz; you know its social networking for the professional world, but what's in it for you and your organization? John Hill, LinkedIn Higher Education Evangelist, will share how and why you should be "IN" and ways to help you leverage this powerful tool. You'll learn how you can use LinkedIn to build your own network, business and online brand, and more!

**John Hill** – *LinkedIn*

#### MARKETING

##### Why Customers Come and How to Bring Them Back

Why do busy lawyers attend a conference, use an online service, or buy a book? What does it take to keep them coming back or renewing year after year? This session helps you clarify what motivates your customers' most. You'll learn simple, yet effective, techniques for identifying your customers' motivation to attend CLE and use related products and services. You'll learn techniques for keeping customer needs at the center of seminar planning and product development. Finally, we'll cover pricing, offers and customer feedback and responsiveness standards that will help you keep your customers returning and renewing year after year.

**Lynn P. Chard** – *Institute of Continuing Legal Education*

#### PROGRAMMING

##### C-L-E: Not Easy as 1-2-3

The various rules of applying for CLE in multiple jurisdictions can be very challenging if you are not aware of the rules per state. This session will provide a general understanding on how to obtain CLE for your programs and give you an understanding of the state to state requirements for the CLE application processes. We will address the states that have the most complex CLE rules and once those are covered we will address additional states that the audience has questions on.

**Lazette Jackson** – *ALM Media LLC*

#### ENTREPRENEURS

##### How to Write a Business Plan (for Everyone)

Where does your organization want to be next year? How about in five years? Heck, do we even know where we're going tomorrow? Join Stuart Teicher as he teaches basic business planning concepts and show you how to put them to use in your shop, whether it's a for-profit company or a non-profit institution.

**Stuart Teicher** – *CLE Netshows, LLC*

#### PUBLICATIONS

##### E-books – What's Working and What's Not

Many of us have been diving into the brave new world of publishing e-books. Now that we've spent some time on this and had our various successes and failures, what have we learned that we're doing right... and what would we never do again?

**Lisa Smith-Crissey** – *LexisNexis*

**Michelle Windsor** – *National Institute for Trial Advocacy*

**11:45 a.m. – 1:15 p.m.**

SIG Luncheons

(Ticketed Event – Open to SIG Members Only)

**Entrepreneurs** — Join us for a lively discussion on the strategic integration of "soft skill" training into CLE programs. Topics will include accreditation issues, appropriate content and effective presentation style. As always, strong opinions and controversy are welcome and expected!

*Moderated by Cynthia Sharp – The Sharper Lawyer*

**In-House/Professional Development** — Back by popular demand, the In-House SIG will continue its practice of holding an open discussion at our luncheon. The question kicking off the lunch discussion will be "Name your biggest CLE success and your biggest CLE failure in 2012."

*Moderated by Donna M. Kramer – Sullivan & Cromwell LLP, Bernadette Lawson – Shook, Hardy & Bacon LLP, and Monica S. Mosley – Sutherland Asbill & Brennan LLP*

**Law Schools** — "Certificates vs. Certifications" — In this luncheon we will discuss the unique ability of Law School CLE departments to offer school-based certificates, and the advantages and disadvantages of doing so.

*Moderated by Kathleen M. Carlisle – Pace University School of Law, and Sarah Jean Kelly – Georgetown Law CLE*

**Local & Specialty Bars** — Join our informal and lively discussion on the latest and most pressing issues and concerns you face as a CLE professional in a local and specialty bar association. Share your concerns and receive the benefit of your colleagues' ideas and solutions. One of the highlights of the ACLEA meeting is the camaraderie and networking shared during our SIG lunch meeting. Members are urged to send questions and topics for discussion to Susan Blair (susan.blair@nashvillebar.org). Even if you cannot attend, send your questions, and we'll share our discussion with all of our SIG members after the meeting.

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

**Nationals** — During the 2012 Annual Meeting we compared notes on industry perspectives and how well we are performing as national providers. Many questions remain, and at the center is what our core focus should be as national providers. Educational opportunities are ubiquitous. Learning modalities are requiring a significant shift from traditional models. It is a challenge to keep up when preferences among legal professionals seem to be changing every day. What changes has your organization made that show promise? What changes no longer seem to present the same opportunity? Come prepared to discuss the adjustments your respective organizations have needed to make during ever-present changes and ongoing challenges within the legal industry.

*Moderated by Jill Eckert McCall – American Bar Association, Center for CLE, and Kevin McCormack – West LegalEdcenter*

**State & Provincial Bars** — Join us for an opportunity to discuss the latest developments and emerging issues facing State and Provincial Bars.

*Moderated by Annette C. Buras – Louisiana State Bar Association, and Dawn Ofner – Legal Education Society of Alberta*

**1:15 p.m. – 2:15 p.m.**

Workshops E:

#### PROGRAMS / IN-HOUSE

##### Discussion About CLE Rules for Law Office Management Courses

Every lawyer needs to understand the realities of working in a law office, including use of computer software, the Internet, email management, tablet apps, and more. The ACLEA Working Group wants to hear comments about plans to encourage more CLE credit for pragmatic courses for Law Office Management.

**Sandra R. Geller** – *Practising Law Institute*  
**Peter S. Vogel** – *Gardere Wynne Sewell LLP*

#### EXECUTIVE LEADERSHIP / PUBLICATIONS

##### How To Keep Staff Motivated

We've talked in the past at length about how to keep authors motivated, but equally important is keeping staff motivated. How do you keep enthusiasm and motivation at a high level, particularly for new staff members or staff who have been on board for a long time? Here are some ideas from the experts!

**Jodi Jennings** – *The Florida Bar*  
**Patrick A. Nester** – *State Bar of Texas*

#### TECHNOLOGY

##### Mindmaps – Visual Brainstorming

Outlining and brainstorming are critical components of crafting effective business strategies. And for compelling writing. Mindmaps are the best way to organize and evaluate new information. This session will let you know how to use mindmaps to get the most out of the brainstorming process.

**Ernest Svenson** – *Digital Workflow CLE*

#### MARKETING

##### Best Practices in Email Marketing

Attend this session and you will learn how to create clean looking emails that can improve delivery and overall performance. In addition, you will be provided with strict guidelines that

**Addition!**



are useful suggestions for developing legitimate email messages that will pass through spam and junk filters that might otherwise block emails. This session will outline standard best practices that can enhance email communications, the Do's and Don'ts for designing email, some guidelines for creative, copy, technical and mobile advice, as well as the important use of landing pages.

**Amy Danziger Shapiro** – V12 Group Inc.

#### GENERAL / TECHNOLOGY

### Meeting the Needs of Adult Learners in Online Learning – Effective and Efficient Application of Adult Learning Principles

This session is a follow up to the plenary session by Neil Gold, *Emphasizing the “E” in CLE*. As online education is being adopted by CLE organizations, it is useful to return to adult learning principles and ask how they apply in these new environments. This session presents several key principles, and examines how they apply to e-learning programs, webinars, and other formats used in online learning.

By the end of the session participants will be able to:

- Understand how to apply the following, and perhaps other, adult learning principles to online learning programs:
  - Relevance and meaningfulness
  - Self-directed
  - Active and engaging
  - Problem-oriented
  - Constructivism and deep learning
- Identify which learning principles are employed in your current online programs
- Analyze what makes an online learning program effective, or not effective, based on adult learning principles.
- Design online learning based on adult learning principles.

**Neil Gold** – University of Windsor

**Meredith Woods** – Continuing Legal Education Society of B.C.

2:20 p.m. – 3:45 p.m.

Plenary Session:

### The Non Non-Profit

Steve Rothschild, social entrepreneur, author and former businessman will speak about seven principles that exemplary organizations employ to obtain superior results. Steve writes about these principles in his critically acclaimed book, *The Non Nonprofit: For-Profit Thinking for Nonprofit Success*. Steve will outline each principle, provide real world examples and describe their positive impact on any organization. Rothschild launched Yoplait U.S.A., the yogurt company, was Executive Vice President of General Mills, founded two nonprofit organizations (Twin Cities RISE! and Invest in Outcomes) and has served on numerous for-profit and nonprofit boards. He is an Ashoka Fellow.

**Steven Rothschild** – Social Entrepreneur, Author, and Former Businessman

4:00 p.m. – 8:30 p.m.

Networking Excursion:  
Clearwater Marine Aquarium and  
Dolphin Tale Adventure

(Ticketed Event)

See Special Events Schedule for details. Meet in the lobby of the Sheraton Sand Key Resort at 4:00 p.m. for bus transportation to the Clearwater Marine Aquarium. Cost per person is \$65 USD (includes tickets, cocktails and dinner.) Please make your required reservations on your registration form.

## TUESDAY, FEBRUARY 5, 2013

7:00 a.m. – 5:30 p.m.

Registration and Exhibits

8:00 a.m. – 9:30 a.m.

ACLEA Business Meeting & Breakfast (*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.

9:30 a.m. – 9:45 a.m.

Networking Break & Exhibits

9:45 a.m. – 11:00 a.m.

Plenary Session:

### Effective Time Management:

#### Get Control of Your Time and Your Life

There are almost as many books on time management as there are on weight loss! This presentation deals with time problems we all face daily and suggests strategies and tactics to cope with crisis management, meetings, interruptions, telephone calls, e-mail, procrastination, habits, perfectionism and many other problematic areas.

**Dr. Paul Barefield** – Professor Emeritus,  
Department of Communications, University of  
Louisiana at Lafayette

11:05 a.m. – 12:05 p.m.

Workshops F:

#### GENERAL / SELF-IMPROVEMENT

### Reel Wellness: What We Can Learn About Self-Care from the Movies... WITH ZUMBA!

The term “self-care” is ubiquitous in our culture. No individual can genuinely plead ignorance to the concept. So why do many of us disregard effective self-care? A character in the film *Grand Canyon* said, “All of life’s riddles are answered in the movies.” Movies powerfully affect us because they bypass ordinary defensive censors and, thus, can provide fodder for change. So, we will watch scenes from various feature films, paying attention to the messages they have about wellness. Participants will leave with awareness raised and practical steps to improve their quality of life. From this interactive session you will learn not just from the presenter, but also from one another. But that’s not all... we’re

adding a “fun factor” to this session, a taste of Zumba! This is your opportunity to experience firsthand a sample of this exhilarating, easy-to-follow, Latin-inspired, calorie-burning dance fitness-party. Don't miss out, “Join the Party”!

**Michael Kahn** – ReelTime CLE

**Pamela Wilson** – State Bar of California

#### PROGRAMMING

### Working with (Program) Planning Committees

The Planning Committee... we can't live with them, and we can't live without them. Some of us love our planning committees for making our CLE lives so much easier. Others among us see unproductive planning committees as merely a hindrance to getting our jobs done. Great planning committees CAN make our jobs more efficient and help produce great CLE programs. Poor planning committees CAN make our jobs so much more challenging and leave us shaking our heads in frustration. So what is the difference between the two? How can you stack the deck to succeed with a planning committee? What steps can you take early on to maximize chances for success? How can you forge meaningful relationships with the committee chair and key members? How can you guarantee that all stakeholders are at the table? What accountability measures should you introduce to the process? Is there a secret to keeping committee members on task and on time? Lots of questions and, fortunately, there are lots of answers. Come to this session and learn why an excellent planning committee can be a program planner's best friend!

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

#### GENERAL / SELF-IMPROVEMENT

### Time Management: The Next Level

(Plenary Follow-up) Dr. Barefield takes us to the next level as he focuses on identification of individual time wasters and selection of tactics to cope with them with regard to your specific work and personal environment. One size does not always fit all folks.

**Dr. Paul Barefield** – Professor Emeritus,  
Department of Communications, University of  
Louisiana at Lafayette

#### EXECUTIVE LEADERSHIP / SELF-IMPROVEMENT

### Having Fun at Work

Who said that fun and work were mutually exclusive? In this session, we will focus on the competitive advantage of fostering a culture of fun in your office, how to implement such a culture, and how to find the fun in your everyday work life.

**Sarah Jean Kelly** – Georgetown Law CLE

#### PUBLICATIONS

### Forms and Document Assembly Programs

How are we responding to an increased demand for DA programs? More and more law firms are turning to document assembly programs for their forms, and we need to respond to that demand. Hear from two speakers who have dipped their toes into the sea of document assembly and what their experiences have been.

**Kathryn Bellman** – Nebraska State Bar  
Association

**Holly Garland Langworthy** – Minnesota CLE

12:15 p.m. – 1:45 p.m.

## One Big Networking Lunch

(Ticketed Event)

Join your colleagues for an interactive exchange of ideas and good ol' fashion networking over a re-energizing meal. Cost per person is \$32 USD. Please make the required reservations on your registration form.

1:45 p.m. – 2:45 p.m.

Workshops G:

### TECHNOLOGY

#### Video Promotion – How-To & Tools

Video has become one of the prime means of marketing on the Internet. It offers a chance to tell your story in a unique and attention-grabbing way. In this session, we will discuss the video creation process from conception, planning, recording, to distribution.

**Peter H. Berge** – Minnesota CLE

**Brandon Haynie** – Oklahoma Bar Association

**William Kruse** – Pixel Farm

### PUBLICATIONS

#### Topic Change

#### New Ideas for Publications: What's the Next Big Thing?

We will break into small groups, explore new ideas for books, and exit the session with 2-3 recommendations for new titles to add to pub libraries. This is no small task, but the exercise allows us to use our creative muscles and come up with a process for doing this on a regular basis. Think of it as something you could do back home with your respective pub staffers.

Moderator: **Edwin Jackson** – Bloomberg BNA

### EXECUTIVE LEADERSHIP

#### Authentic Leadership and Emotional Intelligence: A Combination for Low-Stress Success

Join us in this experiential workshop and learn how to be more of an authentic leader. Strengthen your intuitive, empathetic, listening and communication capabilities while lessening stress. Not only is this a unique opportunity for you to learn and experience leadership and emotional intelligence skills in a safe and fun atmosphere, but you will see how improvisational and interactivity tools can be used effectively in your CLE programs!

This workshop will empower you to:

- Better understand others from their perspective
- Deflate conflicts & confrontational situations
- Enhance your client development skills
- Deepen your listening and communication capabilities
- Bring more of who you are to where you are
- And, of course, more...

**Fred McGrath** – Vision Point Communications

### MARKETING

#### CLE Marketing in a Down Economy

First you have a small marketing budget. Then the economy goes bad. And what is the first thing companies or organizations look to cut in a bad economy? That is correct, the marketing budget. But implementing an aggressive marketing strategy is never more important than during the hard times. Therefore a good marketing idea needs to be inexpensive,

clever and effective. You will walk away from this session with creative, inexpensive and clever marketing ideas geared towards your target audience as a CLE provider. Learn how to maximize your marketing budget without sacrificing quality and relevance in your marketing message.

**Amy Danziger Shapiro** – V12 Group Inc.

**Sarah Jean Kelly** – Georgetown Law CLE

2:45 p.m. – 3:00 p.m.

Networking Break & Exhibits

3:00 p.m. – 4:00 p.m.

Workshops H:

### TECHNOLOGY

#### 30 Sites in 60 Minutes

This fun session will cover the hottest new Web sites for lawyers and legal professionals – top picks of what the web has to offer on technology, practice management, productivity, and more. The session will cover some fun stuff, too.

**Larry Port** – Rocket Matter, LLC

**Ernest Svenson** – Digital Workflow CLE

### MARKETING

#### Using Survey Data

Have you ever been involved in a market or member survey that went absolutely nowhere but the bookshelf (or worse)? Learn in this session how to increase the odds that your survey project will actually be used for decision-making and to improve your organization. Topics to be covered include survey design, interpreting and presenting data, and evaluating the quality of third party survey data.

**Cynthia L. Spanhel, Ph.D.** – Blue Fire Moon Consulting Partnership

### PUBLICATIONS

#### Top Take-Aways and Wrap-Up Session

Now that we've attended breakout sessions at another successful conference and have had a chance to compare notes informally, let's get together as a group and talk about what good ideas we've come away with.

Moderators: **Lisa Smith-Crissey** – LexisNexis, and **Michelle Windsor** – National Institute for Trial Advocacy

### TECHNOLOGY

#### PDFing for CLE Professionals With Adobe Acrobat

If you have Adobe Acrobat Standard or Pro, it's likely that you're barely scratching the surface of its capabilities. In this seminar, we'll show you the power of Acrobat including compiling PDFs from multiple component documents into single PDFs or PDF Portfolios, bookmarks and links (for easy navigation), routing PDFs for comments/feedback, PDF security options, creating your own fillable PDF forms, watermarks, page numbering, erasing content using the redaction feature and commenting/annotation.

**Barron K. Henley** – Affinity Consulting Group LLC

### EXECUTIVE LEADERSHIP

#### Book Reviews - *The Checklist Manifesto*: A Discussion that Could Change the Way You Work

Join your peers for a discussion of the book *The Checklist Manifesto: How to Get Things Right*. An easy but a potentially life-changing read,

Author Atul Gawande tells stories about failures despite a world where there is an abundance of knowledge, training, and expertise. Gawande's simple, but ambitious, suggestion is the simple checklist. Even if you haven't yet read the book, this session can be meaningful to you in your professional and personal life.

**Donita Bourns Douglas** – InReach

4:05 p.m. – 5:15 p.m.

Closing Plenary Session:

#### Emotional Intelligence & Conflict Resolution

Emotional Intelligence: The ability or capacity to perceive, assess, and manage the emotions of one's self and of others. Emotional intelligence (EI) is a cornerstone of clear thinking and composure in stressful and chaotic situations. It is what often separates top performers from others in the legal arena because those with high emotional intelligence have a keen awareness of their own feelings, and a heightened sense of empathy that provides a deeper understanding of others and situations. They can communicate with others effectively, manage change well, solve conflicts and build rapport in intense situations. Emotional intelligence can be learned and strengthened.

Topics to be covered:

- What are the key concepts of emotional intelligence?
- Why emotional intelligence plays a critical role in effective, authentic leadership and relationship building.
- How emotional intelligence enhances interpersonal relationships and workplace performance.
- What are the key blocks to emotional intelligence?
- Why learning how to be "in the moment" will change the way you operate.
- How to master conflict resolution and mitigate potentially confrontational situations.

**Fred McGrath** – Vision Point Communications

6:30 p.m. – 10:00 p.m.

ACLEA Closing Reception, Dinner and Beach Party (Ticketed Event)

See Special Events Schedule for details. Tickets for registrants are included in the registration fee. Guest Tickets are available for \$75 USD (tickets include dinner). Please make your required reservations on the registration form.

## Special Thanks to the Clearwater PLANNING COMMITTEE

**Tim Baran** – Rocket Matter, LLC

**Annette C. Buras** – Louisiana State Bar Association

**Mark T. Carroll** – American Law Institute

**Donita Bourns Douglas** – InReach

**Sarah Jean Kelly** – Georgetown Law CLE

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

**Thelma O'Grady** – Bull, Houser & Tupper LLP

**Larry Schultz** – Hennepin County Bar Association

**Lisa Smith-Crissey** – LexisNexis

**Stuart Teicher** (co-chair) – CLE Netshows, LLC

**Donna J. Passons** (co-chair) – ACLEA Executive Director

# 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, the Sunday night special event and the Tuesday night special event. Saturday's CLE Boot Camp, the special add-on session, and all optional lunches and tours are separately priced. We must receive payment for optional sessions, lunches, and tours in advance of the conference to guarantee your reservation. *Unless otherwise stated, all special event and tour fee payments are nonrefundable after January 11, 2013.*

## 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. Separate guest tickets must be purchased for the Sunday evening special event, Monday Networking Excursion and/or the Tuesday night special 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.**

## Hotel Information

Our host hotel is the Sheraton Sand Key Resort in Clearwater Beach, Florida. *ACLEA has secured a special room rate of \$173.00 USD per night for single/double available until January 10, 2013 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 Sheraton Sand Key Resort. 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:



**Sheraton Sand Key Resort**  
1160 Gulf Boulevard  
Clearwater Beach, Florida 33767  
Phone (800) 456-7263 (U.S. or Canada) or  
+1 727-595-1611 (International)

## Special Rebate Policy

Registrants who stay at the Sheraton Sand Key Resort during this meeting and make their reservation within the ACLEA room block will receive a \$50 coupon that may be used toward the registration fee for one of the next two future ACLEA meetings: the Annual 2013 in Baltimore, Maryland, or Mid-Year 2014 in a location TBD. Only one coupon will be offered per room reservation and cannot be redeemed for cash. *Only attendees who pay the meeting or exhibitor registration fee and stay in the ACLEA room block are eligible for this rebate.* The meeting fee coupon is nontransferable.

## Cancellation Policy

All special event & tour fee payments are nonrefundable after January 11, 2013. Registration refunds, less a \$50 USD processing fee, will be given to registrants who cancel by 5:00 p.m. Friday, January 11, 2013. If notice is received between January 11 and 18, 2013 at 5:00 p.m., refunds will be given less a \$150 USD processing fee. No refunds or transfers will be granted thereafter.

## Transportation

### Getting to the Sheraton Sand Key Resort

We recommend that you fly into Tampa International Airport (Code TPA), which is an approximate 23-mile drive from the resort. The taxi fare for transportation from the airport to the hotel is approximately \$50.00. Super Shuttle also offers van service to the Sheraton Sand Key Resort for \$24 each way. For more information and/or to book a Super Shuttle reservation visit [www.supershuttle.com](http://www.supershuttle.com) or call 800-746-2258.

### By Car

If you're planning to drive in, the Sheraton Sand Key Resort has convenient valet parking facilities nearby that are available to you. Check with the hotel for the current parking rates during your stay. For driving directions visit: <http://www.sheratonsandkey.com/directions/direction.php>.

*Visit us online!*

**www.aclea.org**

**QUESTIONS?** Contact ACLEA headquarters at (512) 453-4340 or [aclea@aclea.org](mailto:aclea@aclea.org)

REGISTER BY:

✉ Mail: P.O. Box 4646, Austin, TX 78765

📠 Fax: (512) 451-2911

🌐 Online: <http://www.aclea.org>

# 49<sup>TH</sup> MID-YEAR MEETING

**FEBRUARY 2–5, 2013**  
**SHERATON SAND KEY RESORT**  
**CLEARWATER BEACH, FLORIDA**



# ACLEA'S 49<sup>TH</sup> MID-YEAR MEETING • CLEARWATER BEACH, FL • FEBRUARY 2 - 5, 2013

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, FEBRUARY 3, 2013

- Workshops A / 1:00 pm - 2:00 pm
- Doing More with Less - Low Cost Programs on a Shoe-String Budget
  - Generating Content for Your Organization's Blog: A Workshop
  - What Law Librarians Want From Us
  - Law School for the Non-Lawyer CLE Professional
  - Beyond the Law: The Critical Skills Attorneys Need to Succeed

### Workshops B / 2:10 pm - 3:10 pm

- The Technology Behind Distance Learning – Questions You Should Ask
- Standing Up to Bad Programming Ideas
- Standing Up to Bad Book Ideas
- Leadership vs. Management
- Repurpose, Monetize, and Extend the Life of Your Courses & Content

### Workshops C / 3:45 pm - 4:45 pm

- Outsourcing Publications
- I'm Buried in Paper - Scanning and Paper Reduction Strategies
- Career Aspirations and Strategies for CLE Professionals
- Programs That Lawyers Will Pay For, Credits Be Damned!
- Design and Marketing Education: Best Practices

### MONDAY, FEBRUARY 4, 2013

#### Workshops D / 10:45 am - 11:45 am

- Linked-In: Beneath the Surface
- Why Customers Come and How to Bring Them Back
- C-L-E: Not Easy as 1-2-3
- How to Write a Business Plan (For Everyone)
- E-Books - What's Working and What's Not

#### Workshops E / 1:15 pm - 2:15 pm

- Discussion About CLE Rules for Law Office Management Courses\*
- How to Keep Staff Motivated
- Mindmaps – Visual Brainstorming
- Best Practices in Email Marketing
- Meeting the Needs of Adult Learners in Online Learning

### TUESDAY, FEBRUARY 5, 2013

#### Workshops F / 11:05 am - 12:05 pm

- Reel Wellness: Learn About Self-Care from the Movies... with ZUMBA!
- Working with (Program) Planning Committees
- Time Management - The Next Level
- Having Fun at Work
- Forms and Document Assembly Programs

#### Workshops G / 1:45 pm - 2:45 pm

- Video Promotion - How-To & Tools
- New Ideas for Publications: What's the Next Big Thing?
- Authentic Leadership & Emotional Intelligence: Low-Stress Success
- CLE Marketing in a Down Economy

#### Workshops H / 3:00 pm - 4:00 pm

- 30 Sites in 60 Minutes
- Using Survey Data
- Publications Top Take-Aways and Wrap Up Session
- PDFing for CLE Professionals with Adobe Acrobat
- Book Review - "The Checklist Manifesto": Change the Way You Work

HOTEL  
Hotel reservation deadline is January 10, 2013. Refer to brochure for details.

**I will be staying at the Sheraton Sand Key Resort.**

REGISTRATION *on or before* January 11, 2013:

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

REGISTRATION *after* January 11, 2013:

- 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, FEBRUARY 2, 2013 - ACLEA CLE Boot Camp

- Members** \$145     **Non-Members** \$195

SATURDAY, FEBRUARY 2, 2013 - Add-on Personnel Workshop

- Members** \$55     **Non-Members** \$80

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

SPECIAL INTEREST GROUP LUNCHEONS (Pre-Registration Required)

SUNDAY, FEBRUARY 3 / 11:30 am - 1:00 pm (Open to All Registrants) \$30

- Executive Leadership**     **Marketing/Technology**
- Programming**             **Publications**

MONDAY, FEBRUARY 4 / 11:45 am - 1:15 pm (\*Open to SIG Members ONLY) \$31

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

TUESDAY, FEBRUARY 5 / 12:15 pm - 1:45 pm (Open to All Registrants) \$32

ONE BIG NETWORKING LUNCHEON (Pre-Registration Required)

Total for Luncheons ..... \$

OPTIONAL TOURS/EVENTS (Pre-Registration Required)

SATURDAY, FEBRUARY 2, 2013

- Trip to Tarpon Springs Sponge Docks** \$30 x \_\_\_\_\_ (no. of tickets)

MONDAY, FEBRUARY 4, 2013

- Clearwater Aquarium & Dolphin Tale Adventure** \$65 x \_\_\_\_\_ (no. of tickets)

*Tickets for the Sunday night & Tuesday night events are included in your registration fee. However, you must 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 Super Big Football Game for Registrant** \$00
- Sunday Super Big Football Game Guest Tickets** \$40 x \_\_\_\_\_ (no. of tickets)
- Tuesday Night Dinner for Registrant** \$00
- Tuesday Night Dinner Guest Tickets** \$75 x \_\_\_\_\_ (no. of tickets)

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

TOTAL PAYMENT ENCLOSED ..... \$

*(All amounts are listed in USD)*

PAYMENT METHOD: Check enclosed payable to ACLEA or charge my: <input type="checkbox"/> <b>Visa</b> <input type="checkbox"/> <b>MasterCard</b> <input type="checkbox"/> <b>AmEx</b> Credit Card # _____ 3 or 4 Digit Security Code _____ Exp. Date _____ Name on Card (Print) _____ Billing Address (street/city/state/zip) _____ _____ _____ Signature _____
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I cannot attend the program; please forward the conference materials. <input type="checkbox"/> <b>Member Price</b> \$345 <input type="checkbox"/> <b>Non-Member Price</b> \$495 <input type="checkbox"/> <b>USB Version</b> <input type="checkbox"/> <b>Printed Version</b> <input type="checkbox"/> <b>Both Versions</b> (add \$50)
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