



The Network for CLE Professionals...Worldwide

48TH MID-YEAR MEETING



JANUARY 28 – 31, 2012
ASTOR CROWNE PLAZA
NEW ORLEANS, LOUISIANA

CONFERENCE AT A GLANCE

..... SATURDAY, JANUARY 28, 2012

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

9:30 a.m. – 3:45 p.m. (*Ticketed Event*)

New Orleans Bus Tour & Mardi Gras World Tour

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 & Faculty

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

First Time Attendees' Dinner

Past Presidents' Dinner

..... SUNDAY, JANUARY 29, 2012

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 Annual 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. – 11:30 a.m.

Opening Plenary Session: Brain-Friendly CLE

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:

- **Online Bookstore Wish List**
- **The Art of Good Teaching**
- **Responsibilities of a CLE Professional – What is Your Duty to Maintain Attorney's Compliance?**
- **Think Brochures are Junk Mail? Not If You Do It Right**
- **Hiring and Training Multi-Dimensional Staff**

2:10 p.m. – 3:10 p.m.

Workshops B:

- **Finding Your CLE Market – Developing Curriculum; Does Attendance Matter; Setting Attendee Expectations**
- **Creating Practice Manuals from Seminar Materials**
- **Managing Content - Quantity Approach/Curator Approach**
- **9 to 5... What a Way to Make a Living?**
- **What Attorneys Want in a CLE**

3:10 p.m. – 3:45 p.m.

Exhibit Hall Showcase

3:45 p.m. – 4:45 p.m.

Workshops C:

- **Disaster Planning and Preparedness – Surviving and Thriving: Leading When the Unexpected Occurs**
- **Surprised by Success – I Can't Believe that Book Idea Actually Worked!**
- **Weird Marketing Ideas that Worked (Surprised by Success)**
- **How to Fix Your Intranet Page**
- **Surprised by Success – Weird Program Ideas that Worked**

4:45 p.m. – 5:45 p.m.

Committee/SIG Meetings

Distance Learning, International SIG

..... MONDAY, JANUARY 30, 2012

7:15 a.m. – 4:30 p.m.

Registration and Exhibits

7:45 a.m. – 8:45 a.m.

Committee/SIG Meetings

Exhibitors & Sponsors, MCLE, Membership, Public Interest, Associate Members SIG

8:45 a.m. – 9:00 a.m.

Networking Break and Exhibits

9:00 a.m. – 10:15 a.m.

Plenary Session:

The Latest and Greatest in Social Media

10:15 a.m. – 10:45 a.m.

Networking Break & Exhibits

10:45 a.m. – 11:45 a.m.

Workshops D:

- **Google, Adwords, Tracking, and More: Spend Smart Money to Attract New Customers**
- **Bringing MBA Principles to an In-House Training Operation**
- **Optimizing Your Website for Mobile Devices**
- **Cultural Norms - Analyzing the Corporate/Office Culture; Developing a New Corporate Culture; Developing Your Organization's Mission; Connecting Everyone to the Mission**
- **Licensing Materials and Copyright Issues**

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

1:15 p.m. – 2:15 p.m.

Workshops E:

- **Build a Blog in an Hour: Creating Effective Blogs and Micro-sites with WordPress**
- **What to Do When Your CLE Career Path Seems Blocked, Stalled or Dead-Ended**
- **Analyzing the Effectiveness of Your Website**
- **E-Books – Taking the Plunge**
- **Hot Topics – Creating the Gold Standard CLE Program**

CONFERENCE AT A GLANCE

2:20 p.m. – 3:20 p.m.

Workshops F:

- Studio Programming
- Hot Topics – 20 Hot Marketing Tips!
- Hot Topics – Cloud Computing
- Hot Topics – In-House
- Hot Topics – Publications: Got a Problem? We Can Help!

3:25 p.m. – 4:10 p.m.

CLE Summit Update

4:30 p.m. – 7:15 p.m. (*Ticketed Event*)

Second Line Parade & Preservation Hall Reception
Networking Excursion

TUESDAY, JANUARY 31, 2012

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. – 10:00 a.m.

Networking Break & Exhibits

10:00 a.m. – 11:15 a.m.

Plenary Session: Rise of the Machines:
Automation, A.I., and the Future of Legal Services

11:20 a.m. – 12:20 p.m.

Workshops G:

- **Word 2007/2010: A Complete Publishing Solution?**
- **Expanding Your Web Presence Outside of Your Own Website: YouTube, Social Media and Beyond**
- **It Pays to be Good: Enhance Your CLE Organization's Bottom Line By Giving Back**
- **The Importance of People – Networking in Service Industries, in CLE, and at ACLEA**

12:20 p.m. – 1:45 p.m.

ACLEA Luncheon for Various Sized CLE
Departments (*Ticketed Event – Open to All Registrants*)

1:45 p.m. – 2:45 p.m.

Workshops H:

- **One CLE Division's Efforts to Capitalize on an Established Brand and Fully Realize Its Growth Potential – The BNA Experience in Offering CLE Programs (Part I)**
- **Making It Easy in the Big Easy: Recruiting, Mentoring & Training New Volunteers**
- **Changes in MCLE Guidelines: Staying Current, Finding Information (Part I)**
- **The International Spot – A Global View on International Developments**
- **Best Practices in Working With Boards**

2:45 p.m. – 3:00 p.m.

Networking Break & Exhibits

3:00 p.m. – 4:00 p.m.

Workshops I:

- **E-Mail Marketing Policies (Part II) – Spamming Rules and Selling Lists: The Do's and Don'ts of Email Marketing – Applications, Policies & Procedures**
- **How to Not Get Accredited for CLE (Part II)**
- **What CLE Professionals Can Learn from Practice Management Advisors**
- **The Future of Print Publications in a Digital World**
- **How to Run Your Organization Like a Start-up**

4:10 p.m. – 5:15 p.m.

Closing Plenary Session:
Future of the Legal Profession

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

ACLEA Closing Reception & Dinner featuring
Entertainment by THEY Improv!

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 materials. If you have registered for the CLE Boot Camp you will receive a printed version of those materials.

INTERESTED IN BEING AN ACLEA EXHIBITOR OR SPONSOR IN NEW ORLEANS?

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, January 29th. 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 and select the '48th Mid-Year Meeting' Menu Tab.

SPECIAL EVENTS SCHEDULE

SATURDAY, JANUARY 28, 2012

9:30 a.m. – 3:45 p.m.

New Orleans Bus Tour & Mardi Gras World Tour
(Ticketed Event)



All aboard for fun! Want to *really* see New Orleans? Learn all about “The Big Easy” on a fun, interactive New Orleans City Bus Tour.

From Mardi Gras to muffulettas; from the Bayou to the French Quarter; from Hurricanes to Pralines; from Voodoo to Hoodoo... you'll see and hear it all. Climb aboard the bus and take off on a journey you won't soon forget. The Crescent City is home to some of the world's

greatest music, most delicious cuisine and most unique architecture. Let the good times (and the bus) roll!

Once we work up an appetite for lunch, we will stop off at Magazine Street – one of New Orleans' premier shopping and entertainment districts. Featuring a diverse array of businesses, shops, restaurants and hot spots, people frequent Magazine Street to enjoy the good life that New Orleans has to offer.

There will be a limited time for lunch, so we encourage you to research your top lunch options before arriving. Information on restaurant options can be found at www.magazinestreet.com.

After lunch, the saints (and you) will come marchin' in – to the exciting world of Mardi Gras at Mardi Gras World. The most unique attraction in America's most uniquely attractive city, it is a world of wonders, created for you by the people who bring Mardi Gras to life every year – the talented artists of Blaine Kern Studios.



The colors, the lights, the music, the *joie de vivre*... it's all in one magical place where you can peek behind the curtain and see Mardi Gras in the making. You haven't truly experienced N'awlins until you've explored Mardi Gras World.

Meet in the lobby of the Astor Crowne Plaza at 9:15 a.m. The bus will depart promptly at 9:30 a.m. and will return to the hotel around 3:45 p.m. Cost is \$45 USD per person (includes transportation and tour tickets to Mardi Gras World. *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.

Past Presidents' Dinner

(Ticketed Event by Invitation Only)

MONDAY, JANUARY 30, 2012

4:30 p.m. – 7:15 p.m.

Second Line Parade & Preservation Hall Reception
Networking Excursion (Ticketed Event)

Life have you singing the blues? Fall in line, strike a chord and jazz things up with our networking excursion to the historic Preservation Hall in New Orleans' French Quarter. Take part in ACLEA's official second line parade from the hotel to Preservation Hall, where we'll enjoy a fun networking



reception followed by a jazz band performance in this awe-inspiring venue. Originally built as a private residence in 1750, the hall has evolved into a tavern, inn, photo studio, and an art gallery. The inside of the hall contains portraits of musicians who first filled it with the beautiful sounds of New Orleans Jazz. This is a must-see for any visitor to the Crescent City. Experience the history and sounds of Preservation Hall and you will leave with a song in your heart and a spring in your step. The event concludes in time for you to make dinner plans with your new friends and colleagues.

Meet in the lobby of the Astor Crowne Plaza at 4:30 p.m. for the official second line ACLEA parade from the hotel to Preservation Hall, approximately 15-20 minutes away. (Note: Capacity at Preservation Hall is limited. Only 120 tickets will be sold to this event so please purchase your tickets as soon as possible to reserve your spot. When they're gone, they're gone!) Cost for this excursion is \$55 USD per person (includes parade, reception and jazz band performance. There is no dinner at this event.) Please make your required reservations on the registration form.

TUESDAY, JANUARY 31, 2012

6:00 p.m. – 10:00 p.m.

ACLEA Closing Reception & Dinner featuring
Entertainment by THEY Improv!
(Ticketed Event)

Close out the ACLEA New Orleans Meeting with a bang and join your peers, colleagues and guests for the 48th Mid-Year Meeting Closing Event. We will enjoy cocktails and dinner at the Astor Crowne Plaza as we get ready for an ab workout with the comedic stylings of THEY Improv! Featuring top-notch comedians and seasoned improvisational performers, THEY Improv! will put your stomach *and* brain muscles to the test as they act (and react) with the audience. Anyone who has been to an improv show before knows that the show's success lives and dies based on the participation of the audience. We've assured this talented troupe that ACLEA attendees are the most creative, smartest (and most attractive) people in the business so they're counting on *you* to make this a killer show! Help prove us right – turn that frown upside-down and reserve your ticket today. Then come to New Orleans prepared to participate in this unforgettable closing event.



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, JANUARY 28, 2012

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.

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.

Mark Rosch - *Internet for Lawyers*

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.

Johnson Cook - *Peach New Media*

Nathaniel T. Trelease - *WebCredenza, Inc.*

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.

Diane J. Morrison - *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.

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

Saturday Events:

9:30 a.m. – 3:45 p.m.

New Orleans Bus Tour &
Mardi Gras World Tour

(Ticketed Event)

See Special Events Schedule for details. Meet in the lobby of The Astor Crowne Plaza at 9:15 a.m. for departure. The bus will return to the hotel by 3:45 p.m. Cost is \$45 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

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SIG Meetings

Executive Leadership, Publications, State &
Provincial Bars, Technology

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48th Annual 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

Lisa Deane – *State Bar of Arizona*

10:15 a.m. – 11:30 a.m.

Opening Plenary Session:

Brain-Friendly CLE

Tremendous advances in neuroscience and cognitive psychology have given us much information about how we best learn new information and how we most efficiently can retain that information afterwards. In this presentation, we will look at the most common CLE delivery formats and measure them to see if they are brain-friendly. We will also look at the best methods to promote learning and retention, and examine whether assumptions and goals of CLE providers are aligned with those methods. We will also look at why brain-friendly CLE delivery is an excellent model for effective delivery of information by lawyers to clients.

Stephanie West Allen – *Brains on Purpose™*

11:30 a.m. – 1:00 p.m.

SIG Luncheons:

(Ticketed Event – Open to All Registrants)

Executive Leadership — As organizational leaders, communicating links who we are with what we do as CLE providers. Communication also influences job satisfaction. In accomplishing the endless tasks at hand, is communicating about being empowered as a leader or is it about empowering others? How do our responses to this question affect job satisfaction? Come join us as we begin to explore the complexity of leadership communication from a CLE perspective.

Moderated by Jennifer Dabson – American University Washington College of Law, and Rob Koonce – State Bar of New Mexico

Marketing & Technology Joint Luncheon— “Marketing & Technology in a Post-Facebook World or How I Learned to Stop Worrying and Became a Post-Social Media Person” – First there was Friendster, then there was MySpace, then (and here’s where most of us got on the train) there was Facebook, now there’s Google+.... Are we making a mistake to tie our marketing efforts to the technology de-jour? How can we plan long term and build a lasting technology strategy for our marketing (and what the heck are we going to do when the Post Office goes belly up)?

Moderated by **Matthew Homann** – LexThink LLC, **Lara Talkington** – State Bar of Texas, and **Christopher A. Sharpe** – State Bar of Texas

Programming — “Share Your Winning Program Ideas!” – Do you have a program that you have run in the past that was a success? What made it so effective? Was it the topic title, the content, or the faculty? Maybe it was some other reason or perhaps; it was a combination of a number of different factors. For those attending this meeting, come prepared to discuss your one winning program. Bring along copies of your brochure, course agenda and course evaluation summary to share with your colleagues.

Moderated by **Dawn Ofner** – Legal Education Society of Alberta, and **Roxanne Mennes** – Seattle University School of Law

Publications — “Hits and Misses” – During our round-table discussion, we’ll share ideas about what’s working and what’s not: our success stories and our less-than-successful ones. Bring your questions and problems and share your expertise with other members of the SIG.

Moderated by **Diane J. Morrison** – State Bar of Texas, and **Lisa Smith Crissey** – Lexis Nexis

1:00 p.m. – 2:00 p.m.

Workshops A:

PUBLICATIONS

Online Bookstore Wish List

What’s on your list of improvements for your online bookstore? What do you want? What do you need? How do you decide? Key discussion points include use of filters by book type, browsing by practice area, searching across all bookstore content, different table of contents display options, cross-promotion of similar titles, and more. Come share your wishlist and the challenges you face in making it happen.

Holly Garland Langworthy – Minnesota CLE
Linda Russell – Continuing Education of the Bar - California

PROGRAMMING

The Art of Good Teaching

An overview of some considered thought by Academicians on principles and attributes that consistently add up to good teaching, which translates into good learning. Learn how understanding those attributes can help in evaluating potential faculty, authors and course chairs; and how those principles can help us improve the learning experience through improving teaching and the learning environment. Plus a look at 8 topics that should fit into any program.

Vincent J. O’Brien – Minnesota CLE

IN-HOUSE

Responsibilities of a CLE Professional – What is Your Duty to Maintain Attorney’s Compliance?

There are two main philosophies when it comes to a CLE Professional’s responsibility towards their organization’s attorneys maintaining MCLE compliance. Philosophy One: active support of the attorney’s compliance (record, track, monitor, remind). Philosophy Two: passive support of the attorney’s compliance (the attorney is responsible for their compliance, including recording, tracking, monitoring, etc. – but the department supports them when they have questions.) There are many factors that go into choosing the proper firm/departmental philosophy: staffing, culture, jurisdiction, professionalism, etc. The panel will discuss pros, cons, and best practices for each. Come to the discussion and get all “Shakespearean” – “To be, or not to be, that is the question...”

Roger B. Curlin III – Carlton Fields, P.A.
Betsy W. Hults – Jones Day
Benjamin Toby – Freshfields Bruckhaus Deringer US LLP

MARKETING

Think Brochures are Junk Mail? Not If You Do It Right

Creating a program is one thing... marketing it is another. Without question the methods and strategies used to market a program can significantly impact the success of the event. Even in today’s “electronic world” one essential element in your marketing arsenal is still the event brochure. Whether you rely on printed, electronic or a combination of both formats, the program brochure is a critical tool to communicate detailed information about the event. Using programs as examples, we will review the dos and don’ts when putting a program brochure together. Considerations such as: brochure layout and design, marketing copy and language, images, format, branding, targeting, integration with your website and how to tie-in social media will all be explored. This session will equip you with the tools you need to design a program brochure that will bring you success!

Heather J. Gore – Osgoode Professional Development
Daniel McHugh – National Institute for Trial Advocacy

EXECUTIVE LEADERSHIP / TECHNOLOGY

Hiring and Training Multi-Dimensional Staff

Getting the right people on your staff is more critical than ever for a successful organization. Jim Collins, author of the bestseller “Good To Great” calls it “getting the right people on the bus.” How do you find staff with the technological skills, emotional intelligence, work ethic and creativity needed to do the people-centric business of CLE? And, how do you motivate, train, energize and keep them interested and develop their many talents once you recruit them? Learn how to hire the talent you need and manage it to grow your staff and your organization, too.

Julene Franki – ALI-ABA
Pamela J. Jester – Continuing Education of the Bar - California

2:10 p.m. – 3:10 p.m.

Workshops B:

PROGRAMMING

Finding Your CLE Market – Developing Curriculum; Does Attendance Matter; Setting Attendee Expectations

Two ACLEA veterans from different CLE universes—a law school and a state bar—describe their different approaches to curriculum design at macro and micro levels—i.e., in selecting the menu of courses to present for their constituencies and in building the format and content for each course. Embarrassing facts may be disclosed about the degree to which the presenters follow best educational practices and the extent to which such practices can be harmonized with business needs like maximizing attendance and giving attorneys the bacon that they want as compared to the broccoli that they need. This session will be highly interactive since the variety of approaches in the room is likely to be even more varied than those of the presenters. So please come prepared to participate in the discussion.

Patrick A. Nester – State Bar of Texas
Carole A. Wagan – Advanced Legal Studies – Suffolk University Law School

PUBLICATIONS

Creating Practice Manuals from Seminar Materials

Whether you plan in advance to “roll out” a practice manual by means of a seminar or hope to adapt seminar materials into a longer-lived resource, such as a practice manual, this session will discuss some factors to consider. Topics include planning chapters (working with either a committee or a planning chair or chairs), authors, further editorial work, and combining more than one source into a manual.

Kathryn Bellman - Nebraska State Bar Association

TECHNOLOGY

Managing Content – Quantity Approach/ Curator Approach

Over the last 10 years, many shops, including CLEBC, have put all or as much content as possible online to enhance users’ access to our content—the quantity approach. Now, we have a lot of content online. Do we continue down this path and use search and browse to get users to appropriate content? Do we add features such as user ratings and comments to help users select the best content? Or do we take a more curatorial approach, selecting specific content for online delivery? How would we choose the content that remains or is delivered online? How would our users benefit from this approach? In this workshop, we will review the pros and cons of each approach and share some of our customer research. You will work in groups to discuss the implications for your shops. There is no right answer but you will take away from this workshop the questions that you need to think about to find the right path for your shop.

Laura Selby – Continuing Legal Education Society of B.C.
Meredith Woods – Continuing Legal Education Society of B.C.

EXECUTIVE LEADERSHIP

9 to 5... What a Way to Make a Living?

It's a new world order. With a global economy and advances in technology, the traditional concepts of work hours, work days, and work places have shifted dramatically. People have moved beyond the boundaries of "nine to five" days and past the walls of offices and cubicles. Would a flexible work environment benefit you and your staff? This session will explore the challenges of implementing and supervising staff that engage in telecommuting, compressed work weeks, and non-traditional work schedules. Success stories will be shared, providing examples of how a flexible work environment can benefit both your shop and parent organization.

Lisa Deane – *State Bar of Arizona*

Sheila Langley – *EverBank, Human Resources*

Mary Lynne McInnis – *Atlanta Bar Association*

IN-HOUSE / GENERAL

What Attorneys Want in a CLE

Many of us have been presenting CLE for years, even decades, and it seems to work well. But do we really know what our attorneys want and are willing to attend? What would best serve their needs? What do they expect from us that they aren't getting? What do they wish we would improve? What opportunities are we missing to distinguish ourselves as CLE providers and professionals? Come hear some of the questions you should consider asking, how to go about asking, and the answers we've received.

Jennifer Bluestein – *Greenberg Traurig, LLP*

David Kroll – *State Bar of Texas*

3:10 p.m. – 3:45 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 ACLEA. Get your Bingo card stamped and enter to win a free registration to ACLEA's next meeting!

3:45 p.m. – 4:45 p.m.

Workshops C:

EXECUTIVE LEADERSHIP

Disaster Planning and Preparedness – Surviving and Thriving: Leading When the Unexpected Occurs

The then presidents-elect of the Louisiana State Bar Association and New Orleans Bar Association share their experiences in transitioning their associations out of the chaos of Katrina into renewed vibrant organizations. Gain insight learned the hard way by these presenters.

Carmelite M. Bertaut – *Stone Pigman Walther Wittmann L.L.C.*

Marta-Ann Schnabel – *O'Bryon & Schnabel, PLC*

PUBLICATIONS

Surprised by Success – I Can't Believe that Book Idea Actually Worked!

"That's the worst idea for a book I've ever heard!" But what if it actually did work? Some ideas from left field turn out to be winners. Come hear about some of these surprising success stories and share your own stories of finding success where you least expected it. You're guaranteed to come away with some fresh thinking to invigorate your publishing program.

Edwin Jackson – *Bureau of National Affairs*

MARKETING

Weird Marketing Ideas that Worked (Surprised by Success)

In today's world of the Internet, social networking, and blogs—not to mention increased competition from every quarter – getting and keeping the attention of our members and customers is a constant challenge. One thing, however, is certain: "that's the way we've always done it" no longer works! Join us for a practical, powerful, and often humorous look at some creative new ways to reach your audience with innovative and creative marketing ideas for any budget!

Sean Carter – *Lawpsided Seminars*

Amy Danzinger-Shapiro – *ALI-ABA*

David Kroll – *State Bar of Texas*

TECHNOLOGY / IN-HOUSE

How to Fix Your Intranet Page

Intranet pages have been around nearly as long as the internet (thank you, Al Gore!), but at some point they start to resemble a house with multiple additions. We build a new room when we need one without ever stepping back to look at the house as a whole. This session will address ways to evaluate your intranet pages and will offer some suggestions on streamlining your site, making it more intuitive, and doing away with some of the clutter.

Donna M. Kramer – *Sullivan & Cromwell LLP*

PROGRAMMING

Surprised by Success – Weird Program Ideas that Worked

Have you ever snatched victory from the jaws of defeat? Sometimes (and sometimes against our better judgment) we have "interesting" program ideas that are a little off the beaten track in terms of subject matter, format, faculty, partnerships, or target audience. Fear gnaws at our insides but maybe we allow ourselves to take a risk with these programs because we see the glimmer of something valuable that needs to shine, or to provide something unique to our members or constituents. Sometimes they go up in flames and become the fodder for ACLEA cautionary tale presentations. But sometimes these off-beat ideas surprise us by becoming financial success stories or even win ACLEA awards for service to the profession. If you want to hear about a few of these "interesting" ideas, or bring some of your own, join us for an entertaining and edifying trek through the realm of weird program ideas that turned into success stories.

Terry Burnett – *South Carolina Bar - CLE Division*

Donita Bourns Douglas – *Oklahoma Bar Association*

4:45 p.m. – 5:45 p.m.

Committee/SIG Meetings

Distance Learning, International SIG

MONDAY, JANUARY 30, 2012

7:15 a.m. – 4:30 p.m.

Registration and Exhibits

7:45 a.m. – 8:45 a.m.

Committee/SIG Meetings

Exhibitors & Sponsors, MCLE, Membership, Public Interest, Associate Members SIG

8:45 a.m. – 9:00 a.m.

Networking Break and Exhibits

9:00 a.m. – 10:15 a.m.

Plenary Session:

The Latest and Greatest in Social Media

Social Media was the talk of the town at ACLEA in 2010 and there's still a lot going on as we head into 2012. Hear about all the new aspects of social media and where all the trends are moving from an expert – somebody who has actually set-up social media solutions for a variety of businesses. Whether you have started down the road of incorporating social media into your organization's plans or if you have already done so and want to know what's next, this session will enlighten and entertain all.

Steinar Knutsen – *New Site Media Group*

10:15 a.m. – 10:45 a.m.

Networking Break & Exhibits

10:45 a.m. – 11:45 a.m.

Workshops D:

MARKETING / TECHNOLOGY

Google, Adwords, Tracking, and More: Spend Smart Money to Attract New Customers

Although we'd all like to think there are "free magic words" that will get customers to our web site, often there is no substitute for spending a little money to attract people to what you have to offer. Once they show up you want to know as much as possible about what they looked at when they were there. This session will address the importance of maximizing visits, tracking people when they are on your site, and what to do with the information once you have it.

Steinar Knutsen – *New Site Media Group*

IN-HOUSE

Bringing MBA Principles to an In-House Training Operation

This session will focus on Return-On-Investment, Strategic Planning, SWOT Analysis, Decision-Making Skills, Marketing Mix and other-fancy-concepts-about-which-the-big-brass-likes-to-hear. The purpose of utilizing these approaches and skills will be to maximize available resources, and demonstrate the value of your training operations on the firm's bottom line, i.e. profits. We will also look at how adding new resources to your office can further increase the ROI for your firm.

James D. Thaler, Jr. – *Thaler Law Firm, P.A.*

TECHNOLOGY

Optimizing Your Website for Mobile Devices

Those launching their websites today have a distinct advantage over those that created a site only a few years ago: they are equipped with the knowledge that mobile technology holds the future of online media. This means that your newest and future competitors are launching their websites to be compatible with mobile devices. Learn how you can optimize your site or create a whole new site to be mobile friendly across all devices and stay at the cutting edge of mobile technology.

David Schnurman – *Lawline.com*

EXECUTIVE LEADERSHIP

Cultural Norms – Analyzing the Corporate/Office Culture; Developing a New Corporate Culture; Developing Your Organization’s Mission; Connecting Everyone to the Mission

Whether we know it or not, every organization has “cultural norms.” Sometimes these are intentional and well-developed, and sometimes we find that we have simply fallen into them through the way we lead and others follow. In some cases they are overwhelmingly positive, affirming, and connecting, and sometimes they are counter-productive, divisive, and inhibit progress. Charles Flowers of The Abacus Group will guide us through the steps his company took in identifying and developing its strong set of cultural norms so that its organizational mission, strategy, policies, and human interactions began to reflect an intentionality of design and coordination. This powerful session will provide you with the tools you need to go back to your organization so that you can develop, re-make or if need be, simply tweak your own cultural norms.

Charles Flowers – *The Abacus Group*

PUBLICATIONS

Licensing Materials and Copyright Issues

This presentation will be a roundtable discussion of issues related to licensing written works. The presentation will be interactive, and participants will have the opportunity to draft basic licensing agreements that can be used in their organization. Participants will have the opportunity to discuss appropriate terms to include in licensing agreements so that their organizations are protected when licensing their works of authorship or using works that are owned by another.

Sharonda R. William – *Sher, Garner, Cahill, Richter, Klein & Hilbert*

11:45 a.m. – 1:15 p.m.

SIG Luncheons

(Ticketed Event – Open to SIG Members Only)

Entrepreneurs — Welcome all speakers, consultants, independent providers, and exhibitors! We are using this opportunity to mindshare (a voodoo concept illustrative of New Orleans!) ideas focusing on business and speaker development. Join us and share your thoughts in a facilitated discussion on negotiation and technology tips.

Moderated by Leslie Lynn Myers, and Larry Port – Rocket Matter, LLC

In-House/Professional Development — By popular demand, our SIG luncheon will continue to feature a round-table help session where we share with our colleagues the challenges and successes we have had in the past few months. Since we will be in N’Awlins, we will also discuss “lagniappe.” For those not familiar with this, it loosely means giving a little something extra... like going to the bakery to get some beignets and having the clerk throw in an extra one at no charge. At the lunch, let’s share what are we doing to provide lagniappe in our own professional development operations.

Moderated by Donna M. Kramer – Sullivan & Cromwell LLP, and Jan F. Majewski – Holland & Knight LLP

Law Schools — “*Brainstorming about your Law School CLE*” – Join us for a brainstorming session on the solutions to issues on the minds of Law School CLE practitioners. In advance of the meeting, luncheon attendees will be asked to provide the SIG Co-Chairs with the top three issues they are dealing with in their shops. The SIG will then share information on how various shops are dealing with these issues, and will serve as a sounding board, able to provide insight and fresh perspectives.

Moderated by Peniey McClary – Suffolk University Law School, and Sarah Kelly – Georgetown Law Center CLE

Local & Specialty Bars — You don’t want to miss our SIG lunch meeting! We’ll start out with lively roundtable discussion of the challenges that are concerning you and ways to meet those concerns. Then, Stuart Teicher (CLE NetShows, LLC), whom many of you have met at our ACLEA meetings, will adapt the Podcasting presentation that he conducted in Boston (that was a hit!) to the limited staff and software/technology support of a “small” shop. Stuart will demystify how podcasting works and show us how it can be used to promote your seminars and share your content. This is a perfect opportunity for you to learn and ask questions in a relaxed setting. Submit challenges for the roundtable discussion to SIG Co-Chair, Susan Blair (susan.blair@nashvillebar.org).

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

Nationals — The legal industry is still feeling the impact from the economic collapse of the last few years, perhaps changing the legal landscape forever – what does this mean for national CLE providers and the way in which we offer education? What is the mix of offerings we need to keep pace with changing preferences, whether those preferences are shaped by tighter budgets by attorneys or by the learning behaviors of different generations of attorneys? Are more affordable electronic options the answer, or are we at risk of losing sight of traditional offerings that impact the legal community in ways that these alternatives never could? Be prepared to share your latest challenges and engage in some lively discussion (or maybe even some debate!) on what our focus should be as national providers.

Moderated by David Schnurman – Lawline.com, and Kevin McCormack – West LegalEdcenter

State & Provincial Bars — “*CLE & All That Jazz!*” – To borrow from the great Fats Domino, We’re Walkin’ to New Orleans. (Well, not really!) That is, if walking consists of driving or flying into Louis Armstrong International Airport. Shake, Rattle & Roll with us in the Big Easy for a roundtable jam session of ideas and suggestions for innovative CLE programming, solutions for cutting costs while increasing attendance, and All That Jazz! Share your thoughts, questions, and input for providing better, cost effective CLEs and Let the Good Times Roll!

Moderated by Raymond Lee – Continuing Legal Education Society of B.C., and Annette C. Buras – Louisiana State Bar Association

1:15 p.m. – 2:15 p.m.

Workshops E:

TECHNOLOGY

Build a Blog in an Hour: Creating Effective Blogs and Micro-sites with WordPress

WordPress began as a simple blogging platform but has evolved into a powerful content management system that powers 14.7 percent of the top million websites in the world. It now powers high-traffic sites from companies that include Ford, Sony, People and the New York Times. This session will explore how your organization can take advantage of WordPress to create both blogs and micro-sites.

Christopher A. Sharpe – *State Bar of Texas*

IN-HOUSE / EXECUTIVE LEADERSHIP

What to Do When Your CLE Career Path Seems Blocked, Stalled or Dead-Ended

CLE staffs are usually small and populated with people at the top who stay a long time! What should or can you do to get leadership responsibilities, titles and compensation in a time of slow growth, limited change and tight budgets? Get the latest ideas from the front—and back—of the room! Attendees need not wear bags over their heads.

Charles C. Bingaman – *Bingaman Consulting*

MARKETING

Analyzing the Effectiveness of Your Website

So your website looks great, and you’ve given yourself a huge pat on the back. But is your website effective? Does it achieve your goals, and how do you quantify those goals? We will explore a metrics-driven approach to analyzing website effectiveness, including a live, interactive demo with a number of cool tools.

Larry Port – *Rocket Matter, LLC*

PUBLICATIONS

E-Books – Taking the Plunge

Thinking about offering e-books but don’t know where to start? Bewildered by the plethora of formats and devices out there? Wondering whether your customers even want e-books? Hear from two organizations that have taken the plunge to find out what they are doing, why they decided on the formats and processes they have, and how it’s going for them so far. You’ll come away with concrete examples and ideas you can use in your own publishing program.

Jill Hoefling – *State Bar of Texas*

Annette Turcotte – *Massachusetts CLE, Inc.*

PROGRAMMING

Hot Topics – Creating the Gold Standard CLE Program

“I know it when I see it,” U.S. Supreme Court Justice Potter Stewart famously said in describing the standard for pornography. Many of us may feel the same in describing a fantastic CLE program. But there’s a science to this, as we learned from Dr. Barbara Bichelmeyer’s keynote in Boston. Based on her approach, longtime CLE negotiation expert and speaker Marty Latz will facilitate an interactive session in which we will identify and dissect the practical components every CLE program should include.

Martin E. Latz – *Latz Negotiation Institute*

2:20 p.m. – 3:20 p.m.
Workshops F:

PROGRAMMING

Studio Programming

Webcast programming is moving beyond just setting up a camera in the back of a room. In a studio format you have the option of creating programming specifically tailored for an on-line audience. Thus many organizations have built or are considering building webcast studios. In this session, the panelists will discuss the latest in studio programming technology, techniques, and tactics.

Leslie Sinner McEvoy – *Minnesota CLE*

Terry Burnett – *South Carolina Bar - CLE Division*

MARKETING

Hot Topics – 20 Hot Marketing Tips!

Join your fellow marketers for this dynamic idea sharing session and come home with ideas you can put to use. We'll take turns shouting out ideas in rapid-fire, then have a brief discussion at the end. Be sure to join the ACLEA Marketing SIG Facebook page, so you can contact your peers for more information about their ideas!

Matt Homann – *LexThink LLC*

Lara Talkington – *State Bar of Texas*

TECHNOLOGY

Hot Topics – Cloud Computing

Just what is this cloud everyone is talking about? Learn about cloud-software applications in a live demonstration to help you become better organized, more efficient, and run a better organization. Covered: Evernote, MindMeister, Dropbox, Efax, and more. We'll also go over what content, including ethics requirements, should be included when cloud computing is presented to attorneys for CLE.

Larry Port – *Rocket Matter, LLC*

IN-HOUSE

Hot Topics – In-House

Bring your ideas, concerns and problem solving thinking to this moderated session to help identify what's hot (and what's not) in the in-house/professional development world.

Moderator: James D. Thaler, Jr. – Thaler Law Firm, P.A.

PUBLICATIONS

Hot Topics – Publications: Got a Problem? We Can Help!

This session is a follow-up to the very popular breakout at last year's San Francisco mid-year meeting. Most of us agree that we learn more about the business of publications in our hallway discussions than we do anywhere. So let's pull the hallway into the classroom and share our problems and possible solutions in this group-discussion-based workshop. We hope to see all of you involved in publications at this informal, interactive session!

Diane J. Morrison – *State Bar of Texas*

Lisa Smith-Crissey – *LexisNexis*

3:25 p.m. – 4:10 p.m.

Summit Update: Proposed Model MCLE Rules

ACLEA former President Pat Nester will lead a discussion of the proposed Model MCLE Rules

that have come out of the Summit Working Group on MCLE. Peter Vogel, Chair of the Working Group, will join Pat in a discussion of the rules, the recent survey about the rules, and how ACLEA will process the results of the Summit working groups.

Patrick A. Nester – *State Bar of Texas*

4:30 p.m. – 7:15 p.m.

Second Line Parade & Preservation Hall Reception Networking Excursion

(Ticketed Event)

See Special Events Schedule for details. Meet in the lobby of the Astor Crowne Plaza at 4:30 p.m. for the parade to the Preservation Hall. Cost per person is \$55 USD. Please make your required reservations on your registration form.

TUESDAY, JANUARY 31, 2012

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. – 10:00 a.m.

Networking Break & Exhibits

10:00 a.m. – 11:15 a.m.

Plenary Session:
Rise of the Machines: Automation, A.I., and the Future of Legal Services

Lawyers who insist that "computers can't do what lawyers do better" have it backwards: the problem is that lawyers continue to try doing what computers can do better. A wave of sophisticated systems and applications is about to strike the legal profession and change how legal work is performed, delivered and sold. This presentation will describe several of these new programs in the larger context of legal market upheaval and discuss their potentially massive impact on lawyers and law firms.

Jordan Furlong – *Edge International*

11:20 a.m. – 12:20 p.m.

Workshops G:

PUBLICATIONS

Word 2007/2010: A Complete Publishing Solution?

Word 2007/2010 is increasingly being used as a full-service publishing tool in pubs departments in both state and national CLE organizations. What are the advantages and disadvantages of using

Word as the one and only tool for creation of your books in both print and electronic formats? Is Word really XML compliant and what does that mean? Are there third party tools for creation of important items like Table of Authorities and Indexes? Barron Henley walks you through your options in this informative and practical session.

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

MARKETING

Expanding Your Web Presence Outside of Your Own Website: YouTube, Social Media and Beyond

The web has evolved into a highly interactive, free-for-all environment. Organizations wanting to stay relevant and findable in this dynamic space need to utilize every tool available to them. A web site may have been sufficient in 2005, but now your members consume knowledge and information in many different ways, such as blogs, Twitter, Facebook, LinkedIn, RSS feeds, Google+. etc. The key aspect of these tools is their interactive and participatory nature. Here your members may add as much content and value to the dialog as your organization does. This session will explore the many different ways to engage with your members, provide them value and keep them connected to your organization. Jordan and Toby will provide live examples to help bring you into this new and exciting conversation.

Toby J. Brown – *Vinson & Elkins LLP*

Jordan Furlong – *Edge International*

EXECUTIVE LEADERSHIP

It Pays to be Good: Enhance Your CLE Organization's Bottom Line By Giving Back

No doubt you've heard that your CLE organization should be doing public interest/pro bono type work because it is the right thing to do. But did you know how it can make you a more successful organization and can enhance your bottom line? Intrigued? You should be! Hear the stories from a CLE all-star panel and learn how it pays to be good!

Moderator: Roy S. Ginsburg – Roy S. Ginsburg, J.D.

Frank V. Harris – *Minnesota CLE*

Mary Lynne McInnis – *Atlanta Bar Association*

Lawrence F. Meehan – *ALI-ABA*

Fran Wellington – *Ohio State Bar Association*

TECHNOLOGY / GENERAL

The Importance of People – Networking in Service Industries, in CLE, and at ACLEA

When information is your service – expertise gained through experience over time, professionally delivered and mastered – people are essential to what you do. In every sector, that expertise is held by a relatively small pool of people. This is particularly true in CLE, whether you're a programmer looking for a speaker, a publisher looking for an author, or you are someone new to ACLEA looking to grow your career and help your organization. Meeting and getting to know and understand your speakers, your authors, and your partners in CLE is the most important thing you will do. This panel will provide you with a wide-ranging discussion of networking in CLE and at ACLEA meetings as you grow professionally.

Leslie Sinner McEvoy – *Minnesota CLE*

Johnson Cook – *Peach New Media*

Nathaniel T. Trelease – *WebCredenza, Inc.*

12:20 p.m. – 1:45 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 or with a team? Join your fellow CLE enthusiasts for a lunch with colleagues in similar sized departments as they investigate problems and share new ideas. Please make the required reservations on your registration form according to your department's size.

1:45 p.m. – 2:45 p.m.

Workshops H:

MARKETING / PROGRAMMING

One CLE Division's Efforts to Capitalize on an Established Brand and Fully Realize Its Growth Potential – The BNA Experience in Offering CLE Programs (Part I)

A session that will explore: how to increase brand awareness as a CLE provider, the development and implementation of a reorganization marketing strategy including email marketing and improving lists, providing types of programming the market is demanding including archived and on-demand.

Amy Danziger-Shapiro – ALI-ABA

Steffan C. Welch – Bureau of National Affairs

PUBLICATIONS / PROGRAMMING

Making it Easy in the Big Easy: Recruiting, Mentoring & Training New Volunteers

Ensure an easy transition from your current veteran volunteers to new and enthusiastic speakers and authors. Whether you are faced with changes due to volunteers who move away, change jobs, burn out or are scattered in natural disasters, you need a plan to fill the void without missing a beat. Join us for a discussion of some simple solutions to the challenges you face in recruitment, mentoring and training when you replenish your core group of volunteers.

Annette C. Buras – Louisiana State Bar Association

Jeanne B. Heaton – Illinois State Bar Association

Holly Garland Langworthy – Minnesota CLE

IN-HOUSE

Changes in MCLE Guidelines: Staying Current, Finding Information (Part I)

In an industry with more than 45 regulating authorities in the United States alone and many more worldwide, finding out what rules and regulations apply to your programs and attorneys is difficult. Add to that the task of staying current when changes occur. How do you find the guidelines and requirements of these regulating bodies? Join Gina Roers, Manager of Accreditation at West Professional Development, as she discusses:

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

Gina Roers – West Professional Development

PROGRAMMING

The International Spot – A Global View on International Developments

ACLEA's motto is "The network of 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.

Moderator: Alan Treleaven – Law Society of British Columbia

EXECUTIVE LEADERSHIP (NABE)

Best Practices in Working With Boards

One of the most challenging (and at times frustrating) responsibilities of bar execs and CLE directors is the successful management of our working relationship with our governing boards. Keeping our boards educated and motivated is critical to the success of our organizations, so how can we best accomplish it? In this workshop we will address strategies we have employed to set expectations and anticipate the needs of board members throughout the year. Communications techniques that work – and those that haven't – as well as the adaptation for different generations of leaders will be discussed. Come learn from our successes and failures!

Frank V. Harris – Minnesota CLE

Whitney von Haam – Wake County Bar Association

Loretta Larson – Louisiana State Bar Association

2:45 p.m. – 3:00 p.m.

Networking Break & Exhibits

3:00 p.m. – 4:00 p.m.

Workshops I:

MARKETING / PROGRAMMING

E-Mail Marketing Policies (Part II) – Spamming Rules and Selling Lists: The Do's and Don'ts of Email Marketing – Applications, Policies & Procedures

Email marketing as a means of direct marketing provides many advantages. It offers the ability to boost customer communication, deliver your message to more people, target your marketing efforts, lower your marketing costs and immediately measure your return on investment through tracking. However, even with these advantages you still run the risk of low email deliverability and even more importantly annoying the recipients of your email lists. That is why it is important to DO IT RIGHT! Picking the email application that fits your needs, executing email policies that address spam, opt-in and privacy issues and implementing procedures that are consistent with your message and brand are three ways that can raise your email deliverability. Attend this session to find out what applications are available and how to create and implement policies and procedures that maximize the effectiveness of your email marketing efforts as well as keep you in a good place with your customers.

Amy Danziger-Shapiro – ALI-ABA

Steffan C. Welch – Bureau of National Affairs

IN-HOUSE

How to Not Get Accredited for CLE (Part II)

Participate in a discussion on practical solutions to CLE accrediting challenges law firms face when seeking CLE accreditation for their training programs. Share your experience with specific states and learn the successful methods used by multi-office law firms who have to provide training over multiple time zones and jurisdictions. Learn how to manage the expectations of your attorneys and how to communicate with them should a program not get the credit they were hoping it would.

Tim Baran – Rocket Matter

Jan F. Majewski – Holland & Knight LLP

EXECUTIVE LEADERSHIP (NABE)

What CLE Professionals Can Learn From Practice Management Advisors

One of the challenges facing Bar organizations is in determining what kinds of CLE programs, publications, and software are most needed by members. Bar Practice Management Advisors are often an underutilized resource for making these determinations. This powerful session brings together several of the nation's leading Practice Management Advisors, all of whom are former practicing attorneys, who will share their insights on the questions they get from attorneys in terms of technology, practice management, or skills, or substantive law. Particular emphasis will be given to finding ways that CLE providers and Practice Management Advisors can work together to develop programs and products that meet core needs.

Jim Calloway – Oklahoma Bar Association

Shawn Holohan – Louisiana State Bar Association

Nerino Petro – State Bar of Wisconsin

Dee Shepherd – The Missouri Bar

PUBLICATIONS

The Future of Print Publications in a Digital World

We have all heard dire predictions that print books are being phased out by digital versions of legal resources and have seen print book sales decrease, yet we still have some customers clamoring for their print books. How do you cope with the uncertainty of print book sales in a world where digital products are the wave of the future (and the future is now)? Come to this panel discussion to learn how some legal publications shops are dealing with the uncertainty of print book sales and managing the risk and expenses.

Kent R. Hopper – The Missouri Bar

Judith Knight – State Bar of Wisconsin

Dean P. Land – Oregon State Bar

TECHNOLOGY / EXECUTIVE LEADERSHIP

How to Run Your Organization Like a Start-up

Whether you are running a traditional CLE organization or are an entrepreneur with a real start-up, the pace of change today is dizzying. All of us have to get and stay in the mode of the successful start-up: we have to have a better idea, implement it and market it and do it triple-time and as inexpensively as possible. Learn more about the process of building new businesses and products within your organization.

Johnson Cook – Peach New Media

Julene Franki – ALI-ABA

Shari A. Wynne – Moster Wynne Ressler

GENERAL INFORMATION

4:10 p.m. – 5:15 p.m.

Closing Plenary Session: (NABE) Future of the Legal Profession

Alternative Fee Arrangements, Legal Project Management, Legal Process Outsources—these among other emerging topics are starting to drive significant and enduring change in the legal profession. Toby Brown, as Director of Pricing and Strategy for an AmLaw 100 firm, has a front row seat to all of this change. He has directly created, reviewed, modeled and implemented hundreds of alternative fee arrangements. In his role he meets directly with general counsel to explore what their fee concerns are and how they can be best addressed. Toby currently serves on two Advisory Boards for legal project management programs and technology systems. He is also involved in cutting edge knowledge management technologies that actually automate tasks lawyers are performing today. Toby will paint a picture of the future of the practice of law that draws all of these topics together into a coherent whole. He will address questions about the potential shape and structure of future firms, the use of off-shore lawyers for an expanding list of legal work, the commoditization of broader ranges of legal services, the perspective of clients and how the role of the legal department is changing within both small and large companies, and which technologies will underpin the future of how law is practiced. In lieu of a crystal ball, Toby will bring take his hands-on experience and give attendees a dramatic picture of what the future will likely hold for lawyers and law firms.

Toby J. Brown – *Vinson & Elkins LLP*

6:00 p.m. – 10:00 p.m.

ACLEA Closing Event with THEY Improv! (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.

NOTE: *Tuesday afternoon sessions coded with (NABE) are open to NABE attendees participating in the ACLEA-NABE Crossover Collaboration. Select Wednesday morning sessions at the NABE Mid-Year Meeting in New Orleans are also open to ACLEA members. See the ACLEA-NABE Crossover Collaboration flyer at www.aclea.org for more details.*

Special Thanks to the New Orleans PLANNING COMMITTEE

Terry Burnett – *South Carolina Bar - CLE Division*
Alli Gerkman – *formerly with Colorado Bar Association CLE*

Connie Howard – *Utah State Bar*

Edwin Jackson – *Bureau of National Affairs (BNA)*

Jennifer Ng – *formerly with Curtis, Mallet-Prevost, Colt & Mosle LLP*

Vincent J. O'Brien – *Minnesota CLE*

Sharon Sandle (co-chair) – *State Bar of Texas*

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

Registration

The program registration fee includes conference materials, admission to Sunday, Monday, and Tuesday sessions, the business meeting and breakfast, the Saturday welcome reception, and the Tuesday night special event. Saturday's CLE Boot Camp sessions, 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 6, 2012.*

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 Astor Crowne Plaza in New Orleans, Louisiana. ACLEA has secured a special room rate of \$149.00 USD per night for single/double *available until January 6, 2012 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 Astor Crowne Plaza. 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:



Astor Crowne Plaza

739 Canal Street

New Orleans, Louisiana 70130

Phone: (888) 696-4806 (toll free U.S. or Canada) or
+1 504-962-0500 (International)

Special Rebate Policy

Registrants who stay at The Palace Hotel 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: Annual 2012 in Denver or Mid-Year 2013. 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 are eligible for this rebate. The meeting fee coupon is nontransferable.

Cancellation Policy

All special event & tour fee payments are nonrefundable after January 6, 2012. Registration refunds, less a \$50 USD processing fee, will be given to registrants who cancel by 5:00 p.m. Friday, January 6, 2012. If notice is received between January 6 and 13, 2012 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 Astor Crowne Plaza:

We recommend that you fly into Louis Armstrong International Airport (Code MSY), which is an approximate 12-mile drive from the hotel. The taxi fare for transportation from the airport to the hotel is a flat rate of \$33 for up to 2 people, 3 or more is \$14 per person. Airport Shuttle near the baggage claim area runs a service to the Astor Crowne Plaza for \$38 round-trip or \$20 one-way. If you're planning to drive in, The Astor Crowne Plaza has convenient valet parking facilities nearby that are available to you for approximately \$31.60 USD per day during your stay.

QUESTIONS? Contact 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>

48TH MID-YEAR MEETING

JANUARY 28 – 31, 2012
ASTOR CROWNE PLAZA
NEW ORLEANS, LOUISIANA



The Network for CLE Professionals...Worldwide

ACLEA'S 48TH MID-YEAR MEETING • NEW ORLEANS, LA • JANUARY 28-31, 2012

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, JANUARY 29, 2012

Workshops A / 1:00 pm - 2:00 pm

- Online Bookstore Wish List
- The Art of Good Teaching
- Responsibilities of a CLE Professional
- Think Brochures are Junk Mail? Not If You Do It Right
- Hiring and Training Multi-Dimensional Staff

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

- Finding Your CLE Market – Developing Curriculum; Setting Expectations
- Creating Practice Manuals from Seminar Materials
- Managing Content - Quantity Approach/Curator Approach
- 9 to 5... What a Way to Make a Living?
- What Attorneys Want in a CLE

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

- Disaster Planning and Preparedness – Surviving and Thriving
- Surprised by Success – I Can't Believe that Book Idea Actually Worked!
- Weird Marketing Ideas that Worked (Surprised by Success)
- How to Fix Your Intranet Page
- Surprised by Success – Weird Program Ideas that Worked

MONDAY, JANUARY 30, 2012

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

- Google, Adwords, Tracking, and More: Attract New Customers
- Bringing MBA Principles to an In-House Training Operation
- Optimizing Your Website for Mobile Devices
- Cultural Norms - Analyzing the Corporate/Office Culture
- Licensing Materials and Copyright Issues

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

- Build a Blog in an Hour: Creating Blogs/Micro-sites with WordPress
- What to Do When Your CLE Career Path Seems Blocked
- Analyzing the Effectiveness of Your Website
- E-Books – Taking the Plunge
- Hot Topics – Creating the Gold Standard CLE Program

Workshops F / 2:20 pm - 3:20 pm

- Studio Programming
- Hot Topics – 20 Hot Marketing Tips!
- Hot Topics – Cloud Computing
- Hot Topics – In-House
- Hot Topics – Publications: Got a Problem? We Can Help!

TUESDAY, JANUARY 31, 2012

Workshops G / 11:20 am - 12:20 pm

- Word 2007/2010: A Complete Publishing Solution?
- Expanding Your Web Presence Outside of Your Own Website
- It Pays to be Good: Enhance Your Bottom Line By Giving Back
- The Importance of People – Networking in CLE

Workshops H / 1:45 pm - 2:45 pm

- The BNA Experience in Offering CLE Programs (Part I)
- Making It Easy: Recruiting, Mentoring & Training New Volunteers
- Changes in MCLE Guidelines: Staying Current (Part I)
- The International Spot – A Global View on International Developments
- Best Practices in Working With Boards

Workshops I / 3:00 pm - 4:00 pm

- E-Mail Marketing Policies (Part II) – Do's and Don'ts of Email Marketing
- How to Not Get Accredited for CLE (Part II)
- What CLE Professionals Can Learn from Practice Management Advisors
- The Future of Print Publications in a Digital World
- How to Run Your Organization Like a Start-up

HOTEL
Hotel reservation deadline is January 6, 2012. Refer to brochure for details.

I will be staying at The Astor Crowne Plaza Hotel.

REGISTRATION *on or before* January 6, 2012:

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

REGISTRATION *after* January 6, 2012:

- 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, JANUARY 28, 2012 - ACLEA CLE Boot Camp

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

Total for Optional Educational Programs \$

SPECIAL INTEREST GROUP LUNCHEONS (Pre-Registration Required)

SUNDAY, JANUARY 29 / 11:30 am - 1:00 pm (Open to All Registrants) \$30

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

MONDAY, JANUARY 30 / 11:45 am - 1:15 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, JANUARY 31 / 12:20 pm - 1:45 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, JANUARY 28, 2012

- New Orleans Bus Tour & Mardi Gras World Tour** \$45 x _____ (no. of tickets)

MONDAY, JANUARY 30, 2012

- Parade/Reception at Preservation Hall Excursion** \$55 x _____ (no. of tickets)

Tickets for the 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.

- 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)

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 _____

Name on Card (Print) _____

Billing Address (street/city/state/zip) _____

Signature _____

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