



The Network for CLE Professionals...Worldwide

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



**JULY 24 – 27, 2010**  
**WESTIN NEW YORK AT TIMES SQUARE**  
**NEW YORK CITY, NEW YORK**

# CONFERENCE AT A GLANCE

## ..... SATURDAY, JULY 24, 2010 .....

7:30 a.m. – 7:30 p.m.

Registration Desk Open

8:15 a.m. – 4:15 p.m.

New Member Orientation and CLE Boot Camp

10:00 a.m. – 3:30 p.m.

New York City Bus Tour & Top of the Rock

*(Ticketed Event)*

4:00 p.m. – 6:00 p.m.

SIG & Committee Chair Leadership Workshop

6:00 p.m. – 7:30 p.m.

Welcome Reception Honoring New Members and Faculty

7:30 p.m.

First Time Attendees Dinner

*(Ticketed Event by Invitation Only)*

## ..... SUNDAY, JULY 25, 2010 .....

7:45 a.m. – 5:30 p.m.

Registration and Exhibits

8:30 a.m. – 9:30 a.m.

SIG Meetings

Programming, State & Provincial Bars

8:30 a.m. – 9:30 a.m.

47th Mid-Year Meeting - Planning Committee Meeting

9:30 a.m. – 9:45 a.m.

Networking Break & Exhibits

9:45 a.m. – 10:15 a.m.

Announcements and President's Welcome

10:15 a.m. – 11:45 a.m.

Opening Plenary Session:

Changes in the Legal Profession with Q&A

11:45 a.m. – 1:15 p.m.

SIG Luncheons

*(Ticketed Event – Open to All Registrants)*

Executive Leadership/Technology, Marketing, Programming, and Publications

1:15 p.m. – 2:15 p.m.

Workshops A:

- **Webcasting on a Budget**
- **Leading Through a Crisis**
- **Developing Effective Programming: Aligning Training with Performance Goals**
- **Electronic Enhancements for Print Publications – Word Templates, Fillable PDFs, and HotDocs**
- **Lawyers and Their Acceptance of Technology**

2:15 p.m. – 3:00 p.m.

Exhibit Hall Showcase

3:00 p.m. – 4:00 p.m.

Workshops B:

- **Learning From Our Mistakes**
- **Revenue Generating Program Ideas – Creative Programming that Really Works**
- **Implementation and Management of XML Workflow for Publications**
- **Making PD Dollars Count**
- **Search Engine Optimization**

4:10 p.m. – 5:10 p.m.

Workshops C:

- **Measuring Marketing Effectiveness**
- **Succession Planning**
- **Advanced Features of MS Word 2007 and 2010 including XML**
- **Electronic Course Materials**

6:00 p.m. – 7:30 p.m.

ACLEA Reception *(Ticketed Event)*

## ..... MONDAY, JULY 26, 2010 .....

7:15 a.m. – 4:30 p.m.

Registration and Exhibits

7:45 a.m. – 8:45 a.m.

Committee Meetings

Exhibitors/Sponsors, International, MCLE

8:45 a.m. – 9:00 a.m.

Networking Break and Exhibits

9:00 a.m. – 10:15 a.m.

Plenary Session:

The Innovative CLE: Ten Bold Proposals for Change

10:15 a.m. – 10:45 a.m.

Networking Breaks & Exhibits

10:45 a.m. – 12:00 p.m.

Workshops D:

- **Business Development – Increasing Exposure with Clients; Developing Marketing Opportunities**
- **Introduction to Media Relations**
- **How to Get a Better Return on Your Publishing Dollar**
- **How to Do it All**
- **A Conversation About Leadership in CLE**

12:00 p.m. – 1:45 p.m.

SIG Luncheons

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

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

1:45 p.m. – 3:00 p.m.

Workshops E:

- **Getting the Most from Knowledge Management Systems**
- **20 Programming Tips**
- **Copyright Issues**
- **Smartphones - Blackberries, iPhones, Windows Mobile, Palm and Android**
- **How to Get More Revenue from Your Existing Customers**

# CONFERENCE AT A GLANCE

3:00 p.m. – 4:00 p.m.

Plenary Session: Summit Sounding Board

8:00 p.m. – 10:30 p.m.

Broadway Show “Mamma Mia!”

Networking Excursion (*Ticketed Event*)

## TUESDAY, JULY 27, 2010

7:00 a.m. – 5:30 p.m.

Registration and Exhibits

8:00 a.m. – 9:30 a.m.

ACLEA Business Meeting, Breakfast and “ACLEA’s Best” Awards

(*Open to All ACLEA Members*)

9:30 a.m. – 10:00 a.m.

Networking Break & Exhibits

10:00 a.m. – 11:15 a.m.

Plenary Session: How Technology is Changing the Practice of Law... and CLE

11:20 a.m. – 12:20 p.m.

Workshops F:

- **MCLE Compliance Issues**
- **Opening Night or Closing Night? How to Successfully Budget a Program**
- **Pubs Operations in Tough Times: Outsourcing, Trimming the Loser Titles and More**
- **7 Myths of Effective Email Marketing: Do Best Practices Always Apply?**
- **Webcasting... Been There, What’s Next?**

12:20 p.m. – 1:50 p.m.

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

1:50 p.m. – 2:50 p.m.

Workshops G:

- **Adult Learning Models – Cost-Effective Implementation**
- **Publishing Contracts and Alternatives**
- **Social Media – Hard Data on What Works; Advanced Twitter Case Study**
- **Marketing on a Shoestring**
- **The Cost of Free: A Discussion of Chris Anderson’s “Free: The Future of a Radical Price”**

2:50 p.m. – 3:10 p.m.

Networking Break

3:10 p.m. – 4:10 p.m.

Workshops H:

- **How to Identify, Develop and Get the Most from Very High-Performing Employees**
- **Heroic Conversations: The Path to Authentic Solutions**
- **Getting Presenters to Do What You Want**
- **Marketing Publications – Brochure Writing; Particular Markets; Using Authors to Market Your Publications**
- **30 New Websites Important to CLE Professionals**

4:15 p.m. – 5:15 p.m.

Closing Plenary Session: Lessons Learned

6:00 p.m. – 10:00 p.m.

ACLEA Closing Event with The Big Quiz Thing (*Ticketed Event*)



## CONFERENCE MATERIALS

ACLEA offers your choice of printed materials or materials on CD 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 CD and printed versions for an additional \$50 USD.

*Note: The CD materials do not include the CLE Boot Camp. If you have registered for the Boot Camp you will receive a printed version of the Boot Camp materials.*

## OPTIONAL EVENTS

**SATURDAY, JULY 24, 2010**

10:00 a.m. - 3:30 p.m.

NYC Bus Tour & Top of the Rock

**SUNDAY, JULY 25, 2010**

6:00 p.m. - 7:30 p.m.

ACLEA Reception

**MONDAY, JULY 26, 2010**

8:00 p.m. - 10:30 p.m.

Mamma Mia! Excursion



## INTERESTED IN BEING AN ACLEA EXHIBITOR OR SPONSOR IN NEW YORK CITY?

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

As an ACLEA exhibitor or sponsor you have:

- The opportunity to promote your presence in advance of the meeting to generate leads and interest in your services.
- Maximum visibility with attendees! The Exhibit Area is in the same area as the refreshments, and it is in close proximity to the meeting rooms, so the attendee traffic is great!
- Time to visit with potential new clients about your product or service! The meeting schedule provides for networking breaks between conference sessions - enough time to really talk to potential clients.
- Special attention and extra contact time during our “Exhibitor Showcase” afternoon break on Sunday, July 25th. 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 ‘46th Annual Meeting’ Menu Tab.

# SPECIAL EVENTS SCHEDULE

## SATURDAY, JULY 24, 2010

10:00 a.m. – 3:30 p.m.

New York City Bus Tour & Top of the Rock  
(Ticketed Event)



The wheels on the bus go 'round and 'round, all over town... and up to the Top of the Rock! Get the chance to view some of New York City's most popular attractions including Central Park, 5th Avenue, and the Empire State Building. We will also have a chance to view Ground Zero. We'll stop at the South Street Seaport, a historic trading port located on Manhattan's waterfront that features a popular outdoor marketplace with tons of shops and restaurants where you can relax and enjoy lunch with your ACLEA friends.

The highlight of the tour will include a visit to the Rockefeller Center's most popular attraction - the Top of the Rock Observation Deck. Located 850 feet above street level atop of the General Electric Building (30 Rockefeller Plaza), the Top of the Rock provides one of the most exquisite views of New York City. You will get the bird's eye view of the Chrysler Building, Central Park and the Empire State Building, to name a few.



Meet in the lobby of the Westin prior to 10:00 a.m. The bus will depart promptly at 10:00 a.m. and will return to the hotel by 3:30 p.m. Cost is \$45 USD per person (includes transportation and tickets to the Top of the Rock, but does not include lunch.) Please make your required reservations on the registration form.

6:00 p.m. – 7:30 p.m.

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

7:30 p.m.

First Time Attendees Dinner

(Ticketed Event by Invitation Only)

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

## SUNDAY, JULY 25, 2010

6:00 p.m. – 7:30 p.m.

ACLEA Reception (Ticketed Event)

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



## MONDAY, JULY 26, 2010

8:00 p.m. – 10:30 p.m.

Broadway Show "Mamma Mia!"  
Networking Excursion (Ticketed Event)

Calling all Dancing Queens & Kings! "You can dance, you can jive, having the time of your life..." at our Monday Networking Excursion! Join us as we see the hit Broadway play, Mamma Mia! This up-beat musical is set in the Greek Isles and follows a daughter searching for the identity of her father on the eve of her wedding. Chaos ensues when she brings 3 men from her mother's past back to the island they last visited 20 years ago. Featuring the hip-shaking musical tunes of the Disco-classic ABBA, this is a theatrical performance that will have you singing (to yourself please) catchy tunes for days.



\*Photo by Gloria Arias

Mamma Mia! is showing at the Winter Garden Theatre located at 1634 Broadway (50th Street) New York, NY 10019. *Transportation is on your own.* It is a 10-minute walk (.5 miles) from the Westin New York. The show starts at 8:00 p.m., but it is recommended that you arrive 30 minutes early. Cost is \$68 USD per person per ticket. Please make your required reservations on the registration form. My my, how can you resist this excursion?

## TUESDAY, JULY 27, 2010

6:00 p.m. – 10:00 p.m.

ACLEA Closing Event with The Big Quiz Thing  
(Ticketed Event)



**Question:** It's the Tuesday night closing event at ACLEA New York City. You and your friends are looking to relax and have some fun, but after 3+ days of outstanding educational sessions your brain is bulging and filled with all sorts of new and useful information. Unfortunately, you have just discovered that there isn't enough

room in your brain for all of the new information due to the sheer volume of "useless" facts and trivia clogging up your brainwaves. What should you do?

**Answer:** You let your inner know-it-all shine through at this year's closing event as we welcome New York's own "The Big Quiz Thing" Live Trivia Spectacular. After a relaxing, stress-free dinner we will let the healing begin as we test your knowledge on any and all subjects with a five-round multimedia quiz challenge, allowing you to finally rid your noggin' of all that trivial information for the chance to win fun prizes as well as the honor and glory of knowing that you possess more useless knowledge than your colleagues. Everyone gets to play, but who among you will win the bragging rights?

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, JULY 24, 2010

7:30 a.m. – 7:30 p.m.

Registration Desk Open

8:15 a.m. – 4:15 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: **Karen D. Lee** - Oregon State Bar

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.

**Nicole D. Steckman** - Georgetown Law Center 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.

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

12:00 Networking Luncheon

1:15 Breakouts

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

**Roger B. Curlin III** - Carlton Fields, P.A.

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

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

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

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

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.

**Daniel Levering** - PA Continuing Legal Education Board

**Shelley Sutton** - Kansas CLE Commission

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.

**Jill Castleman** - Georgetown Law Center CLE

3:45 Panel of Experts

4:15 Adjourn

END BOOT CAMP AGENDA

## Saturday Events:

10:00 a.m. – 3:30 p.m.

NYC Bus Tour & Top of the Rock  
(Ticketed Event)

See Special Events Schedule for details. Meet in the lobby of the Westin New York Hotel prior to 10:00 a.m. for departure. The bus will return to the hotel by 3:30pm. Cost is \$45.00 USD per person and does not include lunch. Please make your required reservation on the registration form.

4:00 p.m. – 6:00 p.m.

SIG & Committee Chair  
Leadership Workshop

6:00 p.m. – 7:30 p.m.

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

7:30 p.m.

First Time Attendees Dinner

(Ticketed Event by Invitation Only)

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

# SUNDAY, JULY 25, 2010

7:45 a.m. – 5:30 p.m.

Registration and Exhibits

8:30 a.m. – 9:30 a.m.

SIG Meetings

Programming, State & Provincial Bars

8:30 a.m. – 9:30 a.m.

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

9:30 a.m. – 9:45 a.m.

Networking Break & Exhibits

9:45 a.m. – 10:15 a.m.

Announcements and President's  
Welcome

**Kent R. Hopper** – The Missouri Bar

10:15 a.m. – 11:45 a.m.

Opening Plenary Session:

**Changes in the Legal Profession with Q&A**

Law practice has been presented over the last few years with some of the most profound challenges that lawyers have ever confronted. The deep recession has led to unprecedented layoffs; adjustments in compensation systems; changes in recruiting, hiring, and training practices; and reconsideration of some of the basic elements of the conventional law firm business model. Even more challenging is the fact that the fundamental trends that have prompted these responses predate the recession and will continue after it ends. This panel will discuss some of these trends and the ways in which lawyer training and education can respond to their potentially profound implications.

Moderator: **Professor Mitt Regan** –

Georgetown University Law Center

**James W. Jones** – Hildebrandt Baker Robbins

**Robert F. Ruyak** – Howrey LLP

11:45 a.m. – 1:15 p.m.

SIG Luncheons:

(Ticketed Event – Open to All Registrants)

**Executive Leadership** — “A Case in Social Media Implementation in CLE” – Joint Luncheon – Please refer to the Technology SIG description for complete details.

**Marketing** — “Be a Tweeter Not a Twit: Your First Tweet” – Twitter asks the question, “What are you doing?” Do your program attendees and, more importantly, potential audiences know? And how do you persuade them to care? Get the nuts and bolts of creating a presence on Twitter and using this social media platform to your advantage. You've heard the theories, now get the practical application.

Moderated by **Nicole D. Steckman** – Georgetown Law CLE, and **Gina Roers** – West Professional Development

**Programming** — “So Many Programming Responsibilities... So Little Time!” – At any given time, we all have multiple seminars on the go. It is easy to get bogged down with dozens of competing demands. When things come at you fast and furious how do you gain control over your time, tasks and priorities, all the while keeping your sanity? Join us for an interactive discussion to identify ways to manage your workload and your stress level too.

*Moderated by Karen D. Lee – Oregon State Bar, and Rob Seto – Continuing Legal Education Society of B.C.*

**Publications** — “Managing the Print to Online Publishing Transition” – We all know that publishing is changing dramatically. We know our business models will look very different five years from now than they do today. But how do we respond to these changes so we meet the needs of our market? How do we keep our print products in place for those who want them while investing in and enhancing our online resources for the next generation of lawyers? If we haven’t moved our content online, what steps do we need to take? What formats should we invest in? What’s the smartest way to link citations to primary sources of law? Even if we’ve already moved content online, what enhancements do we need to make? What pricing models keep print revenue in place until revenue from electronic books catches up? We’ll break into small groups to discuss these issues, compare notes and ask questions of those who’ve traveled further down the electronic publishing road.

*Moderated by James Edwin Jackson II – Virginia CLE, and Pamela Davies Smith – Pennsylvania Bar Institute*

**Technology** — “A Case in Social Media Implementation in CLE: The Colorado Bar Association & the Rocky Mountain Intellectual Property Institute” – In Orlando, ACLEA talked about social media and Colorado Bar Association CLE took it to heart, implementing a comprehensive social media strategy for one of its annual programs. It launched a web site and blog for its Rocky Mountain IP Institute and had an active presence on all the major social media platforms – Facebook, Twitter and LinkedIn. It learned a lot about what works best for CLE and what doesn’t, and how to go about the practical business of taking ideas to practical implementation. Join us for this interactive joint SIG luncheon featuring a case study discussion by the CBA CLE leaders responsible for the experiment in CLE.

*Julie Revers and Alli Gerkman – Colorado Bar Association CLE; Moderated by Nathaniel T. Trelease – WebCredenza, Inc., and Peter H. Berge – Minnesota CLE*

**1:15 p.m. – 2:15 p.m.**

**Workshops A:**

### **Webcasting on a Budget**

So you don’t have infinite resources for webcasting? Find out what you can do in-house and maximize your organization’s revenue. Topics covered will include: webcasting 101, technology bare essentials, webcasting best practices, and basics of technical support and administration.

*Evan Brown – CLE in Colorado Inc.*

### **Leading Through a Crisis**

Crises come in all shapes and sizes. In all instances, good leaders must remain engaged and in charge, serving as role models for their staffs, their boards and their volunteers. During this interactive session, you will learn how “authentic leadership” allows you to anticipate crises as much as possible before they occur, attack them calmly and rationally, enlist the aid of your team throughout the crisis and, most importantly, to take time after the crisis has ended to reflect on the valuable lessons you and your organization have learned. You will also learn how having a Business Recovery and Continuity Plan in place can help your organization manage during a crisis. Crises can often serve as our greatest teachers if we can survive them and view them as amazing growth opportunities. Attend this session and develop tools for handling your next crisis. It will happen – will you be ready?

*Lawrence J. Center – Georgetown Law Center CLE  
Sandra R. Geller – Practising Law Institute*

### **Developing Effective Programming: Aligning Training with Performance Goals**

Law firms increasingly use benchmarks, competencies and other defined performance goals to assess attorney development. Regardless of whether your firm has a performance-based compensation model, a lock-step or modified lock-step system, linking training to performance goals is key to attorney effectiveness and firm success. Join professional development directors Jennifer Foster and Vickie Germain Kobak for a discussion on how to develop an integrated training curriculum focused on enhancing attorney performance. Participants will have the opportunity to exchange ideas on educating lawyers to reach their full potential.

*Jennifer Foster – Debevoise & Plimpton LLP  
Vickie Germain Kobak – Covington & Burling LLP*

### **Electronic Enhancements for Print Publications – Word Templates, Fillable PDFs, and HotDocs**

It’s not just about paper anymore. In response to the demand for content in various electronic formats delivered through multiple channels, publishers are looking for creative and cost-effective methods to leverage their print publications. The first step is often to add electronic enhancements that are included on a CD with the printed book. This workshop will demonstrate how to create Word templates and fillable PDFs for legal forms and checklists, including bookmarks and external links, and will discuss the advantages and disadvantages of using the HotDocs platform.

*Barron K. Henley – Affinity-HMU Consulting*

### **Lawyers and Their Acceptance of Technology**

Jennifer Flynn conducted a study of lawyers’ acceptance of technology as a graduate research project. Based on this research, she has developed practical tips to help inform the decisions of any CLE organization looking to incorporate new technology. Improve the odds that your technology-based CLE initiatives will be adopted by the lawyers in your market, and discover how to avoid launching online offerings that are doomed to fail.

*Jennifer LC Flynn – Legal Education Society of Alberta*

**2:15 p.m. – 3:00p.m.**

### **Exhibit Hall Showcase**

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

**3:00 p.m. – 4:00 p.m.**

### **Workshops B:**

#### **Learning From Our Mistakes**

“The Best and the Brightest”... a phrase used to describe those that helped plan the Vietnam War. Join a few of ACLEA’s “Best and the Brightest” as they share with you tactical and strategic blunders, errors, and outright mistakes they have made as CLE managers. Bear witness to true confessions as they regale you with tales of woe that will cause you to utter “OMG” at least once. Learn from their mistakes in planning programs and publications. Hear how they recovered from management mistakes, personnel decisions and governing board faux pas. At the end of this session, you will be a wiser, better manager of your operation. At the very least, you will leave shaking your head in amazement that the speakers are still employed. Added bonus: Don’t miss this opportunity to unburden your soul - come share your mistakes and leave not only enlightened but liberated from those dark secrets of your own experience as a surviving CLE manager.

*Mark T. Carroll – ALI-ABA*

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

*Carole A. Wagan – Suffolk University Law School*

#### **Revenue Generating Program Ideas – Creative Programming that Really Works**

Generating revenue is a challenge in the current economic environment. This session helps you explore techniques that you can employ to keep the dollars rolling in. Among the items to be discussed are: when to raise prices, strategies for using discounts, reaching out to related professionals, financial sponsorships and exhibitors, co-sponsorships, creative email marketing, and cutting-edge program topics and features.

*Jonathan C. Small – Massachusetts Continuing Legal Education, Inc.*

*Sheldon J. Stark – Institute of Continuing Legal Education*

#### **Implementation and Management of XML Workflow for Publications**

As publishers shift their focus to electronic distribution of their content, XML is gaining popularity as the tool of choice for editors and production staff in preparing manuscripts for publication. Among other benefits, the XML file format allows text and graphic elements to be tagged for content and then edited independently from any styles that are applied, facilitating output to paper and multiple electronic formats simultaneously. This workshop will demonstrate how to implement and manage the use of XML in a CLE publishing operation.

*Kristin Huotari – State Bar of Wisconsin*

*Judith (Judi) Knight – State Bar of Wisconsin*

## Making PD Dollars Count

As organizations continue to tighten their budgets, training and development departments have been faced with the challenge of developing innovative ways to deliver cost-effective training programs without sacrificing quality. This session will discuss how law firms and organizations can stretch their resources and training dollars to create high impact professional development programs by leveraging untapped internal and external sources.

**JeanMarie Campbell** – *Alliance Bernstein*

## Search Engine Optimization

If being on the Web is required for business these days, and it is, coming up high in your potential customers' Google searches is essential. That black-art is called Search Engine Optimization (SEO). Brendan Chard will discuss strategies and techniques that CLE providers can use to improve their rankings and visibility as well as ways that they can better reward and help the SEO efforts of their volunteer attorneys.

**Brendan Chard** – *The Modern Firm, LLC*

4:10 p.m. – 5:10 p.m.

Workshops C:

## Measuring Marketing Effectiveness

The pressure to spend marketing dollars wisely has never been greater. This session will help you determine if you are making the most of your marketing budget by teaching you such concepts as: cost per response, allowable margin, profit per response and return on investment. You will leave the session with the tools necessary to prepare your own evaluation of a brochure or flyer.

**Amy Danziger Shapiro** – *ALI-ABA*

## Succession Planning

Succession planning is one of the most overlooked elements of great leadership. Why do so many excellent leaders ignore this important process? Many simply don't want to face the fact that one day they won't be in that corner office any more. So they turn away from the possibility, engage in denial techniques, or merely rationalize that it's someone else's problem. The best leaders address this issue head-on. They plan for the future, identify future leaders, mentor potential successors and give their organizations plenty of transition time while they train the next person in line. At this session, explore succession planning from both sides, identify the critical questions you must ask and review best practices.

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

**Gary L. Wilbert** – *Virginia CLE*

**Paul F. Wood** – *Legal Education Society of Alberta*

## Advanced Features of MS Word 2007 and 2010 including XML

Still using Microsoft Word 2003? Have you made the leap to Word 2007 but you're still trying to find your way around? This workshop will explore some of the timesaving tools and really cool advanced features of Word 2007, including the Open XML file format, and show you how to use the program to its full potential. Plus, you'll get a sneak peek at what's coming in Word 2010.

**Barron K. Henley** – *Affinity-HMU Consulting*

## Electronic Course Materials

Excellent written materials are a staple of all quality CLE programs. For many years, written materials meant a hard-bound book. The tough questions CLE providers faced were: Should we print course books in-house or use an outside vendor? Do we do GBC binding, perfect binding, velo binding, tape binding or spiral binding? Do we print one-sided or two-sided? Do we use three-ring binders so late course materials can be inserted and copies easily made? Do we have the books delivered to the office or directly to the hotel? How much time do we need to get the course materials printed and delivered on registration morning? Now, as we move from the information age to the digital age, we are grappling with a new set of questions surrounding course materials. How can we satisfy all our customers, our speakers, and our course material purchasers, while reducing costs, going green, saving time, minimizing inventory space, eliminating unauthorized copying, and promoting good will? Do we offer attendees a myriad of choices and try to be all things to all people? Do we use our course materials in book form and on CD? Do we put them on a USB key? Do we provide kiosks at the program for printing materials? Do we e-mail all materials to attendees in advance and let them print out what they wish to bring to the program? Each of these approaches have advantages and disadvantages. In the age of electronic course materials, we need to know what our customers want. Do you know? Join us for a lively discussion of the new era of course materials for CLE programs.

**Holly Garland Langworthy** – *Minnesota CLE*

**LaVone R. Warren** – *Cumberland School of Law, Samford University*

6:00 p.m. – 7:30 p.m.

ACLEA Reception (*Ticketed Event*)

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

MONDAY, JULY 26, 2010

7:15 a.m. – 4:30 p.m.

Registration and Exhibits

7:45 a.m. – 8:45 a.m.

Committee Meetings  
Exhibitors/Sponsors, International, MCLE  
SIG Meeting (Publications)

8:45 a.m. – 9:00 a.m.

Networking Break and Exhibits

9:00 a.m. – 10:15 a.m.

Plenary Session: **The Innovative CLE: Ten Bold Proposals for Change**

The practice of law has changed more in the past ten years than in the previous fifty. Clients are forcing lawyers to change the ways legal

services are marketed, priced and delivered. And as lawyers make sweeping changes in the ways they practice, they're demanding the same innovative changes from their CLE providers. Are you ready for them? In this fast-paced session, "Innovational Speaker" (and ACLEA member) Matthew Homann will share ten bold, out-of-the-box ways to remain relevant by delivering innovative CLEs to an ever-demanding audience.

**Matthew Homann** – *LexThink LLC*

10:15 a.m. – 10:45 a.m.

Networking Break & Exhibits

10:45 a.m. – 12:00 p.m.

Workshops D:

## Business Development—Increasing Exposure with Clients and Developing Marketing Opportunities

Developing relationships with new clients and strengthening relationships with existing clients is critical to the success of a law firm. As law firms focus on client development in their training curriculum and lawyer performance assessments, professional development professionals play an integral role in helping lawyers to achieve their potential. Jeffrey Bannon and Emily Campbell of BusinessTalk, Inc. have worked with many lawyers and law firms to develop these skills and will explore how professional development professionals can help contribute to their lawyers' client development success. After this session, you will be equipped with practical tools for supporting lawyers as they create opportunities to increase their exposure and build relationships.

**Jeffrey Bannon** – *BusinessTalk, Inc.*

**Emily Campbell** – *BusinessTalk, Inc.*

## Introduction to Media Relations

How can you work with the media and how can the media work for you? Paramjit L. Mahli of award winning SCG Legal PR Network will give an introduction to how you can work effectively with the press and create winning relationships. She will cover: Mindset of the press; What constitutes news: Tell me something I don't know; Getting your ducks in order (practical details, online newsrooms, etc.); and Prepping for media interviews.

**Paramjit L. Mahli** – *The Sun Communication Group*

## How to Get a Better Return on Your Publishing Dollar

Hear some ways to make publications revenue a more compelling line item on your organization's income and expense statement. Learn how you can make your publishing income projections more attainable. Take away some ideas on how better to plan your publishing year so as to maximize your organization's investment in its publishing program. Get tips on some practical reports that you can create for your own publications department to track sales revenue. This is not an accounting workshop; rather, it's about how to plan your publications so that they can be successful.

**Frances T. Donovan** – *CEB*

**Maryanne G. Jensen** – *Massachusetts Continuing Legal Education, Inc.*

## How to Do it All

You are responsible for: designing the program, inviting the faculty, getting them to hand in their materials on time, reproducing the materials, booking the space, writing the brochure copy, marketing the program, registering the attendees, applying for CLE accreditation, making sure that the coffee's hot and doing a hundred other tasks all on a limited budget. Attend this session and you will learn strategies for prioritizing your work, creative ways to supplement your staff; grow your department, make the most of your volunteers and tips for maintaining your cool under demanding and often stressful conditions.

**Lisa Armanini** – *Mecklenburg County Bar*

**Michelle Schwartz-Clement** – *New York City Bar*

## A Conversation About Leadership in CLE

Pat Nester, one of the “deans” of the CLE industry and a mentor to dozens ofACLEA members, will lead a discussion, and provide his own two cents’ worth, on developing a leadership style and leadership outcomes appropriate to CLE work. Topics will include: how to build a powerful presence in a profession preoccupied with other goals; how to identify and refine the values that excellent CLE demands; how to develop effective behavioral tools that work with junior staff or senior volunteers; how to cultivate sponsors, opinion leaders, and guardian angels who can stop trouble before it starts; how to assemble the know-how and gear to take your show on the road and why you should; how to seize the initiative, take responsibility, and drive to the objective while motivating dozens of colleagues to pull in the same direction; how to become the prime interpreter of performance and outcomes; how to re-set your own sense of purpose after you’ve mastered the ground game; how to harness the almost nuclear power of intentionally making oneself irrelevant. Please come prepared to participate in this special discussion.

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

**12:00 p.m. – 1:45 p.m.**

**SIG Luncheons**

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

**Entrepreneurs** — Whether you are a speaker, consultant, provider or just someone who really enjoys overcooked chicken, you don’t want to miss this unique luncheon. In a break from our usual format of 85 minutes of self-serving personal introductions followed by 5 minutes of complaining about exhibit booth placement, we will devote just the first hour to those activities. We will use the remaining time to brainstorm initiatives designed to enhance the organization, improve the quality of CLE and get a sane person to write future luncheon descriptions.

*Moderated by Sean Carter – Lawpsided Seminars, and Leslie Lynn Myers*

**In-House/Professional Development** — *“Have We Turned the Corner? If So, Where Are We Heading?”* – Most law firms will take a long time to recover from the economic downturn of the last several months. Many observers say things will never be the same again; law firms will not go back to doing business as usual (whatever “usual” was). Has the process of recovery and change truly begun? We are

not seeing the volume of news from a year ago of layoffs, staff reductions, reduced pay and bonuses and other cost saving measures. But have firms fundamentally changed the way they operate? And what does this all mean for law firm professional development departments? This interactive discussion will allow us to share and learn from each other on what law firms are doing to keep their attorneys fully trained, productive and efficient.

*Moderated by Jan F. Majewski – Holland & Knight LLP, and Benjamin Toby – Freshfields Bruckhaus Deringer US LLP*

**Law Schools** — The CLE Summit of October 2009 contained significant recommendations for law schools and CLE providers. This discussion will provide attendees with an updated report and feedback on the recommendations and how to go about implementing them in the law school arena. We will also discuss social networking best practices and social media policies within a school: Are CLE offices better off to be part of the school policy or go without? And if ABA standards change, what are the implications for CLE?

*Moderated by Jill Castleman – Georgetown Law Center CLE, and Daniel J. McCarroll – University of Missouri-Kansas City School of Law*

**Local & Specialty Bars** — *“Little Guys Don’t Always Finish Last: Strategies for Local & Specialty Bars to Maximize Their Strengths”* – With the ever increasing competition among CLE providers (and attorney member associations), local and specialty bars often feel like a tiny minnow swimming among stronger, bigger fish (maybe even sharks!) How can they compete with larger organizations that have more resources? The truth is that local and specialty bars have some critical key strengths that can give them a leg (or fin!) up in serving their members. Facilitated discussion will tease out what these strengths are and how they can be leveraged.

*Moderated by Dimity V. Orlet – Cincinnati Bar Association*

**Nationals** — Members choice! We received some outstanding topic ideas from our group and even came up with a couple on our own. We will be discussing a variety of topics during our lunch, from alternative delivery verification procedures to how to reach and educate new attorneys. We would welcome any other topics that might come up as a result of the fine programming we will receive in NYC as well. Come and see where the discussion takes us!

*Moderated by Kari J. Campbell – Lorman Education Services, and Wendy Velez – National Institute for Trial Advocacy*

**State & Provincial Bars** — *“A SIG Potpourri”* – You’ve got questions, we’ve got answers. Submit your issues/problems to SIG Chair Linda Morin-Pasco [lmorinpasco@mainebar.org](mailto:lmorinpasco@mainebar.org) by June 15, 2010. We will develop a forum for discussion at our SIG luncheon to help provide you with feedback to address these concerns.

*Moderated by John D. Meyers – Kentucky Bar Association, and Linda Morin-Pasco – Maine State Bar Association*

**1:45 p.m. – 3:00 p.m.**

**Workshops E:**

## Getting the Most from Knowledge Management Systems

Managing information in a law firm whether it be key client information, practice area/industry information, mandatory continuing legal education requirements or career development progress can be a daunting task. This session will include a discussion of trends and developments in knowledge management and how law firms are using various KM systems. From this session, you will have a greater understanding of these systems and how they can be maximized to achieve efficient access to important information.

**Lisa Denissen** – *Shearman & Sterling LLP*

**Michele Grippo** – *Ropes & Gray LLP*

## 20 Programming Tips

Coming up with course ideas, developing great programs, juggling multiple projects, and managing faculty are just some of the issues that those with CLE programming responsibilities face. Are there ways that you can maximize your effectiveness as a programmer with minimal time and effort? Join us for this interactive session where we will share some of our tricks of the trade on becoming a more skilled programmer. But if you attend this session, we also want to hear from you! What are your top programming tips? Let’s see how many ideas that we can come up with together!

**Catherine Branch** – *Continuing Legal Education Society of B.C.*

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

## Copyright Issues – Contracts, Getting Rights from Authors, Copyrights, Fair Use, Google Books

In addition to recruiting authors and developing books, publishers must understand copyright law. At this session an experienced copyright attorney will walk you through the basics of copyright law from the point of view of the publisher. You’ll leave the session knowing what to include in a simple author contract, what rights you can and should obtain from the author, the benefits of registering a copyright, and how to grapple with “fair use.” The status and significance of the Google Book Search Settlement will also be discussed. Audience participation and questions are encouraged.

**Richard Dannay** – *Cowan, Liebowitz & Latman, P.C.*

## Smartphones – Blackberries, iPhones, Windows Mobile, Palm and Android

Today’s tiny smartphones are as powerful as yesterday’s desktop computers. For many people, deciding which smartphone to buy is agonizing because no one wants to be stuck with a bad decision for a two year contract. This seminar explains your options for remote email, synchronizing calendars, contacts and tasks (wired or wirelessly), reading (or even drafting) documents, browsing the web, and “tethering” your phone to a notebook computer. Learn which options you should consider and the pros and cons of the five major smartphone operating systems.

**Barron K. Henley** – *Affinity-HMU Consulting*



## How to Get More Revenue from Your Existing Customers

It costs far less to satisfy an existing customer than it does to acquire a new one. In this session, Matthew Homann will lead an interactive, brainstorming session on ways to increase your revenue by delighting your CLE customers and turning them into your best referral source.

**Matthew Homann** – LexThink LLC

3:00 p.m. – 4:00 p.m.

Plenary Session:

### Summit Sounding Board

In October 2009, ACLEA and ALI-ABA organized the *Critical Issues Summit - Equipping Our Lawyers: Law School Education, Continuing Legal Education, and Legal Practice in the 21st Century*. The Summit's final recommendations outlined a series of initiatives for CLE, MCLE, law schools, and law firms. What steps have ACLEA and ALI-ABA taken since the Summit? How can you get involved? What have your organization and others been doing that exemplify best practices in CLE? Join us for an update on post-Summit initiatives (including your own) and discuss options and ideas to make the Summit recommendations a reality.

*Moderators: Carole A. Wagan* – Suffolk University Law School, and *Alan Treleaven* – Law Society of British Columbia

8:00 p.m. – 10:30 p.m.

Broadway Show "Mamma Mia!"  
Networking Excursion

(Ticketed Event)

See Special Events Schedule for details. Transportation is on your own. (Approximately a 10-minute walk from the Westin.) Please arrive at the theater 30 minutes early for the 8:00 p.m. show. Cost per person is \$68 USD for the show ticket and does not include dinner. Please make your required reservations on your registration form.

## TUESDAY, JULY 27, 2010

7:00 a.m. – 5:15 p.m.

Registration and Exhibits

8:00 a.m. – 9:30 a.m.

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

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

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

9:30 a.m. – 10:00 a.m.

Networking Break & Exhibits

10:00 a.m. – 11:15 a.m.

Plenary Session:

### How Technology is Changing the Practice of Law... and CLE

Technology and the Internet have dramatically changed both the practice and business of law. Little wonder it is also changing what our customers expect in the marketing and delivery of CLE. In an age of social media, markets are conversations, and consumers demand to be heard. Noted legal technology expert Bob Ambrogi will discuss how advances in technology are driving changes in the legal profession -- and how CLE providers can stay ahead of the curve.

**Robert J. Ambrogi** – Law Office of Robert J. Ambrogi

11:20 a.m. – 12:20 p.m.

Workshops F:

### MCLE Compliance Issues

"Help my MCLE deadline is tomorrow!" Sound familiar? If the answer is yes, you are not alone. We will discuss approaches that law firm administrators can proactively take to support their lawyers with meeting their MCLE compliance deadlines in a timely manner.

**Tim Baran** – UMCLC

**Nakia Humphrey** – Shearman & Sterling LLP

### Opening Night or Closing Night? How to Successfully Budget a Program

Once you've decided to do a program, budgeting is the next critical step in insuring the program success. How many will attend? How will you market the program? What will the cost of your handouts be? Do you have multimedia or technology costs? Do you have any incidental costs for faculty such as lunches and refreshments? Attend this session and you will leave with the ability to prepare a basic budget. You'll understand such concepts as how to forecast both expected attendance and revenue and anticipated expenses and what you should be looking for to ensure that a program is a financial success as defined by your organization. You'll also learn how and when to make the difficult decision to cancel a program and what issues must be addressed and considered.

**Connie Howard** – Utah State Bar

**Anita C. Shapiro** – Practising Law Institute

### Pubs Operations in Tough Times: Outsourcing, Trimming the Loser Titles and More

The Great Recession of 2009 adversely affected and continues to reverberate through businesses across the globe. Among them, many CLE organizations have seen program registrations and book sales drop to the point where they were forced to make cuts in staff and services and even change the way they do business. This workshop will provide management techniques and business strategies to help CLE publishers weather the economic storm.

**James Edwin Jackson II** – Virginia CLE

**Holly Garland Langworthy** – Minnesota CLE

## 7 Myths of Effective Email Marketing: Do Best Practices Always Apply?

Email marketing is a dialogue. Email marketing is a broadcast channel. Email marketing is about response. It's also about branding. Tuesday is the best day to send – no, wait! Wednesday! Don't use "free" in the subject line. Feel free to sell, sell sell in your subject lines. Social media will kill email. Email marketing is here to stay and stronger than ever. Yikes! What do you believe? How can you optimize your program so that it speaks to your customers, when the "best practices" seem to contradict each other? Well regarded email pro Stephanie Miller will shatter the myths about what works and what doesn't in email marketing. You'll leave with checklists on how to re-energize your program, and nurture your subscribers for higher response and revenue.

**Stephanie Miller** – Return Path

### Webcasting... Been There, What's Next?

If you aren't already, you are probably planning on entering the world of Live Webcasting your programs. But what's next?! This session will be a high level exploration of what is beyond 1-to-many video webcasts. Yes, there will be some cutting-edge technologies discussed like Virtual Conferences, 3D Worlds, and Mobile Apps... you may be encouraged to hear that with a little innovation, some of the tools you're already using can be used differently to create fresh new online programs and communities.

**Johnson Cook** – Peach New Media

12:20 p.m. – 1:50 p.m.

ACLEA Luncheon for Various Sized CLE Departments

(Ticketed Event)

Do you have marketing, publications and IT departments or individuals? Do you do all three by yourself? Are you riding the CLE subway alone 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. Cost per person is \$32. Please make the required reservations on your registration form according to your department's size.

1:50 p.m. – 2:50 p.m.

Workshops G:

### Adult Learning Models – Cost-Effective Implementation

How do you teach associates to become outstanding litigators and client advocates, trusted advisors, and effective leaders and team members? Engage them using adult learning models, don't just lecture on theories and frameworks. Howrey uses a variety of learning techniques to build the soft skills necessary to being an outstanding attorney. NITA is a leader in building advocacy skills using a learning by doing approach. Learn about the techniques they use and why they work. The presenters will discuss how they develop dynamic training experiences to build soft skills and traditional legal skills by using simulations, cases, actors, videos, and action learning.

**Heather Bock, Ph.D.** – Howrey LLP

**Laurence M. Rose** – National Institute for Trial Advocacy

## Publishing Contracts and Alternatives

Do you need a publishing contract? Yes, Maybe? If you have one, what should it cover? If you don't have a formal contract, what other releases or agreements might you implement to protect your organization and your authors? Topics include assignment and perfection of rights, manuscript deadlines, the author's warranties and obligations, the publisher's services and prerogatives, marketing and promotion, supplements and subsequent editions, royalties or other consideration, termination, and all that boilerplate stuff. This workshop will cover the nuts and bolts of creating a solid publishing contract, as well as working without one, including a little advice on how to negotiate particular terms with your authors.

**Linda Kruschke** – Oregon State Bar

**Gregory J. Smith** – National Institute for Trial Advocacy

## Social Media – Hard Data on What Works; Advanced Twitter Case Study

LinkedIn, Facebook, Twitter - CLE organizations are exploring all forms of social media as marketing opportunities. How effective are they and what hard data is there to demonstrate their effectiveness?

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

**Sam Glover** – Lawyerist.com

**Nicole D. Steckman** – Georgetown Law Center CLE

## Marketing on a Shoestring

Limited personnel, time and budgets make marketing a challenge for small shops. At this session we will provide tips that help you maximize your time, resources and dollars. We will explore: how to evaluate your resources, contacts and options; developing a plan to maximize marketing budget/resources; email versus direct mail; the use of brochures, flyers and e-newsletters; multiple communications versus single communications; reaching out to your customers in multiple mediums; attracting new customers; making the most of your lists and developing new ones, leveraging the networks of your speakers; designing and printing your own pieces; how to attract attention to your programs; and much, much more. You'll leave this session with takeaways that you will be able to implement when you return home.

**Jennifer Arsego** – New York County Lawyers' Association

**Bari Chase** – New York County Lawyers' Association

## The Cost of Free: A Discussion of Chris Anderson's "Free: The Future of a Radical Price" (Prerequisite - All attendees must read the free online book prior to attending.)

What happens to traditional business models when organizations initiate giving away products or services in an effort to survive? Has ubiquitous access to information created a dynamic in which the profitability of CLE organizations will be increasingly challenged? According to a provocative new book entitled *Free: The History of a Radical Price* by Chris Anderson, this innovative new strategy may make more sense than you first imagine. Join us for a participative dialogue on these ideas. NOTE: Anderson's new book can be accessed for free at:

[http://www.longtail.com/the\\_long\\_tail/2009/07/free-for-free-first-ebook-and-audiobook-versions-released.html](http://www.longtail.com/the_long_tail/2009/07/free-for-free-first-ebook-and-audiobook-versions-released.html).

**Peter H. Berge** – Minnesota CLE

**Rob Koonce** – New Mexico State Bar Foundation

2:50 p.m. – 3:10 p.m.

Networking Break & Exhibits

3:10 p.m. – 4:10 p.m.

Workshops H:

## How to Identify, Develop and Get the Most from Very High-Performing Employees

Not every employee on every CLE staff can be an A-player. However, the ones that are really drive the enterprise. In this session, we will examine some traits of these high performers, and some strategies for maximizing their value in your workplace. Strategies for identifying, hiring and retaining the best.

**Lisa Deane** – State Bar of Arizona

**Donita Bourns Douglas** – Oklahoma Bar Association

**Frank V. Harris** – Minnesota CLE

## Heroic Conversations: The Path to Authentic Solutions

How do you communicate in a way that is effective, yet authentic? This interactive session will introduce the Heroic Conversations Model developed by Adam Vane. Derived, not from celluloid heroes, but from an appreciation and study of inspirational coaches, teachers, bosses, and mentors, this model provides a means for streamlining the communications process, reducing stress, and improving productivity. Some of the key elements of the model that will be covered include employing efficient listening skills to draw out goals and needs, working collectively to identify opportunities to achieve goals and needs, and transforming difficult conversations into opportunities for mutual understanding and gain. You will leave this session with tips on best practices for implementing heroic conversations to enhance personal, team or organizational success!

**Adam Vane** - Paragon Global Consulting Group

## Getting Presenters To Do What You Want: Meeting Deadlines, Updating Programming, Coordinating Substance, Incorporating Interactive Teaching Modalities, and Sticking to the Schedule to Provide the Best Possible Content

Your volunteer speakers are just that, volunteers. Usually, they are extremely busy, highly successful individuals with many pressures and little time. But you have marketing and materials deadlines, are committed to updating content and incorporating new and interactive teaching methods. You need your presenters to do what you ask of them. But how do you fit in to their busy schedules? How can you possibly make your priorities their priorities? Come to this workshop and receive some practical tips to help you get what you need from presenters while making things easy for them, and ensuring that you, your audience and your faculty have a positive all-around experience.

**Mary Lynne Johnson** – Atlanta Bar Association

**H. Lalla Shishkevish** – District of Columbia Bar

**Laura R. Shields** – Practising Law Institute

## Marketing Publications – Brochure Writing; Particular Markets; Using Authors to Market Your Publications

It doesn't do any good to publish a book if you can't sell it. How do you get the right information into the hands of the right person so that s/he will be motivated to buy your book? That's the key to, and the challenge of, publications marketing. This workshop will explore creative and cost-effective methods of getting your message into the hands of the decision makers, including writing and designing print and electronic brochures, appealing to particular markets, and using your authors' own enthusiasm to sell books.

**Alli Gerkman** – Colorado Bar Association CLE

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

## 30 New Websites Important to CLE Professionals

30 websites and blogs you ignore at your peril, as selected by the presenters.

**Robert J. Ambrogi** – Law Office of Robert J. Ambrogi

**Sam Glover** – Lawyerist.com

4:15 p.m. – 5:15 p.m.

Closing Plenary Session:

## Lessons Learned

Executive Leadership – **Brenda Silver** – Law Society of Manitoba

Marketing – **Nicole D. Steckman** – Georgetown Law Center CLE

In-House – **Benjamin Toby** – Freshfields Bruckhaus Deringer US LLP

Publications – **Rosina Busse** – Oregon State Bar  
Technology – **Jennifer LC Flynn** – Legal Education Society of Alberta

Small Shops – **Sabrina Nunley** – Milwaukee Bar Association

Programming – **Karen D. Lee** – Oregon State Bar

6:00 p.m. – 10:00 p.m.

ACLEA Closing Event with The Big Quiz Thing (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.

[Visit us online!](http://www.aclea.org)

[www.aclea.org](http://www.aclea.org)

# GENERAL INFORMATION

## Registration

The program registration fee includes conference materials, admission to Sunday, Monday, and Tuesday sessions, the business meeting and breakfast, the Saturday welcome reception, Sunday reception, and the Tuesday night special event. Saturday's CLE Boot Camp sessions 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. All special event and tour fee payments are nonrefundable after July 9, 2010.

## Spouse/Guest Fee

ACLEA has a spouse/guest fee for attendance at ACLEA meetings by those not eligible for ACLEA membership. This is a restricted fee intended for family members. Any spouse/guest who is interested in networking with other spouses/guests as well as friends in ACLEA, may pay a fee to cover the costs of food and beverage and attendance at some meetings. This \$145 USD fee includes the Saturday welcome reception, continental breakfasts, business meeting breakfast, exhibit hall mixer, morning and afternoon breaks, and attendance at any sessions on topics that may be of interest. This benefit is extended only to those spouse/guests who are not eligible for ACLEA membership. **ANYONE CONSULTING WITH OR EMPLOYED BY AN ORGANIZATION ELIGIBLE FOR MEMBERSHIP IN ACLEA IS NOT ELIGIBLE FOR THIS FEE.**

## Hotel Information

Our host hotel is The Westin New York at Times Square in New York City, New York. ACLEA has secured a special room rate of \$199.00 USD per night for double or single until July 1, 2010. To make your reservations, call (888) 627-7149 (in U.S. or Canada) or +1 212-201-2700 (International) and request the Association for Continuing Legal Education group rate. **Please note: ACLEA has obtained this room rate by contracting a total meeting package at The Westin New York Hotel. ACLEA must meet certain minimum food & beverage and hotel room pickup requirements or ACLEA will face attrition and/ or meeting room rental. In order for ACLEA to continue to provide a reasonable registration fee, we need your help. Please take advantage of the room rate we have negotiated and make your reservation by contacting:**



**The Westin New York at  
Times Square**  
270 West 43rd Street  
New York, New York 10036  
Phone (888) 627-7149  
(toll free U.S. or Canada) or  
+1 212-201-2700 (International)

## Special Rebate Policy

Registrants who stay at The Westin New York at Times Square during this meeting will receive a \$50 coupon that may be used toward the registration fee for the one of the next two future ACLEA meetings: Mid-Year 2011 in San Francisco or Annual 2011. Only one coupon will be offered per room reservation and cannot be redeemed for cash. Only attendees who pay the meeting registration fee are eligible for this rebate. The meeting fee coupon is nontransferable.

## Transportation

Getting to the Westin New York at Times Square:

By taxi from the airports:

*From JFK Airport* – Taking a taxi from JFK into New York City will take 45-60 minutes, contingent upon traffic. There is a flat fare of \$45 to Manhattan. The fare from New York City to JFK is metered, and will cost \$45-\$65, depending on traffic.

*LaGuardia Airport* – Taking a taxi to and from La Guardia Airport will take 30-45 minutes and cost \$35-\$50, depending upon traffic.

*Newark Airport* – Taking a taxi to and from Newark International Airport will take 45-60 minutes and cost \$55-\$75, depending upon traffic.

\*\*We strongly recommend that guests hail a cab in the designated taxi areas at the airports, or ask a uniformed airport employee to help them. The majority of taxis will only accept cash as payment. Suggested fares below do not include tolls and gratuity. The standard gratuity for the driver is 15-20%. Taxi reservations cannot be made in advance in New York City.

*Public Transportation* – Located directly across the street from the Port Authority Bus Terminal and just above the Times Square subway station, the Westin New York Times Square is easily accessible.

*By Car* – If you're planning to drive in, the Westin New York has parking facilities nearby and offers valet parking at \$48 per day.




## Cancellation Policy

All special event & tour fee payments are nonrefundable after July 9, 2010. Registration refunds, less a \$50 USD processing fee, will be given to registrants who cancel by 5:00 p.m. Friday, July 9, 2010. If notice is received between July 9 and 16, 2010 at 5:00 p.m., refunds will be given less a \$150 USD processing fee. No refunds or transfers will be granted thereafter.

## QUESTIONS?

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

### REGISTER BY

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

## Special Thanks to the New York City PLANNING COMMITTEE

**Lesia Beach** – Memphis Bar Association  
**Peter H. Berge** – Minnesota CLE  
**Donita Bourns Douglas** – Oklahoma Bar Association  
**Lawrence J. Center** – Georgetown Law Center CLE  
**Nakia Humphrey** – Shearman & Sterling LLP  
**David Kroll** – State Bar of Texas  
**Gregory J. Smith** – National Institute for Trial Advocacy  
**Sandra R. Geller** (co-chair) – Practising Law Institute  
**Donna J. Passons** (co-chair) – ACLEA Executive Director

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

JULY 24 – 27, 2010

WESTIN NEW YORK AT TIMES SQUARE  
NEW YORK CITY, NEW YORK



The Network for CLE Professionals...Worldwide

ACLEA'S 46<sup>TH</sup> ANNUAL MEETING • NEW YORK CITY, NEW YORK • JULY 24-27, 2010

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

Please Indicate the Sessions You Plan to Attend:

SUNDAY, JULY 25, 2010

- Workshops A / 1:15 pm - 2:15 pm  
 Webcasting on a Budget  
 Leading Through a Crisis  
 Developing Effective Programming  
 Electronic Enhancements for Print Publications  
 Lawyers and Their Acceptance of Technology

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

- Learning From Our Mistakes  
 Revenue Generating Program Ideas – Creative Programming that Really Works  
 Implementation and Management of XML Workflow for Publications  
 Making PD Dollars Count  
 Search Engine Optimization

Workshops C / 4:10 pm - 5:10 pm

- Measuring Marketing Effectiveness  
 Succession Planning  
 Advanced Features of MS Word 2007 and 2010 including XML  
 Electronic Course Materials

MONDAY, JULY 26, 2010

Workshops D / 10:45 am - 12:00 pm

- Business Development – Increasing Exposure with Clients  
 Introduction to Media Relations  
 How to Get a Better Return on Your Publishing Dollar  
 How to Do it All  
 A Conversation About Leadership in CLE

Workshops E / 1:45 pm - 3:00 pm

- Getting the Most from Knowledge Management Systems  
 20 Programming Tips  
 Copyright Issues  
 Smartphones  
 How to Get More Revenue from Your Existing Customers

TUESDAY, JULY 27, 2010

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

- MCLE Compliance Issues  
 Opening Night or Closing Night? How to Successfully Budget a Program  
 Pubs Operations in Tough Times: Outsourcing, Trimming the Loser Titles  
 7 Myths of Effective Email Marketing: Do Best Practices Always Apply?  
 Webcasting... Been There, What's Next?

Workshops G / 1:50 pm - 2:50 pm

- Adult Learning Models – Cost-Effective Implementation  
 Publishing Contracts and Alternatives  
 Social Media – Hard Data on What Works; Advanced Twitter Case Study  
 Marketing on a Shoestring  
 The Cost of Free: A Discussion of Chris Anderson's Book

Workshops H / 3:10 pm - 4:10 pm

- How to Identify, Develop & Get the Most from High-Performing Employees  
 Heroic Conversations: The Path to Authentic Solutions  
 Getting Presenters to Do What You Want  
 Marketing Publications – Brochure Writing; Particular Markets  
 30 New Websites Important to CLE Professionals

HOTEL  
 Hotel reservation deadline is July 1, 2010. Refer to brochure for details.

I will be staying at The Westin New York at Times Square.

REGISTRATION on or before July 2, 2010:

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

REGISTRATION after July 2, 2010:

- 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:

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

Total for Registration Fee ..... \$

OPTIONAL EDUCATIONAL PROGRAMS (Pre-Registration Required)

SATURDAY, JULY 24, 2010 - ACLEA CLE Boot Camp

- Members \$145  Non-Members \$195

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

SPECIAL INTEREST GROUP LUNCHEONS (Pre-Registration Required)

SUNDAY, JULY 25 / 11:45 am - 1:15 pm (Open to All Registrants) \$30

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

MONDAY, JULY 26 / 12:00 pm - 1:45 pm (\*Open to SIG Members ONLY) \$31

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

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

TUESDAY, JULY 27 / 12:20 pm - 1:50 pm (Open to All Registrants) \$32

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

Total for Luncheons ..... \$

OPTIONAL TOURS/EVENTS (Pre-Registration Required)

SATURDAY, JULY 25, 2010

- NYC Bus Tour & Top of the Rock \$45 x \_\_\_\_\_ (no. of tickets)

MONDAY, JULY 27, 2010

- Broadway Show "Mamma Mia!" Excursion \$68 x \_\_\_\_\_ (no. of tickets)

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

- Sunday Night Reception for Registrant \$00  
 Sunday Night Reception Guest Tickets \$30 x \_\_\_\_\_ (no. of tickets)  
 Tuesday Night Dinner for Registrant \$00  
 Tuesday Night Dinner Guest Tickets \$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  
 CD Version  Printed Version  Both Versions (add \$50)

PAYMENT METHOD: Check enclosed payable to ACLEA or charge my:

- Visa  MasterCard  AmEx

Credit Card # \_\_\_\_\_

3 or 4 Digit Security Code \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Name on Card (Print) \_\_\_\_\_

Billing Address (street/city/state/zip) \_\_\_\_\_

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