



The Network for CLE Professionals...Worldwide

47TH MID-YEAR MEETING



JANUARY 22 – 25, 2011
THE PALACE HOTEL
SAN FRANCISCO, CALIFORNIA

CONFERENCE AT A GLANCE

..... SATURDAY, JANUARY 22, 2011

7:30 a.m. – 7:30 p.m.

Registration Desk Open

8:15 a.m. – 4:15 p.m. (Add-on Session)

New Member Orientation and CLE Boot Camp

9:00 a.m. – 3:30 p.m.

San Francisco Bus Tour & CA Academy of Sciences
(Ticketed Event)

9:30 a.m. – 3:00 p.m. (Add-on Session)

Specialty Workshop – Hands on Social Media: The Basics

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

Past Presidents' Dinner

(Ticketed Events by Invitation Only)

..... SUNDAY, JANUARY 23, 2011

7:45 a.m. – 5:30 p.m.

Registration and Exhibits

8:30 a.m. – 9:30 a.m.

SIG Meetings
Executive Leadership, State & Provincial Bars, Technology

8:30 a.m. – 9:30 a.m.

47th 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. – 11:45 a.m.

Opening Plenary Session:
How to Work with Anyone, Anywhere

11:45 a.m. – 1:15 p.m.

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

1:15 p.m. – 2:15 p.m.

Workshops A:

- **When Your Faculty Is Your Boss**
- **A Sunday Drive Through Online CLE Communities**
- **Forecasting Your Fortune: Financial Planning for Future Books, Online Services, and Programs**
- **Measuring Your Marketing R.O.I.**
- **Juggling Leadership Balls: Meeting the Demands of Multiple & Changing Leaders**

2:15 p.m. – 3:00 p.m.

Exhibit Hall Showcase

3:00 p.m. – 4:00 p.m.

Workshops B:

- **Strategic Planning – Setting the Course for a Successful Business**
- **How to Sell Your Organization**
- **In-House CLE University: Case Studies**
- **How to Add Social Media to Your Business Plan Without Impacting Your Time or Budget**
- **High Tech, Low Cost: Leveraging Low-Cost Technical Solutions**

4:10 p.m. – 5:10 p.m.

Workshops C:

- **Wikis: Lessons Learned**
- **What's New in Your Neck of the Woods? An Update on Trends in State Regulations**
- **Lessons from the Recession**
- **Mining for CLE Gold: How to Maximize the Benefits of Surveys and Evaluations**

5:10 p.m. – 6:10 p.m.

Committee Meetings

Distance Learning, International

..... MONDAY, JANUARY 24, 2011

7:15 a.m. – 4:30 p.m.

Registration and Exhibits

7:45 a.m. – 8:45 a.m.

Committee Meetings
Exhibitors & Sponsors, MCLE, Membership, Newsletter Editorial,
Public Interest

8:45 a.m. – 9:00 a.m.

Networking Break and Exhibits

9:00 a.m. – 10:15 a.m.

Plenary Session:
Successfully Navigating the Multi-Generational
Workforce

10:15 a.m. – 10:45 a.m.

Networking Break & Exhibits

10:45 a.m. – 12:00 p.m.

Workshops D:

- **Lobbying For More Staff**
- **Tight Times at Law Libraries: Understanding the Impact of Shrinking Budgets and Fewer Books**
- **How to Use Speakers, Planners & Authors to Leverage Your Marketing Message**
- **Revenue Forecasting for New Products & Product Enhancements**
- **The Medium is the Message: Choosing the Right Media for Your Content**

12:00 p.m. – 1:45 p.m.

SIG Luncheons

(Ticketed Event – Open to SIG Members Only)

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

CONFERENCE AT A GLANCE

1:45 p.m. – 3:00 p.m.

Workshops E:

- **Show Me the Money: Using Sponsorships, Exhibitors and Others to Fund Your Programs**
- **The Price is Right: Four Book Comparison**
- **Finding & Repurposing Online Content**
- **Caught Between a Rock and a Hard Place: Managing CLE Competition Within Your Organization**
- **Technology Investment Decisions**

5:00 p.m. – 10:00 p.m.

Dinner in Chinatown & Comedy Show
Networking Excursion (*Ticketed Event*)

TUESDAY, JANUARY 25, 2011

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: I Can Read You Like a Book:
The Craft of Reading Body Language

11:20 a.m. – 12:20 p.m.

Workshops F:

- **eLearning: Fundamentals for Taking Classroom Training Online**
- **Selling Content, Not Credit**
- **Summit Update: From Blueprint to Action**
- **Un-CLE: The Challenges (and Their Solutions) of Unaccredited Programs**
- **Got a Problem? We Can Help! A Publications Problem Solving Session**

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:

- **Print and Web Copywriting Basics**
- **Competency Assessment & Testing: How, When & Why**
- **Getting the Most Value for Your Money with Rapid eLearning**
- **Secrets Revealed: How Do For-profit Publication Houses Make Publication Decisions?**
- **Performance Management: It's Not About the Review**

2:50 p.m. – 3:10 p.m.

Networking Break & Exhibits

3:10 p.m. – 4:10 p.m.

Workshops H:

- **Up to Your Ears in Alligators? Creative Delegation Outside Your Shop**
- **Adding the “Fun” Factor to In-House CLE**
- **Customer Care: Nordstrom Service for Walmart Resources**
- **Getting to (and Beyond) “Yes”: How to Motivate and Lead Volunteers to Do What You Need**
- **Mobile Technology: Applications & Making CLE Mobile-Friendly**

4:15 p.m. – 5:15 p.m.

Closing Plenary Session: “Eat” the Roses

6:00 p.m. – 10:00 p.m.

ACLEA Closing Event with Wonder Bread 5
(*Ticketed Event*)

CONFERENCE MATERIALS



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

Note: The USB drive materials do not include the CLE Boot Camp or Hands on Social Media Workshop. If you have registered for either of those events you will receive a printed version of their respective materials.

OPTIONAL EVENTS

SATURDAY, JANUARY 22, 2011

9:00 a.m. - 3:30 p.m.

San Francisco Bus Tour &
California Academy of Sciences

MONDAY, JANUARY 24, 2011

5:00 p.m. - 10:00 p.m.

Dinner in Chinatown &
Comedy Show Excursion



INTERESTED IN BEING AN ACLEA EXHIBITOR OR SPONSOR IN SAN FRANCISCO?

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 23rd. 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 ‘47th Mid-Year Meeting’ Menu Tab.

*Photography courtesy of and © San Francisco Convention & Visitors Bureau, except where noted. Cover Photo courtesy of San Francisco Convention & Visitors Bureau and photographer P. Fuszard.

SPECIAL EVENTS SCHEDULE

SATURDAY, JANUARY 22, 2011

9:00 a.m. – 3:30 p.m.

San Francisco Bus Tour & California Academy of Sciences (*Ticketed Event*)



What is the best way to kick start the 47th Mid-Year Meeting? By exploring the “City by the Bay” with your ACLEA friends of course! This fun-filled day will begin as we board a bus bound for some of San Francisco’s most famous neighborhoods and top tourist attractions. This narrated tour will include views of Union Square, Nob Hill, Chinatown, and North Beach – to name a few. We will stop at the Cable Car Museum for a quick history lesson on San Francisco’s most celebrated mode of transportation and Vista

Point at the Golden Gate Bridge for some great photo ops!

Once we work up a hunger for lunch, we will head to Fisherman’s Wharf, one of San Francisco’s most popular destinations. This seaside neighborhood has tons of restaurants to choose from - enjoy delicious Dungeness crabs and clam chowder at one of the many seafood restaurants overlooking the bay or sample San Francisco’s infamous sourdough bread at Boudin’s Bakery. While you’re there take a quick stroll through Pier 39. This waterfront marketplace is home to not only a wide selection of restaurants and souvenir shops, but also sea lions who have inhabited the West Marina of the Pier for the past 20 years. There will be a limited time for lunch, so we encourage you to research your top lunch options before arriving. Information on restaurant options and Pier 39’s sea lions can be found at www.visitfishermanswharf.com.



After lunch, we will spend the afternoon at the California Academy of Sciences. Located in San Francisco’s Golden Gate Park, the California Academy of Sciences is known as “the newest and largest cultural attraction in San Francisco, the Academy is the only place on the planet that brings together a natural history museum, an aquarium, a planetarium and a 4-story rainforest under one living roof”. It was also named by *Condé Nast Traveler* as one of the “New Wonders of the World”.

Meet in the lobby of the Palace Hotel at 8:45 a.m. The bus will depart promptly at 9:00 a.m. and will return to the hotel around 3:30 p.m. Cost is \$40 USD per person (includes transportation and tickets to the California Academy of Sciences. *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

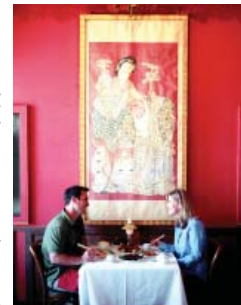
(*Ticketed Event by Invitation Only*)

MONDAY, JANUARY 24, 2011

5:00 p.m. – 10:00 p.m.

Dinner in Chinatown & Comedy Show Networking Excursion (*Ticketed Event*)

San Francisco’s Chinatown is one of the oldest and largest Chinatowns in America. Join us as we experience the sights and sounds of Chinatown first hand by dining at Hunan Homes Restaurant – a local culinary favorite for Chinese fare. Since its opening in 1983, Hunan Homes has won numerous awards for its exceptional food and service including the Golden Award for “Best Bay Area Chinese Restaurant” in the Chinese World Journal. We will get the opportunity to taste some of Hunan Homes most popular dishes including: Peking duck, prawns with honey walnuts, orange peel chicken, and sizzling beef and scallops. Yum!



After dinner we will head to Punchline, San Francisco’s premiere comedy club, for an exciting night of laughs. The comedians lined up to perform include Joe Klocek, Reggie Steele from “Comics Unleashed”, and Sandy Stec, a radio personality from Mix 106.5 in San Jose. Joe Klocek, the show headliner, was runner up in the San Francisco International Comedy Competition and has appeared on Comedy Central’s “Live at Gotham” and NBC’s “Last Comic Standing”.

Meet in the lobby of the Palace Hotel at 4:45 p.m. for bus transportation for this excursion. The bus will depart promptly at 5:00 p.m. for Hunan Homes Restaurant located at 622 Jackson Street, San Francisco, CA 94133. After dinner, the bus will transport the group from Hunan Homes Restaurant to Punchline Comedy Club located at 444 Battery Street, San Francisco, CA 94111. The comedy show will begin at 8:00 p.m. The bus will return to the Palace Hotel after the comedy show ends around 9:30 p.m. (*Punchline Comedy Club has a two beverage per person minimum. Beverages can be non-alcoholic. Punchline is only open to those 18 years of age or older, I.D. is required.*) Cost for this excursion is \$66 USD per person (includes transportation, dinner and comedy show tickets.) Please make your required reservations on the registration form.

TUESDAY, JANUARY 25, 2011

6:00 p.m. – 10:00 p.m.

ACLEA Closing Event with Wonder Bread 5 (*Ticketed Event*)

Don’t miss out on the chance to join your peers, colleagues and guests for the 47th Mid-Year Meeting Closing Event. It will be a real San Francisco Treat (pun intended)! We will enjoy cocktails and dinner at the Palace Hotel, then get ready to put on your boogie shoes for the ultimate San Francisco party band, the Wonder Bread 5! Wonder Bread 5 has thrilled Bay Area audiences for over a decade rocking out hits from the 70s, 80s, 90s, and today.



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.

New Member Orientation and CLE Boot Camp

SATURDAY, JANUARY 22, 2011

8:15 a.m. – 4:15 p.m.

The Palace Hotel • San Francisco, CA

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.” Make your required reservation on the registration form.

CLE BOOT CAMP AGENDA – Saturday, January 22, 2010

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.

Karen D. Lee - Oregon State Bar

11:15 Technology and CLE - Learn how to maximize technology in your daily operations, programming, marketing, publications, and website presence. Make the most of what you already have while looking toward the future of CLE and technology.

Paul F. Wood - Legal Education Society of Alberta

12:00 Networking Luncheon

1:15 Breakouts

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

Jan F. Majewski - Holland & Knight LLP

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

Dawn M. McKnight - Colorado Bar Association CLE

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

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.

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

4:15 Adjourn

END BOOT CAMP AGENDA



The Network for CLE Professionals...Worldwide

Specialty Workshop – Hands on Social Media: The Basics

SATURDAY, JANUARY 22, 2011

9:30 a.m. – 3:00 p.m.

The Palace Hotel • San Francisco, CA



Did you miss hopping on the social media bandwagon? It is not too late to get the basic tools you need. In this interactive session, you will cover the practical “how-to” basics of social media. Set up a Facebook profile, connect with friends, and ensure your privacy settings are set to your comfort level. Get a Twitter account and learn who to follow in the CLE realm. Register for LinkedIn and add connections. Discover how easy it is to set up a blog. In a single day, you can get connected. Bring your laptops – this course is totally hands-on!

Presented by:

Peter H. Berge – Minnesota CLE

Alli Gerkman – Colorado Bar Association CLE

Matthew Homann – LexThink LLC

Gina Roers – West Professional Development

Christopher A. Sharpe – State Bar of Texas

Program Schedule

9:30 a.m.	Introductions
9:45 a.m.	Program
10:45 a.m.	Break
11:00 a.m.	Program
12:00 p.m.	Lunch Break (<i>On your own</i>)
1:15 p.m.	Program
3:00 p.m.	Adjourn

Plan to arrive early for ACLEA’s 47th Mid-Year Meeting in San Francisco so you do not miss this unique opportunity! Space will fill fast. Make your required reservations on the 47th Mid-Year Meeting Registration Form.

The special workshop is priced as an add-on (\$145 for members; \$195 for non-members) and is subsidized by ACLEA in order to provide a special session priced well below comparable workshops!

SATURDAY, JANUARY 22, 2011

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

*Separate Registration Fee Required –
See special insert for details.*

9:30 a.m. – 3:00 p.m.

Hands on Social Media: The Basics

*Separate Registration Fee Required –
See special insert for details.*

Saturday Events:

9:00 a.m. – 3:30 p.m.

San Francisco Bus Tour &
California Academy of Sciences
(Ticketed Event)

See Special Events Schedule for details. Meet in the lobby of The Palace Hotel at 8:45 a.m. for departure. The bus will return to the hotel by 3:30 p.m. Cost is \$40 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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Networking Break & Exhibits

9:45 a.m. – 10:15 a.m.

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

10:15 a.m. – 11:45 a.m.

Opening Plenary Session:

How to Work With Anyone, Anywhere

The unavoidable truth: some individuals in your work environment can be hard to deal with – volunteers, co-workers, supervisors, service providers – they're everywhere. When communications break down, people tend to react in unproductive ways. Reactivity decreases effectiveness, while increasing stress. In this lively, interactive session, you will learn how to recognize and respond to different communication styles, avoid common mistakes that can aggravate a situation, and solve problems without bruising egos.

Simon D'Arcy - Business Success Teams

11:45 a.m. – 1:15 p.m.

SIG Luncheons:

(Ticketed Event – Open to All Registrants)

Executive Leadership — “The Leader’s Role in Staying Ahead of the Technology Curve” – How do we create structures and processes so that our organizations do not fall behind the technology curve? We might not want to be bleeding edge, or even cutting edge, on harnessing new technology for new products, but can we afford to fall behind? How can we engage technologically savvy lawyers and early adopters to identify potential new products in time to develop and launch them just as (or before) the masses start clamoring for them? What role can our information services staff play in generating ideas for new products based on their knowledge of emerging technologies? Share your thoughts and learn what others are doing to stay ahead of the curve.

Moderated by William E. Connors – State Bar of Wisconsin PINNACLE, and Jennifer Dabson – American University Washington College of Law

Marketing — “With AmEx - Membership Has its Privileges; With ACLEA’s Marketing SIG - Membership Gains its Value!” – A Special Interest Group (SIG) is a community with an interest in advancing a specific area of knowledge, where members exchange ideas and best practices and keep themselves informed about current developments in their field. Dictionary and Wikipedia definition aside – what is the Marketing SIG and what is its value to you, its members? Join us for a brainstorming session about the future of the ACLEA Marketing SIG. We’ll work together to develop a comprehensive plan for the SIG’s activities throughout the upcoming year and ensure that membership has its value!

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

Programming — “Program Evaluations – Maximizing the Value of Your Information” – We all gather information about our programs and speakers, so what is the best use of that information? Is your evaluation data collecting dust in a file or residing silently in a computer? Besides determining whether your topic was a hit or the speaker a miss, what else can you learn from program attendees? How can evaluations help you make programming decisions? Join us for answers to these questions and the opportunity to explore options for making the most of the information you have collected.

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

Publications — “Optimizing Your Web Presence (or Let’s Eat the Whole Buffalo)” – It’s obviously becoming more and more necessary for CLE publishers to have a strong presence on the Internet. This topic will be explored by guest speaker Christopher Sharpe. Sharpe is the web content specialist for TexasBarBooks. His work creating a website for TBB and enhancing the department’s Web presence won the department a 2010 “ACLEA’s Best” Award of Professional Excellence in Marketing and increased online book sales. Come hear what advice he can give to you and your publishing shop and feel free to ask questions of an expert!

Presenter: Christopher A. Sharpe – State Bar of Texas; Moderated by Diane J. Morrison – State Bar of Texas, and Pamela Davies Smith – Pennsylvania Bar Institute

Technology — “Website Analytics – Google and Beyond” – Discuss how various organizations are using website analytics to track information.

Moderated by Peter H. Berge – Minnesota CLE, and Alli Gerkman – Colorado Bar Association CLE

1:15 p.m. – 2:15 p.m.

Workshops A:

IN-HOUSE

When Your Faculty Is Your Boss

You can’t please everyone. However, that adage may not apply when your CLE presenters can affect not only your ability to do your job but your performance review. Saying “no” and setting boundaries is always difficult, but doing so with your firm’s partners, shareholders, associates, or key administrative staff can create conflicts that extend beyond the CLE presentation. Using hypotheticals that reflect the law firm culture, gain control of your situation by learning how to communicate on a level that produces results. Work with a domineering boss or colleague? Don’t react with the typical fight or flight response. Determine a strategy that puts you in control of the situation with a mix of diplomacy, determination, and deference.

Simon D’Arcy – Business Success Teams

PROGRAMMING

A Sunday Drive Through Online CLE Communities

Online CLE started changing the way we approach CLE by removing time and geographic barriers to quality programs. Now it’s changing the game again with the powerful nature of social media and online communities. They can be for members only or open to the public. In the realm of CLE, they generally supplement a live program, webcast, or series of programs. In this session, we will explore some online communities that have been successful for CLE providers and share tips and tricks on why they were successful. If you don’t know how to create such a community, join us for a demonstration, learn how to use them, and review the pros and cons. You will walk away with a notepad full of ideas and tools to get started.

Johnson Cook – Peach New Media

Roxanne Mennes – Seattle University School of Law

Mark Rosch – Internet for Lawyers

PUBLICATIONS

Forecasting Your Fortune: Financial Planning for Future Books, Online Services, and Programs

How do you predict the financial outcome of your products? Can you guess which products will do the best? Join the fun and test your savvy! In quiz show fashion we'll present products and you guess which were hits and which were misses. You might be surprised at the results! Learn key aspects (price, market, and cost) of planning for a variety of products that can boost your bottom line. Plus, share your experiences and walk away with new ideas on predicting winners.

Frances T. Donovan – *Continuing Education of the Bar - California*

Jeffrey Kirkey – *Institute of Continuing Legal Education*

MARKETING

Measuring Your Marketing R.O.I.

Repeat successful promotions. Avoid repeating mistakes. It's a simple thought, but how do you accomplish it? This session – following the path of the popular "Marketing by the Numbers" series from In the Loop – will provide you with analytic tools that are used by your colleagues today to track the success of promotions and to help improve a marketing plan from year to year. Such a measurable continuous system of identifying and replacing unproductive promotions can only help you build a stronger marketing program.

Michael Taylor – *Continuing Education of the Bar - California*

EXECUTIVE LEADERSHIP

Juggling Leadership Balls: Meeting the Demands of Multiple & Changing Leaders

Do you work with one or more boards of directors or advisory committees, or interact with elected bar leadership? What can (or should) be done when different groups have agendas that do not match the agendas developed by you and your staff? Can an accord be reached between responding to leadership input and forging your own path? Come to this session for advice on working with different types of leaders and leadership styles, all while maintaining your sanity and sense of balance.

Moderator: Kathryn Bellman – *Nebraska State Bar Association*

Charles C. Bingaman – *Bingaman Consulting*
Elizabeth M. Stephens – *Oregon Law Institute of Lewis & Clark Law School*

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:

EXECUTIVE LEADERSHIP

Strategic Planning – Setting the Course for a Successful Business

Strategic planning can be done on the back of an envelope or by spending thousands of dollars on a consultant. It can be done in an hour or it can take a year. Not just a document to satisfy the board, it's about working with others to clarify your direction, reduce your priorities, and get everyone on the same page. Strategic planning identifies your strengths and weaknesses and determines your unique value proposition that distinguishes you from your competitors. It's about identifying where you want to go and how to get there, about setting and steering the course for a successful business. Discover how to navigate this path to success by crafting and implementing an overall strategic plan for your organization, and learn how to identify and develop a well-honed strategy for a specific issue.

Ron Friesen – *Continuing Legal Education Society of B.C.*

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

MARKETING

How to Sell Your Organization

We spend so much of our time and resources focusing on selling the Spring programs or the New Edition, or any of our other individual products, programs or services, that we often miss the biggest item on our menu... US! The organizations that thrive in any field (and CLE is no different) are those who connect with their customers at a deeper level, build a relationship with them, and position themselves as the partner they need to understand and solve their problems. At the same time, as you think about how to motivate your team internally, you need to create the same emotional connection with them-- you don't want a team that only works for the paycheck. You want a team that passionately believes in what you do. Come for a great session prepared to talk about your own motivations and to challenge yourself to discover WHY you do what you do!

Johnson Cook – *Peach New Media*
David Schnurman – *Lawline.com*

IN-HOUSE

In-House CLE University: Case Studies

With all the changes taking place in law firms, how has this impacted the leadership, structure and content of a firm's learning programs? In this session the panelists will discuss the new and developing drivers in in-house learning (including technology), how these are being accommodated through practice based universities, and how they provide the opportunity for new and different relationships between law firms, law schools, clients and CLE providers.

Sandra Magliozzi – *Santa Clara University School of Law*

Terri Mottershead – *Mottershead Consulting*

Meghan L. Thomas – *Fraser Milner Casgrain LLP*

PROGRAMMING / PUBLICATIONS

How to Add Social Media to Your Business Plan Without Impacting Your Time or Budget

Use of social media by businesses continues to grow exponentially. It's one thing to say you need to be involved with social media, but it's another to implement it effectively with so many pressures to keep costs down. Now is the time to talk seriously about that implementation. Virginia CLE used a model to launch its social media effort on Facebook, achieving 500 "likes" without additional hires. And they did it with minimal meetings and staff hours. This session will showcase one successful strategy for efficient social media implementation and provide you with ideas for your organization's entry into the social media landscape.

James Edwin Jackson II – *Virginia CLE*

Steffan Welch – *Virginia CLE*

TECHNOLOGY

High Tech, Low Cost: Leveraging Low-Cost Technical Solutions

High tech doesn't need to come at a high cost. Today, there are a wide range of free tools for office productivity, marketing, scheduling, and more that can deliver Perrier results at tap water prices. Uncover some of the free (or near-free) "software as a service" that will help you manage your workload or develop online courses, blogs or wikis. Leave this session with a range of technology options that will fit any budget.

Mark Rosch – *Internet for Lawyers*

4:10 p.m. – 5:10 p.m.

Workshops C:

PUBLICATIONS

Wikis: Lessons Learned

Demand to make our print publications available online is increasing, as is the expectation that our online materials are up-to-date. As our traditional publishing model struggles to cope with these challenges, wikis – Web 2.0 technology used to create collaborative online resources – may be the solution to creating easily updated online versions of our CLE books. A number of organizations have begun to test the wiki concept. Attend this session for an update on these projects and discover what lessons have been learned along the way.

Brian Chick – *Left Button Solutions*

IN-HOUSE / PROGRAMMING

What's New in Your Neck of the Woods? An Update on Trends in State Regulations

Trendspotting not only makes you feel "in the now" and "in the know," but it can help ensure that you are prepared for what's coming in the MCLE industry. How has changing technology changed CLE? How have these changes changed your audiences – and how have regulators responded? How has the scope of activities eligible for credit expanded to include pro bono work and mentoring? With more than 32 years of experience, your presenters will explore the latest trends they have identified while working with every state regulator and thousands of attorneys.

Dorothy Palazzo – *Jones Day*

Gina Roers – *West Professional Development*

EXECUTIVE LEADERSHIP

Lessons from the Recession

Two CLE veterans will lead a discussion addressing constructive responses to the economic downturn. Topics will include practical approaches to maintaining revenue and reducing expenses. Strategic issues like re-imagining the organization's mission in a financial environment for lawyers that many believe will never return to its relaxed, high-margin glory years also will be discussed. CLE providers now seem duty bound to focus more attention on the dramatically changing needs of lawyers in distress – for example, by adjusting the curriculum to cover practice management and economic topics and broadening our means of distribution to include less expensive online and downloadable programs. For the nimble, the recession has created opportunities to reallocate resources and reinvigorate relationships with customers. Please come prepared to share your insights.

Patrick A. Nester – *State Bar of Texas*

Victor J. Rubino – *Practising Law Institute*

PROGRAMMING

Mining for CLE Gold: How to Maximize the Benefits of Surveys and Evaluations

From saving time to saving paper, the benefits of online surveys and evaluations are undeniable, but are we extracting all the value that they can provide? What survey tools are inexpensive, productive and easy to use? How do we improve response rates? What questions yield the most usable data? How do we filter the good ideas from the bad? The Two Tims will answer these practical questions and share their thoughts on the next step: the art of turning vague suggestions into valuable CLE sessions.

Tim Baran – *BaranCLE*

Timothy M. Morrow – *Minnesota CLE*

5:10 p.m. – 6:10 p.m.

Committee Meetings

Distance Learning, International

MONDAY, JANUARY 24, 2011

7:15 a.m. – 4:30 p.m.

Registration and Exhibits

7:45 a.m. – 8:45 a.m.

Committee Meetings

Exhibitors & Sponsors, MCLE, Membership, Newsletter Editorial, Public Interest

8:45 a.m. – 9:00 a.m.

Networking Break and Exhibits

9:00 a.m. – 10:15 a.m.

Plenary Session:

Successfully Navigating the Multi-Generational Workforce

You work with a variety of individuals ranging in age and interest from people who can't miss American Idol on television to those for whom the only real American Idol is FDR. In order to get the most from this multi-generational workplace

it's important to begin by understanding some general traits that different age groups tend to share. This session will review the main values and approaches for the four generations in your workplace and discuss strategies and techniques to better meet the needs of the different generations as well as minimize workplace conflict. Beyond the "how to deal with the younger generation" presentations, this session will explore communication preferences, challenges, and opportunities. Understanding these values and approaches will be critical to the successful development and delivery of your products and curriculum.

Willow Jacobson – *University of North Carolina*

10:15 a.m. – 10:45 a.m.

Networking Break & Exhibits

10:45 a.m. – 12:00 p.m.

Workshops D:

EXECUTIVE LEADERSHIP / IN-HOUSE Lobbying For More Staff

Always trying to fit 40 lbs. of potatoes into a 20 lb. sack? With the current economic conditions, almost every CLE shop is being asked to do more with less (including staff). It has recently been shown that America is now suffering from diminishing returns on this lean staffing philosophy. If you need more staff, but aren't sure how to successfully "ask and ye shall receive," attend this program for great ideas to bring in help for your shop. Tips will include dos and don'ts, as well as debatables – all told from a panel perspective familiar with law firms, law schools, and bar associations – not to mention insights from our stellar audience, YOU!

Moderator: Benjamin Toby – *Freshfields Bruckhouse Deringer US LLP*

Martin J. Chait – *State Bar of Texas*

Roger B. Curlin, III – *Carlton Fields PA*

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

PROGRAMMING / PUBLICATIONS

Tight Times at Law Libraries: Understanding the Impact of Shrinking Budgets and Fewer Books

As continuing legal education publishers we need to understand the needs of our customers. We understand that law librarians have faced many budget cuts and need to be more selective in their purchases. Are the libraries emptying their bookshelves and going electronic? Are their lawyers using e-readers or hand-held devices more than hardcopy books? How do law librarians provide CLE to their internal customers? What changes do they see in law libraries in the next five years? This session will be a frank discussion with experienced law librarians from public, academic, and law firm libraries.

Michael Daw – *Golden Gate University Law Library*

Catherine Hardy – *Hanson Bridgett LLP*

Coral Henning – *Sacramento County Public Law Library*

Diane Rodriguez – *Hassard Bonnington Library*

Kathy Skinner – *Morrison & Foerster LLP*

MARKETING

How to Use Speakers, Planners & Authors to Leverage Your Marketing Message

Primary program marketing plans focus on distributing program information to your customer database, relevant outside lists, posts on your website, social media alerts, and perhaps displaying ads or other advertising. Learn how that plan can be beneficially augmented to increase program registrations by partnering with your speaker's law firm marketing staff to get the word out to their clients and their firm attorneys; using your publication authors as program speakers and cross-marketing to publication customers; establishing a blog or other web space to keep your programs and speakers in the limelight and to promote practice-specific communities; and maintaining control to capture customer program registrations.

John M. Mola – *Practising Law Institute*

EXECUTIVE LEADERSHIP

Revenue Forecasting for New Products & Product Enhancements

Whether they are great ideas generated from within, or questionable schemes foisted upon you by external forces, new products are the sustaining life-blood of your enterprise. Though you can't predict their exact impact on your bottom line, you can use historic matrices and product parallels to estimate their worth and determine how much of your limited resources can be allocated to the project. Your presenters, two seasoned CLE professionals, will draw from financial tools and personal experience to help you make those critical projections.

Linda Russell – *Continuing Education of the Bar – California*

Fran Wellington – *Ohio State Bar Association*

TECHNOLOGY

The Medium is the Message: Choosing the Right Media for Your Content

Books, blogs, looseleaf updates, podcasts, videos, wikis... all media have characteristics that engage the consumer in different ways. Whether providing an update on the law, a refresher on legal skills, or a legal reference guide, your choice of medium can be as important to the success of your initiative as the content itself. How do you decide which medium should be used in which instance? How do you repurpose content designed for one medium to work effectively in another medium? What is the risk of single source publishing and how can you mitigate this? Attend this session to get answers to these questions... and more!

Jennifer LC Flynn – *Legal Education Society of Alberta*

12:00 p.m. – 1:45 p.m.

SIG Luncheons

(Ticketed Event – Open to SIG Members Only)

Associate Members — Discussion of Associate Member Questionnaire results and how to meet the needs of the Associate Member.

Moderator TBD

Entrepreneurs — Speakers, consultants, exhibitors, independent providers and anyone else who can't get into a better SIG, come join us as we put the "entrée" into entrepreneur. At this meeting, we will start putting some "meat on the bones" of our previously skeletal discussions concerning programming at future meetings and building a knowledge resource for the organization through blogs, manuals and audio/visual content. If you want to be part of the activities that change ACLEA (or at least SIG lunches as we know them), don't miss it!

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

In-House/Professional Development — As we embark on a new year, what changes are you dealing with in your organization? Are new rules or new technologies making your work easier or more difficult? Are economic conditions still affecting your firm's resource allocation to CLE/PD? Are client demands affecting your CLE offerings?

Moderated by Benjamin Toby – Freshfields Bruckhaus Deringer US LLP, and Meghan L. Thomas – Fraser Milner Casgrain LLP

Law Schools — "Social Media: The Basics" — Not sure what Twitter, Facebook and LinkedIn are all about? Have some knowledge but not sure how to implement social media into your marketing strategies? Join this interactive discussion to get your questions answered. We will also discuss special issues that arise when executing social media into a law school setting, whether there should be one person designated as the "administrator" for these mediums as well as how to appeal to a diverse demographic using these web-based technologies.

Moderated by Peniey McClary – Suffolk University Law School

Local & Specialty Bars — "How Do Local & Specialty Bars Meet Today's Challenges?" — The news is out: "Business as usual for law firms is highly unlikely." ("Changes in the Legal Profession" Plenary Session, 46th Annual Meeting, 2010.) How can we adapt to the changing structure and needs of our constituent law firms? With advances in technology, the avenues of communicating, marketing, and delivering our programs have greatly broadened. How do we incorporate these methods in our operation? Today's economic downturn impacts us in a myriad of ways. How are we meeting the revenue challenge? Join your colleagues in discussion of these questions and others. Submit your questions to SIG Co-Chair, Susan Blair (susan.blair@nashvillebar.org) by Jan. 3, 2011.

Moderated by Susan Blair – Nashville Bar Association

Nationals — This luncheon is all about you! It's your opportunity to share with your peers what great initiatives or projects you've accomplished over the past year. We want to hear about what lessons were learned, what worked, what didn't. Maybe it's a great book you've read that energized you to do something different with your team or organization. What can we learn from you?! Everything! So, come to the best SIG luncheon on the schedule and see what you can learn from your peers.

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

State & Provincial Bars — "Prospecting for Gold!" — In CLE, our customers and presenters are gold. Explore ideas for finding new customers and attracting them to your programs. Share tips for building customer loyalty. Identify untapped sources to mine for new presenters and ways to build your volunteers' loyalty, too.

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

1:45 p.m. – 3:00 p.m.

Workshops E:

MARKETING / PROGRAMMING

Show Me the Money: Using Sponsorships, Exhibitors and Others to Fund Your Programs

Costs rise, but market forces place a restriction on your ability to raise prices or tuition to meet those rising costs. Alternative funding through sponsorships, exhibitors, and other third parties provides an opportunity to protect your bottom line. Two state bar associations will reflect on the lessons they learned in ramping up and maintaining alternative funding for CLE programs. Learn what motivates entities – beyond the traditional models – to provide your organization with funds in return for access to your customers. Discover what they expect and deserve; who you should approach to seek alternative funding; and how best to present your case.

*Mary Dilworth – Colorado Bar Association CLE
Kanice Spears – State Bar of Texas*

PUBLICATIONS

The Price is Right: Four Book Comparison

In publications we often wonder: why does one book sell better than another? There are so many reasons and it's always more complicated than we think. One winner comes out of the blue and then a book we think is a "sure thing" is a dud. Who knew? In this session attendees will be presented with four pairs of books that are somewhat similar, but only one in each pair was a good seller! We'll look into why, hopefully confirm some things we know, and also challenge some old ideas at the same time. Teams will compete against each other and the team with the most right answers will win a prize! Come have some fun, learn something new, and get your competitive juices going all at the same time.

James Edwin Jackson II – Virginia CLE

IN-HOUSE

Finding & Repurposing Online Content

This session will show how CLE providers in law firms, corporations, and government agencies can multiply the benefits of any single online educational resource by repurposing it in various ways. Through practical frameworks, real-world examples and hands-on exercises, attendees will learn how to leverage any single webcast, video presentation, client alert, or memo into a variety of teaching tools that will develop fundamental skills, help satisfy CLE requirements, and provide immediate value to attorneys as they perform their work. This workshop's goal will be to provide each attendee with at least two or three ideas to take back and apply within their organizations.

Moderator: Benjamin Toby – Freshfields Bruckhaus Deringer US LLP

*Chris Boyd – Wilson Sonsini Goodrich & Rosati
Janet Stone Herman – Morrison & Foerster LLP*

PROGRAMMING

Caught Between a Rock and a Hard Place: Managing CLE Competition Within Your Organization

You're on the horns of a dilemma; on the one hand your shop has financial and programming expectations, but on the other you may be "encouraged" by management to help fellow organization stakeholders also achieve success with their CLE programs. This could range from handling event logistics to promoting the "competitor's" seminar on your website. How do you serve both masters? Learn from the experience of a diverse panel whose members are making progress toward reducing competition from within.

Moderator: Roxanne Mennes – Seattle University School of Law

William E. Connors – State Bar of Wisconsin PINNACLE

Michelle Vasta – Contra Costa County Bar Association

Pamela Wilson – State Bar of California

TECHNOLOGY

Technology Investment Decisions

Webcasts, podcasts, e-books, wikis, tagging, folksonomies, online libraries, social media... Advances in technology have generated boundless opportunities for CLE delivery. When faced with so many options, how do we decide where we should be investing our resources? Join our experts as they share their insight on making technology investment decisions. Learn to assess technology investment opportunities in the context of your organization's own strategic direction, budget processes, and core competencies. Learn to ask the right questions before you invest. And, learn how to improve your investment track record with "lessons learned" and measuring results versus expectations.

Lynn P. Chard – Institute of Continuing Legal Education

Yvette Harms – Institute of Continuing Legal Education

Peter Rawsthorne – Continuing Legal Education Society of B.C.

5:00 p.m. – 10:00 p.m.

Dinner in Chinatown & Comedy Show Networking Excursion

(Ticketed Event)

See Special Events Schedule for details. Meet in the lobby of the Palace Hotel at 4:45 p.m. for bus transportation for this excursion. Cost per person is \$66 USD for the dinner and comedy show ticket. Please make your required reservations on your registration form.



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TUESDAY, JANUARY 25, 2011

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:

I Can Read You Like a Book: The Craft of Reading Body Language

Most human communication occurs non-verbally. There are common core elements of body language that cross all cultures and age groups. By learning to read a person's real and often unintended messaging you can establish a baseline and communicate more effectively, getting to the real message and the truth. Take this opportunity to enhance your "people" skills as your presenter, a former army interrogator, author and frequent TV news analyst, sheds light on basic human body language and creating a baseline. You will leave with the ability to establish a baseline and note deviation that can indicate deception.

Greg Hartley – *Mind at War*

11:20 a.m. – 12:20 p.m.

Workshops F:

TECHNOLOGY

eLearning: Fundamentals for Taking Classroom Training Online

Imagine going to the movies and instead of the well-crafted screen play and videography that you expect, you are presented with two hours of readings from the novel the movie is based on. Sounds crazy right? Unfortunately, that's the path many organizations take with eLearning by simply converting PowerPoint from the classroom session into an eLearning course. It's not that the novel or classroom materials are bad; they are simply better suited for a different medium. In this session we'll explore best practices for converting classroom material into eLearning that is engaging and effective. We'll discuss using learning models to organize content. We'll look at techniques to engage your audience and look at examples of simple steps you can take to build more compelling eLearning.

Steve Lowenthal – *Kineo*

MARKETING

Selling Content, Not Credit

What is it that we sell? It is all too easy to get wrapped up in simply providing and obtaining credits. But in fact, the CLE enterprise is engaged in much more than selling credit. Find out how emphasizing the content and the benefits of your CLE offerings can be just as important – maybe even more important – than focusing on the potential credits a lawyer can earn.

R. Lucas Boling – *The Missouri Bar*

Alli Gerkman – *Colorado Bar Association CLE*

EXECUTIVE LEADERSHIP

Summit Update: From Blueprint to Action

The Final Recommendations from the October 2009 ACLEA/ALI-ABA Critical Issues Summit are being translated into action! This fall, ALI-ABA and ACLEA embarked on a series of initiatives aimed at changes in CLE, MCLE, and lawyer development. These initiatives encompass lawyer competencies, communication frameworks between CLE and MCLE, outreach to law schools, meeting the needs of underserved lawyers, and more. Find out what's been started and what lies ahead. Share your ideas and experiences. This session will keep you informed AND keep post-Summit energies focused on your organization's objectives and needs.

Moderator: Carole A. Wagan – *Advanced Legal Studies* – *Suffolk University Law School*

IN-HOUSE / PROGRAMMING

Un-CLE: The Challenges (and Their Solutions) of Unaccredited Programs

Raise your hand if you'd like the answer to questions like these: Putting on a program without a CLE component should be no different than putting on a program that has it, and should be easier, right? What possible programs would a law firm want to provide that does not offer CLE? Maybe you're thinking, "I planned on having CLE for my program but the CLE Board denied the application. What do I do now?" If your hand went up, then enter the Bizzaro world and attend this workshop that explores no CLE at a conference devoted to improving how to provide CLE. NOTE: If you did not raise your hand, then bring your answers to this session -- along with questions you do have about "no CLE programming."

Jan F. Majewski – *Holland & Knight LLP*

Katya Miller – *Townsend & Townsend & Crew LLP*

PUBLICATIONS

Got a Problem? We Can Help!

A Publications Problem Solving Session

Big shop or small shop, for-profit or nonprofit, we all have problems. 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 those of you involved with publications at this informal, interactive session!

Linda Kruschke – *Oregon State Bar*

Diane J. Morrison – *State Bar of Texas*

Pamela Davies Smith – *Pennsylvania Bar Institute*

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 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.

1:50 p.m. – 2:50 p.m.

Workshops G:

MARKETING / PROGRAMMING / PUBLICATIONS

Print and Web Copywriting Basics

There may not be magic words, however there are Golden Promises! Learn the tactics used by master wordsmiths in crafting a succinct and effective marketing piece. Hone your skills of persuasion using the fewest possible, but most effective, words. Learn the difference between writing for print, web, or mobile application. The copy you write is your link to successful communication with your customers – your link with success, period.

Mary Dilworth – *Colorado Bar Association CLE*

EXECUTIVE LEADERSHIP / IN-HOUSE / PROGRAMMING

Competency Assessment & Testing: How, When & Why

At the CLE Summit and subsequently, there has been a great deal of discussion about identifying core competencies for lawyers and determining how to assess whether lawyers have achieved those competencies. A committee of the ABA's Section on Legal Education has proposed amendments to the ABA's accreditation standards that would require law schools to articulate learning outcomes and periodically assess student achievement of the identified competencies. Similarly, many law firms have competency-based professional development programs that identify key skills and measure the proficiency of their associates. Jurisdictions other than the U.S. have identified core "lawyering" competencies and have developed or started developing assessment tools. This panel will help you understand the background of this new emphasis and offer some suggestions regarding how CLE can utilize the work being done to improve the continuing education of the bar.

Elizabeth H. Loftus – *Leo Cussen Institute*

Evelyn Gaye Mara – *Professional Development Services*

Donald J. Polden – *Santa Clara University, School of Law*

TECHNOLOGY

Getting the Most Value for Your Money with Rapid eLearning

Whether you're spending \$1 or \$1M on your eLearning tools, platforms or content, it's important that you're getting value for money. Low-cost solutions used appropriately can yield terrific benefits. We'll look at the opportunities provided by rapid eLearning, DIY solutions, open source software, informal media and social networks to engage and educate your audience at little or no cost.

Steve Lowenthal – *Kineo*

PUBLICATIONS

Secrets Revealed: How Do For-profit Publication Houses Make Publication Decisions?

This workshop draws from the expertise of commercial publishing shops. West and Lexis, together for this one-time only presentation, will share how for-profits create a publishing plan to meet revenue expectations; package and market their titles; determine what new titles to publish, what existing titles to support, and when to terminate a publication; and how to communicate with authors to get results.

Jennifer Eisen – *West Professional Development*
Lisa Smith-Crissey – *LexisNexis*

EXECUTIVE LEADERSHIP

Performance Management: It's Not About the Review

There is much attention and material written about performance reviews. However, this is a very small piece of ensuring that employees make the intended contributions. Performance management is an active approach to assist employees with meeting an organization's expectations. It is a key responsibility of individuals who write or contribute to employee reviews. Learn how performance management can help you guide your CLE staff to achieve professional goals and become an asset to your establishment.

Judy Clark – *HR Answers, Inc.*

2:50 p.m. – 3:10 p.m.

Networking Break & Exhibits

3:10 p.m. – 4:10 p.m.

Workshops H:

EXECUTIVE LEADERSHIP

Up to Your Ears in Alligators? Creative Delegation Outside Your Shop

We all feel swamped at times and are always on the lookout for ways to make every dollar and woman- or man- hour go further. While most of our program presenters are volunteers, we can also more creatively draw upon our volunteer base (and others) to help us deliver the best education and publications to our members. This session will explore how using volunteers can be extended in effective and creative ways to keep those alligators at bay!

Susan Gecho Gobbs – *People's Law Center/
State Bar of Montana*

IN-HOUSE

Adding the "Fun" Factor to In-House CLE

Today's partners, associates, and legal professionals are facing a wide-variety of changes and challenges. It's a very tense atmosphere in many law firms with hours down, morale lower, and intensity on client building. This session will show PD professionals ways to take their In-House CLE and Training and give attorneys and professionals a breath of fresh air and fun during training time. Ideas will include injecting music, games, interaction, and frivolity into all types of programs. Not only the what, and the why, but also the "how" to convince conservative speakers, planners, and firm leadership that it's the right thing to do.

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

MARKETING

Customer Care: Nordstrom Service for Walmart Resources

We hear the words "customer care" frequently but what do they really mean? CLE is not produced in a vacuum; we work with numerous volunteers, sponsors, partners, and content providers. Can customer care truly make a difference? For companies that consistently rate high in customer satisfaction – Nordstrom, the Ritz Carlton, and Cadillac – yes, it makes a difference and sets them apart. But not everyone has the resources for "putting on the Ritz." In CLE, there is an unceasing stream of demands. Time and patience are often in short supply. And yet, there is excellence in CLE. Explore the traits, habits, and practical strategies that help provide best-in-class customer service with limited resources.

Karen D. Lee – *Oregon State Bar*
Nathaniel T. Trelease – *WebCredenza, Inc.*

PROGRAMMING / PUBLICATIONS

Getting to (and Beyond) "Yes": How to Motivate and Lead Volunteers to Do What You Need

As CLE publishers and programmers, we rely on volunteers to write chapters, edit books, serve on planning committees and editorial boards, chair programs, and speak at seminars. Getting volunteers to say "yes" to serve in these capacities is often the easy part. The desire to give back to the profession, the pleasure factor, and the need to bone up on a particular topic or subject all play into a potential volunteer's agreeing to serve. The harder – and more critical – part of your job is getting beyond the initial "yes" to an effective partnership with your volunteers. A truly effective partnership results in a good experience for the volunteers, a successful program or book for your organization, and a positive relationship that serves both the volunteer and organization well in the future. In this workshop you will explore a variety of volunteer formats, learn effective ways to keep your volunteers on task and motivated, and learn how to ensure that volunteers will say "yes" all over again.

Lisa C. Travis Fischer – *Colorado Bar
Association CLE*
Mary Lynne McInnis – *Atlanta Bar Association*

TECHNOLOGY

Mobile Technology: Applications & Making CLE Mobile-Friendly

CLE professionals cannot ignore the dramatic growth in the adoption of mobile technology. With more lawyers than ever accessing information through iPhones, iPads, BlackBerrys and other mobile devices, this is one trend that cannot be ignored. Explore the implications for the entire spectrum of CLE providers. See a demonstration of West LegalEdcenter's award-winning CLE Mobile app, and learn tips that any organization can incorporate to make email and websites mobile-compatible.

Tim Baran – *BaranCLE*
Kevin McCormack – *West LegalEdcenter*

4:15 p.m. – 5:15 p.m.

Closing Plenary Session: "Eat" the Roses

It's not enough to stop and smell the roses; you need to eat them, too. If this piques your curiosity then be sure to attend this final event of the 47th Mid-Year meeting!

The Honorable William W. Bedsworth –
California 4th District Court of Appeal

6:00 p.m. – 10:00 p.m.

ACLEA Closing Event with
Wonder Bread 5 (*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!

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, and the Tuesday night special event. Saturday's CLE Boot Camp and Social Media Workshop 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 January 7, 2011.

Spouse/Guest Fee

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

Hotel Information

Our host hotel is The Palace Hotel in San Francisco, California. ACLEA has secured a special room rate of \$185.00 USD per night for single/double available until January 4, 2011 or until the room block is exhausted, whichever comes first. NOTE: ACLEA has obtained this room rate by contracting a total meeting package at The Palace Hotel. ACLEA must meet certain minimum food & beverage and hotel room pickup requirements or ACLEA will face attrition and/ or meeting room rental fees. 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 Palace Hotel San Francisco](#)
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+1 415-512-1111 (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 2011 in Boston or Mid-Year 2012. 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 7, 2011. Registration refunds, less a \$50 USD processing fee, will be given to registrants who cancel by 5:00 p.m. Friday, January 7, 2011. If notice is received between January 7 and 14, 2011 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 Palace Hotel

From San Francisco International Airport:

We recommend that you fly into San Francisco International Airport (Code SFO), which is an approximate 25-minute drive away from the hotel. The taxi cost for transportation to the hotel is \$40-60.

For guests who wish to take the train, the Bay Area Rapid Transit (BART) train runs between SFO and San Francisco every 15 - 20 minutes. Simply board any San Francisco bound train at the BART station located in the international terminal. Exit the train at the Montgomery Street Station. The Palace Hotel is located at the corner of Market and New Montgomery Street, directly across from the train station. The total cost is \$8.10. Travel time is approximately 45 minutes.

From Oakland International Airport:

For an equally convenient alternative, we recommend that guests fly into the Oakland International Airport (Code OAK), which is an approximate 35-minute drive away from the hotel. The taxi cost for transportation to the hotel is \$55-65.

Bay Area Rapid Transit System (BART) is also available for those who wish to take the train. Air Bart Shuttle leaves every 10 minutes and is \$3 per person. It will take you to the nearest BART station, which is Oakland Coliseum. Take any San Francisco bound train and exit the Montgomery Street Station. The Palace Hotel is located at the corner of New Montgomery and Market Street. The cost for the BART train is \$3.80 per person. Trains arrive every 15-20 minutes, travel time is 45 minutes.

Public Transportation

The Palace Hotel is easily accessible by public transportation in San Francisco utilizing the BART transit system.


By Car


The Palace Hotel has convenient valet and self-parking facilities nearby that are available to you for a fee during your stay.

QUESTIONS?

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

REGISTER BY

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

 **Fax: (512)451-2911**

 **Online: <http://www.aclea.org>**

Special Thanks to the San Francisco PLANNING COMMITTEE

Kathryn Bellman – *Nebraska State Bar Association*
Jennifer LC Flynn – *Legal Education Society of Alberta*
Henry Lake – *The Professional Education Group, Inc.*
Holly Garland Langworthy – *Minnesota CLE*
Roxanne Mennes – *Seattle University School of Law*
Benjamin Toby – *Freshfields Bruckhaus Deringer US LLP*
LaVone R. Warren – *Cumberland School of Law, Samford University*
Karen D. Lee (co-chair) – *Oregon State Bar*
Donna J. Passons (co-chair) – *ACLEA Executive Director*

47TH MID-YEAR MEETING

JANUARY 22 – 25, 2011
THE PALACE HOTEL
SAN FRANCISCO, CALIFORNIA



The Network for CLE Professionals...Worldwide

ACLEA'S 47TH MID-YEAR MEETING • SAN FRANCISCO, CA • JANUARY 22-25, 2011

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

Please Indicate the Sessions You Plan to Attend:

SUNDAY, JANUARY 23, 2011

- Workshops A / 1:15 pm - 2:15 pm
 When Your Faculty is Your Boss
 A Sunday Drive Through Online CLE Communities
 Forecasting Your Fortune: Financial Planning
 Measuring Your Marketing R.O.I.
 Juggling Leadership Balls: Meeting the Demands

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

- Strategic Planning - Setting the Course for a Successful Business
 How to Sell Your Organization
 In-House CLE University: Case Studies
 How to Add Social Media to Your Business Plan
 High Tech, Low Cost: Leveraging Low-Cost Technical Solutions

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

- Wikis: Lessons Learned
 What's New in Your Neck of the Woods? Trends in State Regulations
 Lessons from the Recession
 Mining for CLE Gold: Maximize the Benefits of Surveys & Evaluations

MONDAY, JANUARY 24, 2011

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

- Lobbying for More Staff
 Tight Times at Law Libraries: Understanding the Impact
 How to Use Speakers, Planners & Authors to Leverage Marketing
 Revenue Forecasting for New Products & Product Enhancements
 The Medium is the Message: Choosing the Right Media

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

- Show Me the Money: Using Sponsorships/Exhibitors to Fund Programs
 The Price is Right: Four Book Comparison
 Finding & Repurposing Online Content
 Managing CLE Competition Within Your Organization
 Technology Investment Decisions

TUESDAY, JANUARY 25, 2011

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

- eLearning: Fundamentals for Taking Classroom Training Online
 Selling Content, Not Credit
 Summit Update: From Blueprint to Action
 Un-CLE: Challenges & Solutions of Unaccredited Programs
 Got a Problem? A Publications Problem Solving Session

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

- Print and Web Copywriting Basics
 Competency Assessment & Testing: How, When & Why
 Getting the Most Value for Your Money with Rapid eLearning
 Secrets Revealed: How For-Profit Publication Houses Make Decisions
 Performance Management: It's Not About the Review

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

- Up to Your Ears in Alligators? Creative Delegation Outside Your Shop
 Adding the "Fun" Factor to In-House CLE
 Customer Care: Nordstrom Service for Walmart Resources
 Getting to (and Beyond) "Yes": How to Motivate and Lead Volunteers
 Mobile Technology: Applications & Making CLE Mobile Friendly

HOTEL

Hotel reservation deadline is January 4, 2011. Refer to brochure for details.

I will be staying at The Palace Hotel.

REGISTRATION on or before January 4, 2011:

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

REGISTRATION after January 4, 2011:

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

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

Please submit a separate Membership Application.

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

CONFERENCE MATERIALS - I would like:

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

Total for Registration Fee \$

OPTIONAL EDUCATIONAL PROGRAMS (Pre-Registration Required)

SATURDAY, JANUARY 22, 2011 - ACLEA CLE Boot Camp

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

SATURDAY, JANUARY 22, 2011 - Hands on Social Media Workshop

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

Total for Optional Educational Programs \$

SPECIAL INTEREST GROUP LUNCHEONS (Pre-Registration Required)

SUNDAY, JANUARY 23 / 11:45 am - 1:15 pm (Open to All Registrants) \$30

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

MONDAY, JANUARY 24 / 12:00 pm - 1:45 pm (*Open to SIG Members ONLY) \$31

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

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

TUESDAY, JANUARY 25 / 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, JANUARY 22, 2011

- S.F. Bus Tour & CA Academy of Sciences** \$40 x _____ (no. of tickets)

MONDAY, JANUARY 24, 2011

- Dinner in Chinatown & Comedy Show Excursion** \$66 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