

ACLEA

38th Annual Meeting

July 27 - 30, 2002

Delta Centre-Ville

Montreal, Quebec



Choose from over 30 sessions
and 5 educational tracks:

| | |
|--------------|------------|
| In-House | Programs |
| Leadership | Marketing |
| Publications | Technology |

Presented by The Association
for Continuing Legal Education

Why You Should Attend:

Message from the Co-Chairs:

Montreal! Enticing you to attend the 38th Annual ACLEA Meeting may take no more than that. But there is more – much, much more.

Keynote Programs

Our theme is music. Like great symphonies, our plenary sessions are designed to inspire you. Some of North America's leading lawyers will join us to discuss the critical role that CLE has in improving the system of justice by improving the quality of lawyering. You will have the opportunity to step back from your day-to-day work to reflect on the crucial role that we play in society and what we can do to accept the responsibility to ensure that lawyers efficiently and effectively resolve the conflicts brought to them by their clients. We are honored that A.P. Carlton, President-Elect of the American Bar Association and a long-time participant in CLE will join us for the opening keynote session. These sessions will not be esoteric. While the goals will be lofty, the results will be specific, pragmatic steps that ACLEA and individual members can take to improve the competence of lawyers.

Workshops

Our planning committee has developed 24 up to date, useful and innovative workshops to ensure that every member will walk away with hundreds of "golden nuggets." From a checklist of issues to resolve in any alliance or consolidation of CLE organizations to a first-ever workshop designed for us as individuals, John Moore on Retirement Planning, you will find the things you need to know, taught by the people you want to hear. Whether you work in programs, publications, management or marketing, whether you are in-house at a law firm or direct a statewide, full-service organization, you can be assured that this is an Annual Meeting you cannot miss.

And then there is Montreal.

A cosmopolitan city, rich in culture, music, history and home of the Just for Laughs Festival, Montreal is a destination suited to any taste. The second largest French-speaking city in the world, English is comfortably spoken throughout. The Delta Centre-Ville is located steps away from Old Montreal and its Old Port, featuring cobblestone streets, horse-drawn carriages and the 19th century classic Notre Dame Basilica. For the family, you can visit La Ronde amusement park, the Biodome or the Insectarium. Montreal can also be a jumping off point for a family vacation. Within a short drive you can visit Quebec City, established in 1608 and remaining the only fortified city in North America, the Old Quarter, an experience no one should miss, the mountains and lakes of the Laurentides with golf, water sports and hiking galore; the incredible Canadian Museum of Civilization and the Parliament Buildings in Ottawa.

Inspirational keynotes, pragmatic workshops and time to take in the magnificence of Montreal. The perfect blend of education and fun. We can't wait to see you in July.

À bien tôt!

Dick McCoy, Steve Emens, Co-chairs and the best Planning Committee we could ever hope to find.

Special Thanks to the Montreal Planning Committee

Steven C. Emens (Co-chair), Alabama Bar Institute for CLE
Richard L. McCoy (Co-chair), Pennsylvania Bar Institute

Nora Crandall, Illinois Institute for CLE

Karen S. Darby, Pennsylvania Bar Institute

Anita Hamlett, Alabama Bar Institute for CLE

Carla Kemp, The Missouri Bar

Henry L. Lake, The Professional Education Group, Inc.

Dianne Lawlor, Boston Bar Association

Elizabeth Loftus, Leo Cussen Institute

Thelma O'Grady, Continuing Legal Education Society of B.C.

Libby S. Saypol, Fried, Frank, Harris, Shriver & Jacobson

Louis-Charles Sirois, Department of Justice, Canada

Susan L. Tomita, ALI-ABA

Alan Treleaven, Continuing Legal Education Society of B.C.

Carole A. Wagan, Suffolk University Law School

Executive Committee Liaison
Paul F. Wood

Executive Director
Donna J. Passons

Special Events Schedule

Saturday, July 27, 2002

8:30 a.m. - 12:30 p.m.

Montreal City Tour

Highlighting Montreal's history, cultural heritage, cosmopolitan nature and European flavour, this tour will give you an overview of the city. Some of the attractions include Montreal's vibrant, multi-faceted downtown, a shopping and cultural haven where ultra-modern skyscrapers soar alongside 19th century mansions. Also enjoy the sites of Old Montreal, the islands of Ile Notre-Dome and Ile Ste-Helene, Mount Royal Park, and some of Montreal's leading museums, cultural and performing arts institutions. At the end of the tour, you will have the option of visiting the Museum of Archeology located in downtown Old Montreal (separate admission) or return to the hotel. Depart from the Delta Centre-Ville hotel lobby at 8:30 a.m. for this tour. **Cost per person \$38.00 (US)**. A minimum of 20 people is required for this tour. Please make your required reservations on your registration form.

4:45 p.m. - 6:30 p.m.

New Member and Faculty Reception

ACLEA members join together to welcome new members to the organization and show support for the Montreal faculty.

Sunday, July 28, 2002

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

PLI Reception – Delta Centre-Ville Hotel

Join your fellow ACLEA colleagues at the annual reception sponsored by the Practising Law Institute.

Monday, July 29, 2002

3:30 p.m. - 7:30 p.m.

Excursion to the Village of Vercheres

Take the rest of the afternoon to explore the village of Vecheres. This excursion will depart from the Old Port of Montreal at 3:00 p.m. for a 45-minute boat ride on the St. Lawrence River to the quaint and historic village of Vercheres. You are free to walk around and enjoy the sites on your own or ACLEA's private guide will point out historic features of the village as well as guide you through the art gallery. This is a great opportunity to network with your peers and develop contacts with people who will serve as resources for years to come. **Cost per person \$30.00 (US)**. A minimum of 20 people is required for this tour. Please make your required reservations on your registration form.

Tuesday, July 30, 2002

6:30 p.m. - 9:30 p.m.

ACLEA's Closing Event

Join your ACLEA colleagues for an evening filled with the music of Montreal. Enjoy the view of the St. Lawrence River from the Belvedere room located on King Edwards Pier. After dinner and music, feel free to walk about the streets of Old Montreal for shopping and site seeing. Tickets for registrants are included in the registration fee. **Cost per guest is \$50.00 (US)**. Please make your reservation in advance on your registration form and be sure to include the number of guests attending.



**For additional information call the ACLEA headquarters at (512) 453-4340
or e-mail us at aclea@aclea.org**

Saturday, July 27, 2002

8:15 a.m. – 4:30 p.m.

Boot Camp

10:15 a.m. – 3:00 p.m.

Effective Presentation Skills for the CLE Professional

4:30 p.m. – 5:30 p.m.

Arizona Planning Committee Meeting

4:45 p.m. – 6:30 p.m.

New Member and Faculty Reception

Sunday, July 28, 2002

8:00 a.m. – 9:30 a.m.

Selected SIG Meetings

(Law School, Marketing, Publications and Technology)

9:30 a.m. – 10:00 a.m.

Networking Break & Exhibits

10:00 a.m. – 10:30 a.m.

President's Welcome and ACLEA Awards

10:30 a.m. – 12:00 p.m.

Keynote

How CLE Can Play a Role in the Improvement of
the System of Justice

12:00 p.m. – 1:30 p.m.

SIG and Committee Chair Luncheon (ticketed event)

12:00 p.m. – 1:30 p.m.

First Time Attendee Luncheon (ticketed event)

1:30 p.m. – 2:30 p.m.

WORKSHOPS A

Leadership, Programs and In-House Track

Alliances and Consolidations in the CLE Business
Technology Track

How to Keep Technology Projects on Track

Publications and Marketing Track

Marketing Publications: Selling Across State Lines

In-House Track

Advanced Survival Strategies for In-House CLE Directors

Programs Track

Experiential Learning Part I

2:30 p.m. – 3:15 p.m.

Exhibit Hall Showcase

3:15 p.m. – 4:15 p.m.

WORKSHOPS B

Leadership Track

Re-Inventing Your Job and Yourself

Technology Track

Intellectual Property and Privacy Issues Update

Marketing Track

How to Differentiate Your Marketing and Keep it Fresh

Programs Track

Experiential Learning Part II

4:15 p.m. – 5:00 p.m.

Committee Meetings

(International, Education
and San Francisco Planning Committee)

6:00 p.m. – 7:30 p.m.

PLI Reception

Welcome to Montreal

OPTIONAL EVENTS

Saturday, July 27, 2002

8:30 a.m. – 12:30 p.m.

Montreal City Tour

Monday, July 29, 2002

3:00 p.m. – 7:30 p.m.

Excursion to the Village of Vercheres

Monday, July 29, 2002

8:00 a.m. – 9:00 a.m.

Committee Meetings
(Exhibitor & Sponsors, Mandatory CLE,
Member Services, and Public Interest)

8:00 a.m. – 9:00 a.m.

Joint Session with ORACLE - On-line Application Form

9:00 a.m. – 10:30 a.m.

Keynote
CLE's Role in the Practice of Law: From Transition
Education to Senior Partners

10:30 a.m. – 11:00 a.m.

Networking Break & Exhibits

11:00 a.m. – 12:00 p.m.

WORKSHOPS C

Leadership Track
Making Work Fun
Technology Track
Web Czar Talk
Publications Track
Internet and Publishing
General Track
Estate & Retirement Planning for Us
Programs Track
Care and Feeding of Volunteers

12:00 p.m. – 2:30 p.m.

SIG Lunches (ticketed event)
(Publications, In House, Law School, Local & Specialty
Bars, Nationals and State & Provincial Bars)
Luncheon - Optional Session (ticketed event)
Roundtable Discussion with the Experts

Tuesday, July 30, 2002

8:30 a.m. – 10:00 a.m.

ACLEA Business Meeting, Elections and Breakfast

10:00 a.m. – 10:30 a.m.

Networking Break & Exhibits

10:30 a.m. – 12:00 p.m.

Keynote
Evolving Role of the CLE Professional

12:00 p.m. – 1:30 p.m.

SIG Lunches (ticketed event)
(Executive Leadership and Marketing)

1:30 p.m. – 2:30 p.m.

WORKSHOPS D

Leadership Track
More Books
Programs, Technology and Marketing Track
New and Repurposed Marketing and Technology
Strategies that Use What You Have
Publications Track
Elements of a Good Index
Marketing Track
Reaching Beyond Your Obvious Markets
Programs Track
Workshops on Curriculum

2:30 p.m. – 3:00 p.m.

Networking Break & Exhibits

3:00 p.m. – 4:00 p.m.

WORKSHOPS E

In-House Track
Making Your Pitch: Oral Communication Skills
Technology Track
A Blended Approach to Creating a Virtual
Classroom
Publications Track
Index Contracting and Software Issues
Marketing Track
Basics of Marketing Strategy
Programs Track
Teaching Skills from Other Disciplines

4:00 p.m. – 4:45 p.m.

Closing Session: The "Golden Nuggets" from Workshops
You Missed

6:30 p.m. – 9:30 p.m.

ACLEA's Closing Event

The 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 Boot Camp has met with rave reviews and ACLEA is committed to continuing this service to its members. The sessions within the Boot 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, materials, and a "certificate of attendance".

Presiding: *Barbara Armstrong, Alaska Bar Association*

8:15am Continental Breakfast

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

8:45am Program Planning from A to Z – Creating contacts and resources; deciding on subjects, content, faculty and formats; budgeting and pricing; timelines and deadlines; analyzing your results.

Leslie Myers, State Bar of Texas

9:45am Contract Negotiations – Negotiating with facilities and speakers is an art. Learn how to get the best deals, what attrition clauses are and how to avoid them, and how to structure a win/win situation.

Marty Latz, Latz Negotiation Institute

10:30am Break

10:45am Effectively Marketing CLE Seminars – Brochure design, tracking responses, use of different kinds of copy, marketing premium products and use of special mailers, using the internet.

Henry Lake, Professional Education Group, Inc.

11:45am Technology and CLE – Technology affects everything we do, including CLE. Learn how to control it in your day-to-day operations and put it to good use in your programming. Find out how technology impacts the delivery of CLE programs and publications, how your audience (and MCLE) may control what choices you make, and how technology can help with your office operations, including hardware and software. Take a look at the future of CLE and technology.

Ginger Imler, Illinois Institute for CLE

12:30pm Networking Luncheon

1:45pm Don't Just Sit There...Get Involved

Barbara Armstrong, Alaska Bar Association

2:00pm Publications – So you want to publish CLE books? Here's an easy way to set up book publications, including finding authors, getting a manuscript written, editing, pre-press production, marketing and working with vendors to get your book printed.

Gregory J. Smith, CLE in Colorado, Inc.

2:45pm Break

3:00pm The MCLE Application and Reporting Process – Are you being asked questions you simply can't answer about different state MCLE requirements? Are you looking for ways to simplify the application and reporting process? Find out how to work with accreditation agencies.

David Shearon, Tennessee Commission on CLE and Specialization

3:30pm Finances – Budgeting, expense monitoring, financial ratios, forms, check lists and insight on how to save money at your seminars and conferences.

Steve Emens, Alabama Bar Institute for CLE

Donna J. Passons, Texas Institute of CLE

4:30pm Adjourn

4:45pm- New Member and Faculty Reception

6:30pm ACLEA members join together to welcome new members to the organization and show support for the Montreal faculty members. Join us, make new contacts and plan an evening together to further your networking opportunities!

Effective Presentation Skills for the CLE Professional

As CLE professionals, we are faced with making presentations to a variety of groups – to governing boards, committees, seminar planning committees, editorial boards, outside agencies or partners, or staff at meetings. We're also required from time to time to speak to larger groups at public speaking engagements, such as introducing speakers, and chairing or presiding over large meetings. In addition to improving our speaking skills, we also have a desire to encourage our volunteer speakers to give the best presentation possible.

We have designed an intensive ACLEA workshop specifically for the CLE Professional. Courtroom Performance, Inc. teaches in the "learn by doing" interactive style. You'll learn and practice skills which will immediately improve your comfort and effectiveness as a speaker. You'll learn how to express to your speakers what you expect, what is known to be effective, and how to prepare their presentation.

You'll also receive a written "Speaker Guide" which you can provide to every speaker at your programs. This guide can be modified to fit the particular needs of your organization, and will provide information to your speakers about the structure of the presentation, ways to make the presentation more engaging and dynamic, the use of visual aids, and your needs and expectations regarding course materials. This handbook will make your speakers – and your seminars – more successful.

Separate Registration Fee Required – Fee includes a networking luncheon and materials.

Presenters: *Lisa DeCaro, Courtroom Performance, Inc.
Len Matheo, Courtroom Performance, Inc.*

10:00am Dynamic and Effective Presentation Skills for the CLE Professional

- *The 4 key elements of an effective presentation
- *How to effectively introduce your speakers. It's more than reading their resume into a microphone
- *How to control a room: Effective speaking from the lectern or podium
- *Clarity of Language: Story Structure for Persuasion and Clarity
- *Body Language, Vocal Inflection, and Eye Contact That Works
- *Build a Relationship with Your Audience

12:00pm Networking Luncheon

1:15pm How Can You Improve the Skills of Your Speakers

- *Quick and important advice you can give your speakers
- *Ways you can help speakers use movement and interactivity
- *You have a Speaker Handbook – how can you get your speakers to USE it?
- *The Great Myth: "Oh, you can't make lawyers interact!" It's not true!
 - A few simple ways to make presentations interactive
 - Setting up the room to encourage audience participation
- *Clear and Effective Communication with your Speakers
 - Communicate Your Needs to Your Speakers - Avoid Surprises
 - Interpreting your Speaker's Communications with You: What Does She Really Mean?

3:00pm Break

3:15pm Skills Practice – Put your new skills into practice, or just watch your fellow participants practice theirs (participants work on a volunteer basis - no one will be forced to participate).

4:00pm Adjourn

8:00 a.m. – 5:00 p.m.

Registration and Exhibits

8:00 a.m. – 9:30 a.m.

Selected SIG Meetings

Law School – Enjoy discussions on distinctive programming opportunities, certificate and diploma programs, cooperation with other faculties and departments, and distance education. Moderator: John Claydon, Osgoode Hall Law School – York University

Marketing – How we are integrating the web (advertising and email marketing) into our mix of marketing tools—bring your successes and lessons learned. Moderator: Arlene Bein, Practising Law Institute

Publications – Publications SIG issues, plus a roundtable discussion focusing on the latest challenges in publications. Bring your toughest questions and best ideas. Moderator: Gerry Rose, The Florida Bar

Technology – Issues of concern and interest generated from responses by SIG members to an e-mail poll. We will talk about the latest tech developments, and we can be certain that some things we haven't thought of yet will be hot by the end of July. Bring your ideas and issues; we encourage you to share them with the group, in advance, by e-mailing them to Susan Tomita (stomita@ali-aba.org) or David Kroll (dkroll@texasbar.com).

9:30 a.m. – 10:00 a.m.

Networking Break & Exhibits

10:00 a.m. – 10:30 a.m.

President's Welcome and ACLEA Awards

Elaine M. Ohlson, ACLEA President

10:30 a.m. – 12:00 p.m.

Keynote

How CLE Can Play a Role in the Improvement of the System of Justice
Step away from the daily pressures of CLE, to reflect with some of North America's finest lawyers, on the growing importance of our profession to the legal system. Our panel will discuss where we are and where we should be going, including such provocative questions as: Is the model for CLE that has evolved over the past forty years (volunteer trainers; short, discrete seminars and so on) the best it can be? Is mandatory CLE achieving its goals? How can we measure and achieve "competency"? Should we be striving for "excellence"? This thought provoking forum will challenge your thinking on every aspect of your job.

Lawrence J. Fox, Drinker Biddle & Reath LLP – Moderator
A. P. Carlton, President-Elect of the American Bar Association
Neal Gold, University of Windsor
Richard McCoy, Pennsylvania Bar Institute

12:00 p.m. – 1:30 p.m.

SIG and Committee Chair Luncheon (ticketed event)

All Special Interest Group Chairs and Committee Chairs are encouraged to attend this luncheon. * By Invitation and RSVP only

12:00 p.m. – 1:30 p.m.

First Time Attendee Luncheon (ticketed event)

All ACLEA first time attendees are encouraged to attend this great networking opportunity. * By Invitation and RSVP only

1:30 p.m. – 2:30 p.m.

WORKSHOPS A

Leadership, Programs and In-House Alliances and Consolidations in the CLE Business

M & A, nonprofit style! Gain insights on the trends in the CLE business, whether it is a complex merger, a straightforward contract for services or anything inbetween. Who is forming alliances? State and local bars, law schools and specialty bars, regional state bars, for-profits and non-profits, virtually any combination you can imagine. Hear how these agreements have spread the risk of high costs/overhead and uncovered new markets for existing products and service. Don't miss this cutting-edge analysis.

Richard E. Carter, ALI-ABA
Roger B. Meilton, Pennsylvania Bar Institute
Earnestine Murphy, American Bar Association
Victor J. Rubino, Practising Law Institute
Carole A. Wagan, Suffolk University Law School

Technology

How to Keep Technology Projects on Track and How to Communicate, Negotiate with Technical Experts

This fast-moving workshop aims to provide fresh ideas and insights for dealing with the gap between "techie" and "non-techies" in the Information Age. Panelists will analyze and strategize aloud as they respond to hypothetical scenarios requiring decisions and actions. As in real life, unexpected "Chance Cards" drawn by the panelists will keep the session lively.

Mark Carroll, ALI-ABA
Larry Center, Georgetown University Law Center
Nora Crandall, Illinois Institute for CLE
Joan Fucillo, New York State Bar Association
Peter Glowacki, American Bar Association
Dan Wilson, Affinity Learning

Publications and Marketing

Marketing Publications Selling Across State Lines – The Power of Multiple Jurisdiction Cooperation

Getting the right market for your publications – come to this program and learn how to work together and expand the market for everyone.

Terry Burnett, South Carolina Bar – CLE Division
Kent Hopper, The Missouri Bar
Tom Strassburg, Virginia CLE

In-House

Advanced Survival Strategies for In-House CLE Directors

What to do when your group is targeted for closure or downsizing? This interactive workshop will share and explore strategies on what has worked for participants in the past. We will cover issues such as economic survival, intellectual/creativity, surviving stress and the change of life survival.

Libby Saypol, Fried, Frank, Harris, Shriver & Jacobson
Louis-Charles Sirois, Department of Justice Canada

Programs

Experiential Learning Part I

What are learning styles? How should we apply our understanding of learning styles to the development of CLE programs? Professor Patricia H. Murrell, winner of a Harrison Tweed award for excellence in CLE teaching, will not only provide an overview of the research, she will demonstrate how to teach using formats that appeal to various learning styles. Bonus: The first 40 people who arrive at the workshop will have the opportunity to take a group learning style inventory and find out what their own learning styles are.

Patricia H. Murrell, University of Memphis

2:30 p.m. – 3:15 p.m.

Exhibit Hall Showcase

Want another opportunity to win a FREE ACLEA meeting registration? Then come to the exhibit hall during this time and become eligible for the drawing to receive a free registration for ACLEA's 39th Mid-Year Meeting in Arizona. You will not want to miss the opportunity to learn about the products and services offered by the exhibitors and sponsors who help support our ACLEA meetings.

3:15 p.m. – 4:15 p.m.

WORKSHOPS B

Leadership

Re-Inventing Your Job and Yourself

"Interesting work" is a critical element in job satisfaction. What happens when you have mastered key tasks, feel totally competent, and there do not seem to be new challenges on the horizon? Enthusiasm can start to wane and productivity can start to decrease. Change is a wonderful tonic and you can be the catalyst. This is an ideas session, focussing on what you can do to reinvent yourself and your job.

Elizabeth Loftus, Leo Cussen Institute

Kriss Will, Kriss Will Consulting Pty Ltd

Technology

Intellectual Property and Privacy Issues Update

This workshop considers new developments and current perspectives on intellectual property and privacy issues confronting CLE organizations today. Topics include co-opting external and internal talent, potential liability, web site security, and privacy rights.

Gary Abrams, CLE in Colorado, Inc.

John Davis, LegalSpan, Inc.

Thomas L. Mighell, Cowles & Thompson, P.C.

Marketing

How to Differentiate Your Marketing and Keep it Fresh

Every day planners struggle to come up with that one magical marketing piece that will attract the desired attendance. Perhaps there is not one answer...perhaps we need to look at different approaches for different targets within the same program. Who responds (and accepts faxes)? Who needs a personalized letter (hand signed)? Do postcards work? And, will they read an e-mail? What about discounts and guarantees? Join us as we explore target marketing from your desktop.

Chris Boadt, State Bar of Nevada

Lisa Deane, State Bar of Arizona

Programs

Experiential Learning Part II

Continuation of 1:30 – 2:30 session.

Patricia H. Murrell, University of Memphis

4:15 p.m. – 5:00 p.m.

Committee Meetings

(International, Education and San Francisco Planning Committee)

6:00 p.m. – 7:30 p.m.

PLI Reception

Join your fellow ACLEA colleagues at the annual reception sponsored by the Practising Law Institute. This long-standing tradition is an event you will not want to miss.

8:00 a.m. – 9:00 a.m.

Committee Meetings

(Exhibitor & Sponsors, Mandatory CLE, Member Services, and Public Interest)

8:00 a.m. – 9:00 a.m.

Joint Session with ORACLE

The Uniform CLE Application – A "how to" and overview of the web-based repository for the uniform application form.

Barbara Armstrong, Alaska Bar Association

David Shearon, Tennessee Commission on CLE and Specialization

9:00 a.m. – 10:30 a.m.

Keynote

CLE's Role in the Practice of Law: From Transition Education to Senior Partners

An outstanding panel of forward thinking leaders of the bar discuss the role that organized CLE plays in training lawyers within their firms and organizations. Hear their views on how CLE can improve the quality of lawyering that they provide to their clients. Get involved with issues such as: Are outside seminars the most efficient and cost-effective method for training? Can training programs help law firms retain associates and partners? Should there be a more collaborative relationship between CLE organizations and major consumers of CLE? Representatives of a large firm, small firm, government agency and the judiciary will describe what they would like to have from CLE organizations.

Stephen R. Chitwood, George Washington University – Moderator

Stephen Armstrong, Wilmer, Cutler & Pickering

Honorable T. Jackson Bedford, Jr., Superior Court of Georgia,

Fulton Co.

Morris Rosenberg, Deputy Minister of Justice, Ottawa, Canada

10:30 a.m. – 11:00 a.m.

Networking Break & Exhibits

11:00 a.m. – 12:00 p.m.

WORKSHOPS C

Leadership

Making Work Fun

Having fun at work does not mean you are not taking your work seriously. In fact, people who have a bit of fun at work tend to report that they enjoy work more, achieve more and are less likely to leave. As such, fun at work should not be frowned upon, but rather positively encouraged. Learn why it is important to identify your own GOOB factor. Hear how you can add a little fun into your work day, and the days of those around you, and why doing this will be good for everyone.

Kriss Will, Kriss Will Consulting Pty Ltd

Technology

Web Czar Talk

Are you in need of a good used web site? Are your web pages in a tangle? Hold onto your seats – ACLEA's Web Czars are here to help you with your questions! Also, be the first with the correct answer to their "Puzzler," and win a prize. (You must be present to win.)

Jeffrey Kirkey, Institute of Continuing Legal Education

Frances Scott, Continuing Education of the Bar – California

Publications

Internet and Publishing

How legal publishers and CLE professionals can make the most of the internet. Learn practical search tips and tricks. Understand search engines, identify research resources, use bookmarks effectively, and navigate the internet better than ever before.

Lewis S. Eisen, Prefix Services, Inc.

General

Estate & Retirement Planning for Us

Most of us aspire to a rewarding, comfortable retirement and to providing for our families and descendants. Yet, we invest little if any time preparing for those inevitabilities. In this fast-paced, entertaining hour, John Moore will give us 10 specific tips for preparing ourselves, our families, and our bank accounts to provide comfort in our later years. Benefit directly from the advice John gives his clients on methods for keeping, growing and passing along more of the income that you earn. Unless you plan to get rich in CLE, you must attend this session. If, by chance, you do get rich in CLE, please remember all your ACLEA pals!

John E. Moore, Rossway, Moore & Taylor

Programs

Care and Feeding of Volunteers

Your volunteers are the hearts of your programs. You want to attract, support and maintain superior talent. Find out in this session if you are doing all that you can to “Build up your buttercups...”

Michelle Schwartz-Clement, The Association of the Bar of the City of New York

Colleen Sheffler, Minnesota CLE

Jonathan Small, Massachusetts CLE, Inc.

12:00 p.m. – 2:30 p.m.

SIG Lunches (ticketed event)

Publications – XML as a Publications Platform: A Roundtable Discussion – an extended roundtable session on XML as a publication platform, focusing on the judge’s desk book project of the National Judicial Institute of Ottawa. Guest Speaker: Ben Gianni, NJI

In House – Give Them What They Need When They Need It – Join us at lunch where we will apply the ideas from two sessions, “Top 10 Business Training Needs” and “CLE and the Practice of Law” in developing a timeline guide for lawyer training that we can all use back at the office. Moderator: Dottie Palazzo, Jones, Day, Reavis & Pogue

Law School – Please join us for a report on the survey of Law School CLE operations (includes staffing, compensation, strategic plans, advisory boards, role of alumni, publications, website use, financial expectation, target audiences) Moderator: John Claydon, Osgoode Hall Law School – York University

Local & Specialty Bars – Join your fellow local and specialty bar colleagues for lunch and a lively session filled with camaraderie tips, tricks and updates. We will focus on the hot topics that you identify on our SIG survey and issues that you bring to the meeting. Plan to share and discuss common, and not so common, concerns that you face back home. Bring your advice, your questions and your support. Meet with dear friends, make new ones, and take away the energy, ideas, and renewed spirit that our SIG provides. Moderator: Susan Blair, Nashville Bar Association

Nationals – Please join us for lunch and an open-table discussion to share our experiences as national providers of continuing education. We welcome your discussion ideas in advance – please send them to Linda Cotton at lcottin@pesi.com or Amy Danziger Shapiro at adshapiro@ali-aba.org.

State & Provincial Bars – Problem-Solving Circles – Attendees will be asked to bring a problem that they need help solving. Other topics to be addressed include trends in attendance; cutting edge topics; on-line developments; websites; collaboration/competition with other CLE providers. Moderator: Dawna Burrus, Massachusetts Bar Association

12:00 p.m. – 2:30 p.m.

Roundtables with the Experts (ticketed event)

If Your SIG is not meeting, join us for informal discussions with long time members; bring your questions and your suggestions that others might use.

3:00 p.m. – 6:45 p.m.

Optional Networking Excursion (ticketed event)

Take the rest of the afternoon to explore the village of Vechees. This excursion will depart from the Old Port of Montreal at 3:00 p.m. for a 45-minute boat ride on the St. Lawrence River to the quaint and historic village of Vechees. You are free to walk around and enjoy the sites on your own or ACLEA’s private guide will point out historic features of the village as well as guide you through the art gallery. This is a great opportunity to network with your peers and develop contacts with people who will serve as resources for years to come. Please make your required reservation on your registration form.

Tuesday, July 30, 2002

8:30 a.m. – 10:00 a.m.

Business Meeting, Elections and Breakfast

10:00 a.m. – 10:30 a.m.

Networking Break & Exhibits

10:30 a.m. – 12:00 p.m.

Keynote

Evolving Role of the CLE Professional

Reacting to the remarks in the first two plenary sessions, experienced CLE professionals will lead an interactive roundtable discussion of their implications for our organizations and profession. They will attempt to identify specific actions that ACLEA and individual CLE organizations can take to improve the quality and results of our seminars and publications. Some possible topics include: Should ACLEA undertake systematic, long-term research on the effectiveness of CLE? How can CLE professionals add real value to the work of our volunteer speakers and authors? Would a peer review system improve the quality of our programs and books? Are the days of volunteer driven CLE numbered?

*Elizabeth Loftus, Leo Cussen Institute – Moderator
and a panel of experienced CLE professionals*

12:00 p.m. – 1:30 p.m.

SIG Lunches (ticketed event)

Executive Leadership – 25 Leadership Nuggets in a Coquille de Noix.
Moderators: Chuck Bingham, Illinois Institute for CLE and Julene Franki, State Bar of Texas

Marketing – Traditional direct marketing approaches. Has the postal increase affected what we're doing? Are we trying other methods? Anything new with brochure formats—what's working? New lists, telemarketing or fax blasts? Bring anything you'd like to share.
Moderator: Arlene Bein, Practising Law Institute

1:30 p.m. – 2:30 p.m.

WORKSHOPS D

Leadership

More Books

Even adults love – and NEED – bedtime stories. Whether they're on our bedside tables our desks or in our briefcases, books can provide that magic charm for surviving stressful professional and personal lives. Come to our reading circle and learn about the books that have given delight for your colleagues. Both business and personal reading will be discussed, and we hope you'll share your own reading as well during this informal, interactive session.

Karen Darby, Pennsylvania Bar Institute

Programs, Technology and Marketing

New and Repurposed Marketing and Technology Strategies that Use What You Have

Are you getting too far ahead, technologically, from your customers? Consider new strategies that make marketing faster and more accessible through e-communication. Whether you're with a large or small organization, you'll come away from this panel discussion with fresh, cost-cutting suggestions.

Lynda Egan, Cognistar Corporation

Ginger Imler, Illinois Institute for CLE

Paul Wood, Legal Education Society of Alberta

Publications

Elements of a Good Index

What is a good index? Why have an index? Automated indexing versus human indexing, the index as an intellectual filter, benefits and pitfalls of electronic searching, and evaluating and revising indexes.

Maurice Baggiano, Intellindex

Marketing

Reaching Beyond Your Obvious Markets

CLE—It's Not Just for Lawyers Anymore

Marketing your CLE seminars to non-lawyers can bring many benefits to your operation—among them recognition, additional educational opportunities, and a healthier bottom line. But it can also bring its share of headaches and challenges. If your organization is thinking about expanding your audience, or if you've been doing it for awhile and want to share some of your experiences, you'll want to attend this session. Learn how to incorporate non-lawyers into your audience—see what works and avoid some of the mistakes this CLE provider made along the way. Among the topics to be covered are program development, pricing, promotion and accreditation issues. And a good dose of war stories and anecdotes!

Jan Majewski, Stetson University College of Law

Programs

Workshops on Curriculum

How do you build a curriculum with courses that not only meet lawyers' needs but that also contribute to the health of the bottom line? What is the most effective way to determine what courses to offer? Should you pay an outside contractor to devise a scientific survey? Should you use focus groups? Advisory Committees? A "Ouija" board? A panel of ACLEA members with a wide-range of experience tackles these questions from a variety of angles.

Loula Barkas, Practising Law Institute

Mary Lynne Johnson, Atlanta Bar Association

Patrick A. Nester, Nester Consulting Group

Carole A. Wagan, Suffolk University Law School

2:30 p.m. – 3:00 p.m.

Networking Break & Exhibits

3:00 p.m. – 4:00 p.m.

WORKSHOPS E

In-House

Making Your Pitch: Oral Communications Skills

This workshop will explore a few time-tested tips on how to best make oral presentations to senior management. The workshop will have participants learn a few new tips and some will get to test their voice and presentation skills before an expert coach on this subject.

Lane Bowes, LawSpeak

Technology

A Blended Approach to Creating a Virtual Classroom

Learn how the Internet and virtual classroom software can deliver a highly interactive skills training session on practice management to lawyers' desktops. See how asynchronous and synchronous elements can be combined to deliver the substantive content and facilitate live, small group discussions using "voice over Internet." Review the outcomes from a 360-degree perspective – instructor, developer and participant – and discuss how this model might work in your circumstances.

Janice Picard, eLearning Consultant

Paul Wood, Legal Education Society of Alberta

Publications

Index Contracting and Software Issues

Just "Give Me the Simple Life". The indexing process and software tools of the trade. Outsourcing versus in-house indexing, finding good legal indexers and copyright and contractual issues.

Maurice Baggiano, Intellindex

Marketing

Basics of Marketing Strategy

Marketing, Marketing, Marketing.... whether we like it or not, without marketing, your programs and your department will not succeed. So what are the basics? What do you need to do to make sure you market to your strengths? Is marketing a different set of skills that you need to hire for? Is a brochure and email sufficient to market a program? Are marketing and program development two different things completely? In this session we will look at "the basics" of marketing—what every CLE professional needs to know and contribute for the success of their programs.

Anita Hamlett, Alabama Bar Institute for CLE

Mark Sideman, King County Bar Association

General Information

Programs

Teaching Skills from Other Disciplines

Lawyers need skills that are highly developed in other professions — acting, communicating, interviewing, teaching, active listening, negotiating, among others. But in offering interdisciplinary training in the CLE context, we face obstacles: lawyer time constraints; fees for trainers; small class size vs. profitability, and more. Course planner Brian E. Appel will present a comprehensive list of the problems and will analyze the solutions that were found for PA Bar Institute's workshop: "Theater Skills in the Courtroom."

Brian E. Appel, Trial Run, Inc.

4:00 p.m. – 4:45 p.m.

Closing Session: The "Golden Nuggets" from Workshops You Missed

Steve Emens, Alabama Bar Institute for CLE, – Moderator

Nora Crandall, Illinois Institute for CLE

Karen Darby, Pennsylvania Bar Institute

Dick McCoy, Pennsylvania Bar Institute

Henry Lake, The Professional Education Group, Inc.

Elizabeth Loftus, Leo Cussen Institute

Susan Tomita, ALI-ABA

6:30 p.m. – 9:30 p.m.

ACLEA's Closing Event

Join your ACLEA colleagues for an evening filled with the music of Montreal. Enjoy the view of the St. Lawrence River from the Belvedere room located on King Edwards Pier. After dinner and music, feel free to walk about the streets of Old Montreal for shopping and site seeing. Tickets for registrants are included in the registration fee. **Cost per guest is \$50.00 (US).** Please make your reservation in advance on your registration form and be sure to include the number of guests attending.



Registration

The program registration fee includes conference materials, admission to Sunday, Monday and Tuesday sessions and workshops, the business meeting and breakfast, and the Sunday and Tuesday night special events. Optional Saturday sessions, 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 & tour fee payments are non-refundable after July 15, 2002. There is a separate registration fee for the ACLEA Boot Camp and the Presentation Skills sessions. The Boot Camp fee includes a continental breakfast, networking lunch, and materials. The Presentation Skills session includes a networking lunch and materials.

Hotel Information

Our host hotel is the Delta Centre-Ville. ACLEA has secured a special room rate of \$182.00 Canadian Dollars / \$114.00 US Dollars (approximate), double or single, until June 25, 2002. To make your reservations, call (800) 268-1133 or (514) 879-1370 and request the Association for Continuing Legal Education group rate. Make your reservations NOW!! If you choose to make reservations outside the group block, such as through an internet reservation system or with a discount coupon, please be aware that you will be limited to the amenities and the restrictions included in your reservation. To make your reservation, please contact:

Delta Centre-Ville Hotel
777 Rue University Street
Montreal, Quebec, Canada H3C 3Z7
Phone (514) 879-1370 / Fax (514) 879-1831

Cancellation Policy

All special event & tour fee payments are non-refundable after July 15, 2002. Registration Refunds, less a \$50 processing fee, will be given to registrants who cancel by Friday, July 19, 2002. If notice is received between July 19, 2002 and July 25, 2002 at 5:00 p.m., refunds will be given less a \$150 processing fee. No refunds or transfers will be granted thereafter.

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

Register By:

 **Mail**

P.O. Box 4646
Austin, TX 78765

 **Fax**

(512) 451-2911



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

ACLEA

38th Annual Meeting

July 27 - 30, 2002

Delta Centre-Ville

Montreal, Quebec



MONTREAL

Culture is to Montréal what air is to all living things. In fact, most Montrealers don't distinguish culture from their daily existence. It's just there. As they live and breathe. Perhaps it's the effect of the majestic St. Lawrence River that leads to rich voyages of the imagination. Or maybe it's the French passion that has stimulated artists for centuries. Whatever it is, it has inspired such world-acclaimed artists as l'Orchestre symphonique under the baton of Charles Dutoit, the Grands Ballets Canadiens under the direction of Gradimir Pankov, novelists Michel Tremblay and Mordecai Richler, Céline Dion and the Cirque du Soleil.

Painting and sculpture flourish here, too, in the great halls of Montréal's many prestigious museums, and hundreds of top-notch local galleries. And each year the Opéra de Montréal offers a complete roster of the greatest classics, while various theatre companies stage eclectic productions, from the works of Shakespeare to the latest in fringe. Then there's Ex-Centris, a revolutionary Cinema and New Media Complex where film buffs go to see the best independent films from around the world and the totally plugged-in get their technological thrills.

A veritable hotbed of creativity for all the arts, Montréal has a special soft spot for contemporary dance. Ever since the pioneering Festival International de Nouvelle Danse was first held here in 1985, it has provided a stage for new aesthetics and has showcased radical experiments by the best and brightest choreographers and dancers in the world.

ACLEA

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