



The Network for CLE Professionals...Worldwide



JULY 25 – 28, 2009

**THE GRAND AMERICA HOTEL
SALT LAKE CITY, UTAH**

CONFERENCE AT A GLANCE

SATURDAY, JULY 25, 2009

7:45 a.m. – 7:30 p.m.

Registration Desk Open

8:15 a.m. – 4:15 p.m.

New Member Orientation and CLE Boot Camp

9:15 a.m. – 3:30 p.m.

Trip to Park City and the Utah Olympic Park

(Ticketed Event)

6:00 p.m. – 7:30 p.m.

Welcome Reception Honoring New Members and Faculty

7:30 p.m.

First Time Attendees Dinner

(Ticketed Event by Invitation Only)

SUNDAY, JULY 26, 2009

7:30 a.m. – 5:45 p.m.

Registration and Exhibits

8:30 a.m. – 9:30 a.m.

SIG Meetings

Executive Leadership, In-House/Professional Development, Publications, State & Provincial Bars

8:30 a.m. – 9:30 a.m.

46th Mid-Year Meeting Planning Committee Meeting

9:30 a.m. – 10:00 a.m.

Exhibit Hall Opens

10:00 a.m. – 10:30 a.m.

Announcements and President's Welcome

10:30 a.m. – 11:45 a.m.

Opening Plenary Session: Communication Bleeps and Blunders in Business

11:45 a.m. – 1:15 p.m.

SIG Luncheons

(Ticketed Event – Open to All Registrants)

Executive Leadership, Marketing, Publications, Technology and Programming

1:15 p.m. – 2:30 p.m.

Workshops A:

- Long Range Planning: How to Get a Strategic Plan and Put It to Work to Transform Your Organization
- What Attorneys Need and Want from CLE Providers
- Adobe Acrobat for CLE Professionals
- Using Your Database to Market
- Transition Training: Ideas that Work for New Attorneys and CLE Providers

2:30 p.m. – 3:15 p.m.

Exhibit Hall Showcase

3:15 p.m. – 4:30 p.m.

Workshops B:

- The Partnership between Publications & Programs Departments
- A Conversation About Managing Your CLE Organization in These Challenging Economic Times
- Personal Development for the PD Professional: How to Become a Total Failure? – PART I
- Tackling the Unique Challenges of Marketing Your Online CLE

4:30 p.m. – 5:30 p.m.

Workshops C:

- Office and Network Security
- The Evolution of CLE Materials to a Publication
- Personal Development for the PD Professional: How to Become a Total Failure? – PART 2
- Avoiding Death By PowerPoint – Delivering “Effective” Electronic Presentations

6:00 p.m. – 7:30 p.m.

ACLEA Reception

MONDAY, JULY 27, 2009

7:30 a.m. – 3:30 p.m.

Registration and Exhibits

7:30 a.m. – 8:45 a.m.

Committee Meetings

(7:30) MCLE

(7:45) Exhibitors/Sponsors, International, Public Interest

8:45 a.m. – 9:00 a.m.

Networking Break and Exhibits

9:00 a.m. – 10:30 a.m.

Plenary Session: Resiliency In Tough Times

10:30 a.m. – 11:00 a.m.

Networking Breaks & Exhibits

11:00 a.m. – 12:15 p.m.

Workshops D:

- Time Management and Delegation in Tough Times
- Management Styles – What Still Works
- Developing a Marketing Campaign
- Developing Mentoring Programs
- Are Wikis a Solution to the Online Publishing Dilemma?

12:15 p.m. – 1:45 p.m.

SIG Luncheons

(Ticketed Event – Open to SIG Members Only)

CLE Regulators, 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:

- Return On Investment: What Do You Need To Know to Make Good Decisions in Poor Economic Times?
- How To Be a Hero: Leading Your Organization in Uncertain Times
- Networking For Professional Success
- Single-Source Publishing Solutions
- PD Triage: A Dynamic Toolbox Providing a Step-by-Step Approach to Dealing with Common “Disasters” in the In-House Environment

3:45 p.m. – 8:00 p.m. (Open Return)

Networking Excursion

(Ticketed Event)

TUESDAY, JULY 28, 2009

7:00 a.m. – 5:15 p.m.

Registration and Exhibits

8:00 a.m. – 10:00 a.m.

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

(Open to All ACLEA Members)

10:00 a.m. – 10:30 a.m.

Networking Break & Exhibits

10:30 a.m. – 11:45 a.m.

Plenary Session: Attended This Great Conference.....Now What?

11:45 a.m. – 1:15 p.m.

ACLEA Luncheon for Various Sized CLE Departments (Ticketed Event)

1:30 p.m. – 2:45 p.m.

Workshops F:

- Tracking MCLE
- The Business Case for CLE Programs and Policies that Promote the Public Interest
- Tracking Your Web Metrics AND Cool New Web Technologies
- Care and Feeding of CLE Customers in Difficult Times
- Rewarding Volunteers in Tough Times

2:45 p.m. – 3:00 p.m.

Networking Break

3:00 p.m. – 3:45 p.m.

Plenary Session: How to Create and Implement Your Organization’s Critical Communication Plan

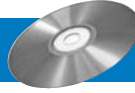
3:45 p.m. – 5:00 p.m.

Closing Plenary Session: Integrity: Good People, Bad Choices & Life Lessons from the White House

6:00 p.m. – 9:30 p.m.

ACLEA Closing Event with The Saliva Sisters

(Ticketed Event)



CONFERENCE MATERIALS

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

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

OPTIONAL EVENTS

SATURDAY, JULY 25, 2009

9:15 a.m. - 3:30 p.m.

Park City and the Utah Olympic Park

MONDAY, JULY 27, 2009

3:45 p.m. - 8:00 p.m. (Open Return)

Networking Excursion



Salt Lake Temple. Photo by: Jason Mathis

INTERESTED IN BEING AN ACLEA EXHIBITOR OR SPONSOR IN SALT LAKE CITY?

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

As an ACLEA exhibitor or sponsor you have:

- The opportunity to promote your presence in advance of the meeting to generate leads and interest in your services.
- Maximum visibility with attendees! The Exhibit Area is in the same area as the refreshments, and it is in close proximity to the meeting rooms, so the attendee traffic is great!
- Time to visit with potential new clients about your product or service! The meeting schedule provides for networking breaks between conference sessions - enough time to really talk to potential clients.
- Special attention and extra contact time during our “Exhibitor Showcase” afternoon break on Sunday, July 26th. 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/exhibitor.html

SPECIAL EVENTS SCHEDULE

SATURDAY, JULY 25, 2009

9:15 a.m. – 3:30 p.m.

Trip to Park City and the Utah Olympic Park

(Ticketed Event)

Indulge the adventurer in you and join us for a delightful day trip to Park City, Utah's Historic Main Street. You are probably familiar with Park City as a renowned international ski resort destination and the location of the annual Sundance Film Festival. Park City is known for its blend of historical interests, arts and culinary marvels that are sure to please any array of tastes.

Nestled in the Rocky Mountains, Park City was originally established as a silver mining town in 1884. This feel of the "Old West" is still alive and present today. Take time to visit some of Park City's many historic buildings located along the town's Main Street by foot, or experience the District's architecture on the complimentary Trolley ride down Main Street.

If you are an Art enthusiast you are certain to be, well... *enthusiastic!* over the wide variety of art galleries and museums throughout this historic district. Be sure to visit the respected Meyer Gallery, Kimball Art Center and the Phoenix Gallery, just to name a few.

Strolling through the many shops and galleries will really work up an appetite, and there's no better place to be hungry than in Park City - a town that prides itself as a culinary delight! With over 100 restaurants to choose from, casual cafés to fine dining establishments, you don't have to be a silver miner to find a real gem of a summer lunch spot.

But wait there's more! Before you reach the Historic Main Street District in Park City, you'll have the chance to tour the Utah Olympic Park. During the 2002 Winter Olympics it served as the venue for Nordic jumping events and sliding events including Bobsled, Skeleton, and Luge. Here is your chance to see the tracks up close... without having to wear your winter coat!

Meet in the lobby of the Grand America Hotel prior to 9:15 a.m. The bus will return to the hotel by 3:30 p.m. Cost is \$25.00 USD per person and does not include lunch. Please make your required reservation 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.

MONDAY, JULY 27, 2009

3:45 p.m. – 8:00 p.m. (Open Return)

Networking Excursion

(Ticketed Event)

Salt Lake City is a beacon for tens of thousands of visitors each year who come to explore and research their family history. Now it's your turn! Join us at the *FamilySearch Center* in Temple Square where a short introduction to genealogical research will be given. Before you arrive you will be sent a short pedigree chart to complete. With this

pedigree chart in hand, you will be guided on using the Center's many genealogy computers that have access to millions of worldwide records. What juicy information will you dig up about *your* ancestors?

Next is a guided walking tour of *Temple Square*, Utah's most popular tourist destination. Take this opportunity to explore the beautifully landscaped 10-acre plot in the heart of downtown Salt Lake City. Not to mention, exciting views of the famous Salt Lake City Tabernacle, home of the Mormon Tabernacle Choir and the Tabernacle organ.

The networking continues as we head to *The Gateway* in downtown Salt Lake City. This outdoor shopping area features too many restaurants, stores, gardens and walking areas to count – though you can certainly try with your peers and colleagues during this perfect networking opportunity. Here's your chance to compare notes from your genealogical research and learn more about your colleagues than you ever wanted to know!

Gather in the lobby of the Grand America Hotel prior to 3:45 p.m. Buses will drop off directly at the FamilySearch Center located in the Joseph Smith Memorial Building. You will be greeted by a tour guide outside of the Joseph Smith Memorial Building to begin your walking tour of Temple Square. Afterwards, you will return to the buses to head to *The Gateway* shopping area. *Your return to the Hotel is on your own.* We recommend taking The Trax System (free light-rail train) that runs from this area back to the Grand America Hotel. Cost per person is \$10 USD. Please make your required reservations on your registration form.



The Gateway. Photo by Eric Schramm

TUESDAY, JULY 28, 2009

6:00 p.m. – 9:30 p.m.

ACLEA Closing Event with The Saliva Sisters

(Ticketed Event)

The five senses will be the guests of honor at this year's ACLEA Closing Event! After enjoying the delicious aromas and mouth watering tastes of cocktails and dinner under the stars in The Grand America Hotel's Court Yard, the sights and sounds of the hilarious girl singing group *The Salvia Sisters* are sure to add more than a touch of humor to the night. A home town favorite, these Salt Lake City natives parody songs about *anything*. But the sensations don't stop there! Your ears will also enjoy a spirited round of "dueling pianos" in *The Mark, Wayne and Dave Show*. The key here is to request your favorite songs and sing along... it only makes sense!

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



SATURDAY, JULY 25, 2009

7:45 a.m. – 7:30 p.m.

Registration Desk Open

8:15 a.m. – 4:15 p.m.

New Member Orientation and CLE Boot Camp

The CLE Boot Camp was created to assist our colleagues who are new to the profession and those who just need a refresher. The Camp has met with rave reviews, and ACLEA is committed to continuing this service to its members. The sessions within the Camp are basic level, and the overall curriculum is designed to help you in all areas of CLE programming and publications. We are delighted and thankful to have so many volunteers and “old-timers” help with these sessions. We know you will walk away with lots of information to help you in your own organization.

Separate Registration Fee Required – Fee includes a continental breakfast, networking luncheon, written materials, and a “certificate of attendance.”

BOOT CAMP AGENDA

Moderator: Rob Seto - Continuing Legal Education Society of B.C.

8:15 Continental Breakfast

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

8:45 Program Planning from A to Z

Discover how to make contacts, decide on subjects, content, faculty and formats, understand budgeting and pricing, develop timelines and deadlines, and how to analyze your results.

Vincent J. O'Brien - Minnesota CLE

9:45 Break

10:00 The Basics of Marketing CLE Products: From Ideas to Follow-up

An overview of a professional marketing approach for courses and books utilizing your entire organization, while understanding and adapting to the unique qualities and evolving world of our CLE customers.

Nicole Steckman - Georgetown Law Center CLE

11:15 Technology and CLE

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

Paul F. Wood & Jennifer LC Flynn - 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/Professional Development teams.

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

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

Gregory J. Smith - National Institute for Trial Advocacy

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

Rob Seto - Continuing Legal Education Society of B.C.

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.

Shelley Sutton - Kansas CLE Commission

2:45 Finances and Negotiation Techniques

Gain insight on how to save money at your seminars and conferences with budgeting, expense monitoring and financial ratios, while learning proven hotel negotiation strategies.

Donna Passons - Texas Institute of CLE

3:45 Panel of Experts

4:15 Adjourn

END BOOT CAMP AGENDA

Saturday Events:

9:15 a.m. – 3:30 p.m.

Trip to Park City and the Utah Olympic Park

(Ticketed Event)

See Special Events Schedule for details. Meet in the lobby of the Grand America Hotel prior to 9:15 a.m. The bus will return to the hotel by 3:30 p.m. Cost is \$25.00 USD per person and does not include lunch. Please make your required reservation on the registration form.

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46th Mid-Year Meeting Planning Committee Meeting

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Exhibit Hall Opens

10:00 a.m. – 10:30 a.m.

Announcements and President's Welcome

H. Lalla Shishkevish – District of Columbia Bar

10:30 a.m. – 11:45 a.m.

Opening Plenary Session:

Communication Bleeps and Blunders in Business

One of the biggest challenges in business today is communication. You said one thing; your client or coworker heard something else. Nobody is “wrong,” but confusion is now rampant and you have to deal with it. In this entertaining and informative session, we’ll laugh at ourselves...with Todd Hunt leading the way. He’s a proud Recovering Anal Retentive Professional (RARP) who finally learned to lighten up! Now he speaks for organizations that want to add fun to their meetings and send members back to work smiling, with tips to improve communication and success. Each registrant will receive a copy of his book, “Does Anal Retentive Have a Hyphen?,” compliments of ACLEA.

Todd Hunt, RARP – *Business Humorist and Author, The Hunt Company*

11:45 a.m. – 1:15 p.m.

SIG Luncheons:

(Ticketed Event – Open to All Registrants)

Executive Leadership — Join your colleagues for a time to re-connect, reflect and share your CLE (and leadership) successes and failures. In keeping with the topic of Dr. William Guillory’s afternoon ACLEA session on “Personal Development for the PD Professional: How to Become a Total Failure?” let’s each come prepared to share some of our failures and the important lessons we have learned through those experiences. (We’ll ask you to share some successes too.) Plan to come away from this session energized, invigorated and inspired by your colleagues in the CLE trenches.

Moderated by Lisa Deane – State Bar of Arizona, and Jeanne Heaton – Illinois State Bar Association

Marketing — “Twitter Me This” - Social media is the hottest thing in direct marketing at the moment allowing you direct communication with your customers. This is no surprise when you consider the coverage of Twitter, Facebook, and LinkedIn to just name a few of the social media platforms available. There’s little to no cost involved, which makes it all the more enticing. Spend time with us as we sort through the questions, ideas and past experiences to take advantage of social media.

Moderated by Amy Danziger Shapiro – ALI-ABA, and Nicole Steckman – Georgetown Law Center CLE

Publications — “Project management software - necessity or overkill?”

At this Publications SIG luncheon we will discuss the options for managing projects and workflow of the publications acquisitions, editing, and production processes. Be ready to discuss what methods or software you use to track the progress of each of the many publications you produce. Do you use Word documents or Excel spreadsheets to track projects, or do you use sophisticated project management software like Microsoft Project or one of the many hosted software products? What are the pros and cons of each method?

Moderated by Linda Kruschke – Oregon State Bar

Technology — “Social Media & CLE: A Review of the Waterfront & Early Thoughts on Practical Uses”

Social media - Facebook, MySpace, YouTube, Twitter, Second Life and many more - have captured the popular imagination and are changing the way we find information and communicate. The spread of social media resembles the early spread of the World Wide Web when your customers went from hoping you had Web page for your organization to expecting it. Although it is too early to draw definitive conclusions about the practical impact of social media on CLE organizations, there can be little doubt that it will change the way we work. This luncheon will feature an informal panel discussion of CLE leaders in technology and marketing about the range of social media tools available to us and early thoughts on how they can be used. If you are a technologist, marketer, or just curious about social media, this luncheon is for you!

Moderated by Johnson Cook – Peach New Media, and Nathaniel T. Trelease – WebCredenza, Inc.

Programming — The topics for discussion at this SIG luncheon meeting will be announced soon. We encourage everyone to keep an eye out for the announcement and join your colleagues for lunch!

Moderated by Vincent J. O’Brien – Minnesota CLE, and Rob Seto – Continuing Legal Education Society of B.C.

1:15 p.m. – 2:30 p.m.

Workshops A:

Long Range Planning: How to Get a Strategic Plan and Put It to Work to Transform Your Organization.

Have you been advised to make a long-range strategic plan and wonder where to start? Does your organization already have a strategic plan that looks great on paper? One that sits on the shelf while you rush to douse your day-to-day operational fires? Do you wish your staff were more receptive to the changes called for in your plan? And, your board more supportive of the plan? Come to this session to learn how strategic planning can transform your organization. You’ll hear first-hand accounts of what strategic planning is, how to make your plan successful, how you get buy in, and how to transition your plan to your day-to-day workload to transform your organization. If terms such as SWOT, vision, strategic initiatives, change management, and objective measures make you want to run for cover, come to this practical, interactive session and learn the real secrets of strategic planning.

*Karen R. Brown - Institute of Continuing Legal Education
Lynn Chard - Institute of Continuing Legal Education*

What Attorneys Need and Want from CLE Providers

A panel of practicing attorneys respond to questions from an experienced ACLEA member on what attorneys need and want from the training they receive internally and from outside CLE providers. Are their expectations different depending on the provider? What do attorneys look for in a curriculum plan from various providers? These questions and more (bring your own!) will be explored in this lively discussion. This will be a great opportunity to hear directly from savvy consumers of CLE and is appropriate for internal and external CLE providers.

*Moderator: Jan F. Majewski - Holland & Knight LLP
Scott A. DuBois - Snell & Wilmer LLP
John A. Bogart - Howrey LLP
Michael P. Petrogeorge - Parsons, Behle & Latimer*

Adobe Acrobat for CLE Professionals

In this educational session, Rick Borstein from Adobe Systems incorporated, will show you practical tips and techniques for two challenges facing bar practice managers today. First, Rick will show you how to use Acrobat forms to manage the collection of speaker data for a bar conference. You’ll learn how to create a form that speakers can fill in and submit to you using the free Adobe Reader. Following, you’ll learn about PDF Portfolios, a perfect vehicle for distributing conference materials. Using a single well-organized PDF, you’ll see how to create a compelling, full-text searchable PDF that is branded and professional. If time permits, Rick will also demonstrate some of the top, legal-specific features of Adobe Acrobat 9.

Rick Borstein - Legal and Life Science Markets, Adobe Systems Incorporated

Using Your Database to Market

Discover how to identify your primary market segments and increase market share using your database. Learn what information to collect, how best to gather the information, and strategies and techniques for using the data to best target present and potential customers with direct and e-mail marketing. Greg Marsello is a co-founder of the Learning Resources Network and an expert in database management and marketing seminars and courses. During this interactive discussion, discover how to increase market share using your database. National speaker and consultant, Greg Marsello will teach you what information to collect, how to gather information, how to use it for direct and e-mail marketing and measure the results. If you really want to know what your customers are thinking, this seminar is for you!

Greg Marsello - LERN

Transition Training: Ideas that Work for New Attorneys and CLE Providers

How can CLE organizations help make new lawyers better sooner? What has worked around the country to get new law graduates up to speed quickly, while increasing their confidence and comfort level in representing clients? Are there any good ideas for helping experienced lawyers who want to expand their practices into new areas? And just as importantly, what makes sense (financially and otherwise) for CLE organizations in offering transition training? Join this presentation to find out what's worked in Minnesota, including the results of their research about novel and successful approaches throughout the country.

Mary Jo Cole – *Minnesota CLE*

Timothy M. Morrow – *Minnesota CLE*

2:30 p.m. – 3:15p.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!

3:15 p.m. – 4:30 p.m.

Workshops B:

The Partnership between Publications & Programs Departments

Learn about win-win ways for a books department and a programs department to partner on projects. Not only can a program be the launching pad of your new or revised edition, programs can also be based on existing books, book chapters, or updates to books. Hear how your shop can turn a chapter of a book into a successful online or telephone seminar, how an already existing book can be used to support a new program, and how programs can help sell books and supplements.

Holly Garland Langworthy – *Minnesota CLE*

Dawn M. McKnight – *Colorado Bar Association CLE*

A Conversation About Managing Your CLE Organization in These Challenging Economic Times

- Feel like today's economy is adding to the challenge of operating your organization? You are not alone.
- Is your parent organization requesting more revenue, just when enrollments are dropping? Are low cost competitors turning up the heat? Will staff reductions really improve your bottom line? Can technology save you – or will it break you (in the form of increased internet competition and ever decreasing pricing)? Should the case be made for engaging in non-cle related activity designed to generate revenue? Shouldn't we all just raise prices? When cuts in expenses translate into cuts in quality, where do we draw the line?
- Each organization is distinct, so don't expect to come away from this session with a checklist of "answers". Instead, join us for a discussion as we examine possible solutions to these challenging economic times. The facilitators for this workshop come from three very different organizations with unique economic and political realities. Please join us and add your perspective to the conversation.

Frank V. Harris – *Minnesota CLE*

Mark Sideman – *Washington State Bar Association*

Pamela Wilson – *State Bar of California*

Personal Development for the PD Professional: How to Become a Total Failure? – PART I

Looking for a strategy for developing yourself professionally? Dr. Guillory will help you jump start your professional development by identifying the most common rules for failure and explaining how to transform those "rules for failure" into opportunities for success. He will help you realize that the most important part of failing is what we learn. The presentation will involve tongue-in-cheek stories and exercises for audience participation. It is based on the book by Dr. Guillory and Phil Davis "How to Become a Total Failure--The Ten Rules of Highly Unsuccessful People."

William A. Guillory, Ph.D. – *Innovations International*

Tackling the Unique Challenges of Marketing Your Online CLE

Marketing online CLE poses new and different challenges to traditional CLE marketers. Forget the formulas about when to send brochures, budgeting for postage, and early bird specials. Everything is different for your online programs. Most CLE providers find that customer objections are minimal: it's not about price, familiarity with the technology, or fears about getting CLE online... it's simply about awareness of the option! Attendees will learn tips and tricks for bringing customers to your online programs and hopefully, keep them coming back [online!] for more.

Johnson Cook – *Peach New Media/FastCLE*

David Schnurman – *Lawline.com*

4:30 p.m. – 5:30 p.m.

Workshops C:

Office and Network Security

A primer for administrators on the technology and policies dealing with security and business continuation issues that make up day to day operations. This program is a review of current threats, along with some best practice solutions and resources to help meet them, provided with a minimum amount of tech-speak and a number of 'real world' examples.

Lincoln Mead – *Utah State Bar*

The Evolution of CLE Materials to a Publication

How can you expand your library with new titles without always starting from scratch? Learn the pros and cons of how course materials can be the foundation upon which to build a new book or to supplement an existing book or one that is in the development process.

Dawn M. McKnight – *Colorado Bar Association CLE*

Margaret A. Morgan – *Washington State Bar Association*

Personal Development for the PD Professional: How to Become a Total Failure? – PART 2

Looking for a strategy for developing yourself professionally? Dr. Guillory will help you jump start your professional development by identifying the most common rules for failure and explaining how to transform those "rules for failure" into opportunities for success. He will help you realize that the most important part of failing is what we learn. The presentation will involve tongue-in-cheek stories and exercises for audience participation. It is based on the book by Dr. Guillory and Phil Davis "How to Become a Total Failure--The Ten Rules of Highly Unsuccessful People."

William A. Guillory, Ph.D. – *Innovations International*

Avoiding Death By PowerPoint – Delivering "Effective" Electronic Presentations

Are your presentations doing you more harm than good? We have all seen bad PowerPoint presentations, but there is no question that PowerPoint, if used correctly, CAN BE one of the most effective ways to engage and educate an audience of CLE professionals and lawyers. Being in the business of educating, we are being called upon to deliver information and influence an audience raised on watching television and surfing the web. Learn about the new features of PowerPoint 2007, and get the latest dos and don'ts and tips to make your presentations sing!

Paul J. Unger – *HMU Consulting, Inc.*

6:00 p.m. – 7:30 p.m.

ACLEA Reception

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

MONDAY, JULY 27, 2009

7:30 a.m. – 3:30 p.m.

Registration and Exhibits

7:30 a.m. – 8:45 a.m.

Committee Meetings

(7:30) MCLE

(7:45) Exhibitors/Sponsors, International, Public Interest

8:45 a.m. – 9:00 a.m.

Networking Break and Exhibits

9:00 a.m. – 10:30 a.m.

Plenary Session:

Resiliency In Tough Times

Facing challenging economic times and increasing pressures to do more with less, it is clear that CLE professionals and attorneys have a pressing need for greater resiliency. An expert in the psychological effects of stress and an international speaker and author, Dr. Lynn Johnson will present tried and true skills for coping with stress and building resiliency. In this engaging and entertaining session, Dr. Johnson will equip you with practical tools for resiliency that you, your staff, and your family can begin using immediately. Learn how tough people survive and thrive in tough times in this plenary session

Lynn D. Johnson, Ph.D. - *Brief Therapy Center*

10:30 a.m. – 11:00 a.m.

Networking Breaks & Exhibits

11:00 a.m. – 12:15 p.m.

Workshops D:

Time Management and Delegation in Tough Times

In difficult economic times, decision-makers need to make the most of every minute and every resource. Join us for a fast-paced journey through the top tips the panelists deem critical to effective time management and delegation in today's challenging business environment.

Terry Burnett - *South Carolina Bar - CLE Division*

Mark T. Carroll - *ALI-ABA*

Nora L. Crandall - *Illinois Institute for CLE*

Management Styles – What Still Works

Managing people can be the most rewarding thing we do in our jobs. It can also be the most frustrating. As managers, we are often called upon to perform a variety of roles. How we handle different situations depends upon our own management styles. These styles evolve over time as we learn more about ourselves and the people with whom we work. One size definitely does not fit all! Learn from a panel of experienced CLE managers as they describe their management styles and how they have implemented them for the benefit of their organization.

Lawrence J. Center - *Georgetown Law Center CLE*

Donita Bourns Douglas - *Oklahoma Bar Association*

Lawrence F. Meehan - *ALI-ABA*

Developing a Marketing Campaign

Time has been dedicated to creating the best CLE program or publication known to CLE history. But how will anyone know about this informative program or helpful resource publication, if you do not effectively market. Attendees at this session will walk through the steps to developing your marketing campaign, including practical tips, checklists and examples of successful marketing pieces used.

Nicole Steckman - *Georgetown Law Center CLE*

Developing Mentoring Programs

Teach new lawyers by getting back to the basics of legal training through mentoring. Learn the process of implementing a mandatory mentoring program from the most current state to take on the challenge. The Utah State Bar team of administrators, executives and committee members will fill you in on the theory, experiences and feedback to their new program. Audience questions strongly encouraged.

John Baldwin - *Utah State Bar*

Are Wikis a Solution to the Online Publishing Dilemma?

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. To test this concept, the Legal Education Society of Alberta embarked on an ambitious pilot project to create a wiki-based version of an 800-page practice manual. In this session, you will learn more about the wiki concept and how this technology can be used for CLE. You will also find out the results (good or bad!) of the wiki pilot project and discover the pros and cons and practical challenges of undertaking and implementing such an initiative.

Brian Chick - *Left Button Solutions*

Jennifer LC Flynn - *Legal Education Society of Alberta*

12:15 p.m. – 1:45 p.m.

SIG Luncheons

(Ticketed Event – Open to SIG Members Only)

CLE Regulators — The topics for discussion at this SIG luncheon meeting will be announced via the SIG listserv. We encourage everyone to keep an eye out for the announcement and join your colleagues for lunch!

Moderated by David N. Shearon – Tennessee Commission on CLE & Specialization

Entrepreneurs — In recognition of the varied membership of the SIG, we've planned individual roundtable discussions on business management and development topics.

Moderated by Mark Rosch – Internet for Lawyers

In-House/Professional Development — The In-house SIG luncheon will feature a discussion on how recent decisions by some law firms to deal with the current economic situation will affect Professional Development departments. Lay-offs, delayed start dates for new hires, budget cuts and more will have an impact on a firm's training and career development goals. Also to be discussed are the five rules for successful poker by Roger B. Curlin III.

Moderated by Jan F. Majewski – Holland & Knight LLP

Law Schools — "The economy continues to have a dramatic impact on law firms, corporate legal departments and government agencies. Law schools are not immune from these adverse circumstances. Some have seen our budgets re-done in mid-year, others have had annual raises eliminated or deferred and still other law schools have seen central administration ask for greater contributions from the law school budget. In our own CLE departments, many of us have seen lower attendance and revenue as our clients retrench and cut back drastically on travel and training expenses. What consequences are we seeing? How are we coping with those consequences? What strategies can we adopt to successfully steer through this challenging storm?"

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

Local & Specialty Bars — How does your governing body work – strategically, tactically, or somewhere in between? Explore the functions and roles of your CLE Committee or Board, how to move our governing bodies toward a more strategic approach to their work, and how the concept of a strategic vs. tactical board relates to organizational resources and staff size.

Moderators to be announced.

Nationals — Join us for a useful exchange of ideas on post-recession plans. We will discuss what's hot and what's not; what changes have been made in the last six months since we've met, and where we are now.

Moderated by Kari J. Campbell – Lorman Education Services, and Earnestine Murphy – ABA-CLE.

State & Provincial Bars — “Creative Pricing – What have you done without losing your shirt?” Please bring your creative sales promotions, pricing and packaging. Free offerings, two-for-the price-of-one or business as usual? Join us to share and learn what has worked or not worked across for state and provincial bars.

Moderated by Donita Bourns Douglas – Oklahoma Bar Association, and Linda Morin-Pasco – Maine State Bar Association.

1:45 p.m. – 3:00 p.m.

Workshops E:

Return On Investment: What Do You Need To Know to Make Good Decisions in Poor Economic Times?

You developed the course, publication or other product, developed a marketing plan and executed it. But how did you do? What is your Return on Investment (ROI)? How do you measure this Return on Investment (ROI)? And how do you use ROI to make better decisions in the future? Is it just about measuring monetary ROI or are there other areas that need evaluation before making crucial decisions about the future of a course or product? Attend this session and receive practical and easy-to-use tips on measuring ROI from a state and national perspective. Then learn how to use the knowledge you have gained to develop a sharp curriculum for your organization.

*Joanne Hinnendael - New Hampshire Bar Association
Amy Danziger Shapiro - ALI-ABA*

How To Be a Hero: Leading Your Organization in Uncertain Times

During the economic uncertainty, managing, rewarding and terminating employees can be challenging. This session will help you work through the many challenges of downsizing and uncertainty while identifying points that will allow you to achieve your goals. Time will also be devoted to addressing issues that arise when key people leave and how to motivate your staff as they're surrounded by uncertainty.

Charlotte L. Miller - Kirton & McConkie

Networking For Professional Success

Everyone knows that, much like diet and exercise, networking is good for you and that, similarly, there are lots of excuses for avoiding it. Learn how networking can actually be a time saver and enhance your job security. This program focuses on how to network in a manner that feels comfortable for you and how to build your network. Gain the confidence to use networking as a valuable tool to build upon your professional success.

Roy S. Ginsburg - Roy S. Ginsburg, J.D.

Single-Source Publishing Solutions

Many publications departments have incorporated alternative delivery methods into their publications workflow. Now that we are producing CDs and online libraries, how can we streamline our operations to incorporate these and other interactive tools into our publishing repertoire without creating duplicative work processes? This panel will discuss single-source publishing as a possible solution to this dilemma. Topics of discussion will include:

- Single-source publishing defined.
- Conducting a needs and workflow assessment.
- Cost-effective implementation.
- Working with authors under a new system

The goal of this session will be to present options for both broad and limited implementation of “single-sourcing” and ideas about how to tailor this process to meet your department's needs.

*Rob Krebs - Dakota Systems, Inc.
Tom Magliery - JustSystems*

PD Triage: A Dynamic Toolbox Providing a Step-by-Step Approach to Dealing with Common “Disasters” in the In-House Environment

We all have them. Those training programs in which at the last minute something goes awry and immediate decisions need to be made in order to move forward. Do you cancel? Reschedule? Delay the start? Listen to two experienced, in-house professional development managers discuss common disasters and how to deal with them. Issues involving technology, speakers, CLE credit, conflicts and more will be highlighted. Plan to bring your own worst case scenarios to share with the group. Help others learn from your experiences and add to the solutions to go in a “toolbox” we all can take away from this interactive session.

*Roger B. Curlin III – Carlton Fields, P.A.
Jan F. Majewski – Holland & Knight LLP*

3:45 p.m. – 8:00 p.m. (Open Return)

Networking Excursion

(Ticketed Event)

See Special Events Schedule for details. Gather in the lobby of the Grand America Hotel prior to 3:45 p.m. Buses will drop off directly at the FamilySearch Center located in the Joseph Smith Memorial Building. You will be greeted by a tour guide outside of the Joseph Smith Memorial Building to begin your walking tour of Temple Square. Afterwards, you will return to the buses to head to The Gateway shopping area. Your return to the Hotel is on your own. We recommend taking The Trax System (free light-rail train) that runs from this area back to the Grand America Hotel. Cost per person is \$10 USD. Please make your required reservations on your registration form.

TUESDAY, JULY 28, 2009

7:00 a.m. – 5:15 p.m.

Registration and Exhibits

8:00 a.m. – 10:00 a.m.

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

(Open to All ACLEA Members)

Some people think the ACLEA Business Meeting is a great time to sleep in. Wrong! Everyone knows that breakfast is the most important meal of the day (and, after all, it's included in your registration!). This 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 are enjoying a great meal. Just sit down next to the person whose brain you want to pick!

The “ACLEA's Best” Awards for each of the 5 categories (Marketing, Programming, Publications, Public Interest, and Technology) will also be awarded during this meeting. We know you will want to show your support for the ideas and submissions of your fellow colleagues. Their submission may just be the inspiration you've been waiting for!

10:00 a.m. – 10:30 a.m.

Networking Break & Exhibits

10:30 a.m. – 11:45 a.m.

Plenary Session:

Attended This Great Conference.....Now What?

You spend an invigorating three days with our colleagues gathering new ideas and soaking up information to improve our organizations. However once you return to the office, you find yourself forgetting all about those great three days and bogged down in the daily grind. Kick off your final day at this year's meeting, learning creative ways to stay motivated and tactics to implement all of those new ideas. Time will

also be devoted to how you can inspire your team that may not have been able to attend.

Lawrence J. Center - Georgetown Law Center CLE

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

Mary Lynne Johnson - Atlanta Bar Association

11:45 a.m. – 1:15 p.m.

ACLEA Luncheon for Various Sized CLE

Departments (Ticketed Event)

Do you have marketing, publications and IT departments or individuals? Do you do all three by yourself? Are you climbing Mt. CLE solo or in a team? Join your fellow CLE mountaineers for a lunch with colleagues in similar sized departments as they investigate and share new ideas. Cost per person is \$26. Please make the required reservations on your registration form according to your department's size.

1:30 p.m. – 2:45 p.m.

Workshops F:

Tracking MCLE

MCLE is both a blessing and a curse for CLE providers. A blessing because it multiplies attendance, but a curse because it multiplies administrative burdens. It's in everyone's interest – providers and regulators alike – to minimize the curse. Hear about approaches your peers are taking to minimize the hassles of MCLE accreditation and attendance reporting and how regulators view these issues and what approaches they suggest. You'll also learn the latest about efforts to standardize approaches and minimize duplicative efforts, including Form1.org.

David N. Shearon - Tennessee Commission on CLE & Specialization

The Business Case for CLE Programs and Policies that Promote the Public Interest

We all know that the legal profession strongly encourages lawyers to give back by doing pro bono or/and other types of public interest work. Do the organizations that educate them have a similar obligation? If they do, WIFM (what's in it for me?). Learn how CLE organizations benefit when they give back, some of which go directly to the bottom line and others that are more intangible. Panelists will tell their own stories about how certain programs and policies in their shops made good business sense. "It can pay to be good."

Roy S. Ginsburg - Roy S. Ginsburg, J.D.

Mary Lynne Johnson - Atlanta Bar Association

Tracking Your Web Metrics AND Cool New Web Technologies

You have progressed from wondering if a web site will work to wondering what your web site does while you sleep, how to better integrate it with your marketing, and how to make the site more 'sticky' once visitors arrive. This program reviews tools and techniques to help evaluate the performance of your website and to look at ways to enhance the customer experience while assisting them in finding what they want and making purchases.

Lincoln Mead - Utah State Bar

Care and Feeding of CLE Customers in Difficult Times

Filling the wants (and some of the needs) of lawyers is the *raison d'être* of all CLE organizations. Three experienced CLE directors discuss how to understand CLE customer needs, particularly in difficult economic times. Armed with knowledge of your customer's needs—whether it's for new areas of expertise, new formats, modified pricing, greater efficiencies, new levels of convenience, or new connections—your organization can figure out how to thrive by meeting those needs. We'll delve into affordable techniques for assessing customer needs, the latest ideas for measuring customer satisfaction, and creative ways to increase customer satisfaction through new social media. We'll share strategies that have worked for us in this difficult economy.

Charles C. Bingaman - Charles C. Bingaman Consulting

Lynn P. Chard - Institute of Continuing Legal Education

Patrick A. Nester - State Bar of Texas

Rewarding Volunteers in Tough Times

Volunteers are the mainstay of most CLE organizations, and keeping their good will is more important than ever in tough times. Two experienced CLE staffers lead a roundtable discussion of how to reward your volunteers and watch your bottom line at the same time.

Kent R. Hopper - The Missouri Bar

Susan Munro - Continuing Legal Education Society of B.C.

2:45 p.m. – 3:00 p.m.

Networking Break

3:00 p.m. – 3:45 p.m.

Plenary Session:

How to Create and Implement Your Organization's Critical Communication Plan

CLE organizations have to communicate with multiple audiences. They also need to use a range of media to communicate well with three, even four, generations. Advertising is getting more expensive but losing its power, especially with the younger generations. PR tools are gaining power. New social media on the 'Net now offer great power and attractiveness to some at a low price. To build its brand and sell its products, to maintain peoples' enthusiasm and educate them for the tasks they perform in CLE, CLE management must plan for using ALL the tools at their command. Learn how to use a complex matrix designed to suggest how to use the many communication tools for the many individuals and groups we need to communicate with now. Explore the use of first class mail, news releases, email, public relations steps such as NPR sponsorships, and social media-- including blogs, wikis, and web sites. Return to the office and begin inspiring CLE staff to think more broadly and strategically about how they communicate to each group they need to inform, educate, draw in, and sell.

Charles C. Bingaman - Charles C. Bingaman Consulting

3:45 p.m. – 5:00 p.m.

Closing Plenary Session:

Integrity: Good People, Bad Choices & Life Lessons from the White House

In 1971, Egil "Bud" Krogh, a 31-year old White House deputy counsel, was tasked with finding and stopping security leaks and became head of the Special Investigations Unit; Krogh and associates familiarly became known as the "White House Plumbers." Of the various White House-based conspirators, Krogh alone pled guilty and refused to trade inside information for a reduced sentence. He was disbarred and went to prison. In 1980 Krogh successfully petitioned to be readmitted to the bar and has been in practice since. In this session, Krogh tells his story – from rising young presidential counsel, to his indictment and prison sentence, to redemption and the power of choosing what is right. This engaging, entertaining and inspirational presentation provides concrete examples of not-so-obvious threats to your integrity in the workplace; in personal relationships; even in volunteer and service environments. More importantly, it offers a perpetual framework and focused methods to overcome such threats. Unrestrained interaction with the audience is a hallmark of Krogh's highly-acclaimed programs.

Egil "Bud" Krogh - Senior Fellow on Leadership, Ethics and Integrity at the Center for the Study of the Presidency and Congress and Principal Faculty Member of The Professional Education Group

6:00 p.m. – 9:30 p.m.

ACLEA Closing Event with The Saliva Sisters

(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.

GENERAL INFORMATION

Registration

The program registration fee includes conference materials, admission to Sunday, Monday, and Tuesday sessions, the business meeting and breakfast, the Sunday reception and the Tuesday night special event. Saturday's CLE Boot Camp sessions and all optional lunches and tours are separately priced. We must receive payment for optional sessions, lunches, and tours in advance of the conference to guarantee your reservation. All special event and tour fee payments are nonrefundable after July 10, 2009.

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 spouse/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 \$95 USD fee includes the 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 Grand America Hotel in Salt Lake City, Utah. ACLEA has secured a special room rate of \$199.00 USD per night for double or single until June 26, 2009. To make your reservations, call (800) 621-4505 (in U.S. or Canada) or (0011)-801-258-6000 (International) and request the Association for Continuing Legal Education group rate. **Please note: ACLEA has obtained this room rate by contracting a total meeting package at The Grand America Hotel. ACLEA must meet certain minimum food & beverage and hotel room pickup requirements or ACLEA will face attrition and/or meeting room rental. In order for ACLEA to continue to provide a reasonable registration fee, we need your help. Please take advantage of the room rate we have negotiated and make your reservation by contacting:**



The Grand America Hotel. Photo courtesy of The Grand America Hotel

The Grand America Hotel
555 South Main Street, Salt Lake City, UT 84111
Phone (800) 621-4505 (toll free U.S. or Canada) or
(0011)-801-258-6000 (International)

Special Rebate Policy

Registrants who stay at The Grand America Hotel during this meeting will receive a \$50 coupon that may be used toward the registration fee for a future ACLEA meeting held in 2010. Only one coupon will be offered per room reservation and cannot be redeemed for cash. Only attendees who pay the meeting registration fee are eligible for this rebate. The meeting fee coupon is nontransferable.

Transportation

The Grand America Hotel is approximately 8 miles (12 minutes) from the Salt Lake City International Airport (SLC). An airport express shuttle that makes stops at several downtown hotels, including The Grand America, is also available. One-way shuttle service is approximately \$8 USD and passengers should expect a 45-minute ride to/from the airport to The Grand America Hotel. Taxi and limousine service can be booked through the hotel guest services at (801) 258-6703. Taxi fares from the airport to The Grand America Hotel are approximately \$20-25 USD one-way. Once you have arrived at the hotel, the Trax System (light-rail train) runs right by and is free in the downtown area. Catch the train 1/2-block from the hotel lobby from 5:30am to 11:30pm Monday-Saturday and 10:00am to 10:00pm on Sundays.

Cancellation Policy

All special event & tour fee payments are nonrefundable after July 10, 2009. Registration refunds, less a \$50 USD processing fee, will be given to registrants who cancel by 5:00 p.m. Friday, July 10, 2009. If notice is received between July 10 and 17, 2009 at 5:00 p.m., refunds will be given less a \$150 USD processing fee. No refunds or transfers will be granted thereafter.

QUESTIONS?

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

REGISTER BY



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



Fax: (512)451-2911



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

Special Thanks to the Salt Lake City PLANNING COMMITTEE

Nora L. Crandall – *Illinois Institute for CLE*
Scott D. Harrington – *Louisiana State University CLE*
Jeanne B. Heaton – *Illinois State Bar Association*
Connie Howard – *Utah State Bar*
John Redenbaugh – *Washington State Bar Association*
Nicole Steckman – *Georgetown Law Center CLE*
Joanne Hinnendael (co-chair) – *New Hampshire Bar Association*
Donna Passons (co-chair) – *ACLEA Executive Director*

45TH ANNUAL MEETING

JULY 25 – 28, 2009

**THE GRAND AMERICA HOTEL
SALT LAKE CITY, UTAH**



The Network for CLE Professionals...Worldwide

Name _____
Organization _____
Address _____
Phone (____) _____ Fax (____) _____
E-mail _____
Spouse/Guest _____
Year Joined ACLEA _____
Special Dietary Needs _____

HOTEL

*Hotel reservation deadline is **June 26, 2009**. Refer to brochure for details.*

☐ **I will be staying at The Grand America Hotel, Salt Lake City.**

REGISTRATION on or before July 10, 2009:

☐ **Member Registration \$595** ☐ **Non-Member Registration \$795**
☐ **Spouse/Guest Registration \$95**

REGISTRATION after July 10, 2009:

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

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)**

CONFERENCE MATERIALS - I would like:

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

Total for Registration Fee \$

OPTIONAL EDUCATIONAL PROGRAMS (Pre-Registration Required)

SATURDAY, JULY 25, 2009 - ACLEA CLE Boot Camp

☐ **Members \$95** ☐ **Non-Members \$145**

Total for Optional Educational Programs \$

SPECIAL INTEREST GROUP LUNCHEONS (Pre-Registration Required)

SUNDAY, JULY 26 / 11:45 am - 1:15 pm (Open to All Registrants) **\$24**

☐ **Executive Leadership** ☐ **Marketing** ☐ **Publications**
☐ **Technology** ☐ **Programming**

MONDAY, JULY 26 / 12:15 pm - 1:45 pm (*Open to SIG Members ONLY) **\$25**

☐ **CLE Regulators*** ☐ **Entrepreneurs*** ☐ **In-House*** ☐ **Law Schools***
☐ **Local & Specialty Bars*** ☐ **Nationals*** ☐ **State & Provincial Bars***

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

TUESDAY, JULY 28 / 11:45 am - 1:15 pm (Open to All Registrants) **\$26**

☐ **13 or more Employees** ☐ **5 to 12 Employees** ☐ **1 to 4 Employees**

Total for Luncheons \$

OPTIONAL TOURS/EVENTS (Pre-Registration Required)

SATURDAY, JULY 25, 2009

☐ **Trip to Park City and the Utah Olympic Park \$25 x** _____ (no. of tickets)

MONDAY, JULY 27, 2009

☐ **Networking Excursion to Salt Lake City \$10 x** _____ (no. of tickets)

Tickets for the Sunday and Tuesday night events 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 meal requirements at the top of this form.

☐ **Sunday Night Reception for Registrant \$00**
☐ **Sunday Night Reception Guest Tickets \$30 x** _____ (no. of tickets)
☐ **Tuesday Night Dinner for Registrant \$00**
☐ **Tuesday Night Dinner Guest Tickets \$75 x** _____ (no. of tickets)

Total for Optional Tours/Events \$

TOTAL PAYMENT ENCLOSED \$
(all amounts are listed in USD)

Please Indicate the Sessions You Plan to Attend:

SUNDAY, JULY 26, 2009

Workshops A / 1:15 pm - 2:30 pm

☐ Long Range Planning
☐ What Attorneys Need and Want from CLE Providers
☐ Adobe Acrobat for CLE Professionals
☐ Using Your Database to Market
☐ Transition Training

Workshops B / 3:15 pm - 4:30 pm

☐ The Partnership between Publications & Programs Departments
☐ A Conversation About Managing Your CLE Organization
☐ Personal Development for the PD Professional – PART I
☐ Tackling the Unique Challenges of Marketing Your Online CLE

Workshops C / 4:30 pm - 5:30 pm

☐ Office and Network Security
☐ The Evolution of CLE Materials to a Publication
☐ Personal Development for the PD Professional – PART 2
☐ Avoiding Death By PowerPoint – Delivering “Effective” Electronic Presentations

MONDAY, JULY 27, 2009

Workshops D / 11:00 am - 12:15 pm

☐ Time Management and Delegation in Tough Times
☐ Management Styles – What Still Works
☐ Developing a Marketing Campaign
☐ Developing Mentoring Programs
☐ Are Wikis a Solution to the Online Publishing Dilemma?

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

☐ Return On Investment
☐ How To Be a Hero
☐ Networking For Professional Success
☐ Single-Source Publishing Solutions
☐ PD Triage

TUESDAY, JULY 28, 2009

Workshops F / 1:30 pm - 2:45 pm

☐ Tracking MCLE
☐ The Business Case for CLE Programs and Policies
☐ Tracking Your Web Metrics AND Cool New Web Technologies
☐ Care and Feeding of CLE Customers in Difficult Times
☐ Rewarding Volunteers in Tough Times

I cannot attend the program; please forward the conference materials.

☐ **Member Price \$345** ☐ **Non-Member Price \$495**
☐ **CD Version** ☐ **Printed Version** ☐ **Both Versions (add \$50)**

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

☐ **Visa** ☐ **MasterCard** ☐ **AmEx**

Credit Card # _____

3 or 4 Digit Security Code _____ Exp. Date _____

Signature _____

Name on Card (Print) _____

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

ACLEA Headquarters

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

Phone: (512) 453-4340 Fax: (512) 451-2911

Website: www.aclea.org