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## President's Column

By Karen Lee, *President of ACLEA*



Change leads us toward new horizons. Follow me now for some observations on the benefits—and excitement—that go along with trying something new.

*"If you never want to be criticized, for goodness' sake don't do anything new."  
Jeff Bezos, founder and CEO of Amazon*

Jeff Bezos knows his share of criticism. The innovations that Amazon made changed how people worldwide purchase and read books. Bricks and mortar morphed into online businesses, and paper and ink transformed into e-readers.

The legal profession and CLE have also experienced seismic shifts. Clients who want to pay for only the services they need can now get "unbundled" legal services. Bar members are no longer limited to in-person attendance at live seminars for CLE credit and legal publications are not limited to hard copy—online options abound. ACLEA membership has grown from primarily state and provincial bars to include CLE speakers and technology providers, to name a few professions that involve CLE.

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# President's Column

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*"What's dangerous is not to evolve."*  
Jeff Bezos

Something new takes time to process. It's not always easy. The unknown is often uncomfortable. But new things also can be downright amazing. Think about how people must have felt when they experienced automobiles, electricity, telephones, airplanes, and the first computers. Other than Gene Roddenberry, a handful of writers and some very forward thinking members of the scientific and technological communities, who would have envisioned 50 years ago, the significant role that a small hand-held communication device would have in our lives today? New things will continually cause the world, the legal profession, and CLE to evolve and grow.

*"Being customer-focused allows you to be more pioneering."*  
Jeff Bezos

In an effort to focus on member preferences (i.e., being customer-focused), ACLEA has added new facets to several conferences—switching to all electronic materials, offering fitness options, shifting the conference schedule, and incorporating activities beneficial to the local community. The conference planning committees introduced these new elements based upon a membership survey and the strategic planning goals of Vision 2015. Not everything about ACLEA conferences will resonate with members; some new things may return to their original state. But trying new paths ultimately leads to further ideas, suggestions, and actions that help our organization to flourish in a constantly evolving world.

I look forward to the evolution and growth of ACLEA and hope you will, too.

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*In the Loop* is published quarterly by the Association for Continuing Legal Education (ACLEA).

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# Get to Know Your ACLEA Executive

Gina Roers-Liemandt, *Thomson Reuters*,  
@CLE\_GRL

## 1. What is your position with Thomson Reuters?

I am the manager of Content and Accreditation and Registrar.

## 2. What did you do in your pre-CLE life and what brought you to the CLE world?

I held many positions in training and education prior to law school and was a National Certified Emergency Medical Technician. And after graduating from law school, I worked as a research attorney for a small Health Law practice, then came to TR as a Reference Attorney, assisting lawyers in using Westlaw for their research. I also taught LSAT prep—back then it was a lot harder to persuade kids not to go to law school. I came over to West LegalEdcenter when we launched the product, way back in 2001!



## 3. How long have you been a member of ACLEA?

I've been a member since 2005.

## 4. What do you remember from your first ACLEA meeting?

My first meeting was in Denver, Colorado. In addition to the people (who continue to be the defining characteristic of our organization), I remember the “gentleman” who spilled his beer on me on the flight in...the 8:00 a.m. flight.

## 5. What has surprised you most about being a member of ACLEA?

How willing members are to share their knowledge, advice, and expertise with one another. More than any other organization to which I've belonged, ACLEA members are generous with their time and support.

## 6. What other leadership positions within ACLEA did you hold before joining the Executive Committee and what did you learn from them?

I've been the co-chair of the Marketing SIG, the Technology SIG, and the MCLE Committee, a founding co-chair of the Distance Learning Committee, as well as on two planning committees (the two most recent Boston conferences). From each of these I've learned how important engaging a volunteer membership can be. Without buy-in and commitment from your volunteers, nothing gets done. You can't do it all yourself.

## 7. What motivated you to become a member of ACLEA's Executive Committee?

I really appreciate all of the benefits I've received as a member of ACLEA and wanted to be sure that the organization continues to be a strong and successful operation. If I can contribute to its ongoing strength, success, and growth, I am excited to be able to do so.

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# Get to Know Your ACLEA Executive

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## 8. What would you tell someone who is thinking about running for a position on the ACLEA Executive Committee?

Get involved now! Join a committee or functional SIG. Volunteer. Mentor, or become a mentee. The best benefits from ACLEA are the opportunities to work with other ACLEA members. You'll build a network of experts to whom you can turn for advice—they've been there. And you'll learn from the best how to lead and succeed in CLE.

## 9. What do you think is the most important issue facing CLE organizations today?

The pressure to do more with less. I don't know of a single provider—from law school, to in-house, to bar association, to for-profit provider—that isn't under a constant demand to produce more while under considerable strain for resources. That's why ACLEA membership is such a valuable tool. We can learn from one another—best practices, tips, and guidance on how to thrive under that weight.

## 10. What do you think will change about CLE in the next five years?

As technology and learning preferences continue to evolve, I think the ways in which attorneys are allowed to gain credit will (slowly) change.

## 11. If you weren't involved in CLE, what do you think you would be doing instead?

I am "Julie, the Cruise Director" (What? A *Love Boat* reference?). I would definitely be an event planner. I love to organize, decorate, create themes and concepts and make them come alive!

## 12. What do you like to do when you aren't working?

Travel, read, cuddle my dog and husband (not necessarily in that order), crossword puzzles, cook and bake, and learn new things.

## 13. Tell us one thing that the ACLEA membership should definitely know about you.

I've done a fire walk (walking across hot coals). It showed me how powerful our minds can be and how I can do things of which I never thought possible.

# Books of ACLEA

Because so many books are published each year, it can be difficult to choose what to read next. The ACLEA Past President's Book Club came to the rescue at our 51st Mid-Year Meeting in San Diego. Four members of this special book club talked about their personal favorites, all of which are great resources for CLE professionals. These books will most likely make your "Must Read" list once you review the short commentary below generously provided by the participants. Thanks to Raymond Lee (CLEBC) for moderating this valuable session.

## ***The Will to Govern Well: Knowledge, Trust, & Nimbleness 2nd Edition (Glenn H. Tecker, Paul D. Meyer, Leigh Wintz, CAE and Bud Crouch)***

*The Will to Govern Well* outlines the group decision-making model for governance—an informed, consensus, decision-making system that purports to direct a Board's time toward the strategic and policy-making functions. The author seeks to motivate change toward knowledge-based governance utilizing the themes of: knowledge, trust, and nimbleness.

If a board can become familiar with the basic knowledge-based governance model, evolve, and use it with these growing and adaptable themes, it will provide an excellent vehicle for strategic decisions.

*The Will to Govern Well* emphasizes the role of transparency in establishing trust. It also demonstrates the use of tenets of deciphering knowledge that become a valuable tool for assessing potential strategic actions and the communication relative to those actions and the process.

The book contains an extensive discussion of nimbleness, allowing for a reasoned approach to institutionalizing nimbleness—much needed in our evolving set of dynamics.

*Reviewed by: Vince O'Brien, Minnesota Continuing Legal Education*

## ***Give and Take (Adam Grant)***

*Give and Take* focuses on how to succeed at work and in life by learning how to effectively deal with individual work styles.

Insight is provided with respect to interactions that CLE professionals experience every day—networking, collaboration, influence, negotiation and leadership. The author categorizes people as takers, matchers and givers and stretches you to identify your own style as well as the style of those with whom you frequently interact. Qualities of the faker (the taker who disguises herself as a giver) are also analyzed.

The book goes into depth about each style, provides good examples of each and ends with suggested actions that we may all be able to take at work, at play and at home. This book has changed the way I see my personal and professional relationships and has provided me with the tools to accomplish goals through collaboration and reciprocity.

*Reviewed by: Donna J. Passons, Texas Institute of Continuing Legal Education*

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# Books of ACLEA

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## ***Telling Ain't Training* (Harold D. Stolovitch and Erica J. Keeps)**

*Telling Ain't Training* is full of outstanding content on how to deliver effective training sessions. It includes dozens of practical tips that can be used immediately.

The first two sections focus on learning theory, while the following sections are more practical. However, the first two sections also feature many practical examples, and the later sections provide ample theoretical guidance.

The book illustrates the learning principles with in-chapter quizzes, end-of-chapter reviews, interesting anecdotes, summary tables, diagrams, illustrations, worksheets, and more.

Training should be focused on audience needs (not the presenter's), and CLE programs are no exception. *Telling Ain't Training* provides both the theoretical basis and practical advice for designing training sessions around the needs of the learner. It is learner-centric throughout, with an emphasis on learning research and understanding how we learn, including topics such as motivating learners, helping them remember what you teach them, and understanding different types of learners and how to adapt to their needs.

*Reviewed by: Alan Treleaven, The Law Society of British Columbia*

## ***Quiet: The Power of Introverts in a World that Can't Stop Talking* (Susan Cain)**

Once I read *Quiet*, I recognized the introverts among my colleagues, coworkers, staff and friends. It gave me insight into the way they work, think and interact. I became more conscious of their strengths and what they bring to the table at work and in other situations. I have learned to make my team at work more productive by interacting more effectively with the introverts (and the extroverts) on my staff.

The author notes that at least one-third of the people in the world are introverts—individuals who prefer listening, reading, and working on their own. By the time they are adults, many introverts learn to function as extroverts but they are most effective when they are able to function in a manner that suits their introvert style. We (especially in the United States) undervalue introverts and lose much in doing so.

The interweaving of history and true stories of leaders and successful individuals provide memorable illustrations of the power of individuals who prefer to think before they speak, analyze situations and delve deeply into issues. The book also provides many examples of what to do and what not to do if you want the introverts in your workplace (and in your life) to perform most effectively. The book will make you look at (and work with) your colleagues (and others) differently—in a good way.

*Reviewed by: H. Lalla Shishkevish, Institute of Continuing Legal Education*

# Member Moment

Mona Dudley, *WealthCounsel, LLC*

## PROFESSIONALLY

**Current Job:** Education Administrator, WealthCounsel, LLC

As Education Administrator in the Education Department at WealthCounsel, LLC, I coordinate approval applications and certificates, and work to resolve various registration and CLE inquiries. I also assist with department projects, webinar hosting and PPT edits, and data input.

**A Recent Professional Victory:** I have made it through the last 10 months unscathed! It is my first position in the CLE realm of things and I have learned so much. I've trained on the MANY details and differences of each state's CLE or MCLE programs and worked with my colleague to brainstorm and improve processes to serve our members. Thank goodness for my customer service and project management skills!



**Your Latest Challenge:** Making it through ACLEA Boot Camp, and raising my daughter who just turned 18!

**In My Pre-CLE Life, I Was:** I guess you can say I've had a few different career paths—Marketing, Sales, Community Development/Service, Event Planning, Mom—but they've always revolved around serving people, organizing things, utilizing whatever resource I can find to get the job done, and experiencing many rewarding challenges.

**What Brought Me to CLE:** I have no idea what I was thinking! But now that I'm here, I love it (and I know some of you fellow ACLEA members can relate)! I transferred from the Marketing department to our Education group—and now, once again, I'm serving, organizing, finding resources, being challenged and working with some of the best in the industry!

## TECHNOLOGICALLY SPEAKING

**I Never Leave Home Without:** My Android Samsung Galaxy S5. Literally everything at your fingertips—family, friends, sports scores, weather, knowledge, calendar, photo brag book, Pandora, alarm clock, notes, oh yes, work too—CLE info, state bar websites, ACLEA—it's crazy!

**My Favorite Software:** I have to say Google. Not sure what I would do without that either—it opens up the world to you.

**On My Wish List:** To explore photo editing and story writing software.

**Must-See Website(s):** Lately I've been enjoying the daily brain exercises sent from Luminosity. My supervisor suggested it—what is she trying to say?

## PERSONALLY

**Recent Good Read:** *You Are Blessed* by Joyce Meyer

**Favorite Pastime:** Home improvement, quiet time so I can sort things out, laughing with good friends on a Saturday afternoon,

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# Why Do They Teach?

Scott D. Harrington, *Associate Director, LSUcle*

I'm sure many of us stared at our law professors from the back row of first-year Contracts, second-year Torts, Federal Jurisdiction, or [insert your love-to-hate law class here] and wondered what in the world drove these people into this sadistic profession. Or, as was more often the case for me, you were just curious about the paths that would lead such brilliant and talented lawyers to teaching the law and away from the practice of law, where they would, no doubt, command a much higher salary. In preparing for this, the third article in the "Why Do They..." series, I got to ask just that. Why *do* you teach?

As a CLE professional at one law school by day and a law student at another by night, I have the good fortune to call a number of these very talented and respected scholars, friends. Thanks to them and to a few learned faculty members at the University of Alabama, I was able to collect first-hand accounts as to what leads a lawyer to teach. I asked what their initial reasons were for entering academia and what continues to motivate them to teach.

In the recently released book, *What the Best Law Teachers Do*, the authors observed that all of the outstanding law professors they studied were thoughtful, authentic, and passionate. My respondents certainly all fit this description. I was overwhelmed by the amount of time and effort they put into articulating these honest, heartfelt responses to a question that quite obviously means a great deal to them. I solicited, and received responses from, a wide variety of faculty—full-time, tenured professors; legal writing professors; clinical instructors, administration, and adjuncts—of different ages, races, genders, and teaching experience. I, therefore, expected a wide variety of answers. While individual stories of entry into the profession certainly did vary, some things were unwaveringly consistent.

What led these lawyers into teaching varied widely. For some it was happenstance—being in the right place at the right time. One professor was looking for a short-term teaching stint on her way to a new license in a new state but never left. Another was asked, because of her Moot Court and appellate practice experience, to teach an appellate advocacy class as an adjunct, just as skills education became mandated by the ABA. This led to an offer to teach full-time, and she never left. Yet another

was asked to step in at the last moment for a New Orleans professor who suffered great losses in the flooding following Hurricane Katrina. He continues to teach as an adjunct to this day.

Of those who actively pursued a career in teaching, there were generally two paths—the winding path from practitioner to professor and the more traditional path of the academic or scholar. Of course, despite my attempt to neatly compartmentalize into these two paths, it is quite impossible to do so. The typical legal scholar has spent some, if not considerable, time in the practice of law before entering the legal academy, so the path is not quite as straightforward as the term "traditional" implies. Moreover, the stories of those who took the winding path from practitioner to professor are so different that they can hardly be said to have traveled any discernable path at all. For the purposes of this article, however, my allegory makes for a nice segue into the subsequent two paragraphs. We'll begin with the latter, the winding path.

Several of my subjects did not set out to be teachers, but nonetheless found themselves seeking an alternative career path or were turned on to it by revelation of some hidden aptitudes for the craft. Some were unhappy with life as a legal practitioner. Others saw their chosen fields dry up and were forced to re-evaluate life experiences and discern the best way to repurpose their talents. Still others saw a glaring need for instruction in a particular area and decided to step in to fill the gap in law school training. Adjunct faculty, in particular, feel well suited to impart such practical knowledge, and they enjoy the change of pace from their usual duties. Professors who found their way into the profession via the winding path hail from all walks of life and have very different stories to tell. One administrator began his teaching career as an undergraduate



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# Why Do They Teach?

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research and teaching assistant. He soon realized he had a knack for helping others to grasp difficult concepts and began tutoring other students as a means to support himself while in school. After law school, as a JAG Corps officer, he went on to develop courses for military and civilian groups that rivaled or surpassed those of nearby colleges and, in fact, began to attract students away from those institutions. He was hired by one of those colleges to do the same thing in the university setting where his talents for landing and nurturing a diverse student body were really noticed. Soon, the recruiter became the recruited, and the rest, as they say, is history.

Then there is the traditional path to academia. As I mentioned, this path is not as straightforward as one might think, but the commonality here is that these individuals all knew they wanted, or were suited, to be teachers. Some knew they wanted to teach on the first day of law school, or as far back as elementary school. One professor's sixth grade aptitude test revealed that she was most suited to be a teacher or a social worker. Knowing, even at that young age, that she wanted to be a lawyer, she dismissed the suggestions only to realize that, in the end, she had become both after several of life's turns finally landed her in the role of legal analysis & writing director, a role not unlike the mother for impressionable 1Ls. Some actually have education degrees and were high school or undergraduate teachers before entering law school. These individuals enjoy the process of learning, lesson planning, and effectively executing those plans to communicate subject matter to students. Several other respondents wanted an environment conducive to continued scholarship or policy development in their respective fields of interest and found the preparation needed to teach to be a welcomed, helpful, and enjoyable bonus.

These varied paths and personal anecdotes began to converge as respondents began talking about their motivations to keep teaching. To borrow the idiom, they create quite a rich tapestry against which the one, constant theme became the main story—the joy of teaching. A couple of my subjects recognized this joy in their own law school professors and cited this as a reason for both entering and remaining in academia. But, without exception, every single respondent mentioned the joy or satisfaction of learning and teaching as one of the main

reasons for teaching, irrespective of their initial reasons for entering the profession. For each one, it has become a passion. They enthusiastically recount stories of seeing the light come on for students, or the gratification they receive when former students go on to great acclaim or send notes of gratitude for the mentorship they were afforded. The professors themselves express gratitude to the students, and to the profession, for their own continuing education, as they update themselves on the ever-changing law in preparation for the next group of bright, inquisitive students. They are grateful for this joy and for a lifetime of learning.

And so it seems the question has come full circle. Why do they teach? They teach because they love learning. I've known several professors who, still sharp-witted, continued to teach well into their late 70s or 80s. One professor emeritus in his 90s still comes into the office every single day and to my understanding was still writing as of a few years ago. They've all told me that learning and teaching keep them young and happy, and I believe them. As providers of continuing legal education, perhaps we should do more to promote this "fountain of youth" in our benefits copy.

I received far too many thoughtfully articulated responses to quote all of them, but I thought the following short excerpts worth including as written:

"For the pure joy of it. 'A teacher affects eternity. He can never tell where his influence stops.'"

– Professor Paul R. Baier, LSU Law Center, quoting Henry Adams's *The Autobiography of Henry Adams*.

"I teach because I have a passion for teaching and learning, because it makes me happy and keeps me young, to encourage intellectual evaluation and debate of ideas, because I am inspired by and learn from students, because I was taught and inspired by great professors, to give back to the profession that has given me more than I can repay."

– Professor Thomas E. Richard, Southern University Law Center

"I teach because it is so much fun. And, teaching law students will make anyone an eternal optimist. You cannot be pessimistic

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## Member Moment

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doing something spontaneous, and most of all watching my daughter grow—through the good times and the bad.

**Date(s) I Never Miss:** Those where I made a commitment.

**My Dream Vacation:** A whole summer to travel the four places of my heritage and look up long lost relatives: Italy, Denmark, Germany and England—mostly Italy because they'll feed you a lot!

**Words I Live By:** Never say Never, or at least keep an open mind until you are absolutely sure it's Never.

## Why Do They Teach?

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about the future when you meet so many bright, talented, and committed young people year and after year.“

– Professor Pamela Bucy Pierson, The University of Alabama School of Law

“In essence, the life of a law professor is a life of constantly learning and growing in the law. And the thrill of that is why I teach.”

– Assistant Professor Christopher K. Odinet, Southern University Law Center

“I sometimes miss the practice of law, however teaching is much more rewarding than any victory in court.”

– Associate Professor Grace Barry, Legal Writing Director, LSU Law Center

# Social Media Marketing for CLE Providers

Tim Baran

CLE providers need to hang out where lawyers rendezvous, and they're all over social media – on Twitter and Facebook and LinkedIn. Even Google+. It allows CLE providers to engage and build relationships to increase brand awareness, gain trust, and promote their courses.

After a dozen years as head of the library and continuing legal education departments at a large law firm, I left in 2008 (yes, at the beginning of the economic downturn) to start a CLE accreditation consultancy. Acknowledging that my timing could use a little work, the only “marketing” I did was blogging and social media.

I put “marketing” in quotes because new media channels are not like the old days of hard-sell marketing, tedious efforts like paper directory listing, or costly billboard efforts. It's about providing value, engaging, and building relationships. And it's easily accessible and relatively inexpensive.

I blogged about the the legal and CLE industry. Topics that were on people's minds. I created state-by-state MCLE guides that became the mostly widely trafficked pages on the site. What I didn't do was blog about the services I offered. The only pitch I made on the site was on the “About” or “Services” page (I A/B tested each).

Then I created an MCLE LinkedIn group and a Facebook page to post useful articles, facilitate discussion, and nurture relationships. And, after months of back-and-forth on the usefulness of Twitter, like Saul on the road to Damascus, I saw the light and dove in. Twitter turned out to be the most effective brand recognition and relationship enabling social platform. It even led directly to clients. One Saturday morning as I was checking my Twitter feed before getting out of bed (don't do this as it can quickly become a time evaporating rabbit hole), I came across a tweet from a lawyer recommending me to another lawyer. I contacted her and before brunch I had a new client.

Here are some tips I learned along the way on using social media to marketing you CLE organization.

## Start with a Blog

You need a home base besides your website to have discussions and to point people to on the social platforms. A blog can include posts featuring your CLE presenters, snippets from popular programs, special offerings, CLE news, and legal industry technology news and tips. Provide something useful for attorneys even if it's not one of your courses. They'll remember you when they need to learn something new or earn CLE credits.

## Organic Social Media

*Twitter:* For the love of all that is holy, sign up for a Twitter account. Lawyers use Twitter.

Legal professionals are on there. Get to know them. Let them get to know you. They retweet stuff from people and organizations they know and care about. Not sure how to use Twitter?

See this [Twitter checklist](#).

*Facebook:* Create a Facebook Page and post updates, but not more than once a day. This doesn't take lots of effort and can be very useful as you'll see in the “paid” section below. Remember to post useful information, not just promotional stuff.

*LinkedIn:* Create a company page and post updates. I don't think every provider needs to start a LinkedIn group, but weigh in on the many legal industry groups. Or, if you have a unique group idea, by all means start one. Be careful of how many social media efforts you start, as they need time to nurture.

*Google+:* Even though it's become less of an echo chamber, Google's contribution to the social media spectrum is less than thrilling. It was initially important for its Authorship program which connected authors with search engine results but they did away with that. It may still be useful for search engine optimization (SEO) juice so at a minimum, create a page and post your articles and offerings. [Here are some tips on How to Use Google Plus](#).

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# Social Media Marketing for CLE Providers

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## Paid Reach

*Facebook:* Organic reach on Facebook sucks but you need to have a page so you can pay to promote select posts. It doesn't cost a lot and it's really easy. Boost posts for as little as \$20 targeted to lawyers, bar associations, legal organizations, etc. Boost one killer post a week or every other week and play around with the targeted audience and cost – \$20, \$60, \$200, etc. If you're feeling adventurous, use the built-in ad manager to create an ad. This is a bit more involved. An additional benefit of paid reach (beyond getting likes, comments and traffic back to your site), is that your community grows as people discover your page when it pops up in their feeds.

*Twitter:* Campaigns on Twitter are a bit more involved and the cost can add up quickly—so you should probably limit this to a monthly or quarterly effort. (Like during due date scramble for CLE credits or when you have a special offer).

Social Media is great for getting known and marketing your organization. At the very least, it's social proof for lawyers who are considering your service from among the many (and growing) CLE choices. Start with one platform, then expand to others as you get the hang of each.

*A former law firm library director and CLE consultant, Tim Baran is the Content & Social Media Community Manager for Rocket Matter. As editor of the Legal Productivity blog, he works frequently with law firms to understand how they use efficiency and management techniques in the real life day-to-day practice of law. Tim is the author of two books, A Lawyer's Guide to Evernote and Working Remotely: A Telecommuters Guide to the Galaxy, and co-author on other publications geared toward legal technology, marketing, and productivity.*

# Memories of ACLEA San Diego

## FRANK H. WU, CHANCELLOR & DEAN OF UC HASTINGS

At the San Diego Mid-Year ACLEA meeting, Dean Wu delivered an inspiring plenary presentation entitled, “Innovative and Collaborative Ways for Law Schools, Lawyers, and CLE to Train the Next Generation”. Dean Wu explained how CLE providers can help create a new model for training the next generation of attorneys that emphasizes practical skills, global scope, and interdisciplinary problem-solving.

Here is a list of additional articles from Dean Wu on this and other topics. Click on the titles to read the articles.

- A Law School Dean Reflects on Law Firm Practice
- Cutting Law Schools
- Dean Frank Wu: We’re Never Coming Back
- Dean Wu on Faculty Hiring: What I Don’t Do
- Dear Frank Wu: So You Want to Be a Law Dean
- In Praise of Practical Legal Education
- Law Remains Vital
- My College, the Newspaper
- My Father’s Will: What Lawyers Must Respond to
- On the Important of Beetles, or Why the Curriculum Looks Like it Does
- Reducing Faculty Compensation
- Reinventing Legal Education: The Costs of Change
- Shrinking Law Schools
- The Practicing Professor
- The Press Will Turn on You, Sherlock
- The Problem of Tuition
- The Problem with Legal Education
- The Problems of Legal Education
- The Proverbial “Elephant in the Room:” Faculty Compensation
- The Truth About Law Professors
- Tuition Cuts and Tuition “Cuts”
- What I Don’t Miss About Law Practice
- Winning Over Critics

Follow Frank Wu on Twitter @frankhwu



## JUSTIN WILCOX, CUSTOMER DEVELOPMENT LABS

Justin delivered a plenary session entitled, “An Entrepreneurial Approach to Selling CLE Programs” at the San Diego Mid-Year meeting. Attendees at his session learned how to get a better understanding of their customer’s problems and played with Post-It notes.

Justin made the following available to all attendees:

- How to Interview Customers About Their Problems
- How to Analyze Your Post-It Problem Clouds
- How to Test Your Price
- And the slides from his “Continuing Legal Edu-preneurship” talk

You can find all of the above here: <http://customerdevlabs.com/aclea/>

In addition, Justin promised to produce a video answering some questions he received from attendees that he did not get the opportunity to respond to during the plenary. Here is the link to the video: <http://youtu.be/kzrtROZjAno>

Follow Justin on Twitter @Justin\_Wilcox

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## **Alliance CLE, LLC**

Roger Curlin  
St. Petersburg, FL  
rogercurlin@alliancecle.com

Alliance CLE is the creation of Roger Curlin. He brought this company into the world in 2013, and specializes in national CLE presentations, in-house professional development strategies, forming collaborative opportunities, and extreme (b)rainstorming.

## **BeaconLive**

Scott Bradshaw  
Wakefield, MA  
sbradshaw@beaconlive.com  
Fully Managed Virtual Events

## **Casemaker**

Linda Franklin  
Charlottesville, VA  
lfranklin@casemakerlegal.com  
Casemaker offers federated search of case law, codes, statutes, and CLE articles hyperlinked and integrated including presentation and management of video online streaming webcasts with linked materials.

## **CE21**

Reid Stillings  
Austin, TX  
reid@ce21.com  
Distance Education Services Provider

## **CLE for Meticulous Lawyers**

Lenne' Espenschied  
Atlanta, GA  
le.espen@charter.net  
I teach two full-day seminars on contract drafting: How to Draft a Contract, and Secrets of Bulletproof Contract Drafting.

## **CLE NetShows**

Stuart Teicher  
East Brunswick, NJ  
stuart.tpg@gmail.com  
Online CLE programming. Unique stuff from Sean and Stuart!

## **CLE Alabama**

Annette Largin  
Tuscaloosa, AL  
clealabama@law.ua.edu  
Professor Pam Pierson and CLE Alabama have partnered to distribute

materials Professor Pierson developed as a course and textbook entitled *The Business of Being a Lawyer*. *The Business of Being a Lawyer* (BBL) is based on the premise that each lawyer is a business, his/her own business. Whether self-employed or working for a private firm, public interest or government office, or in a non-legal position, lawyers need to understand their own balance sheets: What are our assets and liabilities? What are our short-term and long-term business plans? How do we implement those business plans? For which contingencies do we prepare? What are our accounts receivables? What investments have we made and need to make in our business? BBL covers four topics: (1) economic trends in the legal market place and what these trends mean for lawyers, (2) personal financial planning basics for lawyers, (3) Emotional Intelligence (EQ) issues such as using one's strengths, dealing with stress, balancing one's personal and professional lives, maintaining resilience in the face of hardship, etc., (4) practical tips on how to survive and thrive in the legal marketplace of the future, including implementing viable business models for one's practice, effective use of technology, efficient networking in bar associations, and publishing advantages and opportunities for practicing attorneys. BBL already has been presented as a law school course, and CLEs at a state bar meeting and an all-day CLE program. BBL is designed in separable modules that lend themselves to full-day, partial-day, single hour or on-demand programming. Written materials are based on a 250-page book published by Thomson West. Program delivery materials include outlines, breakout group topics and discussion questions, and an ever-growing collection of video segments (approximately 200 to date) that discuss top lawyers and professionals discussing and giving insight about the topics in the materials. BBL provides CLE providers with a variety of means to either create programs, or support topics in existing programs.

## **GTxcel**

Erica Pelosi  
Southborough, MA  
epelosi@gtxcel.com  
A complete digital publishing platform on all devices and all screen sizes.

## **ContentKey/HBP**

Patti Dumas  
Falls Church, VA  
pattid@hbp.com  
ContentKey provides a mobile and desktop solution to all the speaker and event content for continuing legal educators. It allows you to eliminate flash-drives and binders as content delivery tools and can be used in rooms with no internet service. It is easy to setup and looks great to all your users!

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# A Special *Thank You* to Our San Diego Exhibitors and Sponsors!

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## **How to Manage a Small Law Firm.com**

Renee Robertson

North Vancouver, British Columbia, Canada

CLETourManager@Howtomanageasmalllawfirm.com

We offer a National CLE for small/solo firms.

## **Improv for Lawyers**

Tommy Galan

San Diego, CA

galanart@gmail.com

Improv for Lawyers introduces attorneys to the skills of improvisation and their application to the legal career. Learn how improvisers stay calm under pressure, listen and react to details, and clearly and effectively communicate ideas. The CLE, "Improv(ed) Legal Skills" is a fun and engaging experience where lawyers are walked through the exercises and games of the improviser to strengthen the skills we use everyday inside and outside of the courtrooms, negotiations, client interviews and personal and business relationships.

## **InReach - Platinum Sponsor**

Jill Cross

Austin, TX

jcross@inreachce.com

InReach is the leading provider of continuing education management solutions. The first and most widely used solution for bringing accredited CE online, InReach technology, services, and experience have helped hundreds of organizations expand their continuing education programs beyond in-person events. Over the last ten years, the legal community has successfully leveraged InReach to produce, manage, distribute, and profit from successful distance learning programs—with minimal effort, cost, or risk. Today, InReach is the leading provider of CLE management solutions and services in the US. For more information contact us at (888) 892-7676 or visit us at [www.inreachce.com](http://www.inreachce.com).

## **Internet for Lawyers**

Carole Levitt

Bernalillo, NM

clevitt@netforlawyers.com

For over fifteen years, Carole Levitt, Esq. and Mark Rosch, principals of Internet For Lawyers (IFL), have partnered with bar associations to conduct all-day seminars (and shorter seminars at the bars' Annual

Meetings and Solo & Small Firm conferences) to teach lawyers how to become Cybersleuths by using free and low-cost investigative and legal research Internet resources (from Google and Facebook to public records and more). They also teach lawyers how to use Google Cloud Business Apps. Every attendee receives a copy of their book, *The Cybersleuth's Guide to the Internet*. IFL's turn-key CLE seminars are always evaluated by lawyers as the most useful and entertaining seminar they've ever attended. In 2015, IFL is launching its law practice management and technology webinar series, featuring well-known ABA authors and others. Carole and Mark are best-selling ABA authors. Carole's latest ABA book is *Internet Legal Research on a Budget*. Carole and Mark have co-authored six books for the ABA: *Google Gmail and Calendar for Lawyers in One Hour*; *Google for Lawyers*; *Find Info Like a Pro: Mining the Internet's Publicly Available Resources for Investigative Research, V.1*; *Find Info Like a Pro: Mining the Internet's Public Records for Investigative Research, V. 2* and *The Lawyer's Guide to Fact Finding on the Internet* (2 editions).

## **Mark Curriden's CLE**

Mark Curriden

Addison, TX

mark.curriden@gmail.com

Mark Curriden provides unique CLE programs that are entertaining and ethics qualifying.

## **Peach New Media – Platinum Sponsor**

Amelia Glynn

Hanover, MA

aglynn@peachnewmedia.com

Peach New Media (PNM) is a technology and services company that works with over 180 organizations to help deliver online continuing education. Through the power of PNM's Learning Platform, Freestone™, organizations are able to manage and distribute CLE through live webinars and webcasts, on-demand content and by utilizing Freestone™'s full suite of CLE features.

## **ReelTime CLE**

Michael Kahn

Charlotte, NC

info@reeltimecle.com

ReelTime CLE seminars provide an entertaining and practical approach to understanding common ethical and professional dilemmas faced by lawyers, and the corresponding toll they can take on an attorney's mental health and physical well-being (and vice-versa). Using a mix of film clips and guided discussions, former litigation attorney Chris Osborn and former-lawyer-turned-counselor Michael Kahn provide lawyers in

**Register Today!**  
**ACLEA 51st Annual Meeting**  
**August 1-4, 2015**  
Chicago, IL

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# A Special *Thank You* to Our San Diego Exhibitors and Sponsors!

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all areas of practice with practical insights on maintaining their ethical commitments, even in the face of the manifold sources of stress and pressure inherent in the practice of law. You'll never see ethics quite the same...

## **Rock N Roll Law**

Jim Jesse, Esq.  
Lawrence, KS  
jimjesse@rocknrolllaw.com  
Conducts CLEs on music law.

## **The Sharper Lawyer**

Cynthia Sharp  
Philadelphia, PA  
cindy@thesharperladyer.com

The Sharper Lawyer teaches attorneys how to run their practices like a business—with an emphasis on the ethics of leveraging and branding strategies.

Cynthia Sharp delivers attorney CLE programs in house to law firms as well as on behalf of bar associations and other legal organizations.

# The Sky's the Limit – Architecting a New Era in CLE

51st Annual Meeting | Chicago, Illinois | August 1-4, 2015

## Join Us in Chicago!

### ACLEA's 51st Annual Meeting

Renaissance Chicago Downtown Hotel  
Chicago, Illinois – USA | August 1-4, 2015

Register online today at  
[www.aclea.org](http://www.aclea.org)

#### Hotel

Our host hotel is the Renaissance Chicago Downtown. ACLEA has secured a special room rate of 199 USD per night for single/double available until July 9, 2015 or until the room block is exhausted, whichever comes first. Please mention "ACLEA" when you make your reservation by phone to ensure you receive the discounted rate.

#### Renaissance Chicago Downtown

1 West Wacker Drive  
Chicago, IL 60601, USA  
Phone 1+ (312) 372-7200  
[Online Reservation Link »](#)

Additional travel details can be found [HERE](#).

## Highlights Include:

Keynote presentation by



**JUDGE RICHARD  
A. POSNER,**  
United States Court of Appeals,  
Seventh Circuit

#### Plenary Sessions Including:

- Better Living Through Data
- Interdisciplinary Lessons for Experiential Learning
- Content Is the New Black
- Improving Work Productivity, Teamwork, and Communication

#### Add-on Sessions:

- New Member Orientation and CLE Boot Camp
- In-House Training
- Marketing in the 21st Century
- 30 different workshops to choose from, healthy fitness events, and MORE!



# The Sky's the Limit – Architecting a New Era in CLE

51st Annual Meeting | Chicago, Illinois | August 1-4, 2015

## Sponsorship Opportunities

### Join us in Chicago for our 51st Annual Meeting!

The ACLEA Annual Meeting is an intimate and exciting way to make long-lasting relationships that exponentially expand your business, with approximately 250 CLE professionals typically attending each year.

With members hailing from the USA, Canada, and abroad, the continuing legal education professionals who attend this meeting include programming planners, editors, publication staff, executive directors, and other key decision makers from various state and provincial bars, national bars, local and specialty bars, and independent CLE companies. ACLEA attendees are loyal; over half have been to at least four ACLEA conferences and continue to come back!

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Exhibitors get more than seven hours of time with attendees to connect and collaborate with future customers! The exhibit hall will be located in a vibrant, high traffic area with both breakfast and break stations available. The Saturday Welcome Reception will take place in the exhibit area with food, cocktails, and a relaxed atmosphere to encourage opportunities to engage with attendees.

#### Elevate Your Exhibitor Profile

Be front and center with ACLEA attendees! We've added more sponsorship opportunities and options this year, including hosting the meeting WiFi, providing branded hotel guest room keys, and sponsoring the various receptions. See page 3 of the full prospectus for the full list.

## Registration Information

#### Registration:

Exhibitor registration includes access to the meeting and conference materials, plus admission to Sunday, Monday and Tuesday sessions, the Saturday Welcome Reception, and Monday night special event. CLE Boot Camp, and preconference workshops, optional lunches and tours are separately priced. Exhibitor registrations are included with different exhibitor/sponsor levels. See the full brochure.

Exhibitor representatives receive admission to the breakfasts, and breaks in the exhibit area, the receptions, and the Monday night special event.

Each exhibit company will receive a packet on-site that includes an ACLEA brochure, current attendee list, and move out instructions.

#### Exhibit Space

The exhibit space will be located in the Grand Ballroom pre-function space and includes a 6' table, a table linen, two chairs per table, and a wastebasket. Electricity and internet will not be provided. We will send further information on how to purchase these items through the hotel. We expect exhibit space to sell quickly. All sponsorship options will be sold on a first-come, first-serve basis.

**Download the full Prospectus here.**