

TABLE OF CONTENTS ● ● ● ● ●

- 01 President's Column
- 03 Get to Know Your ACLEA Executive
- 05 Books of ACLEA
- 07 Member Moment
- 08 Curriculum Competencies and the Future of Legal Education
- 10 Continuing Legal Education and the Self-Representing Litigant
- 12 ACLEA Chicago Meeting Info
- 13 ACLEA Chicago Sponsorship Opportunities
- 14 ACLEA Chicago Sponsors & Exhibitors

## President's Column

By Karen Lee, *President of ACLEA*



*"I don't like looking back. I'm always constantly looking forward. I'm not the one to sort of sit and cry over spilt milk. I'm too busy looking for the next cow."  
Gordon Ramsay, Scottish born British chef and restaurateur*

By its very nature, CLE is constantly moving forward. We must plan the next program, select the next publication title, and identify the next hot topic. The process is dynamic, challenging, and professionally rewarding.

Delivering CLE to our stakeholders also provides a wealth of opportunity to "spill milk." Accidents happen during execution. Mistakes are made in the planning process. Rather than beat myself up over mistakes that inevitably occur during a program (or any other process that involves my CLE team), I prefer to use these occasions as learning opportunities.

It's tough when mistakes happen; we don't want to intentionally screw things up.

Continued on page 2

# President's Column

Continued from page 1

But sometimes you have to make a decision based upon a limited amount of information or experience. In that case, do the best you can with the available resources and work to build a better result the second time around. Move forward and find the next cow.

Our shop has several new CLE staff members. During their department orientation I informed them that I expect them to make mistakes in the beginning. I directed them to a magnet outside my office door that states, "Make a new mistake every day." This phrase reflects my philosophy about the work we perform: we have to learn from our mistakes. Find the cream. However, there's a caveat to that philosophy. If you keep making the same mistake then we need to have a conversation, because all you're doing is spilling milk.

I have had quite an experience these past five years serving on the Executive Committee and helping ACLEA find what I consider the cream from some of its "cows": developing Vision 2015, working on a new conference planning structure, and selecting a new executive director and association management company, to name a few.

While I fully expect that ACLEA will experience some spilled milk in the future, I also anticipate cream from its "cows" and hope you will, too. The opportunity to develop new avenues for keeping our organization vital in the future is limited only by our imagination. And, of course, our willingness to work together to round up the best "cows"! So set your eyes on the horizon and remain open to honing strategies that will help us remain relevant and strong. ACLEA is a unique and very special professional development organization. Thank you for allowing me to serve all of you.

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

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# Get to Know Your ACLEA Executive

Lynn Chard, Institute of Continuing Legal Education (ICLE), Ann Arbor, MI

## 1. What is your position with The Institute of Continuing Legal Education?

Executive Director for the last 20 years. Prior to that, I was the Publications Director for 13 years.

## 2. What did you do in your pre-CLE life?

I practiced criminal appellate law, representing convicted felons in the appellate courts of Michigan as well as some trial court work when my cases were sent back on remand. Prior to attending the University of Michigan Law School, I was a reference librarian at the University of Michigan graduate library.

## 3. What brought you to the CLE world?

A colleague saw the job posting for the Publications Director at ICLE and thought I'd be a good match. She was right—I enjoyed research, writing, and content development but also was energized by the business and marketing aspects of CLE and publishing. My father was a successful entrepreneur; I didn't realize how ingrained it was in me as well. It was a great fit for me to lead an organization that was all about learning and helping lawyers "get it right" for their clients.

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

Over 30 years. My first ACLEA meeting was in 1982 or 83.

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

I remember it was in Atlanta and thoroughly enjoyed meeting others who did the same sort of work. At that time, I was in publications and didn't know any others doing similar work in Michigan; it was great to meet others with whom I had so much in common.

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

I had no idea, when I first attended ACLEA, that I would develop so many close, warm, friendships that lasted for years. The relationships were based on common work interests at the beginning, but quickly moved into lasting personal friendships.

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

I've been active so long that this is my second stint on the Executive Committee. In my early CLE days, I did several things—I initiated the "publications track" at the ACLEA meetings; served as the editor of the ACLEA newsletter for a number of years I was on the executive committee as a director at large for a two year period about 20 years ago. Now, I'm in a new term in that same capacity.

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

I helped the ACLEA Executive Committee back in 2011-12 with their strategic planning sessions which resulted in the 2015 vision for ACLEA. I was very impressed with the team spirit, dedication, and strong contributions by the entire team. Everyone worked together to further the interests of all CLE



[Continued on page 4](#)

# Get to Know Your ACLEA Executive

Continued from page 3

organizations. And, I wanted to do my part to help implement the 2015 vision. The short answer is: working with great people toward a worthwhile goal.

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

You'll have an opportunity to work with dedicated, smart colleagues on issues of common interest. It takes time and energy, but everyone pulls his or her own weight and that makes the volunteer effort manageable. It's a great opportunity to get to know ACLEA colleagues you may not otherwise know and to work on issues you are passionate about.

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

The larger world of education will change radically over the next decade. The combination of (1) a rapidly developing world-wide knowledge society/economy (2) brain research that uncovers how humans learn and (3) technology that allows distribution of video and interactive exchanges to mobile devices anytime, anywhere means that education will be the new "machinery or oil" required to run the economy. The market for higher education will extend for the full length of careers in many fields, including law. Professionals and other skilled workers will be expected to obtain and demonstrate new expertise, probably via certificates, throughout their careers. The standard for what is "good" education will get much higher quickly. Only the best education will get any attention because educators will have a world-wide market, only limited by who and how many are interested in the topic. It won't be limited by geography and the "best" will be much more affordable. Personal interaction and coaching will have a premium price tag. Continuing education providers should expect to spend much more on development time and money to produce online education that will be engaging and effective. Distribution costs, on the other hand, will be very low. All these trends will impact CLE. We are part of the field of law (slow change) but we are also in the field of education (we should expect major change).

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

It will split into large, major events and shorter, interactive, engaging online training. Those without law degrees will start to earn certificates that indicate they've been trained in specific legal areas so certification of lawyers as to specific legal knowledge will also gain ground.

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

Running a business. Not sure what type—but probably related to flowers and landscaping.

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

Love to garden, hike, play with my grandson, visit with family and friends, read, go to concerts and plays and eat interesting food. And, I like to travel, especially hikes with friends, eating great food along the way.

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

I have a knack for seeing opportunities in user needs and changing circumstances.

# Books of ACLEA

Leslie Sinner McEvoy, *Minnesota CLE*

## Talk Like TED: The 9 Public Speaking Secrets of the World's Top Minds

By Carmine Gallo, *St. Martin's Press, New York (2014)*

This spring I attended the college graduation ceremony of my daughter and niece. I was settling in to listen to another staid yet marginally inspirational graduation speech when something startling happened. The speaker picked up the microphone and stepped out from behind the podium. She proceeded to give her talk without using notes or PowerPoint slides yet spoke with great physical presence, emotion and passion, telling the graduates to “flare up, let your life sing,” be in the forefront of our times, and take action with passion. Curious about how the talk was received by the graduates, I asked my daughter and niece what they thought about the talk. One said, “It wasn’t really even like a graduation speech. It was like a TED talk. It was great!” <http://valariekaur.com/2015/05/class-of-2015-flare-up-let-your-life-sing/>

I also attended a national legal conference this spring that opened as usual with a plenary keynote. The speaker was a well-known figure in the world of international sports. His talk was intelligent, insightful, wise, and full of lessons for the audience. But he read his talk from behind a podium and did not use any gestures, audio-visual aids, or other “hooks”. I could feel the restlessness in the room. This man had a lot of valuable experience to share – but the audience was not “receiving” it. I couldn’t help thinking that if this talk had been given 10 or 20 years ago, the reception would have been very different.

It is evident that public speaking is an evolving art, and to some extent “TED Talks have redefined the elements of a successful presentation and become the gold standard for public speaking.” So what is the average seminar speaker to do in light of these growing expectations? In *Talk Like TED*, Carmine Gallo, identifies nine “secrets” of successful TED presentations that can be incorporated into our more “every day” presentations for greater impact, education, and inspiration.

The author reviewed and analyzed hundreds of TED Talks and interviewed top presenters. According to Gallo, the most engaging presentations are “Emotional, Novel, and Memorable”. Each of the nine “secrets” fall within one of these categories and the book is divided into three sections addressing each component.

### Emotional

Gallo believes that “[g]reat communicators reach your head and touch your heart.” In order to do that well, speakers first need to identify their unique and meaningful connection to their topic to unleash their passion. Second, telling stories will stimulate and engage the human brains of listeners. According to Gallo’s research, three types of stories are most successful: personal stories, stories about other people, and stories about brands. Lastly, to add emotion to a presentation, speakers need to deliver their presentation in a conversational manner, requiring that the content be practiced and internalized.

[Continued on page 6](#)

# Books of ACLEA

Continued from page 5

## Novel

According to neuroscientists, “novelty is the single most effective way to capture a person’s attention.” The human brain is hard-wired to look for what is new and what stands out. To hook into this element, speakers should attempt to reveal something that is completely new to the audience, is packaged differently, or offers a fresh and novel way to solve an old problem. Second, speakers can create “jaw-dropping moments.” Gallo lists a variety of ways to do this, including a demonstration, a photo, data, or a story. Finally, Gallo advises speakers to “lighten up.” Speakers should not take themselves too seriously. Using humor can make an audience more receptive to the message and can make the speaker more likable. The author provides dos and don’ts for using humor effectively.

## Memorable

According to Gallo, “[y]ou may have novel ideas, but if your audience cannot recall what you said, those ideas don’t matter.” First, he suggests that speakers “stick to the 18 minute rule” for length. For longer presentations, he suggests adding “soft breaks” to reduce the cognitive backlog for listeners. Gallo provides numerous tools and rules for “chunking” content so it is digestible. Second, he contends that speakers should deliver presentations with multi-sensory components to literally paint a mental picture that goes beyond the words. He includes tips for use of PowerPoint, photos, video, props, and demonstrations. Finally, Gallo recommends that speakers be “authentic, open and transparent.” Speakers should not try to be someone they are not but should instead “stay in [their] lane.” Audiences can spot a phony and lose trust in the speaker.

Working with speakers and audiences daily, I have observed changes in what audiences expect from speakers. No doubt the phenomenon of the TED Talk has had an impact on and increased those expectations. Gallo’s book is a good review of the techniques used by successful TED speakers and he does a good job of translating those techniques into teachable strategies for the “average” seminar speaker. There are no “big reveals” here for those of us who work in this industry, but the book is valuable for the way the techniques and tool are identified, broken down and described. It is an easy read that I would recommend for any speaker seeking to “up his or her game” and effectively reach an ever more demanding audience.

# Member Moment

Justine Maury, *Dykema Gossett PLLC*

## PROFESSIONALLY

**Current Job:** Recruiting and Professional Development Manager

**A Recent Professional Victory:** I was elected as the Midwest Employer Regional Resource Counsel Representative for 2015-2017 for NALP (National Association of Law Placement, Inc.). “NALP is an association of over 2,500 legal career professionals who advise law students, lawyers, law offices, and law schools in North America and beyond.” RRC members act as a liaison between NALP Leadership and regional members by sharing and fostering communication about the organization’s resources, capabilities, etc.

**Your Latest Challenge:** My personal professional development. In addition to the NALP elected position I have volunteered to co-chair a project for the NALP Diversity section and co-chair the ACLEA In-House SIG for 2015-2017.

**In My Pre-CLE Life, I Was:** Before adding CLE to my repertoire, my responsibilities were focused on HR for our legal staff (associates, law students and paralegals) and that included recruiting, training and retention. I was also a law firm administrator, in my past life, and handled event planning, staff recruiting and management, facilities and office operations. I have been with Dykema for 16 years and have held six different positions with a variety of responsibilities. Before joining Dykema I was an office manager for a small litigation boutique firm and included the standard duties along with accounting duties – billing, accounts payable/receivable, payroll and benefits.

**What Brought Me to CLE:** Morgan Smith – Dykema’s Professional Development Director. Dykema hired Morgan as Director of our newly created Professional Development Department in 2010 and I have been lucky enough to work with and learn from her.

## TECHNOLOGICALLY SPEAKING

**I Never Leave Home Without:** My smartphone - besides reviewing and responding to work email I use the Kindle App for reading every chance I get.

**My Favorite Software:** Microsoft Excel. One major responsibility for our Professional Development Department is to monitor and track bar licensure and professional memberships. While there are choices of software applications for CLE tracking we have not come across any application that tracks bar licensure and professional memberships. We use Excel to track our attorneys’ professional memberships and dues payments and to also keep jurisdiction licensure agency websites and MCLE rules websites as a quick reference. Excel is a dear, dear friend!

**On My Wish List:** An application that will track all professional licensures and professional memberships for attorneys (including CLE and other certifications such as specialization CLE, CPE, etc.)



Continued on page 9

# Curriculum Competencies and the Future of Legal Education

Ruta Stropus, *Illinois Attorney General's Office*

Members of ACLEA are committed to the proposition that practical legal training, focused on skill development, is the best way to make sure lawyers are current and qualified to practice law. We organize courses, debate how to create and deliver relevant CLE content, engage in instructional design and leverage technology to make sure our stakeholders are effective learners. In addition to producing content, we focus on methodology – we learn about the principles of andragogy and strive to improve how we present the content to our learners. At our Annual Conference, we will gather to discuss what our lawyers need to learn and explore topics related to neuroscience, cultural competency, psychology and technology, so that we may better engage our learners and ensure a return on investment for our organizations.

Who better to present the keynote presentation at



ACLEA's 51st Annual Meeting than the Hon. Judge Richard Posner? Judge Posner is a judge on the United States Court of Appeals for the Seventh Circuit, a Senior Lecturer in the Law at the University Of Chicago Law School, and a prolific scholar. He has written 40 books, more than 350 articles and book reviews

and countless blog posts on a variety of legal topics. One of his areas of interest is the current state of legal education and legal scholarship.

He has remarked that legal education is too expensive, that law professors do not have substantial practical experience and that law school teaching focuses excessively on legal doctrine, to the exclusion of adequate attention to facts, business practices, science and technology, psychology, judicial

mentality and behavior, legal practice and the application of legal principles<sup>1</sup>. Not only has Judge Posner advocated for a curriculum that would be more pragmatic to a future practicing attorney, but he has also maintained that law schools should emphasize the art of teaching. He has noted: “The professoriat has grown apart from the practicing areas of the profession. It is more abstract, more populated by refugees from academic fields such as philosophy and economics, whose interest in the practical side of law is slight.”<sup>2</sup>

Judge Posner stresses that law schools should retain their basic focus on the training of practicing lawyers. Certainly, we, as professionals dedicated to lawyers' continuing legal education, applaud such a viewpoint. How many of us, whether in law firms, government agencies or bar associations, have been overwhelmed by requests to “teach them how to PRACTICE law!” Our jobs would indeed be much easier if law schools taught students not just how to think like lawyers, but how to practice law.

And, indeed, current law school economics might bring about this seismic shift. The shrinking law school class, the call of practitioners and esteemed members of the judiciary for a more practical approach, and the decline of the billable hour might all contribute to a different model.<sup>3</sup> The rise of professional development in large law firms is itself tied to the economic reality that clients are loath to pay for on the job training of junior associates. Instead, law firms have developed professional development programs to help bridge the gap between law school learning and real world practice.<sup>4</sup>

I truly look forward to the Keynote to hear one of the founders of the modern school of law and economics, one of the oft cited legal scholars of his

[Continued on page 9](#)

# Curriculum Competencies and the Future of Legal Education

Continued from page 8

generations and a fellow advocate of pragmatic education share his insights on the future of legal training. I believe he will find a receptive audience in those charged with organizing, designing and implementing quality legal education to a world-wide network of legal practitioners. Rather than blaming colleges, law schools and legal employers for inadequate practical experience, it is time to collaborate for a better result. After all, “[t]he practice of law has become a team effort...so why not legal education?”<sup>5</sup>

<sup>1</sup> Ronald Collins, On legal education & legal scholarship – More questions for Judge Posner, Concurring Opinions, December 2014, <http://concurringopinions.com/archives/2014/12/on-legal-education-legal-scholarship-more-questions-for-judge-posner.html>

<sup>2</sup> Id.

<sup>3</sup> David Segal, What They Don't Teach Lawyers: Lawyering, New York Times, Nov. 19, 2011. <http://www.nytimes.com/2011/11/20/business/after-law-school-associates-learn-to-be-lawyers.html>

<sup>4</sup> Roundtable: Law Firm Associate Perspectives on Professional Development

Moderated by Nicholas Gaffney, featured in Law Practice Today, [http://www.americanbar.org/content/newsletter/publications/law\\_practice\\_today\\_home/lpt-archives/may13/roundtable-law-firm-associate-perspectives-on-professional-development.html](http://www.americanbar.org/content/newsletter/publications/law_practice_today_home/lpt-archives/may13/roundtable-law-firm-associate-perspectives-on-professional-development.html)

<sup>5</sup> Richard Posner, The State of Legal Scholarship Today: A Comment on Schlep, 97 Geo. L.J. 845, 854 (2009).

# Member Moment

Continued from page 7

**Must-See Website(s):** TED Talks. I love the diversity of the speakers and topics available. I always find something that intrigues me.

## PERSONALLY

**Recent Good Read:** *Obsession in Death*, J. D. Robb

**Favorite Pastime:** Reading! I am an avid reader. I would say I read five to ten books a month, depending on length and how much time I have to read. I read for enjoyment and prefer fiction. I make time to read every day. It may only be the thirty minutes I am on the commuter train to and from work or while I am waiting for an appointment. I work with three Directors and have a busy workload. Reading helps me to relax and quiet my brain after a busy day.

**Date(s) I Never Miss:** My son and grandson's birthdays and the opening weekend of a new action movie!

**My Dream Vacation:** Puerto Rico! I plan to make it there in 2016.

**Words I Live By:** Nothing is too difficult to accomplish. It may take some time, hard work and dedication, but you can achieve anything as long as you have the desire, drive and determination.

# Continuing Legal Education and the Self-Representing Litigant

Susan Munro, *Director of Publications, CLEBC*

## How should CLE providers approach the issue of self-representing litigants?

I'm sure all *Slaw* readers are aware of the phenomenon of the rise of the self-represented litigant. Over the past 20 years there has been a vast increase in the number of people coming to court or interacting with the justice system without legal representation. In British Columbia, this change correlates with the decline in legal aid, although this is only one reason for the increase.

You could take the view that this development should have little impact on education of the legal profession. But if you're invested in the rule of law and the integrity of the justice system, it's hard to stand by without wanting to provide some assistance. After all, here at CLEBC we have developed a very large repository of information about how to practice law in British Columbia. Surely there's some way to get these resources into the hands of the self-representing litigant.

Over the years we've supported a number of initiatives that have in turn supported self-representing litigants and other non-lawyers. We know that our BC courthouse libraries are [well used by members of the public](#). The library's 2013 annual report tells us that public requests account for 45% of questions in the libraries. We hear that all library users (both lawyers and non-lawyers) rely heavily on CLEBC practice manuals and course materials.

I know at least one family lawyer who, when assisting a client who cannot afford the full array of her services, sends that client to the courthouse library with instructions to read specific chapters of our Family Law Sourcebook. Clients who are not intimidated by the technical language of our publications can educate themselves in this way.

Public legal education is not the same as legal education by and for lawyers. (We admire the work of BC's Justice Education Society, which has created a large number of informative public legal education [websites](#).) However, we are pleased to have opportunities to support their work.

Last year the BC Legal Services Society asked CLEBC if they could use the content of our Family Law Agreements: Annotated Precedents to form the basis of an online separation agreement guide. Once I recovered from my reaction to the idea of anyone else touching our precedents (the result of years of careful and thoughtful work by our volunteers), and once I understood just exactly what was being developed (something for people who would otherwise not engage a lawyer to draft a separation agreement), we were able to provide LSS with our content, which has now been pared down into an online tool: [How to Write Your Own Separation Agreement](#).

We recently supported a similar Legal Services Society project. A couple of years ago Madam Justice Gray, of the BC Supreme Court, embarked on some research on self-represented litigants and the law of evidence. Her research addressed the difficulties that many self-represented litigants face when introducing evidence. Her research indicated that the biggest problems are submitting argument instead of evidence, inclusion of irrelevant evidence, omitting non-expert relevant evidence, and poor organization. (Note that counsel also make these types of errors.) She proposed fill-in-the-blank forms, model affidavits, and standard questions to ask at trial as tools to assist judges and counsel and the litigants themselves.

Now the BC Law Foundation has funded the Legal Services Society to implement Justice Gray's recommendations. The Legal Services Society is devel-

[Continued on page 12](#)

# Continuing Legal Education and the Self-Representing Litigant

Continued from page 11

oping a new resource aimed at helping Supreme Court self-representing litigants prepare for chambers applications and trials. A number of our publications include sample chambers orders; we shared these with the project team.

Supporting the BC legal profession as they develop skills to work with self-representing litigants is well within our mandate. A number of our publications include information on this topic. *The BC Family Practice Manual*, *the Family Law Act Transition Guide*, *the BC Administrative Law Practice Manual*, *Small Claims Handbook*, and *the Civil Appeal Handbook* all provide advice of this type.

Our course materials are a particularly rich resource for information. A perennial favourite is “I’m Not a Lawyer, Your Honour”. This paper has been the basis of a number of sessions and appears in our online course materials subscription.

The issue of self-represented litigants is also dealt with in our courses. We recently offered a CLE-TV on “Working with Self-represented Litigants”. In other courses, we included a discussion of the practical and ethical issues arising when dealing with self-represented litigants. At another course, we produced a demonstration in which a designated paralegal was faced with dealing with a self-represented litigant in court.

The CLEBC board chose the topic of self-representing litigants to be the focus of its recent retreat. Every year the CLEBC board holds a retreat to learn about some issue that affects their work as a board, our CLEBC work, or is an important trend for the legal profession.

The purpose of the retreat was to take a 360 degree survey of the phenomenon of self-represented litigants in our justice system and begin to determine CLEBC’s response. We recruited speakers who

would provide different perspectives on this issue.

We heard from Madam Justice Gray, who described her research on self-represented litigants and the law of evidence. We also heard from Dr. Julie Macfarlane of the [National Self-Represented Litigants Project](#), based at the University of Windsor law school. She produced a wonderful video describing the work of her project, including some compelling interviews with self-represented litigants. The video is available for everyone to view on the project’s [Youtube channel](#).

The Law Society of BC has also been doing important work in this area. Art Vertlieb QC is chair of the Legal Services Regulatory Framework Task Force. He shared the work of the task force and their excellent [report](#).

We heard an informative and powerful presentation from Jesse Desilets, a family lawyer called in 2010. He described the experience, and the consequences to his client, of acting on a file where the other party is self-represented.

Rick Craig is the Executive Director of the Justice Education Society. He showed us the many excellent public legal education [websites](#) that the society has created.

The insights of our retreat presenters were incredibly helpful as we consider how to support the legal profession as they learn to work with this change in our justice system.

This column was originally published in *Slaw*, Canada’s online legal magazine, at [www.slaw.ca](http://www.slaw.ca).

# 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 early and save!**  
**The Early Bird Deadline is July 1.**  
Register online 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. Current rates are listed at more than \$280/night outside the block.

#### 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 – *Last Chance*

### 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.**



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

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

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

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