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## President's Column

**Jennifer LC Flynn**  
*President of ACLEA*



In my part of the world, the most newsworthy event of late has been the devastating fires in Fort McMurray and the subsequent evacuation of approximately 88,000 of her citizens. News of the devastation has garnered attention far beyond my Canadian province of Alberta. For me, however, it strikes a personal chord: several family members (including my mother and her husband) are long-time Fort McMurray residents who were among the evacuees. I'm thankful my family is safe and returning back home as I write this.

While we are saddened by the destruction, the beautiful stories coming out of this disaster have been nothing short of inspirational. Out of the harshest adversity come the most incredible acts of service – people helping each other out of the goodness of their hearts. From the front-line individuals helping the evacuation efforts, to the outpouring of generosity from around the world, I have again been touched by the power of people coming together.

Fortunately, it doesn't always take life-and-death situations to bring out acts of generosity. I'm privileged to see this every day in my own job and in my work

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# President's Column

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with ACLEA, where I interact with countless volunteers who contribute their time and energy. Continuing legal education is not life or death (thankfully!): we won't see any "dramatic footage" of CLE volunteers toiling at their computers on SIG and committee work, putting together presentations for an upcoming conference, or reviewing ACLEA award submissions. These days, however, I'm especially cognizant of how much great work relies on people stepping forward to offer their service in support of a greater cause.

In addition to developing and maintaining a thriving community, and supporting continuous learning and development, ACLEA's vision focuses on driving sustainable growth for the association. ACLEA's long-term strength, viability, and relevance depend on these efforts. As I look around at the amazing membership of ACLEA – people who embody such a tremendous generosity of spirit – I know the ACLEA community is one that can survive, grow, and flourish in all types of conditions.

As I come to the end of my service on ACLEA's Executive Committee, I am incredibly appreciative of those who have supported me and grateful for the unbelievable people I have had the opportunity to work alongside. I am proud of our collective accomplishments and confident the organization is in good hands. Thank you to those who keep ACLEA strong.

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

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**ACLEA welcomes comments, article ideas, and letters.**

For submissions contact either of the co-editors:

- Heather Elwell: [heatherelwell@aloc.ca](mailto:heatherelwell@aloc.ca)
- Alexandra Wong: [awong@lsuc.on.ca](mailto:awong@lsuc.on.ca)

# Member Moment

Jenni Abalan

*Oregon State Bar*

## PROFESSIONALLY

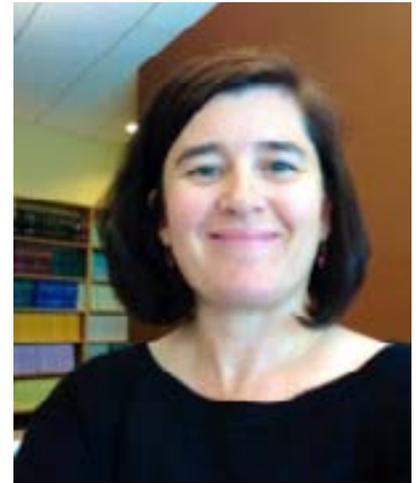
**Current Job:** Legal Publications Administrative Assistant

**A Recent Professional Victory:** Implementation of our new inventory system.

**Your Latest Challenge:** Working through the development of our new AMS (Association Management Software) system and ensuring that our department's needs are being met to maximize our efficiency.

**In My Pre-CLE Life, I Was:** Prior to joining the Legal Publications, I worked in MCLE department here at the Oregon State Bar.

**What Brought Me to CLE:** My past work experience was in marketing and I was excited to move more in that direction professionally. I enjoy working with our design center and with the director of our department to develop ideas for marketing projects.



## TECHNOLOGICALLY SPEAKING

**I Never Leave Home Without:** My iPhone.

**My Favorite Software:** We live in Excel in the Legal Publications department. It's the tool we use to track our authors, chapters, and current status of publications we have in the works.

**On My Wish List:** I look forward to our new AMS system being 100% up and running and operating the way we are hoping.

**Must-See Website(s):** Google, of course!

## PERSONALLY

**Recent Good Read:** *The God of Animals*, by Aryn Kyle

**Favorite Pastime:** I enjoy spending time with my family and shuttling my boys (I have three of them) to and from soccer games and track meets.

**Date(s) I Never Miss:** Birthdays and Anniversaries.

**My Dream Vacation:** Australia.

**Words I Live By:** Be kind. You never know the journey others have taken or are currently on. Always be kind.

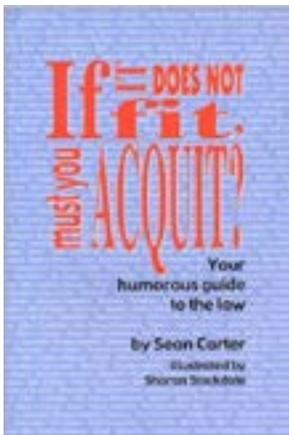
# Book Reviews: Authors of ACLEA

## Reported by:

Leslie Sinner McEvoy, Minnesota CLE  
Cynthia Sharp, The Sharper Lawyer

ACLEA members are experts in many arenas. Some have even written books and are being featured as “Authors of ACLEA”.

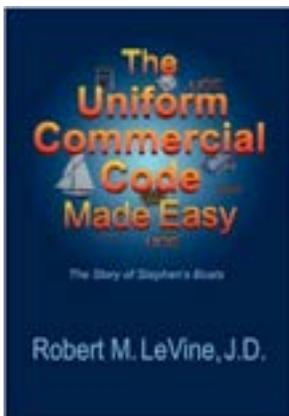
Soon after beginning our research, we realized that we would need to present this article as a two part series in light of the numerous books written by our members. If you are an ACLEA Author not featured in Part 1, we may have already identified you to be featured in Part 2. However, please contact Leslie Sinner McEvoy at [LSinnerMcEvoy@minncle.org](mailto:LSinnerMcEvoy@minncle.org) or Cynthia Sharp at [cindy@thesharperlady.com](mailto:cindy@thesharperlady.com) to ensure that we don't omit any of our talented writers.



## Sean Carter

*If It Does Not Fit, Must You Acquit?: Your Humorous Guide to the Law* (Lawpsided Press, 2002)

“Eddie Murphy meets Alan Dershowitz” is how one reviewer describes this reading experience. ACLEA perennial favorite Sean Carter has hit the humor mark with this fine example of his enduring wit and fascination with making the more moribund concepts in law come to life. In this book Sean takes on the task of explaining the fundamental principles of our legal system to lay folks and “lawyers who took the Bar Exam more than three weeks ago.” As usual, even a perusal of the summary on Amazon had this reviewer laughing out loud. Check this one out at: <http://www.amazon.com/Does-Not-Fit-Must-Acquit/dp/0972313605>



## Rob LeVine

*The Uniform Commercial Code Made Easy* (Empowerment Publications, Inc., 2010)

Kudos to Rob Levine who has taken the “novel” concept of using the “novel” as a format for explaining the complex statutory scheme that is the Uniform Commercial Code. Reflecting the assumptions underlying the Code, Rob has placed the application of the UCC in factually interesting settings where the “story” of the UCC “comes to life.” As one reviewer wrote, “Yes Virginia, there is a Santa Claus! In this case he comes in the form of former University of Miami School of Law professor Robert M. LeVine, who has made one of the most complicated bodies of law ... not only comprehensible but entertaining.” Check

this one out at: [http://www.amazon.com/Uniform-Commercial-Code-Made-Easy/dp/061530835X/ref=sr\\_1\\_1?s=books&ie=UTF8&qid=1464984973&sr=1-1&keywords=the+uniform+commercial+code+made+easy](http://www.amazon.com/Uniform-Commercial-Code-Made-Easy/dp/061530835X/ref=sr_1_1?s=books&ie=UTF8&qid=1464984973&sr=1-1&keywords=the+uniform+commercial+code+made+easy)

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# Book Reviews: Authors of ACLEA

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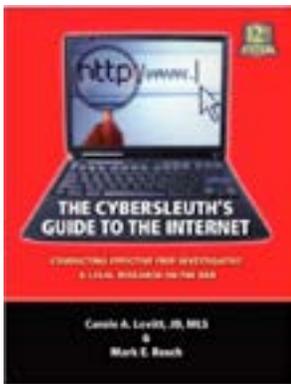


## Leslie Sinner McEvoy

*The Minnesota ADR Handbook: A Guide to Mediation, Arbitration and Other Processes for Advocates and Neutrals* (Minnesota Continuing Legal Education, Inc., 2011)

Authors: Gary Weissman, Linda Mealey-Lohmann and Leslie Sinner McEvoy

One of three authors of this offering from the Minnesota CLE publications department, Leslie and her co-authors have compiled the essential handbook for Minnesota practitioners working in the field of ADR. Leslie wrote the ethics chapter, “Ethical and Legal Standards of Conduct for Advocates and Neutrals”, and contributed to other chapters. Nina Meierding says, “Great strategic tips for advocates in all the ADR processes, as well as solid information for mediators and arbitrators in both theory and practice. Excellent for the beginning practitioner and the experienced professional in both fields.” Check this one out at: <https://www.minncle.org/PublicationDetail.aspx?ID=50013911>



## Carol Levitt & Mark E. Rosch

*The Cybersleuth's Guide to the Internet: Conducting Effective Free Investigative & Legal Research on the Web* (480th ed.)

Although the Levitt/Rosch team has actually authored only 13 (not 480) editions of this classic, we will probably see them through to the 480th edition if they continue their current prolific pace.

This invaluable book demonstrates how anyone can be their own cyber-detective and unearth valuable and often hidden resources from the Web FREE (or at low cost!).

The novice searcher will be interested in many overlooked features of Web browsers, the “mechanics” of navigating the Internet, and basic research strategies and tools. “Power searchers” will improve their skills through the advanced tips and strategies designed to elicit the maximum information from many of the sites.

No matter your level of web expertise, this book can help you find what you’re looking for fast and free. (Watch out for the 14th ed. scheduled for release this fall.)



## Stuart I. Teicher

*Navigating the Legal Ethics of Social Media and Technology* (Legal Works, 2014)

As the modern law practice continues to embrace social media and technology as an integral part of survival, the attorney ethics rules evolve in an attempt to keep

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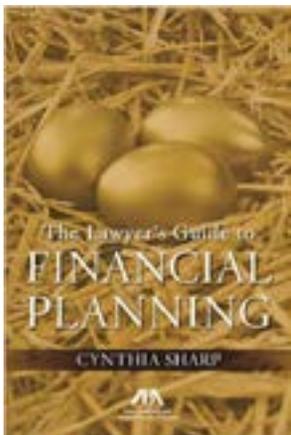
# Book Reviews: Authors of ACLEA

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pace. Amendments to the Model Rules of Professional Conduct, adopted by the ABA in 2012, have been adopted in some form by certain states. New case law developments and cutting-edge ethics opinions are frequently reported.

Having coined the term “Technethics”, Teicher’s expertise shines as he outlines how lawyers’ fundamental duties have been forever altered by social media and other new technology. He helps readers navigate the intricate details and impact of ethics rules in arenas including advertising, solicitation and the cloud.

Most importantly, he provides lawyers with direction designed to help them avoid ethical trouble in the technical/social media arena. Not only does Teicher describe the pitfalls associated with new and important platforms, but he also provides a glimpse into future developments that will help lawyers remain ethically compliant as technology evolves. Check this one out at: <http://www.amazon.com/Navigating-Legal-Ethics-Social-Technology/dp/031462144X>.



## Cynthia Sharp

*The Lawyer’s Guide to Financial Planning* (ABA, 2015)

The Lawyer’s Guide to Financial Planning by Cynthia Sharp is an indispensable resource for any professional seeking financial literacy and security. Sharp, a veteran attorney with an LL.M. in taxation, explores essential financial and tax concepts that all lawyers must grasp in order to properly guide clients as well as to secure their own economic futures. A roadmap to this comprehensive and well researched book is provided in the detailed table of contents which is available online. (See link below.)

Written for busy professionals, this practical, step-by-step and fun-to-read guide provides unbiased and balanced recommendations, resources, references and tools. All readers, whatever level of wealth, will benefit from Sharp’s extensive knowledge and wisdom. Available through ABA Book Publishing, *The Lawyer’s Guide to Financial Planning* can be ordered online at: <http://shop.americanbar.org/eBus/Default.aspx?TabID=251&productId=214501>.

# Meet Your SIG/Committee Chairs

**Gina Roers-Liemandt**

*Director of MCLE and Professional Development for the American Bar Association (formerly Product Manager for Thomson Reuters' West LegalEdcenter)*



## **1. Which SIG/Committee do you currently co-chair?**

Marketing SIG

## **2. How long have you been involved with this SIG/Committee?**

I've been involved with the Marketing SIG since I joined ACLEA in 2005 – Wow! That's more than 10 years now! This is actually my second go-round as the SIG co-chair.

## **3. Why did you choose to join this SIG/Committee?**

While marketing isn't my "main gig", I think that the realities of working in CLE (or I guess almost any job now) mean that everyone has, or should have, a hand in marketing your product. I wanted to learn from those who are directly involved in marketing – from creating marketing plans and campaigns, designing, writing copy, social media, etc. – and get tips and best practices for incorporating marketing into my day-to-day as the product manager for our online CLE business.

## **4. What do you see as the main objectives of your SIG/Committee?**

Sharing best practices and tips, particularly on how to do more with a very limited budget, or how to market when you may not have a dedicated resource in marketing. So many of us in ACLEA are in the same boat, and just having a group of professionals who are experiencing the same challenges and are willing to share and discuss options and opportunities has been invaluable.

## **5. What has the SIG/Committee been working on recently?**

At our last SIG luncheon, we were focusing on content-driven marketing, a real hot topic right now. Much of the discussion was also on how to get everyone in your organization marketing on behalf of the product.

## **6. What is your SIG/Committee's biggest challenge right now?**

Often times, ACLEA's member organizations either don't have a dedicated staff for marketing, or if they do, those staff may not be ACLEA members or be able to attend our conferences. How do we expand the reach of our SIG and involvement of those in our member organizations to build up our marketing resources for those in the Marketing SIG? How do we ensure that we have experienced marketers involved and willing to share their knowledge?

## **7. What resources would be helpful to your SIG/Committee right now?**

While ACLEA has a website that incorporates some discussion forums, chat boards, and the like – I'm not sure that our membership knows about or utilizes these effectively. Additional training materials on the website and how to best take advantage of its features would be great...maybe something for some marketing folks to undertake?

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# Meet Your SIG/Committee Chairs

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## 8. What is the major reason why one should join this SIG/Committee?

The Marketing SIG gives you the opportunity to talk with others who are experiencing the same issues and challenges and will help you find creative and often low-cost solutions to some of these problems. EVERYONE is a marketer for your product, or should be. This SIG doesn't just provide benefit to those with Marketing in their title.

## 9. What do you enjoy most in working with this SIG/Committee?

Because so many of us in the SIG aren't "Marketers" – we have a real sense of community when we get together to talk. We all have issues and frustrations – and just knowing that you're not alone in them provides a great relief. And, even better, you get to hear about creative solutions to those same challenges from folks who have already road-tested them for you! And those who are marketers gain from these interactions as well – they learn new ways to approach problems, and get to show off their expert marketing chops by helping their SIG colleagues.

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### Samantha Pringle

*Director of CLE & Sections  
Cleveland Metropolitan Bar Association*

#### 1. Which SIG/Committee do you currently co-chair?

The Local and Specialty Bar SIG.

#### 2. How long have you been involved with this SIG/Committee?

I have been the co-chair since 2013 and joined in (I believe time flies when you're having fun) 2011.

#### 3. Why did you choose to join this SIG Committee?

While I am a happy ACLEA member, I like the idea of having a smaller group to connect with. I wanted to meet others who were facing similar opportunities and challenges.

#### 4. What do you see as the main objectives of your SIG/Committee?

We aim to be a welcoming, friendly group, where all are encouraged to participate and share ideas. We provide networking opportunities to our members – a way for members to commiserate and brainstorm. We are always happy to participate in ACLEA's mentoring program, when opportunities arise for us to work with new members in the local/specialty setting.

#### 5. What has the SIG/Committee been working on recently?

My current partner-in-crime, Pat Edelen (whose term ends in August, unfortunately) and I work on planning the mid-year and annual meeting luncheon programs, offering time for our members to gather in



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# Meet Your SIG/Committee Chairs

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person. We are working on coordinating a plan for better utilizing the listserv, since many of our members are unable to attend ACLEA meetings. Which leads me to the next question...

## **6. What is your SIG/Committee's biggest challenge right now?**

For our members, I'd say time and budget. Since most of us can't attend both or even one meeting per year, we need to develop a plan to improve communication through the listserv. Most of us are in small departments and wear many hats, handling everything from publications to marketing to programming to tech support, so we need to find ways to make life easier for our members.

## **7. What resources would be helpful to your SIG/Committee right now?**

If any other SIG or Committee has a listserv plan, we'd love to see it. We will give credit where credit is due!

## **8. What is the major reason why one should join this SIG/Committee?**

If you're running CLE on your own or with a very small team, members of our SIG have been there, done that, and are happy to share advice, successes and missteps. Join us!

## **9. What do you enjoy most in working with this SIG/Committee?**

I like knowing that we're all in the same boat. People such as Pat and Susan Blair have been so welcoming and willing to share their experiences.



Finding Your CLE  
**NIRVANA**

Exhibitor & Sponsor  
**OPPORTUNITIES**

**ACLEA 52nd Annual Meeting**  
July 30 – August 2, 2016 | Seattle, Washington, USA

## **JOIN US IN SEATTLE FOR OUR 52ND 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 attending each year.

With members hailing from the U.S., 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!

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. Exhibitors get more than six hours of time during the conference to connect and collaborate with future customers!

### **Elevate Your Exhibitor Profile**

Be front and center with ACLEA attendees! We have a number of sponsorship opportunities and options this year, including hosting the meeting WiFi, providing branded hotel guest room keys, and a charging station sponsorship. Visit [ACLEA.org](http://ACLEA.org) for full details.

**Sign Me Up!**

**Register as an attendee today!**

**Early Bird Rates end June 30, 2016.  
Register early to save!**

# Behind the Scenes: ACLEA Meeting Planning Committee

June Hahm, Crowell & Moring, LLP

## Have you ever wondered what it's like to work on the Annual Meeting Planning Committee?

During a recent call to prepare for this edition of *In the Loop*, Communications Committee Member Linda Kruschke asked this very question. We reached out to the members of the Seattle Planning Committee and asked them for their input.

Here is what they shared:

“Most CLE professionals enjoy continually learning. Participating on conference planning teams is a great way to do that. First, ACLEA has some great processes in place to streamline the planning that I’ve mimicked in my own programs back in Michigan. With three ACLEA conference planning committees under my belt, I’ve accumulated experience that has flat out helped me in my everyday job as an event planner. Second, you learn a lot about ACLEA’s awesome destination cities like San Diego, Savannah and Seattle by visiting those places even before the conference is held. Hint: Seattle’s music heritage will be great to explore at the upcoming conference! Finally, and best of all, you work very closely with a team of bright, hardworking, devoted ACLEA members and you’ll learn a lot from them about the work they do. I’ve made lifetime friendships with my conference planning mates. With two conferences held each year and 9-10 team members planning each one, there are dozens of great opportunities to participate in ACLEA’s impressive slate of future conferences.”

**Jeff Kirkey**, Institute of Continuing Legal Education

“For many years, I have enjoyed ACLEA through attending conferences, speaking at a few, and serving on the Best Publications Award and the Best Technology Awards committees. The Seattle Conference planning committee is my first experience with planning an ACLEA conference and I would highly recommend it to others. Working with a group of bright and talented CLE folks intensively for a weekend and regularly after that to plan days of education and entertainment is not only fun, but is an opportunity to be creative, share ideas, and learn from the perspectives and practices of other organizations. It is a fantastic way to connect with CLE peers.”

**Laura Selby**, Continuing Legal Education Society of B.C.

“Serving on the planning committee provides an opportunity to work with and get to know some of the most creative people in CLE. The two-day in person planning meeting provides an environment that promotes brainstorming, sharing ideas, and learning from colleagues. An interactive Google Doc and weekly

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# Behind the Scenes: ACLEA Meeting Planning Committee

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planning committee conference calls help keep everyone on track and promote continued collaboration.”

**Lucas Boling**, The Missouri Bar

“In early January of 2015, I received an email from the Chair of the Planning Committee for the mid-year meeting in early 2016 in Savannah, inviting me to be on the planning committee for the Savannah mid-year meeting in the winter of 2016 and the Seattle annual meeting in the summer of 2016. After consulting with my superiors, I enthusiastically accepted the invitation to participate. I had already attended many meetings and was eager to work behind the scenes. The email clearly set out the expectations for participating on the committee. Those accepting the invitation would be expected to participate on the planning committee for two consecutive meetings – for continuity. We would meet all together approximately 11 months before each meeting at the meeting location to plan the curriculum, events and arc of each meeting. Each committee member would be expected to contribute session topics and speakers and to attend and introduce speakers at the planned meeting.

“I attended planning meetings in Savannah and Seattle in 2015. We all contributed topic and speaker ideas in advance so that we could hit the ground running when we arrived on site. We arrived on a Saturday, worked all day on Sunday and a half day on Monday before returning home. The meetings consisted of theme planning, curriculum planning, event planning, and assigning responsibility for tasks to be completed. We also took some time to get a feel for our locations so that we could better plan the social networking events. After each on-site planning meeting we continued to meet via teleconference to complete planning tasks, discuss and plan marketing, and monitor the progress of finalizing details and numbers of registrations.

“Before working on these planning teams, I had volunteered on the *In the Loop* committee and also spoken at conferences. I had attended 10 meetings prior to participating on the planning committee, so had a good idea of the history of the conference during that time period. Working on the committee has been a great way to deepen relationships with other ACLEA members and to hone planning skills. I have been truly impressed with the professionalism, enthusiasm, inspiration and commitment that ACLEA planning committee members bring to the table for these conference planning sessions. It was a real pleasure to work with both planning groups, and particularly the chairs of each – Paul Unger and Jeff Kirkey.”

**Leslie Sinner McEvoy**, Minnesota CLE

“I was appointed as the executive committee liaison to the Seattle planning committee; previously, I served on one planning committee years ago. I found this experience to be a great one! I got to spend time with ACLEA members who I knew, and got to know others who I hadn't been as acquainted with. I was so impressed by how well organized things were and how well the process worked. We had an

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# Behind the Scenes: ACLEA Meeting Planning Committee

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extremely productive meeting on site, at the end of which we had the schedule worked out and assignments made. I've been even more impressed with the constant communication since that meeting; we've been kept up-to-date on the status of speakers, topics, and, more recently, registration numbers. I'm very much looking forward to attending this meeting and hope you are too! And I recommend getting involved in a planning committee to anyone interested in becoming more active in ACLEA; it's a great way to get to know people and to get to understand all the work that goes into planning a meeting."

**Diane Morrison**, State Bar of Texas