

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

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

## Highlights Include:

*Keynote presentation by*



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

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

## PLENARY AND WORKSHOP SESSIONS Full Schedule

**Saturday, August 1**

7:30 a.m. – 5:00 p.m. **Registration Open**

### Boot Camp Agenda

8:00 a.m. **Breakfast and ACLEA Executive Committee Introductions**

8:15 – 8:30 a.m. **Welcome**  
*Rob Seto, CLEBC*

8:30 – 9:15 a.m. **Programming Best Practices**

Paul Prater, Arkansas Bar Association  
Determine how to balance the unique qualities of your CLE programming with the common best practices of others.

9:15 – 9:45 a.m. **Top Ten Things You Need to Know about MCLE**

Jill Eckert McCall, American Bar Association  
Margaret Naughton, American Bar Association  
Gain an understanding of the MCLE application and recording process even if you don't work directly with accrediting agencies.

9:45 – 10:15 a.m. **Top Ten Tips for Working with Speakers**

Mindy Thomas Fulks, Tennessee Bar Association  
Learn ten helpful tips on how to work with speakers, including best practices, pitfalls to avoid, and how to keep a good relationship with your volunteers.

10:15 – 10:30 a.m. **Break**

10:30 – 11:15 a.m. **Negotiation Strategies for CLE Professionals**

Marty Latz, Latz Negotiations Institute  
Gain insight into proven strategies that will help you develop and refine your negotiation skills to achieve success with your programming and publications goals.

11:15 a.m. – 12:00 p.m. **Technology and CLE**

Peter Berge, Minnesota CLE  
Lucas Boling, The Missouri Bar  
Learn how to maximize technology in your daily operations, programming, marketing, and website presence.

12:00 – 1:00 p.m. **Lunch for first time attendees, Boot Camp and In-House attendees**

1:00 – 1:30 p.m. **Technology and Publications — So Much Information and So Many Choices!**

Kristin Huotari, Wisconsin Bar  
Diane Morrison, State Bar of Texas  
Discover the latest trends in online publication delivery and some key pointers that you'll need if you're joining an existing publications department or starting to publish online.

1:30 – 2:15 p.m. **Back to Basics: Marketing**

Stephanie Ross, Marketing & Publications Consultant (formerly with NCBA Foundation)  
The fundamentals of marketing your CLE products and getting creative in showing the value and brand of your organization with a benefits-driven approach to selling CLE.

2:15 – 2:30 p.m. **Break**

2:30 – 3:15 p.m. **Roundtable Discussions**

#### Publications

Kristin Huotari, Wisconsin Bar  
Diane Morrison, State Bar of Texas  
Discover ways to produce, edit, market, and work with vendors to publish CLE materials even if you don't have a publications department.

#### Hot Topics

Rob Seto, CLEBC  
Exchange ideas, problems, frustrations and solutions on the latest topics in a moderated format.

## PLENARY AND WORKSHOP SESSIONS Full Schedule

### In-House/Professional Development

Stephanie Ball, Brownstein Hyatt Farber Schreck  
Betsy Hults, Jones Day

Gain an understanding of main challenges unique to in-house CLE, including CLE credit tracking, program development, delivering both live and web-based programs to lawyers outside your home office as well as to clients, and how to best work with external CLE providers.

### Technology

Peter Berge, Minnesota CLE  
Lucas Boling, The Missouri Bar

Join a question-and-answer discussion addressing challenges and ideas on the latest technology issues.

3:15 – 3:30 p.m.

### The Voices of Experience

## End of Boot Camp Agenda

### Optional Networking Event

9:00 – 10:30 a.m.

### Chicago Architectural Boat Tour

(ticketed)



Explore the city that defines upward mobility! Each year thousands of architecture lovers make a pilgrimage to the birthplace of the skyscraper. Critics say that no other city has influenced and embodied the state-of-the-art in high-rise design and modern architecture as prominently as Chicago; virtually

every major architect has a signature building here. Hop on board for a 90-minute expert narrated Architecture Tour on the Chicago River.

9:30 a.m. – 3:30 p.m.	<b>In-House Legal Training Deconstructed</b> <i>(ticketed)</i>
9:30 – 9:40 a.m.	<b>Registration and Welcome</b>
9:40 – 10:00 a.m.	<b>The Stork</b>
	Discuss the many sources from which in-house program ideas come, how they occur, and special considerations applied based on their source.
10:00 – 11:00 a.m.	<b>The Accordion — A Systematic Approach to Program Development</b>
	Discover best practices in program communication, deadlines, and variables to create a system for bringing program ideas to fruition.
11:00 a.m. – 12:00 p.m.	<b>The Nightmares</b>
	Learn troubleshooting measures to handle the variety of challenges unique to in-house CLE.
12:00 – 1:00 p.m.	<b>Lunch for first time attendees, Boot Camp and In-House attendees</b>
1:00 – 1:40 p.m.	<b>The Audience</b>
	Gain an understanding of audience issues in attracting, engaging, and satisfying — focusing on issues from motivating attorneys to providing an audience for internal training.
1:40 – 2:15 p.m.	<b>The Cast</b>
	Discuss best practices when interacting with faculty and program planners, including checklists, carrots, booster seats, communications, day-of activities, and more.
2:15 – 3:00 p.m.	<b>The Show</b>
	Learn best practices before, during, and after the program to create an awesome event, including dealing with what you can (and can't) get away with in your firm's culture.
3:00 – 3:15 p.m.	<b>The Mirror</b>
	Learn how to evaluate your program, from how to design a great evaluation form to what to do with that knowledge.
3:15 – 3:30 p.m.	<b>Conclusion / Q&amp;A with Faculty</b>

## PLENARY AND WORKSHOP SESSIONS Full Schedule

11:00 a.m. — 4:00 p.m.

### Add-On Workshop *(ticketed)*

#### Marketing in the 21<sup>st</sup> Century

Suzanne Kart, Learning Resources Network (LERN)

In this five-hour course, you'll discover what it takes to successfully market your program in a digital world. Learn the importance of mobile optimization (hint: experts say by 2015, more people will access the Internet from a mobile device than from a laptop or desktop computer), how to track your eMarketing promotions, and what metrics to use.

You'll also find out how to incorporate your digital marketing with your traditional print marketing — and how to create a cutting-edge integrated marketing strategy.

Take home information on writing effective email copy, what impact online programming has on your marketing, and what will be the future of eMarketing.

3:30 — 4:30 p.m.

### 52nd Mid-Year and Annual Planning Committee Meetings *(by invitation)*

4:30 — 5:30 p.m.

### SIG and Committee Chair Leadership Workshop *(by invitation)*

6:15 — 7:30 p.m.

### Welcome Reception

(Open to all attendees)

## Thank you, 2015 ACLEA Annual Meeting Committee

**Chair:** Dawn Ofner, Legal Education Society of Alberta

Jeanne Heaton, Illinois State Bar Association

Raymond Lee, CLEBC

Jill Eckert McCall, American Bar Association

Amy Plent, North Carolina Bar Association Foundation

Linda Russell, CEB - California

Paul Unger, Affinity Consulting Group LLC

Alexandra Wong, The Law Society of Upper Canada

### \*\*NEW\*\* ACLEA Conference Concierge

Centrally located near the ACLEA registration area, the Conference Concierge provides an area for attendees to ask questions of speakers, as well as get general assistance on all issues concerning the conference. Receive advice on selecting suitable sessions to attend, get technical assistance, or just relax and network with your peers. The Conference Concierge desk is also where you can make any adjustments to your SIG Luncheon registrations. Whatever you need, the Conference Concierge can help you find the answer!

### Annual Meeting Healthy Fitness Options

#### Zumba

Jump-start your day with Zumba! Don't miss out on this easy to follow, Latin-inspired, calorie-burning dance fitness party.

#### Walking

Join us for a leisurely walk along the Chicago River. Just a mile or so—such a nice way to start the day!

#### Running

Start your day with a refreshing run along the Chicago River. The pace will be easy, the company will be fun!

#### Yoga

Take some time for yourself—join us as we focus on breathing and practice calming poses, with the intention of bringing peace to our own lives and sharing it with others. Namaste!

## PLENARY AND WORKSHOP SESSIONS Full Schedule

### Sunday, August 2

7:00 – 8:00 a.m.

#### Healthy Fitness Options

Join your ACLEA friends for some exercise, fun, and networking with one of three healthy fitness options. See descriptions on page 4.

##### Zumba

Pam Wilson – State Bar of California

##### Walking

Alexandra Wong – The Law Society of Upper Canada

##### Running

Dave Will – Peach New Media

8:00 a.m. – 5:00 p.m.

#### Registration Open

8:30 – 9:30 a.m.

#### SIG Meetings

- Executive Leadership
- Publications
- State & Provincial Bars

8:30 – 9:30 a.m.

#### Networking Breakfast in Exhibit Hall

9:30 – 10:00 a.m.

#### Opening Announcements and President's Welcome

10:00 – 11:30 a.m.

#### Keynote Presentation



*Judge Richard A. Posner, United States Court of Appeals, Seventh Circuit*

Richard A. Posner is a judge on the United States Court of Appeals for the Seventh Circuit and a Senior Lecturer in Law at the University of Chicago Law School. Judge Posner became professor of law at the University of Chicago Law School in 1969, where he remained until his appointment to the Seventh Circuit in 1981. He was Chief Judge from 1993 to 2000. Judge Posner continues to teach part time at the University of Chicago Law School and to write academic articles and books. He has written 40 books, more than 350 articles and book reviews, and countless blog posts.

11:30 - 11:45 a.m.

#### Break

11:45 a.m. – 1:15 p.m.

#### Functional SIG Lunches

(ticketed)

##### Executive Leadership: Hot Topics

Amy Plent, North Carolina Bar Association Foundation

Join us for a spirited discussion with your peers in Executive Leadership about thorny issues, brilliant solutions, best (and worst) practices, and challenges — both new and perennial. Come prepared to share what's going on in your world and to come away with new ideas and perspective.

##### Marketing: Going Digital

Stephanie Ross, Marketing & Publications Consultant (formerly with NCBA Foundation)

Paul Prater, Arkansas Bar Association

Discuss how people are dealing with the ever increasing push to go digital with their marketing and what printed pieces are being continued despite it, analytics and tracking of digital versus printed mailed pieces, social media and the tracking of it.

##### Programming: Staying Current

Sigalle Barness, Lawline.com

Adrienne Hope, Fox Rothschild LLP

Staying current and staying constant is imperative to stay attuned to the legal market regardless of what side of programming you come from. This luncheon will invoke an interactive discussion relating to how various organizations determine program needs, identify current trends, and how we can stay two steps ahead of the industry to provide the best educational content to our audiences.

##### Publications: Current Trends

Daniel J. McMahon, New York State Bar Association

Dawn McKnight, Colorado Bar Association

A roundtable discussion of current trends in publications.

##### Technology: Using Technology to Create Knowledge-bases

Ryan Graham, Peach New Media

Aaron Street, Minnesota CLE

As your members and constituents are bombarded with droves of content they find themselves with little time to invest. Your organization can win their loyalty by creating easily accessible knowledge repositories. During this luncheon, we will discuss the technologies many organizations are employing to create powerful knowledge-bases and we will explore the ways in which technology is empowering the shift from traditional, just-in-case learning models to a dynamic landscape of just-in-time learning.

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

## PLENARY AND WORKSHOP SESSIONS Full Schedule

1:30 – 2:30 p.m.

### Workshops A

#### Fight the Paper!

Barron Henley, Affinity Consulting Group  
Paul Unger, Affinity Consulting Group

Is your CLE organization over-run with paper? Tired of wasting time looking for documents or tracking down the status of a project? Learn how to decrease your paper dependence, lower operating costs, collaborate more efficiently, and how to take your project file with you on your mobile device. From programming to publishing, note-taking to tasks, this session will cover the necessary workflows and discuss the solutions to get you there.

#### Is this Thing On? Young Lawyer Focus Group

Moderator: Michael Belleau, Winston & Strawn LLP  
Teddy Reese, American Bar Association  
Paul-Matthieu Grondin, Young Bar Association of Montreal

Join us for a lively discussion with young lawyer leaders and a professional development expert to explore what young lawyers really want. Bring your questions and any collateral you wouldn't mind getting critiqued!

#### Dealing with Skilled Professional Volunteers

Marty Latz, Latz Negotiation Institute  
Paul Prater, Arkansas Bar Association

Volunteers are a valuable resource for CLE organizations. Join us to discuss how we measure the social and economic value of skilled professional volunteers and how we assert ourselves and maintain a positive relationship.

#### Create and Deliver Relevant CLE Content: When, How, and Where Your Customer Wants it

Ann Rockley, The Rockley Group Inc.  
Laura Selby, CLEBC

Customers want content everywhere, anytime, and on any device. Current practices make it difficult to meet that expectation in a timely and cost-effective manner. Join our panel as they share how to:

- Analyze business and customer needs
- Create multichannel responsive content
- Develop an adaptive content strategy (structured content models, reuse strategy, and modular structured writing best practices)

*A checklist of steps for success will be provided.*

#### Creative CLE Strategies to Attract Solo and Small Firm Attendees

Lucas Boling, Missouri Bar  
Alexandra Wong, The Law Society of Upper Canada

ABA estimates place a whopping 63% of practicing attorneys are in solo and small firm practice. However, attracting this massive constituency to CLE programs can sometimes pose a challenge due to their unique concerns and (often) their cost constraints. At this session hear from two CLE professionals who have tapped into winning models for developing solo and small firm programs and/or pricing structures that work.

2:30 – 3:00 p.m.

#### Networking Break in Exhibit Hall

3:00 – 4:30 p.m.

#### Plenary: Interdisciplinary Lessons for Experiential Learning

Dean Luke Bierman, Elon Law School  
Marilyn Moedinger, Runcible Studios  
Additional Speakers TBA

Legal education reform and particularly the importance of experiential learning is a hot topic for both law schools and CLE providers. As we all grapple with the best ways to move beyond the lecture and find practical ways to foster practice-ready new lawyers, we may be able to use a little help from our friends—in other professions.

4:30 – 5:30 p.m.

#### ACLEA Speed Networking with CLEReg and NABE/NCBP

Facilitated by: Jill Eckert McCall, American Bar Association

Association life is about making connections. Join us for a fast and furious networking session where you meet, greet, and repeat in 3-minute intervals. Bring your smile, your 30-second elevator pitch, 20 business cards (if you have them!) and the resolve to put names and faces together. No matter your background, we know this high-energy event will help you expand your network and increase your ability to communicate across organizational lines!

5:30 – 7:00 p.m.

#### Reception

(Open to all attendees)

## PLENARY AND WORKSHOP SESSIONS Full Schedule

### Monday, August 3

7:00 – 8:00 a.m.

#### Healthy Fitness Options

Join your ACLEA friends for some exercise, fun, and networking with one of three healthy fitness options. See descriptions on page 4.

##### Yoga

Bernadette Lawson – Sedgwick, LLP

##### Walking

Alexandra Wong – The Law Society of Upper Canada

##### Running

Dave Will – Peach New Media

8:00 a.m. – 5:00 p.m.

#### Member Services/Registration Desk Open

8:00 – 9:00 a.m.

#### Committee Meetings

Drop by one of these committee meetings to learn more about them, including volunteer opportunities!

- MCLE
- Exhibits & Sponsor
- Membership

8:00 – 9:15 a.m.

#### Networking Breakfast in Exhibit Hall

9:15 – 10:15 a.m.

#### Plenary: Better Living Through Data

Amy Plent, North Carolina Bar Association

Dave Will, Peach New Media

Randy Goins, TriMark Digital

Even back when a cloud was a weather event and a cookie was a snack, people understood the importance of good data for good decision-making. What's changed is that now we have so much data that it can be overwhelming to measure and intimidating to act upon. In this session we'll explore some of the ways in which data analytics can inspire better courses, better marketing, and better learning outcomes.

10:15 – 10:30 a.m.

#### Break

10:30 – 11:30 a.m.

#### Workshops B

##### Mission & Vision vs Profit

George Brown, Wisconsin Bar Association

Mission and vision statements articulate the essence of your organization's beliefs and values. The challenge for a non-profit organization is to strike the right balance between how those statements inform your work and the need to generate profit. This philosophical discussion will consider a variety of non-profit CLE organizations and how they balance on-the-ground decisions to ensure they stay afloat and achieve their missions.

##### Getting Inside Your Customers' Heads: Designing Effective Feedback Mechanisms

Clarence Jackson, Research USA/MemberScope

Dan Becker, American Bar Association

As a marketer or program and book creator you crave information about your target audience so you can best meet their needs. This program will help you understand how to uncover what your constituents think. Specifically, you will learn:

- When you would use which type of feedback mechanism (survey, questionnaire, focus group, etc.)
- How to entice people to participate, and
- How to enhance your outreach

If you have a piece of collateral you'd like reviewed, please submit by June 27th to [jill.mccall@americanbar.org](mailto:jill.mccall@americanbar.org)

##### Get Appy! (Guidebook)

Lucas Boling, The Missouri Bar

No budget for a mobile event app? No worries. This hands-on, interactive session will get you started building a free Guidebook app for your next event. You don't need a credit card – just a computer with internet and the ability to type, cut, and paste! Open a free account at [www.guidebook.com](http://www.guidebook.com) and bring your computer, or just sit back and watch how easy it is to create a mobile event app.

##### Online Publications Are the New Brick – eCommerce Is the New Mortar: Three Case Studies

Linda Kruschke, Oregon State Bar

Alexis J. LeBlanc, MCLE New England

Lura A. McAllister, The Missouri Bar

Electronic products are no longer just an alternative delivery format for a print-centric world; they are the cornerstone of many publishing programs. Learn from three examples: Massachusetts shares its marketing strategies, highlighting the different formats of its online publications. Oregon shares the organization of its online collection and its unique "member benefit" model. Missouri shares its viewpoint as a shop with limited resources, contracting with legal research services, including Fastcase, to provide electronic publications. Plus, an interactive Q & A.

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

## PLENARY AND WORKSHOP SESSIONS Full Schedule

### Curriculum Mapping: What We Can Learn and Apply

Mindy Thomas Fulks, Tennessee Bar Association

This session will talk about how curriculum mapping is used by teachers in schools. We will review the process and then pull out tips and procedures that can be used in our CLE world. This session will challenge your current process. You will gain insights from educators on how to help students make their way through higher levels of education.

11:30 – 11:45 a.m. **Break**

11:45 a.m. – 1:00 p.m.

### Organizational SIG Lunches (ticketed)

#### Entrepreneurs: Changes in CLE

Carole Levitt, Internet for Lawyers

Barron Henley, Affinity Consulting Group

Join the Entrepreneurs Lunch to discuss recent changes in CLE and the future of CLE. And together, let's figure out how changes can become opportunities.

#### In-House/Professional Development: What's Hot

Betsy Hults, Jones Day

Stephanie Ball, Brownstein Hyatt Farber Schreck

The In-House SIG always has excellent ideas to share, so come to our open discussion about what's hot, what's trending in CLE, and how you are tackling your most challenging issues. Let's come up with solutions together!

#### Law Schools: The Law School Advantage

Jennifer Dabson, American University Washington College of Law

Heather Gore Liddell, Osgoode Hall Law School

Being part of a CLE unit within a law school can have significant advantages along with many disadvantages. More and more student and faculty led Professional Development initiatives, including academic conferences, present new competition. During this session, we will discuss how to turn this negative into a positive along with strategies to encourage the growth of your unit and programming.

#### Local & Specialty Bars: Challenges

Samantha Pringle, Cleveland Metropolitan Bar Association

Pat Edelen, Kentucky Justice Association

Join your colleagues for an informal discussion on topics that relate to the challenges you face in your shops, both large and small. Attendees will share ideas, tips, and answer questions you face.

### Nationals: Marketing Channels of the Future

Matt Mickelson, National Business Institute

Andrea Fizer, Strafford Publications

We probably all have a good understanding of our current marketing channels and what drives our business success financially. However, how may those marketing channels change and what may they look like in the next 5, 10, or 20 years? Will we define them, or will they define us?

### State & Provincial Bars: ABA Model Rule for Minimum Continuing Legal Education (MCLE) Review Project

Mindy Thomas Fulks, Tennessee Bar Association

Doug Ashworth, ICLE of Georgia

Beginning in the autumn of 2014, the ABA Standing Committee on Continuing Legal Education through its Subcommittee on MCLE, began reviewing the current ABA Model Rule for Minimum Continuing Legal Education. This luncheon will be your chance to discuss this process and provide comments that could be forwarded to the ABA Committee.

1:15 – 2:15 p.m.

### Workshops C

#### Pedagogy of Delivery Options

Deb Quentel, CALI - Center for Computer-Assisted Legal Instruction

Creating online legal education both merits and allows for more opportunity for instruction than simply posting videos of a continuing legal education program on a website. Whether synchronous or asynchronous, delivery formats, such as podcasts and webcasts, often provide for more learner-centric engagement than traditional face to face seminars. This session will explore some of the learning theory and best practices behind designing effective online legal education courses to engage attorneys as adult learners.

#### House of Cards or the Taj Mahal? Building a Forms Strategy that Stands the Test of Time

Barron K. Henley, Affinity Consulting Group

Jill Hoefling, Texas Bar Books

Is it time to update (or create) your forms strategy? Are you struggling to identify what your customers want, how to sell your forms products, or which technology platforms you should use? Attend this session to learn about designing and implementing a successful forms strategy for your publications shop, where we will discuss strategic planning considerations as well as best practices in the use of technology for your 21st century forms.



## PLENARY AND WORKSHOP SESSIONS Full Schedule

### Software Choices for Interactive E-Learning

Tanveer Makhani, Senior Consultant, Kineo

Matching the right software to your organization's e-learning strategy is key to effective and efficient development. While you should always decide on an overall design and approach before you choose your software, it is important to keep the strengths, weaknesses, and capabilities of different tools in mind to help inform the process. Particularly if you'd like to create interactive elements to engage your learners, as there are certain software applications that can help even the newest of e-learning developers build like a pro.

### Resolved: Compulsory Education Should Be Continued Because it Builds Better Lawyers

Alan Treleaven, Law Society of British Columbia

H. Lalla Shishkevish, Institute of Continuing Legal Education

Or does it? Our intrepid debaters will argue the cases for—and against—compelling annual attendance at CLE programs. Do mandatory learners do a better job of keeping their knowledge up to date? Are voluntary learners more likely to stay engaged? Can either approach stop that guy in the back from spending the course reading the paper? Join us while we seek the answers.

### Adding Value to Your CLE Programs through the Power of Sponsors and Exhibitors

Barbara Hollingsworth, Colorado Bar Association CLE

Larry C. Smith, International Practice Management Association

Fran Wellington, Ohio State Bar Association

Alexandra Wong, The Law Society of Upper Canada

Effective management of sponsorship and exhibit opportunities can provide added value and revenue to your CLE programs. Learn about the different types of sponsorships others have offered, how to run a successful sponsor/exhibitor program, how to use sponsors/exhibitors as a business development opportunity, and best practices to apply in the process.

2:15 – 2:30 p.m.

**Break**

2:30 – 4:00 p.m.

### Plenary: Content Is the New Black

Facilitator: Frances Reimers, PCI

Original content may be one of the few things we have that our constituents cannot find elsewhere. Leverage and re-purpose it to retain customers and grow your following. Join us and learn: how to identify and package existing content; how to improve your status via content sharing; how to determine what to give away and what to put behind a paywall; and how to create effective teasers for paid content.

4:00 – 4:45 p.m.

### International SIG Meeting (respective organizational SIG members only)

Raymond Lee, CLBEC

Helene Breene, Bar Association of Queensland

The International SIG invites members to share issues and information relating to continuing legal education in jurisdictions around the world and provides updates on current international CLE trends. We look forward to meeting either in person or, for those at a distance, by teleconference to update on latest projects, trends, and developments.

6:00 – 9:00 p.m.

### ACLEA Annual Meeting Triple-Deluxe Event: Dinner, Dancing, and Dueling Pianos

Join us for a laid back evening at the hotel complete with dinner and an interactive dueling piano act. Chicago Dueling Pianos showcases the best live musicians dueling away and cracking you up with their raucous comedy antics. Go ahead, request your favorite song, loudly sing along, dance on stage or just bounce up and down in your seat. Chicago Dueling Pianos has everything you want. Tickets for registrants are included in the registration fee, but you must RSVP. Guest tickets are available for \$75.

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

## PLENARY AND WORKSHOP SESSIONS Full Schedule

**Tuesday, August 4**

8:00 a.m. – 5:00 p.m. **Member Services/Registration Desk Open**

8:00 – 9:30 a.m. **ACLEA Business Meeting & Breakfast**

9:30 – 9:45 a.m. **Networking Break in Exhibit Hall**

9:45 – 10:45 a.m. **Workshops D**

### **Best Practices for Working with Your Board**

Laurie Krueger, Ewald Consulting

Too often it is unclear to both the CEO and the Board who is responsible for what, and both are wary of admitting it. The result? A board that is overly activist, under-engaged, bogged down in the weeds, or just confused. Don't let this be your board! Join us while our own Laurie Krueger, Executive Director of ACLEA, shares tips on striking the perfect balance for board effectiveness.

### **Designing for Engagement: Applying Instructional Design Strategies When Creating Online Learning Experiences**

Katrin Oddleifson Robertson, Wholemindesign

Diane Tamblyn, Wholemindesign

In this interactive session, two experienced instructional designers will challenge program planners and presenters to shift to a “learner” focus and will provide tools and templates to help with implementation of that “learner” focus. The program includes ICLE video case studies.

### **Time-Saving Apps for the CLE Professional**

Josh Poje, American Bar Association

Paul Unger, Affinity Consulting Group

Mobile devices and apps have changed our world over the past 4 years. There are dozens of fantastic apps that can save us time, help manage our tasks, calendar, and personal information. In this session, learn about the best of the best apps available for iOS and Android that can help keep you paperless and help manage your professional and personal life!

### **Digital Transformation: Have Your Author Guidelines Been Rewritten for Online Publications?**

Bryan Kay, ABA Publishing

Claire Parins, ABA Publishing

Kevin Bailey, ABA Publishing

Why is it important to create guidelines to train authors how to write for the web? How do web guidelines differ from print guidelines? ABA publishing experts will describe how they are developing content for print and the web. They will discuss best practices, report on how authors and editors are dealing with the digital-first focus, and seek input about your experiences in the brave new world of digital publishing.

10:45 – 11:00 a.m. **Break**

11:00 – 11:45 a.m. **Exhibitor Wrap-Up**

11:00 a.m. – 12:00 p.m.

### **Workshops E**

### **Providers Designing a Better Online Experience for Digital Native Lawyers**

Margaret Hagen, Stanford Design School and Stanford Law School

As legal education moves online — and a new generation of digital natives enters the legal profession — we need to re-examine how we present legal information. How can we make legal knowledge-sharing more interactive, mobile, and user-friendly? This session will present key principles and insights for good design, how to design digital experiences for lawyers, and will lay out a design process you can use to create engaging, accessible designs.

### **Lawyer Bubble and the CLE Balloon: How to Keep Quality CLE Away from Very Sharp Objects**

Ben Neiburger, Generation Law Ltd.

The needlelike combination of new technology, an aging profession, a seemingly post-apocalyptic recovering economy, and an oversupply of under-employed young attorneys seems to almost “pop” the demand for quality CLE. Join Ben Neiburger for a look at these and coming changes and to learn 11 strategies you can use to make sure your CLE can maintain its relevance and continue to make a positive impact on the legal profession.

### **Cultural Competency and International Business Etiquette**

Terri Mottershead, Mottershead Consulting

21st century legal practice is global. The workforce of a modern law firm is increasingly multi-disciplinary and multi-cultural. Understanding international business etiquette and differences in cultures and work practices has become a critical skill for every successful lawyer. In this interactive 60 minute session, Terri Mottershead will discuss cultural competency, what it means, why it matters and how this knowledge can help lawyers succeed in the “new normal” global workplace.

## PLENARY AND WORKSHOP SESSIONS Full Schedule

### Beyond Ethics: Designing Programs for Credit that Aren't Scary or Boring

Jayne Reardon, Illinois Supreme Court

"Ethics" in title + "Rules of Professional Conduct" in description = Ethics credit. Challenge the formula without nail-biting! Talk through options to deliver specialty credit for fun, relevant programs. Learn the logic breakdown for specialty credit; appreciate previously approved programs; brainstorm topic ideas; and walk away with a program (or few) that you could coordinate tomorrow and give attendees credit for.

12:00 – 1:15 p.m. **Networking Lunch** (ticketed)

1:30 – 2:30 p.m.

### Workshops F

#### Diversity in CLE Programming

John Mitchell, KM Advisors, LLC

Cie Armstead, American Bar Association

Catherine Sanders Reach, The Chicago Bar Association

Ever stop to look at your speaking faculty and your attendees? Is it a homogenous sea of white men and women? As educators, we strive to deliver the best ideas and the brightest speakers. Yet, almost invariably we end up with the same straight, white male and female speakers. We are not sharing the breadth of perspective needed in our programs. This session will focus on strategies to achieve such diversity.

#### Overcoming Your Challenges: A Proven Pathway to Excellence for CLE Professionals

Robert LeVine, Empowerment Publications

Do you strive for excellence in your work and sometimes fall short? Do you long for the personal satisfaction of knowing you have done your best, despite the odds you face? This interactive session will equip you with a concrete, individualized plan to confidently move toward your goals of personal improvement and professional excellence. Gain insight into proven intellectual and procedural methods of professional development. Return from the conference with new eyes and new energy, ready to conquer your professional world!

#### Building Blocks for Successful Use of Wikis and SharePoint in Your CLE Organization

Judith Egyes Knight, Wisconsin Bar Association

Dawn Ofner, Legal Education Society of Alberta

Is your CLE organization using a Wiki or SharePoint? If not, hear tips from two trailblazing CLE organizations that have successfully implemented these platforms. Learn why the Legal Education Society of Alberta adopted a Wiki for online publications and how it is being received by the market. Understand why Wisconsin's PINNACLE uses MS SharePoint for internal knowledge-sharing and collaborative development, with intent to build future offerings on this powerful platform. Don't miss this!

### Top 10 Tech Tips for Creating World-Class CLE

Jeff Kirkey, Institute of Continuing Legal Education

Discover breakthrough technologies to help you plan and deliver CLE that will wow your audiences. Harness these budget-friendly cloud services, apps, and gadgets to organize all your research, simplify how you schedule planning meetings, and collaborate in real-time with presenters using shared documents and easy-to-host video conferences. Re-think your customer's current seminar experience and explore new ways to interact with your audience and deliver compelling video presentations.

### Emerging Markets — Content and Marketing for Non-Lawyers and Other Associations

Matt Mickelson, National Business Institute

Bernadette Lawson, Sedgwick LLP

Sonali Oberg, American Bar Association

Whether you are in a jurisdiction looking to regulate non-lawyers or not, these emerging models and other peripherally related organizations offer us an opportunity to expand our market. This session will explore the business opportunities available, discuss how to serve these markets by maximizing existing content, and consider the impact of inter-disciplinary legal education.

2:30 – 2:45 p.m. **Break**

2:45 – 4:15 p.m.

### Closing Plenary: Improving Work Productivity, Teamwork, and Communication

Nick Michna, American Bar Association

DiSC is a behavioral-based assessment used by leaders in many industries to improve work productivity, teamwork, and communication. The assessment measures:

- Dominance
- Influence
- Steadiness
- Conscientiousness

Take the free assessment at <http://free-disc-profile.com> before attending. DiSC can help you maximize your strengths and minimize your weaknesses. The session will teach you ways to work based on style, allowing you to boost performance and diffuse interpersonal conflict.



Follow Us on Twitter  
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**Chicago meeting app!**

Get access to all crucial conference information. Connect with other attendees before, during and after the event using your mobile app.



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

## GENERAL INFORMATION All prices are in USD

### Registration

The program registration fee includes conference materials, admission to Sunday, Monday, and Tuesday sessions, the business meeting and breakfast, the Saturday welcome reception, the Sunday evening reception and the Monday night special event. Saturday's add-on workshops, and all optional lunches and tours are separately priced. We must receive payment for optional sessions, lunches, and tours in advance of the conference to guarantee your reservation. Unless otherwise stated, all special event and tour fee payments are nonrefundable after July 3, 2015.

### Spouse/Guest Fee

ACLEA has a spouse/guest fee for attendance at ACLEA meetings by those not eligible for ACLEA membership. This is a restricted fee intended for family members. Any spouse/guest who is interested in networking with other spouses/guests as well as friends in ACLEA, may pay a fee to cover the costs of food and beverage and attendance at some meetings. This \$175/225 fee includes the Saturday welcome reception, continental breakfasts, business meeting breakfast, exhibit hall mixer, morning and afternoon breaks, and attendance at any sessions on topics that may be of interest, but does not include conference materials, luncheons, or optional events. This benefit is extended only to those spouse/guests who are not eligible for ACLEA membership. ANYONE CONSULTING WITH, OR EMPLOYED BY, AN ORGANIZATION ELIGIBLE FOR MEMBERSHIP IN ACLEA IS NOT ELIGIBLE FOR THIS FEE.

### Cancellation Policy

All special event & tour fee payments are nonrefundable after July 3, 2015. Registration refunds, less a \$50 processing fee, will be given to registrants who cancel by 5:00 p.m. July 3, 2015. No refunds or transfers will be granted thereafter.

#### Questions? Contact Us!

p: (651) 366-6082 | f: (651) 290-2266  
aclea@aclea.org | www.aclea.org

### Hotel Information

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.

NOTE: ACLEA has obtained this room rate by contracting a total meeting package at the Renaissance Chicago Downtown. ACLEA must meet certain minimum food & beverage and hotel room pickup requirements or ACLEA will face attrition and/or meeting room rental. In order for ACLEA to continue to provide a reasonable registration fee, we need your help. Please take advantage of the room rate we have negotiated and make your reservation by contacting:

**Renaissance Chicago Downtown**  
1 West Wacker Drive  
Chicago, IL 60601, USA  
Phone 1+ (312) 372-7200

### Transportation

#### Chicago O'Hare International Airport — ORD

*Hotel direction: 18 miles SE*

- Alternate transportation: Go Airport Express- 24 hour notice/advanced booking required; fee: \$28 US (one way); on request
- Bus service, fee: \$5 (one way)
- Subway service, fee: \$5 (one way)
- Estimated taxi fare: \$40 (one way)

#### Chicago Midway International Airport — MDW

*Hotel direction: 12.1 miles NE*

- Alternate transportation: Go Airport Express- \$24 hour notice/advanced booking required; fee: \$23 (one way); on request
- Bus service, fee: \$5 (one way)
- Subway service, fee: \$2.25 (one way)
- Estimated taxi fare: \$35 (one way)

#### The parking rates for Renaissance Chicago:

Overnight, fee: \$65 daily  
8-24 hours, fee: \$65 daily  
2-8 hours, fee: \$45 daily  
Under 2 hours, fee: \$35  
Event rate, fee \$32  
Restaurant, fee \$26

*\*\*Valet parking only with in/out privileges included in fee / Large SUVs and other oversized vehicles are not allowed. \*\**

## REGISTRATION FORM

All prices are in USD

### ATTENDEE INFORMATION

Name: \_\_\_\_\_  
 Organization: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 City/State/Province/Zip: \_\_\_\_\_  
 \_\_\_\_\_  
 Phone: (\_\_\_\_\_) \_\_\_\_\_  
 Fax: (\_\_\_\_\_) \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Spouse/Guest: \_\_\_\_\_  
 Special Dietary Needs: \_\_\_\_\_  
 \_\_\_\_\_

I am a First Time Attendee

### CONFERENCE MATERIALS

Conference materials will be available for download in advance of the event. If you wish to receive your materials in a hard-copy format, there will be an additional fee. PLEASE NOTE printed materials are only available if ordered BEFORE July 1, 2015.

Online (free)     Printed - \$75

### ACLEA Annual Meeting Triple-Deluxe Event: Dinner, Dancing, and Dueling Pianos

Tickets for the Monday Night Dinner are included in your registration fee.

RSVP:  Yes, reserve my ticket     No, do not reserve my ticket

Additional tickets: \_\_\_\_\_ at \$75 each = \$ \_\_\_\_\_

### REGISTRATION

#### Early Bird (on or before July 1, 2015)

Member - \$665     Non-Member - \$875     Spouse/Guest - \$175

#### Regular (after July 1, 2015)

Member - \$715     Non-Member - \$925     Spouse/Guest - \$225

### OPTIONAL EDUCATION PROGRAMS (Pre-Registration Required)

#### SATURDAY, AUGUST 1, 2015

##### CLE Boot Camp with Conference Registration

Member - \$165     Non-Member - \$225

##### CLE Boot Camp Only

Member - \$200     Non-Member - \$425

##### In-House Training with Conference Registration

Member - \$165     Non-Member - \$225

##### In-House Training Only

Member - \$200     Non-Member - \$425

##### Add on Workshop: Marketing in the 21st Century

Member - \$165     Non-Member - \$225

### FUNCTIONAL SIG LUNCHEONS (Pre-Registration Required\*)

#### Sunday, August 2, 2015 | 11:45 AM - 1:15 PM

(Open to all paid registrants)

Executive Leadership - \$35     Marketing - \$35     Programming - \$35  
 Publications - \$35     Technology - \$35

### ORGANIZATIONAL SIG LUNCHEONS (Pre-Registration Required\*)

#### Monday, August 3, 2015 | 11:45 AM - 1:00 PM

(Open to Respective Organizational SIG Members ONLY)

Entrepreneurs - \$35     In-House - \$35     Law School - \$35  
 Local & Specialty Bars - \$35     Nationals - \$35  
 State/Provincial Bars - \$35

\* Onsite Luncheon Registration is \$50

#### Tuesday, August 4, 2015 | 12:00 PM - 1:15 PM

(Ticketed Event Open to All Paid Registrants)

Networking Lunch - \$35

### Optional Networking Event (Pre-Registration Required)

#### Saturday, August 1, 2015

Chicago Architectural Boat Tour - \$50

### PAYMENT INFORMATION

Total Payment Enclosed: \_\_\_\_\_

Method of Payment:  Check enclosed, payable to ACLEA  
 VISA     MasterCard     American Express

If paying by credit card, all of the following fields must be completed.

Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ 3-digit Security Code (req.): \_\_\_\_\_

Cardholder Name (print) \_\_\_\_\_

Cardholder Phone \_\_\_\_\_

Billing Address \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

(For office use only)

initials		fin.	
date			
CK/CC			
amt. paid			
bal. due		comm.	

Mail or Fax form to:

**ACLEA**  
 1000 Westgate Drive  
 Suite 252  
 St. Paul, MN 55114  
 Fax. 651.290.2266

Or register online at [www.ACLEA.org](http://www.ACLEA.org)!



Association for Continuing Legal Education  
1000 Westgate Drive, Suite 252  
St. Paul, MN 55114  
[www.aclea.org](http://www.aclea.org)

# Save the Date!

ACLEA 52<sup>ND</sup> MID-YEAR MEETING  
JANUARY 30 - FEBRUARY 2, 2016  
HILTON SAVANNAH DESOTO | SAVANNAH, GA

