

Finding Your CLE NIRVANA



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

Association for Continuing Legal Education

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ACLEA 52nd Annual Meeting

Seattle, Washington, USA | July 30 – August 2, 2016

Conference at a Glance

Saturday, July 30

7:30 a.m. – 6:15 p.m.

Member Services/Registration Desk Open

8:00 a.m. – 3:30 p.m.

New Member Orientation and CLE Boot Camp
(ticketed)

4:30 p.m. – 5:30 p.m.

SIG and Committee Chair Leadership Workshop
(by invitation only)

5:30 p.m. – 6:30 p.m.

Welcome Reception (open to attendees)

6:30 p.m.

Optional Dine-Arounds in Pike Place Market Area

Sunday, July 31

7:00 a.m. – 5:00 p.m.

Member Services/Registration Desk Open

7:00 a.m. – 8:00 a.m.

Healthy Fitness Options:

- Zumba
- Walking
- Running

8:00 a.m. – 9:30 a.m.

Networking Break in the Exhibit Marketplace

8:30 a.m. – 9:30 a.m.

SIG Breakfast Meetings:

- Executive Leadership
- Publications
- Public Interest
- State & Provincial Bars

9:30 a.m. – 10:00 a.m.

President's Welcome and Opening Announcements

10:00 a.m. – 11:00 a.m. **PLENARY**

Diversity and Inclusiveness:

Essential Elements in Law and CLE

Frank H. Wu, University of California, Hastings College of the Law

11:00 a.m. – 11:15 a.m.

Networking Break in the Exhibit Marketplace

11:15 a.m. – 12:15 p.m.

WORKSHOPS A

- Increasing Diversity in Your Faculties and Attendees
- Your Core Creativity
- Mindfulness in CLE
- Be a Checklist Ninja!

12:30 p.m. – 1:45 p.m.

Functional SIG Lunches (ticketed – attendance open to all functional SIG members)

- Executive Leadership
- Marketing
- Programming
- Publications
- Technology

2:00 p.m. – 3:00 p.m. **PLENARY**

Failure to Communicate: The Top 5 Reasons for Miscommunication Across Cultures & Genders

Nina Meierding, Negotiation & Mediation Training Services

3:00 p.m. – 3:15 p.m.

Networking Break in the Exhibit Marketplace

3:15 p.m. – 4:15 p.m.

WORKSHOPS B

- The Evolving Landscape of Copyright, Content Delivery and Fair Use in the CLE Context
- Change Leadership
- Done! Time Management Strategies for Regaining Command of Your Day
- Information Security in a Post-Breach World

4:15 p.m. – 4:30 p.m.

Networking Break in Exhibit Marketplace

4:30 p.m. – 5:30 p.m. **PLENARY**

Seattle's Best of CLE: Rapid Fire Innovation

Moderator: Jeff Kirkey, ICLE

5:30 p.m. – 7:00 p.m.

Reception & CLEreg Mixer

7:00 p.m.

Optional Dine-Arounds near the Space Needle





Monday, August 1

7:00 a.m. – 5:00 p.m.

Member Services/Registration Desk Open

7:00 a.m. – 8:00 a.m.

Healthy Fitness Options:

- Yoga
- Walking
- Running

7:45 a.m. – 9:15 a.m.

Networking Breakfast in the Exhibit Marketplace

8:00 a.m. – 9:00 a.m.

Committee Meetings (*open to registered attendees*)

- Exhibitor and Sponsor Committee
- MCLE Committee Meeting
- Membership Committee

9:00 a.m. – 10:00 a.m. **PLENARY**

Talk Like TEDx

Steve Hughes, Hit Your Stride; Phil Klein, TEDxRainier

10:00 a.m. – 10:30 a.m.

Networking Break in the Exhibit Marketplace

10:30 a.m. – 11:30 a.m.

WORKSHOPS C

- The Limited License Legal Technician Program: History, Progress, and Upcoming Developments
- Strategies for Solving the New Lawyer Puzzle
- Publishing: Expand Your Market
- Business School for CLE: What Is Marketing, Really?

11:45 a.m. – 1:00 p.m.

Organizational SIG Lunches (*ticketed – attendance for respective organizational SIG members only*)

- Entrepreneurs
- In-House/Professional Development
- Law Schools
- Local & Specialty Bars
- Nationals
- State and Provincial Bars

1:15 p.m. – 2:15 p.m. **PLENARY**

Our Changing Profession: Challenges and Opportunities

Paula Littlewood, Washington State Bar Association

2:15 p.m. – 2:45 p.m.

Networking Break in the Exhibit Marketplace

2:45 p.m. – 3:45 p.m.

WORKSHOPS D

- What's the Best Way to Evaluate Your Associates?
- How to Conduct Effective Discovery Interviews During the Design Thinking Process
- CLE by Subscription: Building Customer Relationships that Strengthen the Bottom Line
- Branding Your CLE Programs: Many Channels, One Message

3:45 p.m. – 4:00 p.m.

Networking Break in the Exhibit Marketplace

4:00 p.m. – 5:00 p.m.

WORKSHOPS E

- Responsive E-Learning
- 60 Tech Tips in 60 Minutes
- How to Train Your Faculty to Teach Effectively Online

7:00 p.m. – 10:30 p.m.

Experience Music Project Museum and Dinner

Tuesday, August 2

7:00 a.m. – 4:00 p.m.

Member Services/Registration Desk Open

8:00 a.m. – 9:00 a.m.

International SIG Meeting (*Open to Attendees*)

9:00 a.m. – 10:30 a.m. **MORNING COFFEE & PLENARY PRESENTATION**

Leaders' Visions for 2025

Lynn Chard, ICLE; Carmen Hill, Connective DX; Josh King, Avvo, Inc.; Pat Nester, State Bar of Texas

10:30 a.m. – 12:00 p.m.

ACLEA Business Meeting & Awards Brunch
(*open to ACLEA members*)

12:00 p.m. – 1:00 p.m. **PLENARY**

The Future of Productivity

Chris Pratley, Microsoft

1:00 p.m. – 1:30 p.m.

Networking Break in Exhibit Marketplace

1:30 p.m. – 2:30 p.m.

WORKSHOPS F

- Putting Blogging and Social Media to Work
- Are You Talkin' to Me? Techniques for Increasing Audience Participation
- Update on the World of Print
- iPad for CLE Professionals Hands-on Workshop: Part I

2:30 p.m. – 2:45 p.m.

Networking Break

2:45 p.m. – 3:45 p.m.

WORKSHOPS G

- I Don't Speak Lumen
- Reimagining Learning with Microsoft OneNote and Sway
- Digital Mentorship
- iPad for CLE Professionals Hands-on Workshop: Part II

7:00 p.m.

Optional Ballpark Outing (*ticketed*)

Saturday, July 30

7:30 a.m. – 6:15 p.m. **Member Services/Registration Desk Open**

8:00 a.m. – 3:30 p.m. **New Member Orientation and CLE Boot Camp** *(ticketed event)*

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**

Raymond Lee, CLEBC

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**

Margaret Naughton, Perkins Coie, LLP

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 Contributors**

Mindy Thomas Fulks, Tennessee Bar Association

Learn ten helpful tips on how to work with contributors, 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 Negotiation 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**

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 Boot Camp Participants and First Time Event Attendees**

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

Kristin Huotari, State Bar of Wisconsin

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**

Peter Berge, Minnesota CLE

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**



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Seattle meeting app!



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



Sunday, July 31

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

Publications
Kristin Huotari, State Bar of Wisconsin
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.

In-House/Professional Development
Stephanie Ball, Best Best and Krieger
Justine Maury, Dykema Gossett PLLC
 Gain an understanding of 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
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**
(Boot Camp Speakers)

End of Boot Camp Agenda

4:30 p.m. – 5:30 p.m. **SIG and Committee Chair Leadership Workshop**
(by invitation only)

5:30 p.m. – 6:30 p.m. **Welcome Reception**
(open to attendees)

6:30 p.m. **Optional Dine-Arounds in Pike Place Market Area**

7:00 a.m. – 5:00 p.m. **Member Services/Registration Desk Open**

7:00 – 8:00 a.m. Healthy Fitness Options

Start your day off right. Join your ACLEA friends for some exercise, fun, and networking with one of three 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. No experience needed – just grab your workout shoes and join us.
Pam Wilson – State Bar of California

Walking
 Join us for a leisurely walk along Seattle's waterfront. Just a mile or so – such a nice way to start the day.
Alexandra Wong – The Law Society of Upper Canada

Running
 Start your day with a refreshing run along Seattle's waterfront. The pace will be easy; the company will be fun.
Paul Unger, Affinity Consulting Group

8:00 a.m. – 9:30 a.m. **Networking Breakfast in Exhibit Hall**

8:30 a.m. – 9:30 a.m. **SIG Breakfast Meetings**

- Executive Leadership
- Publications
- Public Interest
- State & Provincial Bars

9:30 a.m. – 10:00 a.m. **President's Welcome and Opening Announcements**

10:00 a.m. – 11:00 a.m. Plenary

Diversity and Inclusiveness: Essential Elements in Law and CLE
Frank H. Wu, University of California, Hastings College of the Law
 Frank H. Wu is the author of *Yellow: Race in America Beyond Black and White*. Arguing for a new paradigm of civil rights that goes beyond a black-white paradigm, while also addressing subtle forms of discrimination, the book is widely used in classes on the subject of diversity and inclusiveness in law schools and the legal profession. Mr. Wu will discuss why diversity is a key component in law school and the practice and business of law.

11:00 a.m. – 11:15 a.m. **Networking Break in the Exhibit Marketplace**

11:15 a.m. – 12:15 p.m. **Workshops A**

A1) Increasing Diversity in Your Faculties and Attendees

Frank H. Wu, University of California, Hastings College of the Law
Robin Nussbaum, Washington State Bar Association

For too long a wall of uniformity has defined the legal profession. A wall that limits entry and advancement based on race, ethnicity, color, culture, gender, nationality, disability, sexual orientation, gender identity and expression, religion, geography and age. A wall that has stood in the way of real change. A wall that has left the legal profession an anachronism in an increasingly diverse society. Past efforts to increase diversity in the legal profession have been sincere but not inclusive enough . . . not ambitious enough . . . not robust enough. That's about to change. Our panel will discuss how to bring about critical change.

A2) Your Core Creativity

Amy Frazier, Stages of Presence

Stereotypes of creativity abound, and we can all be thrown into occasional doubt or uncertainty about our creative skills. But what does creativity really look like on the individual level? In this session, we'll look at what research has to say about the surprising varieties of creative styles, and explore ways to build true confidence in our own core creativity.

A3) Mindfulness in CLE

Barron Henley, Affinity Consulting Group
Bernadette Lawson, Sedgwick LLP

What is mindfulness? The term is being used a lot these days, but not everyone has a clear idea of what it means. Join these two practitioners of mindfulness and find out more about it. Mindfulness can benefit both your work and personal lives by allowing you to reduce stress and enhance your work performance.

A4) Be a Checklist Ninja!

Larry Center, Georgetown Law Center CLE
Donita Douglas, InReach
Paul Unger, Affinity Consulting Group

Our worlds have become too complicated to remember everything that we need to accomplish. Some CLE professionals believe their jobs are too special or different each day, making it too challenging or impossible to create checklists. Others believe they know everything they need to know, so checklists aren't necessary for them. During this session, we'll prove why checklists have the potential to change your life in a very positive way. We'll discuss *The Checklist Manifesto* and its invaluable lessons. You will learn how to create checklists and how to harness the power of technology. You will receive take-away samples to use immediately when you return to your office after this ACLEA meeting!

12:30 p.m. – 1:45 p.m.

Functional SIG Lunches

(Ticketed Event – Attendance open to all functional SIG members)

Executive Leadership: The Un-Programmed Luncheon

Back by Popular Demand in Seattle . . . The Un-Programmed Luncheon: We know (because you told us) that Executive Leadership SIG members value the chance to spend some un-programmed time networking with peers over lunch. No program, no assignment, no homework. We'll end lunch with a freewheeling discussion of the latest issues and trends in CLE and circulate those notes to the group for future reference. Please join us!

Marketing

Explore marketing ideas that are working, plus gain techniques you can take back with you.

Programming: I Got 99 Problems, But I Can't Solve One!

What's your biggest programming headache? Having trouble getting traction on a new training initiative? Can't get your instructors to avoid "Death by Powerpoint"? Come join us for a hands-on workshop, where we'll share effective strategies for tackling the most confounding recurring dilemmas of CLE programming (and collaboratively develop some new ones!).

Publications

In true roundtable fashion, this will be a participatory discussion on publishing trends, problems, and successes.

Technology

Does your organization have a formal technology plan covering all of your systems? Enjoy lunch and discuss best practices for developing a comprehensive plan, explore cloud services that CLE providers use today, and come away with new ideas for enhancing your services with cutting edge tech.



Sunday, July 31 continued

2:00 p.m. – 3:00 p.m.

Plenary

Failure to Communicate: The Top 5 Reasons for Miscommunication Across Cultures & Genders

Nina Meierding, Negotiation & Mediation Training Services

Understanding the cultural and gender issues that underlie our daily communications with speakers, volunteers, customers, vendors and staff is essential to the effective management of our business. Based on her own experiences in conducting over 4,000 mediations, Nina Meierding will share her “top five” situations where miscommunication often occurs. This interactive presentation will focus on communication differences, based on research in both gender and culture, and include practical tips for improving your communication style.

3:00 p.m. – 3:15 p.m.

Networking Break in the Exhibit Marketplace

3:15 p.m. – 4:15 p.m.

Workshops B

B1) The Evolving Landscape of Copyright, Content Delivery and Fair Use in the CLE Context

Katherine C. Spelman, K&L Gates LLP

Join renowned copyright expert Kate Spelman as she discusses the implications of recent copyright ‘fair use’ cases on the content and materials that CLE organizations now may consider, including the options in Open Access, crowdsourcing, and other open education resources initiatives.

B2) Change Leadership

Amy Frazier, Stages of Presence

What do creativity and leadership have in common? From being comfortable with ambiguity, to generating vivid images of the future, creativity and leadership draw upon particular cognitive skills and emotional intelligences. They are also fundamental when facing situations involving change. In this session, we’ll survey attributes that constitute creative leadership and discuss tools for creatively leading and managing change.

B3) Done! Time Management Strategies for Regaining Command of Your Day

Paul H. Burton, QuietSpacing

In this age of hyper-connectedness, the world seems to spin faster and faster. No matter how hard or long we work, we often finish the day right where we started. It feels like we are treading water! That’s about to change. Gain a host of best practices for staying focused, getting more done, and enjoying greater personal and professional satisfaction. Using any or all of these principals, attendees can gain six plus minutes of productivity a day which adds up to twenty-four hours of additional productivity a year. That’s three days of work off your desk.

B4) Information Security in a Post-Breach World

Dan Stocker, MBA, MS, CISM, CISSP, QSA, Coalfire Systems, Inc., Seattle

Learn how to protect your CLE digital assets from hackers and cyber-criminals. Discover the exciting (yes, really) world of PCI compliance. Take away practical tips on how to protect and defend your organization from known and unknown threats, including credit card hacks, registrants’ identity theft, and breach of your CLE intellectual property. If you’re hiring an outside firm for your cybersecurity, get tips on choosing and working with one.

4:15 p.m. – 4:30 p.m.

Networking Break in Exhibit Marketplace

4:30 p.m. – 5:30 p.m.

Plenary

Seattle’s Best of CLE: Rapid Fire Innovation

Moderator: Jeff Kirkey, ICLE

Seattle is known as a **port** of innovation. Capture a **slew** of CLE’s brightest ideas as a dozen ACLEA rock stars help you find CLE **nirvana**. They’ll share their organizations’ insights and creativity in 2-minute sound bites. Then meet up with the speakers who shared ideas you want to dig into more deeply. Get ready for fast-paced fun and breakthrough ideas you can put to use in your organization!

5:30 p.m. – 7:00 p.m.

Reception & CLereg Mixer

7:00 p.m.

Optional Dine-Arounds near the Space Needle

Monday, August 1

7:00 a.m. – 5:00 p.m.

**Member Services/Registration
Desk Open**

7:00 – 8:00 a.m.

Healthy Fitness Options

Start your day off right. Join your ACLEA friends for some exercise, fun, and networking with one of three healthy fitness options:

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.

Bernadette Lawson – Sedgwick LLP

Walking

Join us for a leisurely walk through downtown Seattle. Just a mile or so – such a nice way to start the day.

Alexandra Wong – The Law Society of Upper Canada

Running

Start your day with a refreshing run along the beautiful streets of Seattle. The pace will be easy; the company will be fun.

Paul Unger, Affinity Consulting Group

7:45 a.m. – 9:00 a.m.

**Networking Breakfast in the
Exhibit Marketplace**

8:00 a.m. – 9:00 a.m.

Committee Meetings

(open to attendees)

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

■ Exhibits and Sponsors

Meet to discuss the latest issues affecting exhibitors and sponsors.

■ MCLE

Come join the MCLE Committee for a lively roundtable discussion focusing on MCLE issues and developments, the interests of CLE providers, and CLE best practices.

■ Membership

Enjoy your favorite morning beverage as the Membership Committee discusses ongoing outreach projects and activities. Not a member of the committee? Stop by and find out how you can be part of the fun!

9:00 a.m. – 10:00 a.m.

Plenary

Talk Like TEDx

Steve Hughes, Hit Your Stride

Phil Klein, TEDxRainier

Learn to prepare your presenters to give talks like those made at high-quality TED and TEDx conferences. We will explore key elements and the end-to-end process of preparing a TED-like talk. From content preparation and effective storytelling to rehearsal and stage presence, gain insights into how all of these together lead to an engaging talk that audiences and speakers will always remember and be able to spread further. Walk away with practical ideas you can apply right away.

10:00 a.m. – 10:30 a.m.

**Networking Break in the Exhibit
Marketplace**

10:30 a.m. – 11:30 a.m.

Workshops C

C1) The Limited License Legal Technician Program: History, Progress, and Upcoming Developments

Ellen Reed, Washington State Bar Association

The Limited License Legal Technician Program has created a new category of legal practitioner in Washington. It is the first license of its kind in the USA. These legal professionals complete educational requirements, pass examinations, and gain experience before they are eligible to be licensed to practice law independently within a specific scope. This session will focus on the history, design, development, and implementation of the program, as well as providing a look at anticipated changes to the LLLT scope and practice areas.

C2) Strategies for Solving the New Lawyer Puzzle

Carolyn Bennett, State Bar of Wisconsin

Tim Morrow, Minnesota CLE

Rebekah Page-Gourley, ICLE

New lawyers are a particularly vexing group for CLE programmers. Just as we're starting to figure them out, the newest Bar passers come along, changing the group's dynamic. In this session, panelists will discuss proven strategies for turning new lawyers into loyal members and share tactics for recruiting new lawyer volunteers who will ensure your organization's future success.



Monday, August 1 continued

C3) Publishing: Expand Your Market

Diane Morrison, State Bar of Texas (Moderator)

Jill Hoefling, State Bar of Texas

Maryanne Jensen, MCLE New England

Many of us having been in legal publishing for a long time; many of us are new to the area. But the one thing we all have in common is the need to get our product into users' hands. Join these 2 publishing professionals to find out the ways they have discovered to expand their markets.

C4) Business School for CLE: What is Marketing Really?

Peter Berge, Minnesota CLE

There is a lot of misunderstanding about marketing. It is not selling; it is not advertising; it is not a department. In this sessions, we will explore the wider scope of how marketing is viewed in modern management practice and how we in CLE can benefit from a broader understanding of marketing.

11:45 a.m. – 1:00 p.m.

Organizational SIG Lunches

(Ticketed Event – Attendance for respective organizational SIG members only)

Entrepreneurs

Online presentations are becoming the norm, but there are significant traps for the unwary. What issues should be addressed when negotiating contracts for proprietary online content? What problems are frequently encountered and how can those be best resolved? Enjoy lunch with friends, share your experiences, and gain new strategies for negotiating contracts for your valuable content.

In-House/Professional Development

The In-House SIG members always have 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

Discuss ideas and suggestions to prompt your Dean (especially a new Dean to your Law School) to get involved in your CLE programs and to better understand of the vital role CLE plays to the law school. The discussion will include ways to help the new Dean understand how CLE programming is decided upon through the posting of MCLE with your reporting entity.

Local & Specialty Bars

We all face different challenges in our shops. We will discuss our top challenges in providing CLE ideas, maintaining membership and finding and using new technologies to help in all areas of CLE.

Nationals

It's easy to believe the issues we encounter are particular to our organization. In this luncheon, National Providers will share common issues they face and will be encouraged to create standardized solutions. Topics such as dealing with common customer quandaries, best practices for course approvals among multiple jurisdictions, and marketing messages will be discussed.

State & Provincial Bars

Join us for an update on a topic near and dear to any and all State & Provincial Bar organizations: Proposed Changes in the ABA Model CLE Rules. We will discuss the ABA Model Rule for Minimum Continuing Legal Education (MCLE) Review Project, currently in progress under the auspices of the ABA Standing Committee on Continuing Legal Education, through its Subcommittee on MCLE.

1:15 p.m. – 2:15 p.m.

Plenary

Our Changing Profession: Challenges and Opportunities

Paula Littlewood, Washington State Bar Association

Over the past centuries, providing legal services has been the sole province of lawyers. Yet the changing lawyer demographic, the changing nature of our clients, and the increased impact of technology are the major trends leading to question whether this traditional practice model meets our current needs. Moving into the future, we will no longer be educating and regulating just lawyers, but a legal services market with multiple types of legal professionals. There is increasing pressure on legal education to evolve, and the interplay of regulation, legal education and continuing education is critical as we write the new story for our profession's evolution.

2:15 p.m. – 2:45 p.m.

Networking Break in the Exhibit Marketplace

2:45 p.m. – 3:45 p.m.

Workshops D

D1) What's the Best Way to Evaluate Your Associates?

Stephanie Ball, Best Best and Krieger

Betsy Hults, Jones Day

Bernadette Lawson, Sedgwick LLP

A successful evaluation should reflect whether the associates believe they have been evaluated fairly and what is expected of them in order to advance in their career goals and the expectations of the firm. Associates want an honest assessment of where they stand. A fair evaluation should send a clear message to the associates about performance relative to expectations and where and how they need to step up their game. Our presenters will discuss how knowledge, skills and capabilities, work management, character and commitment, and client service and business development are all components of benchmarks that greatly improve the quality and fairness of the associates' evaluations.

D2) How to Conduct Effective Discovery Interviews During the Design Thinking Process

Katrin Robertson, Wholemindesign

During this interactive session you will learn how to begin the Design Thinking process. First you will learn how to prepare Discovery questions designed to elicit important information and help you understand your users' needs more fully. Next you will learn techniques for how to conduct effective Discovery interviews and how to navigate typical challenges that can occur during an interview. Activities will include a live demonstration of an interview with a lawyer, and an opportunity to give feedback and ask questions. To learn more about Wholemindesign professional development opportunities, see wholemindesign.com

D3) CLE by Subscription: Building Customer Relationships that Strengthen the Bottom Line

Sal Ricciardone, Massachusetts CLE, Inc.

Today, you can purchase most everything by subscription. Netflix, Spotify, and Amazon are changing how consumers purchase goods and services, while setting expectations for a quality subscription experience. CLE subscriptions have been around for years. Still, some struggle to gain momentum while others flourish. Learn how CLE providers can tap into the growing demand for subscription services while building long-term customer relationships that generate recurring revenue. Get tips for marketing and measuring the success of your CLE subscription service.

D4) Branding Your CLE Programs: Many Channels, One Message

Debra Carnes, Washington State Bar Association

What is a brand? How does your organization define your brand? What do your CLE participants think of as your brand? Gain clarity and focus on your current programming brand, and come away with some nuts-and-bolts strategies on how to strengthen your brand across all channels of your organization's communications. Learn how creating a stronger brand can differentiate you, strengthen your position and build brand loyalty in the CLE market.

3:45 p.m. – 4:00 p.m.

Networking Break in Exhibit Marketplace

4:00 p.m. – 5:00 p.m.

Workshops E

E1) Responsive E-Learning

Tanveer Makhani, Kineo

We live in a multi-device world. We can start something on our desktop and then finish it on our phone. Easy transition from one device to another is the new status quo. This means you no longer have the luxury of designing content for only one device. You need to build and design content that will work everywhere, all the time. This is where "responsive design" comes in. Bring your smartphone or tablet to this session and learn: what responsive design is and looks like; how to integrate responsive design into your learning portal; and tools you can use to create responsive e-learning.

E2) 60 Tech Tips in 60 Minutes

Barron Henley, Affinity Consulting Group

Fast-paced and fun, covering everything under the technology sun! From cool websites to apps to gadgets and utilities, learn the technology that will let you work smarter, faster, and more efficiently.

E3) How to Train Your Faculty to Teach Effectively Online

Steve Hughes, Hit Your Stride

Giving an online presentation is a unique experience for your presenters, and many contributors find it difficult to transition from an in-person audience to studio cameras or a telephone. It's our responsibility to prepare them well for the latest teaching formats. Tackle the keys areas of how to make presenters comfortable, boosting their energy and making your presenters' voices come alive, while engaging your online audiences with clever technology tools and strategies. Plus, learn how ACLEA's free "Train the Trainer" video series can be an on-going resource for you and your contributors.

7:00 p.m. - 10:30 p.m.

EMP Museum Event & Dinner

(ticketed event, see page 12 for details)



Tuesday, August 2

7:30 a.m. – 4:00 p.m.

Member Services/Registration Desk Open

8:00 a.m. – 9:00 a.m.

International SIG Meeting
(Open to Attendees)

The International SIGs annual teleconference is where members catch up on the latest developments from their jurisdictions around the world.

9:00 a.m. – 10:30 a.m.

Morning Coffee & Plenary Presentation

Leaders' Visions for 2025

Lynn Chard, ICLE
Carmen Hill, Connective DX
Josh King, Avvo, Inc.
Pat Nester, State Bar of Texas

We're all familiar with TED talks, those terrific short speeches that present "Ideas Worth Spreading" in 18 minutes or less. So we decided to bring TED-like talks to ACLEA! Join some of our own members and other professionals to hear their great visions of the future of the professional world — both in CLE and beyond — in 2025.

10:30 a.m. – 12:00 p.m.

Annual Business Meeting & Awards Brunch
(open to all ACLEA Members)

12:00 p.m. – 1:00 p.m.

Plenary

The Future of Productivity

Chris Pratley, General Manager, Microsoft Sway, Microsoft

Join Chris Pratley for a presentation and discussion on how technology is changing how we work and its ramifications for the next decade. Chris is a GM at Microsoft, former Director of Technical Strategy, founder of Office Labs, and creator of OneNote and Sway, two apps that offer new ways to get work done.

1:00 p.m. – 1:30 p.m.

Networking Break in the Exhibit Marketplace

1:30 – 2:30 p.m.

Workshops F

F1) Putting Blogging and Social Media to Work

Kevin O'Keefe, LexBlog

Blogging and social media are woefully underutilized by CLE professionals. From marketing to professional growth, this session will cover the best practices in blogging and social media so as to increase attendance, become more relevant to membership and speakers, and improve the quality of your programs

F2) Are You Talkin' to Me? Techniques for Increasing Audience Participation

Eric T. Cooperstein, Law Office of Eric T. Cooperstein, PLLC

The future of live CLE will turn on how valuable providers can make the live experience. Engaging the audience is key to improving that experience. Veteran CLE presenter Eric Cooperstein will discuss the strategies he uses for encouraging attendee participation and the challenges faced by presenters.

F3) Update on the Print World

Amy McFadden, IICLE
Dawn McKnight, Colorado CLE

Reports of the death of print books have been greatly exaggerated. Find out how two long-standing shops handle print-on-demand, order fulfillment, and inventory.

F4) iPad for CLE Professionals Hands-on Workshop: Part I

Paul Unger, Affinity Consulting Group

Whether you're new to the iPad or have been using it for years, this workshop will show you how an iPad can become an essential part of your daily workflow. In Part I, learn the "must have" apps that should be on everyone's iPad and tackle the most important security settings and how-tos on loading documents and printing.

2:30 p.m. – 2:45 p.m.

Break

2:45 p.m. – 3:45 p.m.

Workshops G

G1) I Don't Speak Lumen

Carole Levitt, Internet for Lawyers
Mark Rosch, Internet for Lawyers

CLE Professionals struggle to educate speakers about the latest technology relating to AV needs, webcasts, simulcasts, etc. In this session, two masters of speaking and technology will break it down in plain English so you can educate your speakers and provide them with an AV cheat sheet to make sessions go off without a glitch!

G2) Reimagining Learning with Microsoft OneNote and Sway

Chris Pratley, General Manager, Microsoft Sway, Microsoft

Discover the power of Microsoft OneNote and the newest Office Suite tool: Sway. See how OneNote can help you capture, organize, and use information to manage projects, get organized, and collaborate with colleagues. Join Chris Pratley, the creator of OneNote and Sway, to learn how to use Sway to easily transform media and information from multiple sources into an interactive and engaging storytelling experience that seamlessly adapts to any device.

G3) Digital Mentorship

Kristin Ruby, State Bar of Wisconsin

Use online resources (communities, classes) to facilitate the creation and relationship between mentors and mentees.

**G4) iPad for CLE Professionals Hands-on Workshop:
Part II**

Paul Unger, Affinity Consulting Group

Whether you're new to the iPad or have been using it for years, this workshop will show you how an iPad can become an essential part of your daily workflow. In Part II, learn about the best note-taking apps and strategies, presenting, advanced tips, tricks and functions to maximize your use of the iPad.

7:00 p.m. - 10:30 p.m.

Optional Ballpark Outing

(ticketed event, see right column for details)



**Optional Ticketed
Events**

Monday, August 1
7:00 p.m. - 10:30 p.m.

**EMP Museum Event &
Dinner**

(ticketed event)



Immerse yourself in the sights and sounds of a museum dedicated to music and contemporary pop culture. Join us at the Experience Music Project museum for after-hours access to a number of the museum's exhibits, including the Nirvana and Jimi Hendrix collections, and the interactive

Sound Lab. Tickets to this event are included in your registration fee, but we ask that you RSVP. Guest tickets are available for \$75.

Tuesday, August 2
7:00 p.m.

Ballpark Outing — \$20

(ticketed event)



Calling all Baseball Fans!

Are you staying in town on Tuesday night and looking for something fun to do?

ACLEA has access to discounted tickets for the Seattle Mariners versus the Boston Red Sox game on Tuesday, August 2. Tickets are limited and will be available on a first-come, first-serve basis. Be sure to purchase yours by June 30, 2016.

Special Thanks to Our Seattle Planning Committee!

- Chair: Jeff Kirkey, ICLE
- Stephanie Ball, Best Best and Krieger
- Kathy Burrows, Washington State Bar Association
- Lucas Boling, The Missouri Bar
- Kristin Huotari, State Bar of Wisconsin
- Diane Morrison, State Bar of Texas
- Laura Selby, Continuing Legal Education Society of B.C.
- Leslie Sinner McEvoy, Minnesota CLE
- Paul Unger, Affinity Consulting Group



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 awards brunch, the Saturday/Sunday receptions, and the Monday night special event. The CLE Boot Camp, 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 8, 2016.

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 continental breakfasts, Tuesday morning brunch, Saturday exhibit hall mixer, Sunday evening reception, 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. Tickets for the Saturday exhibit hall mixer and Sunday evening reception will be available separately for guests who will be attending only those 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 8, 2016. Registration refunds, less a \$50 processing fee, will be given to registrants who cancel by 5:00 p.m. Central Daylight Time on July 8, 2016. No refunds or transfers will be granted thereafter.

Questions? Contact Us!

p: 1+ (651) 366-6082 | f: 1+ (651) 290-2266
 aclea@aclea.org | www.aclea.org

Hotel Information

Our host hotel is the Westin Seattle. ACLEA has secured a special room rate of \$219 per night for single/double available until July 7, 2016, or until the room block is exhausted, whichever comes first.

\$219/night plus city/state tax and fees

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

The Westin Seattle

1900 5th Avenue
 Seattle, WA 98101 USA
 Phone: 1+ (206) 728-1000
 Toll Free: 1+ (888) 627-8513
 Hotel Website: www.westinseattle.com

Transportation

Seattle/Tacoma International Airport (SEA)

Distance to hotel: 24.14 km/15.0 miles

- Estimated Taxi Fare from SeaTac: \$45.00 each way
- Sound Transit's Link Light Rail from SeaTac: \$3.00 each way
- Downtown Airporter by Shuttle Express: \$18.00 one-way; \$31.00 roundtrip
 - Advance reservations required: www.kshuttle.com

Additional directions and transportation options can be viewed on the hotel transportation website: www.westinseattle.com/transportation

Parking

- Self-Park: \$43/day
- Valet: \$57/day
- Hourly rates can be viewed on the hotel's parking website: www.westinseattle.com/parking



REGISTRATION FORM

ACLEA 52nd Annual Meeting | Seattle, Washington, USA | Jul. 30 - Aug. 2, 2016

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

REGISTRATION

Early Bird (on or before June 30, 2016)

Member - \$675 Non-Member - \$885 Spouse/Guest - \$175

Regular (after June 30, 2016)

Member - \$730 Non-Member - \$940 Spouse/Guest - \$225

OPTIONAL EDUCATION PROGRAMS (Pre-Registration Required)

SATURDAY, JULY 30, 2016

CLE Boot Camp with Conference Registration

Member - \$165 Non-Member - \$225

CLE Boot Camp Only

Member - \$200 Non-Member - \$425

FUNCTIONAL SIG LUNCHEONS (Pre-Registration Required*)

Sunday, July 31, 2016 | 12:30 p.m. – 1:45 p.m.

(Open to all paid registrants)

Executive Leadership - \$40 Marketing - \$40 Programming - \$40
 Publications - \$40 Technology - \$40

ORGANIZATIONAL SIG LUNCHEONS (Pre-Registration Required*)

Monday, August 1, 2016 | 11:45 a.m. – 1:00 p.m.

(Open to Respective Organizational SIG Members ONLY)

Entrepreneurs - \$40 In-House - \$40 Law School - \$40
 Local & Specialty Bars - \$40 Nationals - \$40 State/Provincial Bars - \$40

* Onsite Luncheon Registration is \$50

OPTIONAL NETWORKING EVENTS (Pre-Registration Required)

Monday, August 1, 7:00 p.m. - 10:30 p.m.

Yes, I plan to join ACLEA at the EMP Museum Event & Dinner - Included in registration fee

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

Tuesday, August 2, 7:00 p.m.

Ballpark Outing \$20

Additional tickets: _____ at \$20 each = \$ _____

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 _____

Register Online at www.aclea.org!

Due to PCI Compliance, please do NOT provide any credit card information via email.
Pay by registering online, phone, or fax only.

(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 USA
 Fax. 1+ (651) 290.2266

Association for Continuing Legal Education

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