

ACLEA AWARDS 2007

	AWARD	ORGANIZATION/ Contact Person	TITLE
MARKETING			
	Award of Professional Excellence in Marketing	North Carolina Bar Association Foundation Tina M. Hughes (919) 657-1561 ext. 210 thughes@ncbar.org	Program Brochure Redesign
	Award of Outstanding Achievement in Marketing	The Institute of Continuing Legal Education Stephanie Fowler (734) 647-9366 aaronie@icle.law.umich.edu	ICLE's Targeted Medicaid Book Marketing Campaign
	Award of Outstanding Achievement in Marketing	Massachusetts Continuing Legal Education, Inc. Scott Miller (617) 350-7006 ext 1284 (w) (617) 823-6956 (c) rsmiller@mcle.org	Weekly PracticeTip & Calendar™ E-Mail Blast

2007 Award of Professional Excellence in Marketing is presented to North Carolina Bar Association Foundation for Brochure Redesign

Accepting the award is **Tina Hughes**

North Carolina Bar Association Foundation created a whole new look with their program brochures that has proven highly successful and cost effective. The goals of the redesign were to strengthen brand awareness in an increasingly competitive marketplace, to improve the delivery of information to customers, and to achieve a better return on printing costs. The best indicator of the success of the NCBAF CLE Program Brochure Redesign is the revenue gained and the savings in print costs. They realized a \$600,000 gain in revenues and we reduced printings costs by \$6,457 or 9.2%.

2007 Award of Outstanding Achievement in Marketing is presented to The Institute of Continuing Legal Education for Targeted Medicaid Book Marketing Campaign

Accepting the award is **Stephanie Fowler**

ICLE developed a new publication, Michigan Medicaid Planning Handbook. Their challenge was to develop a marketing strategy that overcame the reluctance many lawyers felt regarding the

bureaucratic hassles and complexity of handling Medicaid Planning issues. They also faced the challenge of multiple target audiences for the book, each of whom had their own specific need for the book.

Their solution was an overall campaign message that addressed the “fear-factor” head-on in a humorous and unexpected way offering their book as a manageable solution to the complexity. They created a brochure that incorporated a couple of messages but still flowed together as a whole. To further target their multiple audiences, they developed an e-mail campaign with very specific messages for individual groups.

Their efforts were successful. In the first 2 weeks after the brochure was sent they sold 199 books!

2007 Award of Outstanding Achievement in Marketing is presented to Massachusetts Continuing Legal Education, Inc. for the Weekly PracticeTip & Calendar™ E-Mail Blast

Accepting the award is **Scott Miller**

In July 2006, Massachusetts Continuing Legal Education, Inc. (“MCLE”) launched a new e-mail marketing vehicle for its books, seminars and on-line products. Titled the PracticeTip & Calendar™, this vehicle bundles MCLE’s traditional weekly seminar listings and book promotions with a new set of free legal resources designed to inform and engage its customers and potential customers.

Each week’s mailing features a free practice tip—targeted to lawyers in a specified practice area—of about a paragraph in length, with a link to the article from which the tip was derived. Also included are a free form and a free seminar audio recording, each targeted to lawyers in other practice areas. Chosen practice areas are rotated from week to week and from product to product, so that all major practice areas are addressed on a regular basis.

The PracticeTip & Calendar helps ensure MCLE’s relevance to an attorney population that has come to expect immediate electronic access to legal information and research materials. Some eight thousand recipients open and view the contents of the e-mail each week, and roughly one thousand continue on to further examine the free content, register for a seminar or explore one of the other offerings.

PROGRAMMING

	Award of Professional Excellence in Programming	The Institute of Continuing Legal Education Shel Stark (734) 936-3424 sjstark@umich.edu	Annual Family & Closely Held Business Institute
	Award of Outstanding Achievement in Programming	The Continuing Legal Education Society of British Columbia Rob Seto (604) 893-2111 rseto@cle.bc.ca	Construction Law Jeopardy
	Award of Outstanding Achievement in Programming	Illinois Institute for Continuing Legal Education Larry A. Small (217) 787-2080 lsmall@iicle.com	Presenting and Challenging DNA Evidence

2007 Award of Professional Excellence in Programming is presented to Institute of Continuing Legal Education, Ann Arbor, MI for Annual Family & Closely Held Business Institute

Accepting the Award is **Shel Stark**

ICLE has long offered numerous programs of interest to Michigan business lawyers. Their Business Law Institute, offered at a Michigan resort location, has never generated satisfactory attendance. To reach a broader array of business lawyers, they decided to create a program offered in Metro Detroit focused on representing the family and closely held business.

Representation of the family and closely held business presents special challenges to the business lawyer who must know something about tax, divorce law and estate planning to meet all the needs of these clients. The FCHBI is their first multi-disciplinary program including all four areas and their interrelationship. To underscore the multi-disciplinary approach, marketing letters inviting section members to attend were signed by the Chairs of each co-sponsoring section.

Each year the institute is built around a realistic case study raising issues in a multitude of practice areas. All presenters begin their presentation in light of the case study and build from there. Practitioners are recruited to role play the case study which they videotape in advance and show to illustrate family dynamics. Each Institute has a theme. The Family & Closely Held Business Institute has been a critical and financial success. Registrants were a particularly distinguished group, many of whom are regular speakers and authors for ICLE. They projected 150 registrations and drew 196, far exceeding their most optimistic expectations.

2007 Award of Outstanding Achievement in Programming is presented to The Continuing Legal Education Society of British Columbia for Construction Law Jeopardy

The Award is accepted by **Rob Seto**

CLEBC sought to develop a program that not only adapts to the changing learning needs of their registrants, but also does so in a lively, thought provoking, and innovative way. They chose to do it in an area of law that isn't exactly "riveting" – construction law (and no pun intended)! Lawyers that practice in this area are the first to admit that many of the topics in construction law can be quite dull. They decided to model their program on the game show Jeopardy.

To present the game, CLEBC used a PowerPoint slide show. One of the ways that they made this program cost-effective without sacrificing quality was to build in audience participation and award prizes with minimal cost to our organization. With only about five minutes to address each question/issue, the format of the program really forced each speaker to get very focused very soon, and provide definitive commentary on that issue. In doing so, this program had the effect of providing registrants with a lot more "takeaways" than other CLE programs. Registrants, therefore, got a lot of "bang for their buck" by attending this program.

2007 Award of Outstanding Achievement in Programming is presented to Illinois Institute for Continuing Legal Education; co-sponsored with the Office of the State Appellate Defender for PRESENTING AND CHALLENGING DNA EVIDENCE

Award is accepted by Larry Small

This program combined an educational lecture format with scientific computer testing demonstrations with extensive workshop sessions designed to provide hands-on experience to lawyers in cases where DNA evidence might be presented, whether it be defending a criminal case or presenting a paternity action.

This program was divided into lecture and workshop formats. The morning sessions resembled a typical CLE program involving experts conveying information via lecture to the audience. However, in this case, the experts included forensic biology and computer scientists who educated registrants on the mechanics of DNA testing, and provided demonstrations of DNA analysis software (Genophiler) developed by one of the speakers. The morning lecture sessions concluded with a roll-playing presentation of evidence in a staged direct examination of an actual DNA analyst.

For the afternoon workshops, registrants were divided into smaller groups in separate rooms. Each group was led by an experienced litigator who served as the group's facilitator and by an actual DNA analyst. Attendees were given the opportunity to cross examine the analyst based on the direct examination presented in the morning. Each cross examination was subject to critique by the group facilitator and other group members.

PUBLIC INTEREST

	Award of Professional Excellence in Public Interest Projects	Atlanta Bar Association CLE Mary Lynne Johnson (404) 832-6203 direct; (404) 521-0781 main mljohn@atlantabar.org	Pro Bono March Madness 2006
	Award of Outstanding Achievement in Public Interest Projects	North Carolina Bar Association Foundation Amy Page (919) 657-1569 apage@ncbar.org	Managing the Medicaid Part D Benefit into 2007 and Beyond
	Award of Outstanding Achievement in Public Interest Projects	ABA Center for CLE/ABA YLD/ABA AIDS Coordinating Committee Liz Williamson/Peter Glowacki (916) 971-9672 lwilliamson@staff.abanet.org	The HIV Legal Check Up Online Audio Program

2007 Award of Professional Excellence in Public Interest Projects is presented to Atlanta Bar Association CLE for Pro Bono March Madness*

Award is accepted by **Mary Lynne Johnson**

In an effort to narrow the gap between adequate resources and unmet legal needs of low-income clients, the Atlanta Bar Association’s CLE Board developed “Pro Bono March Madness.” Broadly speaking, Pro Bono March Madness provided a three-part connection between the Atlanta legal community, the pro bono legal services community, and our low-income citizens with unmet legal needs. Through its volunteer training opportunities, Pro Bono March Madness supports the legal services organizations in Atlanta by giving them a forum for recruiting and training new volunteers and increasing their exposure to the organized Bar – not just the Atlanta Bar Association.

At the conclusion of the 2006 Pro Bono March Madness, nearly 250 lawyers, law students and paralegals had received training to serve as volunteers in one or more of nine pro bono projects in metro Atlanta. Videos of some of the sessions were provided to Atlanta law firms that were interested in adopting a specific pro bono effort as a firm-wide project. Each project training session took a nuts-and-bolts approach to their subject, providing attorneys in attendance with the specific tools and knowledge needed to assist their low-income clients. Extensive course materials were chock full of forms, templates and checklists – making them exceptionally useful for attorneys, who very well may be taking on cases outside their primary area of practice. As a result of the 2006 Pro Bono March Madness programs, Atlanta’s legal services providers have many more volunteers to call upon to serve a growing need, and will be better able to have a positive impact on the lives of their clients.

2007 Award of Outstanding Achievement in Public Interest Projects is presented to North Carolina Bar Association Foundation for Managing the Medicare Part D Benefit into 2007 and Beyond

Award is accepted by **Amy Page**

With the implementation of Medicare Part D, more than one million North Carolinians were affected overnight. Many of these beneficiaries not only had problems selecting their policy, but many were denied eligibility.

Based on the need for legal assistance in dealing with Medicare Part D appeals, the North Carolina Bar Association Foundation, with the help of Legal Aid of North Carolina, created the North Carolina Medicare Part D Pro Bono Network. The Medicare Part D Pro Bono Network established trained volunteer attorneys to handle, on a Pro Bono basis, appeals for Medicare recipients.

2007 Award of Outstanding Achievement in Public Interest Projects is presented to ABA Center for CLE/ABA YLD/ABA AIDS Coordinating Committee for HIV Legal Checkup Online Audio Program

Award is accepted by **Liz Williamson/Peter Glowacki**

People living with HIV/AIDS face a unique array of legal challenges, many of which may not be immediately apparent to those who are unfamiliar with the disease and its impact. In addition to issues such as employment discrimination and access to health care, many must deal with considerable challenges in areas such as bankruptcy, immigration, privacy and confidentiality, government benefits, family law, and a host of others. If it is difficult for unwary attorneys to identify these issues for the HIV/AIDS community, then one can easily understand why people who are living with the disease and who do not have the training to identify their own legal needs only do so once significant problems develop.

The ABA Young Lawyers Division and ABA-CLE have produced this program to educate attorneys in the legal issues that may arise for their clients who are living with HIV/AIDS.

The program consists of four parts:

- Part One -- HIV Legal Checkup: Background and Development
- Part Two -- HIV Legal Checkup in Practice
- Part Three -- Recurring Legal Issues in, and Creative Implementation of, HIV Legal Checkup
- Part Four -- The Benefits of HIV Legal Checkup

PUBLICATIONS

	Award of Professional Excellence in Publications	Continuing Legal Education Society of British Columbia Jack Huberman (604) 893-2101 huberman@cle.bc.ca	Advising British Columbia Businesses
	Award of Outstanding Achievement in Publications	TexasBarBooks, State Bar of Texas Sharon Sandle (512) 427-6819 sharon.sandle@texasbar.com	Texas Pattern Jury Charges Series, 2006 Editions
	Award of Outstanding Achievement in Publications	ALI-ABA Continuing Professional Education John B. Spitzer (215) 243-1679 jspitzer@ali-aba.org	Anatomy for Litigators

2007 Award of Professional Excellence in Publications is presented to Continuing Legal Education Society of British Columbia for Advising British Columbia Businesses

Award accepted by **Jack Huberman**

The two-volume publication covers all stages of advising a business, from the first meeting with the client (where the client has a new business) until the point just before the company goes public (but not beyond). By using this publication, an attorney will be better able to handle a diverse range of client needs and situations, recognize possible pitfalls and problems, and determine when more specialized advice needs to be obtained. Key forms and precedents are included, as well as an accompanying CD, and the book includes all the regular CLEBC finding aids, including a statute table and a subject index.

2007 Award of Outstanding Achievement in Publications is presented to TexasBarBooks, State Bar of Texas for Texas Pattern Jury Charges Series, 2006 Editions

Award is accepted by **Sharon Sandle**

The State Bar of Texas has been publishing the Texas Pattern Jury Charges series (PJC) since 1969 to assist the bench and bar in preparing the court's charge in jury cases. The PJC are organized in four volumes: *General Negligence & Intentional Personal Torts*; *Malpractice, Premises & Products*; *Business, Consumer, Insurance & Employment*; and *Family*. The series provides definitions, instructions, and questions needed to submit jury charges and includes detailed commentary on specific usage. Practitioners find the books invaluable not just for jury trials but also for preparing findings of fact and conclusions of law in nonjury cases. Texas' PJC have become *the* practice tools for Texas attorneys to submit their cases to the jury.

Each softbound PJC volume comes with a complimentary, professionally silkscreened CD-ROM. The CD contains the entire book as a fully hyperlinked, word-searchable PDF file that allows easy navigation to topics of interest and provides the charge language as editable RTF files that can be launched directly from the PDF file. The overall result is a highly durable, user-friendly book/CD combination that gives an appropriate impression of quality and authority. Another 2006 TexasBarBooks innovation—the first of its kind anywhere—is the Texas Pattern Jury Charges public comment group, an

online forum on which the PJC committees post drafts of proposed changes to the PJC's in advance of publication and encourage public input for improvement of those drafts.

**2007 Award of Outstanding Achievement in Publications is presented to ALI-ABA
Continuing Professional Education for Anatomy for Litigators**

Award is accepted by **John Spitzer**

Written specifically for attorneys who need to understand human anatomy, this book focuses on the legal aspects of anatomy and injuries to particular parts of the body. Practitioners gain valuable insight into, and an understanding of, the medical/legal issues in a personal injury claim. The author provides specific examples of the legal significance of injuries to particular parts of the body.

Most chapters contain three discrete units. The first provides a medical explanation for a specific body part. Internet references are provided so the reader may download the original source if needed for research, consultation, and litigation purposes. Concepts also are reinforced with illustrations. The next part of the chapter examines the legal issues involving a topic. Selected court cases provide the reader with theories of liability or defenses. Each chapter also contains a summary of the topics and a checklist of legal research tools, including citations to annotations, articles, and practice guides.

TECHNOLOGY

	Award of Professional Excellence in Use of Technology	Law Society of British Columbia Kensi Gouden (604) 605-5321 kgouden@lsbc.org	Small Firm Practice Course
	Award of Outstanding Achievement in Use of Technology	ABA Center for Continuing Legal Education Peter Glowacki/Liz Williamson/Earnestine Murphy (312) 988-6342 glowackp@staff.abanet.org	ABA-CLE Podcasting and Preloaded iPod CLE
	Award of Outstanding Achievement in Use of Technology	The Institute of Continuing Legal Education Lynn Chard (734) 936-3421 lynn@icle.law.umich.edu	The ICLE Product Policy Database

2007 Award of Professional Excellence in Use of Technology is presented to Law Society of British Columbia for Small Firm Practice Course

Award is accepted by **Kensi Gouden**

Lawyers practising as sole practitioners or in firms of four or fewer lawyers are essential to the provision of legal services to the public in BC. In most areas of the province outside of Vancouver, legal services provided by larger firms are not reasonably accessible, and the public relies on sole and small firm practitioners.

The great majority of lawyers in sole and small firm practice provide effective legal services, but as a group they are disproportionately faced with the pressures of geographic isolation, working alone or in small groups without ready access to colleagues in the profession, demands to attend to law office management and administrative work, rising overheads and narrower profit margins.

The Law Society therefore developed the online Small Firm Practice Course, primarily designed for lawyers transitioning into sole practice or small firm practice. The Course can be accessed by lawyers who are members of the Law Society

The course is self-paced and delivered over the Internet in manageable learning modules, with self-testing in each of the modules. Its design therefore eliminates barriers associated with geography and time, and permits lawyers to proceed at their own pace and according to the level of their own expertise relative to each of the modules. The course content was written specifically to provide instruction in client management and office management in a concrete and illustrative way. Examples were taken from actual recurring client complaints.

2007 Award of Outstanding Achievement in Use of Technology is presented to American Bar Association Center for CLE for ABA-CLE PreLoaded iPod and Podcasting Initiative

As with the transition from audiotape to CD, downloadable programs are the next logical step for CLE self-study programming. Rather than viewing podcasting as a stand alone format, it is rather an alternative format for programs available in other formats: live teleconferences, webcasts, audio CD, and DVD. By offering programs in a variety of formats, attorneys can choose the subjects that interest them rather than being guided by what they have the technical capability of listening too. Podcasting gives attorneys the ability to listen both on their computers or on a portable player, expanding the potential opportunities for acquiring new skills and knowledge in new areas of the law.

By the end of 2006, the ABA Center for Continuing Legal Education had expanded their podcast library to include , a monthly RSS feed to feature a complimentary monthly 1-hour seminar in iTunes and other RSS readers, and iPods preloaded with CLE programming.

Since launching our podcasting initiative in August 2005, more than 1,720 customers have downloaded one of the complimentary podcasts on the ABA-CLE Web site (including more than 700 downloads in just for the period from October 2006 through January 2007). After its initial deployment on May 24, 2006, our RSS feed reached 61 subscribers by January 1 and grew to 102 subscribers by the end of January.

At year-end, both New York and California bars had agreed to accept downloadable programs from the ABA for credit, while the ABA Center for CLE continued discussion with other state accrediting agencies.

2007 Award of Outstanding Achievement in Use of Technology is presented to The Institute of Continuing Legal Education for The ICLE Product Policy Database

Award accepted by **Lynn Chard**

Every CLE is challenged to create and maintain the many policies associated with their products. For example, keeping track of return policies for books, cancellation policies for seminars, cancellation policies for online subscriptions, pricing and discounts for various customer groups, complimentary registrations or books for speakers and authors, etc., can be a struggle for even the most experienced customer service staff. As ICLE adopted customer relationship management (CRM) and gave increased attention to its distinct customer groups (solo, small firm, large firm, etc.), the challenge of creating comprehensive policies and keeping track of them was overwhelming. What had been a challenge for years became truly daunting. This inspired them to develop a solution for creating and maintaining our policies that would serve any CLE organization well. Their Product Policy database (with an easy-to-use web interface) has helped deliver quick, accurate and consistent answers to questions regarding ICLE products; reduce the number of exceptions and revisions to their policies; provide the framework needed to write complete policies that are consistent with those already in place; provide a single source of policy information; and confidently manage their collection of policies.