

“ACLEA’s BEST” Awards 2011

By:

Marketing:	Pennsylvania Bar Institute Institute of Continuing Legal Education (Michigan) ALI-ABA Continuing Professional Education
Programming:	Illinois State Bar Association (<i>Large Organization</i>) The Continuing Legal Education Society of B.C. Pennsylvania Bar Institute Legal Education Society of Alberta (<i>Small Organization</i>) North Carolina Bar Association Foundation Knoxville Bar Association
Publications:	Continuing Education of the Bar – California (<i>Large Organization</i>) Institute of Continuing Legal Education (Michigan) Massachusetts Continuing Legal Education, Inc. (MCLE New England) Colorado Bar Association CLE (<i>Small Organization</i>) CLE Alabama Oregon State Bar, Legal Publications Dept.
Public Interest:	Colorado Bar Association CLE Illinois State Bar Association Holland & Knight LLP
Technology:	Colorado Bar Association CLE BNA Massachusetts Continuing Legal Education, Inc. (MCLE New England)

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2011 ACLEA's Best Awards

Marketing

Award of Professional Excellence

Pennsylvania Bar Institute – Facebook Page for 3rd & 4th Law Practice Management and Development Institute

Accepting: Lisa Muench

Advertising the Third Annual Law Practice Management and Development Institute, the Pennsylvania Bar Institute created a Facebook page dedicated to this event. As the Institute developed, PBI added pages listing faculty, program schedules, and menus. Plus, the Facebook page included links to register for both the institute and the hotel. In addition to communicating with attendees, the dedicated Facebook page enabled both participants to offer feedback and PBI to update marketing the event at minimal costs. Networking is a crucial part of the LPMDI and so, in addition to being a source of marketing, the Facebook page is a value added aspect of the event, enabling the attendees to easily stay in touch with one another.

Award of Outstanding Achievement

Institute of Continuing Legal Education (Michigan) – ICLE's Fall Book Sale

Accepting: Stephanie Fowler

Changing Strategy to Meet Changing Customer Needs:

ICLE has held a successful Fall Book Sale for years. Using traditional marketing strategies to promote the sale, it generated as much as \$50,000. In recent years, the results of the sale declined considerably to \$20,000 or less. We wondered if it was time to retire the sale. When evaluating the sale, we noticed a curious pattern: despite 30% discount on titles in customers' direct and related practice areas, we saw higher than expected sales in the 15% off titles in seemingly unrelated practice areas. When we asked customers why they were buying outside of their practice area, they told us: 1) their cases had become complex and intertwined with other practice areas or, 2) they were seeing a decline in certain cases due to the economy and therefore were expanding into new practice areas or, 3) their clients were facing new issues due to the depressed economy. We realized that our customers' needs were changing, that we could not predict what those needs would be, and that we needed to change our marketing strategy.

Once we recognized that our customers' needs had changed, it was easy to see how our sale had to change. Consistent with modern marketing strategy, we let our customers create their own sale. We stopped trying to control their purchases with discounts on particular books and a "one day only" sale. Instead, we offered \$50 ICLE Bucks paired with a 20% discount on *all* titles. We included our Online Library in the sale, allowing customers to apply the \$50 ICLE Bucks toward an annual subscription. Lastly, we extended the sale duration from one day to two weeks.

The sale was a huge success. Revenue was \$45,080, close to our best sale days of the past. We sold print and online titles, nearly all of which have annual or periodic updates which produce future revenue. Sales of print books dominated with 70% of the dollars, the bulk of the multiple-item sales, and all the top sellers. 9% of customers purchased more than one item. Best of all, we sold over \$5,000 in Online Library subscriptions, which are a big ticket item that generate future revenue through renewals.

Award of Outstanding Achievement

ALI-ABA Continuing Professional Education – ALI-ABA Daily Deals

Accepting: Julene Franki

In 2009 and 2010 ALI-ABA had taken steps to accommodate young attorneys and those who were affected by the economy by offering significant discounts and scholarships for courses and products. In May 2010, ALI-ABA evaluated this effort and while it greatly assisted those attorneys who needed assistance and expanded the reach to attorneys who would not otherwise be able to afford ALI-ABA, it also began to impact ALI-ABA brand and position in the marketplace. Therefore, it was necessary to find a way to continue offering high-quality courses and resources to sophisticated attorneys at an affordable rate without continuing to affect ALI-ABA's brand and position.

In June 2010, ALI-ABA launched its deal-of-the-day website [ALI-ABA Daily Deals](#). Encouraged by the growth and availability of daily deal websites like [Groupon](#) and [Living Social](#), ALI-ABA created this lively and accessible website to provide daily deals to attorneys or other legal professional who opt-in to receiving ALI-ABA Daily Deal emails.

How does ALI-ABA Daily Deals Work?

On a weekly basis, the ALI-ABA marketing department chooses specific courses and products to list on the daily deal website at a discount. In addition, the marketing department limits the number of daily deals available for each course or product. What and how many courses and products listed and how each is priced depend on what is currently being marketed through ALI-ABA's traditional channels like email and direct mail. A conscientious effort is made to not overlap any existing promotions, while still promoting items that are current and of interest to the marketplace.

Everyday the daily deals website is updated with new courses and products. And everyday at midnight each deal ends. In order to maintain ALI-ABA's position and brand, quantity is limited and the discount prices are set low enough to make an impact but not too low.

Programs

Award of Professional Excellence (Large Organization)

Illinois State Bar Association – Law Ed Faculty Development Series: The Art of Effective Communication

Accepting: Jeanne B. Heaton

The ISBA's Faculty Development Series: *The Art of Effective Communication* five-part faculty training program was offered during FY 2020-2011 to its CLE speakers in order to provide them with opportunities to improve their ability to convey information to others. The objective of this series is that those who teach CLE should do so effectively.

The ISBA is a small, not-for-profit entity that serves 32,000 members and depends virtually exclusively on its volunteer members to conduct its training. In the past, CLE education has largely relied upon the willingness of experienced attorneys to share their legal knowledge with others, a significant burden to the volunteers with often uneven results. The ISBA's Faculty Development Series raises the personal and professional expectations of volunteer speakers by offering them an opportunity to enhance their own education and competency at the same time they prepare to teach others. Additionally, this series gives much deserved recognition to our volunteers for their valuable contribution to the teaching of CLE.

The five sessions cover a wide-ranging breadth of topics including developing learning objectives; understanding adult learning styles; the effective use of technology including webinars, webcasts, PowerPoint; how to reduce the number of hours it takes to create, organize, and draft a compelling presentation and supporting materials; how to enhance one's own delivery methods; engaging the audience so they listen more attentively, retain more, and, therefore, learn more. Each of the five sessions covers a distinct area of communication and was designed to appeal to all attorneys regardless of interest or area of practice. The program was offered in a variety of delivery formats and over a course of months rather than hours or days, allowing the 180 volunteers who participated in the series the convenience of flexibility and fitting comfortably into any attorney's hectic schedule.

Award of Professional Excellence (Small Organization)

Legal Education Society of Alberta – Alberta Rules of Court Program

Accepting: Jennifer LC Flynn

The new Alberta Rules of Court, which came into effect on November 1, 2010, represented a complete re-write of Alberta's rules of civil procedure. The Legal Education Society of Alberta delivered a high-quality, cost-effective, and comprehensive program to serve a broad spectrum of educational needs.

Among other things, this program modeled how to use strategic partnerships to expand a limited pool of resources, design an educationally-sound program to tackle a major change, leverage multiple formats to cost-effectively address needs of diverse learners, and effectively market a program to a potentially unreceptive audience.

The program consisted of 8 courses delivered to a variety of audiences in multiple locations and formats. Using a wiki-based platform, the content was developed collaboratively with key stakeholders-including the original drafters, government representatives, the Courts and court clerks, and members of the profession. The content developed for the live sessions (including both text and video) was cleverly repurposed to create online self-study courses, print materials, and a wiki-based electronic resource. Social media, including a blog and discussion forum, were also used. Thousands of people benefited from the program. Financially, the program was also a success, generating \$675,000 in excess revenue over direct expenses.

Overall, survey results showed 92% positive response to content (across platforms), 89% positive response to live delivery, and 83% positive response to online delivery. While the reach of the program, the financial success, and the positive feedback were exceptional, one of the best unanticipated consequences of the program was the unity it fostered in the legal community during a particularly challenging time.

Award of Outstanding Achievement (Large Organization)

The Continuing Legal Education Society of British Columbia – New Civil Rules 2010

Accepting: Raymond Lee

This course is an example of how to plan, prepare for, and deliver a large scale program in response to major legislative change. After many years of study, British Columbia's Government implemented a totally new set of Supreme Court Rules (the "New Rules") amounting to the biggest change to Supreme Court civil litigation in over 30 years. The challenge facing CLEBC was to design a program that would prepare litigators for the change.

The New Rules signaled a philosophical paradigm shift, however lawyers have much more concrete and immediate concerns to address in their day-to-day practices. Accordingly, the focus of the course was on what lawyers need to do differently. The course was designed with a very practical and practice oriented focus.

The two day program was well received by the registrants. A full 30 % of evaluation respondents gave the course an "excellent" rating, 5 out of 5. This result is remarkable when we remember that the course was about a brand new statute governing litigation that was yet to come into force --- there was no case law to review!

To learn more about the programming issues surrounding New Civil Rules 2010 and how they were handled --- see the full description of the course.

Award of Outstanding Achievement (Large Organization)

Pennsylvania Bar Institute – Medical School for Lawyers – Anatomy Lab Courses

Accepting: Stacey Thomas

We have teamed a litigator and a medical school anatomist to bring hands-on anatomy training to lawyers and judges. The course was first offered as "Into the Anatomy Lab" in Philadelphia. Participants spend the morning in our conference center learning anatomy in a dynamic and entertaining multi-media lecture format. In the afternoon, they go to Jefferson Medical College and work in small groups with cadavers and organs, under the guidance of enthusiastic anatomists and medical students. Building on the success of this format, we developed the "Anatomy Lab Road Show." The litigator and the anatomist come to our conference centers elsewhere in the state. The anatomist brings actual body parts (spinal cord, major organs, knee and shoulder, etc.) and the two team-teach systems of the body and specific body parts.

It is quite cost effective and successful. While attendance is limited, we use that as a plus to encourage enrollment. We pay the speakers modest honoraria and the anatomist gives us free use of the lab. We made a deal with ALI-ABA for bulk purchases of the instructor's (ACLEA-award-winning) book Anatomy for Litigators. While we do some print advertising, it is sent to small targets; most of our advertising is electronic via email and newsletters. We are able to charge a premium for the course because of its high value. Once having developed the course it is easy to offer repeatedly.

We encourage other ACLEA organizations to give this a try. The key is to find a friendly anatomist at a nearby medical school and a litigator who is a good teacher.

Award of Outstanding Achievement (Small Organization)

North Carolina Bar Association Foundation – 50 Critical Family Law Cases

Accepting: Melissa Noderer

This unique six-hour program had a well-defined and specific focus: the program examined case law from the last ten years and presented the **Top 50 Essential Cases** every family law lawyer must know. The Top Ten list in each category covered Alimony; Child Custody; Child Support; Equitable Distribution; and Family Law Agreements.

The program manuscript drew upon case law updates presented at our CLE programs over the past ten years. The program planners determined the most important Family Law cases and then the speakers updated the selected cases as necessary with current citations.

Over 300 people attended the live program. Additionally, seven replays drew over 200 attendees. A program participant summed up the success of the program by stating: "Outstanding program. Always thinking of law but can't remember case names to cite; manuscripts were much more thorough than expected; you should offer this CLE to every new family law practitioner."

Award of Outstanding Achievement (Small Organization)

Knoxville Bar Association – Law Practice Today Expo

Accepting: Judy McKissack, Director, Tennessee Commission on Continuing Legal Education and Specialization

The Law Practice Today Expo was first introduced in 2006 as a technology Expo with an emphasis on CLE and vendor product demonstrations. In the past six years, the Expo has grown considerably. The Law Practice Today Expo was most recently held on Friday, April 8, 2011 and drew a crowd of more than 250 attendees. Thirty local and national vendors sponsored booths at levels ranging from silver (\$600) to platinum (\$1500). I encourage otherACLEA members to consider this type of conference because this one day program netted a profit of more than \$25,000 to our bar association.

What makes the Law Practice Today Expo successful? We have learned over the past six years that the CLE must be timely and the topics must be relevant to the attorney's daily practice. We found that attorneys are seeking topics that address the economic factors impacting the legal profession, competition and client pressures, and increasing use of technology. The members of the KBA Law Office Technology and Management Committee worked with bar staff to identify speakers, fine-tune CLE topics and market the conference. The focus of the Expo this year was competitiveness within the business of law. There were thirteen educational sessions available throughout the day and ultimately there were more than two hundred and fifty lawyers, IT staff, legal administrators, paralegals and other support staff who attended to learn about staying competitive. Continuing legal education tracks included "Competition-Running Ahead of the Pack", "Survival Guide for the Current Economy", and "Technology Best Practices". These educational tracks were designed to offer a mix of substantive law, practice management, ethics and technology.

Local and national speakers were on hand to discuss what the future holds for the legal profession. There were corporate counsel and managing partner roundtables that offered candid discussions about the impact of the economy from seasoned pros and another panel featuring up and coming bar leaders looked at the law firm of the future.

The judicial roundtable luncheon is an important component of the Law Practice Today Expo because it provides attendees with an opportunity to interact informally with local, state and federal court judges. Twenty-one judges attended the event and each one hosted their own table at the Expo. Clay Travis, lawyer and bestselling

author of *Dixieland Delight: A Football Season on the Road in the Southeastern Conference* and *On Rocky Top: A Front-Row Seat to the End of an Era*, was the featured luncheon speaker and following the lunch, Clay was available to autograph copies of his books.

Everyone in the local legal community was invited to participate in the free Exhibit Hall. 5,000 "free pass" tickets were printed and the promise of great prizes enticed attendees throughout the day. Our local printer provided the 5,000 tickets at a discounted rate of \$150.00 in exchange for including their business card on the back of the ticket. The Expo brochure was mailed to the 2,800 attorneys in Knoxville and the contiguous counties in two separate mailings. Weekly emails to attorneys invited them to take part. A letter from our current bar president was sent to the managing partners of our largest law firms explaining why their presence at the Expo was important. Mailings were sent to the two local law schools and three paralegal programs and we asked instructors to encourage their students to attend the Expo. Representatives from the Law Office Technology and Management Committee and KBA staff attended local meetings of law office support staff (National Association of Legal Professionals), Smoky Mountain Paralegal Association, and the legal administrators (Association of Legal Administrators – Knoxville Chapter) to encourage participation. A press release was sent several times prior to the Expo and the day following the Expo, an article appeared in the local paper.

The all day Expo pass allowed attorneys to earn five hours of CLE credit throughout the day or there was an option for attendance at individual CLE sessions. The registration fee was kept low (\$120 for members) due to the generous support of our vendor sponsors. Careful planning has gone into the vendor experience and over the years, the KBA has perfected the sponsorship opportunities to provide numerous occasions for interaction. Vendors were invited to set up their booths the afternoon before the Expo and bar leaders and legal administrators were invited to a preview reception. Targeted marketing also encouraged a steady flow of visitors throughout the day, so that the company representatives did not have long periods without any activity. Vendors were extremely pleased with the traffic and we anticipate that most, if not all, will be back again next year.

This program showcases our association as a leader in continuing legal education. Our members are receptive to the program format, and financially it provides more than 25% of our total annual CLE budget in one day. Modest projections indicate that this was the most successful Expo ever due to the sell-out Exhibit Hall. The Law Practice Today Expo offers a proven formula that has been referred to as "the one yearly event where the entire legal community congregates, shares ideas and gains the knowledge necessary to run a large firm or a small/solo practice".

Publications

Award of Professional Excellence (Large Organization)

Continuing Education of the Bar – California – California Wage and Hour Law and Litigation

Accepting: David Peyerwold

This book is designed to provide guidance for litigators handling wage and hour cases and to serve as a resource for the business attorney counseling clients who are employers. It deals with both the substantive law in this area (state and federal) and practical aspects of bringing or defending an action that is based on violations of wage and hour rules. Individual chapters address core issues such as: What constitutes an employment relationship? What are the rules regarding compensable work, hours of work, payment of wages, overtime, exemptions from minimum wage and overtime requirements, and the employment of minors? Other chapters provide guidance in the form of sample policies and best practices for avoiding liability when the client is an employer, and workplace posting and record-keeping requirements. The litigation portion of the book includes chapters dealing with administrative actions and procedures, strategies for mediation, and litigating from both the plaintiff's and defendant's perspective.

The book includes tables, practice tips and notes, URLs for forms and other online resources, liberal use of bullet points for presenting information, examples, cautions, sample wage calculations, checklists, charts, and an index that is thorough and user-friendly.

Award of Professional Excellence (Small Organization)

Colorado Bar Association CLE – Residential Construction Law in Colorado, 3rd Edition

Accepting: Dawn McKnight

In the last three decades there has been an explosive increase in commercial and residential construction activity in Colorado. This construction activity has brought about a corresponding increase in construction defect litigation, as well as legislation. In 1999, therefore, we embarked on the creation of a Colorado construction law treatise. The initial release of that treatise was a one-volume, loose-leaf book. Today, the *Practitioner's Guide to Colorado Construction Law* is a three-volume treatise written by over 60 practitioners in the construction industry. What we found, however, is that for many practitioners this treatise offered too much information for the everyday residential project claim. So we looked to the leading residential construction defect attorneys in Colorado who already worked on the treatise, Ron Sandgrund and Scott Sullan, to create a resource guide targeted specifically for residential construction projects. The result was *Residential Construction Law in Colorado*, now in its third edition. This book discusses homeowners' legal rights and remedies arising from the design, construction, marketing, and sale of single-family homes and multi-family communities. A portion of the book is also devoted to liability insurance issues that frequently arise in residential construction defect disputes.

The result, we believe, is truly an amazing resource for anyone in the residential construction field or deal with residential construction issues, including but not limited to lawyers in the following practice areas: real estate, home owners associations/property management, insurance, professional liability, design professionals, contractors/sub-contractors, residential developers, and, arbitration.

Significant changes made to this edition of the book include:

- Substantial rewrite of most of the chapters to reflect changes in the law and to include “Practice Pointers” as call-outs in the text;
- Extensive endnoting— over 2300 endnotes providing support and additional guidance on an issue;
- The addition of a CD-ROM that is included at the back of every order (no additional charge) that includes a PDF of the book, as well as Forms in Microsoft Word.
- The addition of about 60 pages of new content for the Appendix that includes sample pleadings, notice of claims, discovery requests, settlement forms, a timeline, and jury instructions.

Significant financial information:

- The CD-ROM is created in-house by one of our editors, as well as replicated in-house. We purchase the CD-ROM sleeves in bulk, and the CDs are placed in the back of the book when inventory is replenished on the shelf.
- The book is a soft-cover that is not intended to be updated until a new edition, soft-cover is released. We print these books in short-run orders on-demand for a cost of about \$10.50/each. The initial print-run was 300 books because we launched this book with a program that brought in over 150 practitioners to the live program and live webcast. (Book-programs are a key strategy for sales for several of our stand-alone publications from the pubs department resulting in a significant revenue stream for publications.) Sales of this book are expected to exceed 800 copies.
- We eliminated the Table of Authorities since we added the CD-ROM. The time and expensive of creating the Table of Authorities considering the number of endnotes was not worth the return on the investment. The CD contains the entire book in PDF and was tested on Mac and PC-based computers to ensure compatibility. Additionally, the table of authorities is very long and takes up quite a few pages. This allowed us to eliminate the pages and allowing us not to worry so much about adding more useful content to the book that would otherwise result in a high print cost.

- The addition of Leslie Tuft as an author and editor decreased the staff time required for this project. Each of our publications goes through two editors, cite & source checker, desktop publishing, and proofreader. Since Leslie was trained to prepare the manuscript in a way that was easy to use for our desktop publisher, that eliminated editorial time in having to clean-up the manuscript just for formatting issues. Additionally, we eliminated the use of our staff cite & source checker on this project, especially since the editor and Leslie were in constant contact about new cases and legislation. Leslie also added citations or clarified citations that our editor had questioned.
- The book, including course-related revenue that goes to the department, has brought in over \$30,000 after expenses. This is significant revenue from a monograph for our department. To put this in context, our overall projected revenue for the 2010/2011 FY (not minus expenses) is \$800,000.

This book has received continuing acclaim from practicing lawyers, both from those regularly practicing construction law, and from those only occasionally venturing into the field. It has also received appreciation of and praise by judges, arbitrators, and construction professionals. We hope that you find this book worthy of recognition.

Award of Outstanding Achievement (Large Organization)

Institute of Continuing Legal Education (Michigan) – Real Property Taxes in Michigan

Accepting: Lynn Chard

Real Property Taxes is a high-quality, practical, how-to book that timely responded to the immediate needs of Michigan lawyers. Michigan has been hard hit by the economic downturn. Property values have fallen and municipalities are strapped. Thousands of homeowners and businesses are appealing their property taxes. The economy is also affecting Michigan lawyers' practices. More Michigan attorneys are taking on all types of new matters to make up for lost business. Many were seeing property tax appeals as a potential source of new business. While we were in the midst of planning a comprehensive Michigan tax book, we decided to focus exclusively on property taxes so that we could more rapidly respond to customer needs with a shorter book in print and online that would enhance the value of our Online Library with needed new content. The resulting five-chapter online book was posted on November 16, 2010, and the print book was released a few weeks later in December.

The shorter length and narrower focus made it possible to plan and produce the book in 1 year as opposed to the normal 1½ to 2 years. Its size has not inhibited Michigan lawyers from purchasing and using *Real Property Taxes*. It contains all the bells and whistles of a lengthier book, including quality content that is practical and well organized. It contains useful advice balanced with statements of law supported by appropriate authority. We assembled experts in both real property law and tax law to broaden the appeal of the book across the traditional practice areas handling tax appeals and to lend credibility for lawyers handling property tax issues for the first time. Customers report that they like the concise and practical coverage of property tax law. The book is loaded with advice on how to manage a tax appeal effectively through every step of the informal and formal appeal.

Award of Outstanding Achievement (Large Organization)

Massachusetts Continuing Legal Education, Inc. (MCLE | New England) – A Practical Guide to Discovery and Depositions in Rhode Island

Accepting: Alexis LeBlanc, Esq.

A Practical Guide to Discovery and Depositions in Rhode Island is a thirty-three-chapter manual that combines the expertise of 41 Rhode Island litigation experts. One of the key titles published under Massachusetts CLE's publishing imprint, MCLE | New England® the book is designed to provide a comprehensive and practical treatment of discovery generally, and deposition practice in particular. The 72 exhibits that are contained both in the book and on a companion CD include 57 court papers along with several checklists, bibliographies and lists of resources.

Massachusetts CLE paired a well-known practitioner with a Rhode Island Superior Court judge as co-editors of the manual, with the judge serving a dual role as both co-editor and judicial commentator. A practitioner from the state board of bar overseers provides ethics commentary to enrich the content. The chapters are presented in a conversational style and the content is interspersed with practice notes and examples. The book features reference aids, including an index, detailed chapter tables of contents and tables of authorities, designed to make the information as accessible as possible. The text is well supported by legal authority. The book's loose-leaf format lends itself to regular supplementation.

Two volumes were planned specifically to allow room to expand the content with future updates. The two-volume format also complements the content as it tracks the steps and stages of litigation. Given its comprehensive coverage of the various stages of pretrial litigation, the book appeals to the new courtroom lawyer who needs to understand the various complex facets of discovery practice as well as the most seasoned practitioner who is looking for current case authority as well as strategies for discovery and deposition practice. The book has an added appeal for lawyers who need to find more efficient and economical ways to conduct and budget discovery in the current economy.

Marketing for this book has proven to be a successful experiment in cross-border selling; the book has a targeted market appeal to Rhode Island's litigation bar, including Rhode Island bar members who practice both in Rhode Island and in the neighboring state of Massachusetts. Already, sales have reflected a cross-border interest in the book. Massachusetts CLE entered the Rhode Island legal community with great respect for the state's needs for CLE and its existing efforts to train the bar; we reached out to the Rhode Island Bar Association, and in collaboration with the bar, created a marketing plan whereby the bar association would derive a financial benefit from sales of the book in the state.

Award of Outstanding Achievement (Small Organization)

CLE Alabama – Alabama Probate Law and Procedure

Accepting: Noah Funderburg

Alabama Probate Law and Procedure was developed in response to the need for a quality reference book that focuses specifically on Alabama probate law. Since probate is a very specific subject area, resulting in a limited market in our state, it has not been financially feasible to produce such a book in the past. As the need grew and more lawyers specifically requested such a manual, CLE Alabama knew that we needed to develop a cost-effective way to fill this need.

Our goal was to create a comprehensive basic guide that still provides enough detail to be useful to more experienced practitioners, with content that is reliable, comprehensive and easy to understand. The author, Thomas A. Nettles IV, is a well-respected expert in the field with many years of experience. In addition to the

actual text, we included an appendix with simple and easy to read diagrams. Forms are always a big need for lawyers and are highly requested. The text includes 52 pages of indexed forms as well as a CD with the forms in PDF format.

The book was printed in house and bound using the Unibind system, which provides us with a fast, professional and cost effective method for printing publications on demand. There is no need for expensive equipment, supplies or extra staff, allowing us to produce much needed publications that would otherwise not be financially feasible. The printing format we chose is not only more economically feasible for us, but also benefits our customers in a practical way. We printed the pages on standard 8x11 paper, which allows us to use a larger, easier to read font, and makes it easy for users to highlight and annotate sections. We also chose to print single sided pages, allowing for notes to be written on the opposite page and to keep highlighter marks from seeping through. Wide margins allow for flags or other markings and use of large page numbers in the bottom corners of the page allow for quick reference as well.

Even with limited resources, this publication illustrates our ongoing efforts to find creative and innovative ways to meet the needs of Alabama lawyers.

Award of Outstanding Achievement (Small Organization)

Oregon State Bar, Legal Publications Dept. – Rights of Foreign Nationals

Accepting: Linda Kruschke

The idea for *Rights of Foreign Nationals* originated with one of our Attorney Editors, Lorraine Jacobs, who has an interest in both family law and immigration law. After much discussion, we decided that our goal in producing this book was to address the law as it affects foreign nationals living in the state of Oregon. We would not address issues related to travel in and out of the country or issues and procedures relating to how to stay in the country - those topics were sufficiently addressed in other publications. Rather, we wanted to create a resource that would address issues affecting the daily lives of foreign nationals already living in Oregon. We decided that this publication would need to combine relevant state statutes, rules, and cases addressing foreign nationals who are dealing with issues such as domestic relations, employment matters, personal injuries, and criminal offenses. In producing this book, we drew on the experience of seasoned immigration lawyers as well as experts in other substantive areas, and gave them a forum in which they could share their knowledge with their colleagues.

With this book we wanted to provide an aid to two distinct groups of lawyers. The first group is Oregon lawyers who practice in fields of law other than immigration and who only occasionally encounter immigration issues that affect cases they're working on. For example, domestic relations lawyers involved in custody cases when one party is a foreign national; employment lawyers whose clients are foreign nationals who are in Oregon for limited periods to work and are injured on the job; and criminal defense lawyers whose clients are foreign nationals that have violated state laws. Often non-immigration lawyers are not aware of some of the pitfalls in the law that may adversely affect a foreign national. We wanted this book to alert these lawyers to potential pitfalls and give them a resource to turn to for answers when a foreign national seeks their counsel. The second group is Oregon lawyers who practice immigration law. This publication gives them a resource that pulls all state-related information together in one place. Such a product did not previously exist and our immigration experts thought it would be a valuable tool for these lawyers.

For ease of use and so that the lawyer could literally keep it on his or her desk, we published *Rights of Foreign Nationals* as a quality paperback. Nonetheless, we included a full table of authorities and a comprehensive index to aid the lawyer in finding the information they need efficiently. We kept the title of each chapter basic, rather than writing something catchy, so that the inclusion of the chapter title in the header of each page would also aid the lawyer in quickly finding the information they needed.

Public Interest

“Steven Leleiko Memorial Award for Professional Excellence”

Colorado Bar Association CLE – Senior Law Day Project

Accepting: Dawn McKnight

Colorado Senior Law Day began thirteen years ago at the University of Denver, as a program that was able to serve a few hundred people in one location in the city of Denver. Since that time, under the leadership of the Colorado Bar Association and Colorado Bar Association Continuing Legal Education, the event has expanded to several locations and formats around the state of Colorado. Colorado Bar Association Continuing Legal Education (CBA-CLE) acts at the focal point for efforts in the state, providing a central source for marketing, organization and guidance.

With the expansion over the years, in 2010 more than two thousand seniors, adult children, and caregivers received legal education and resources through the program in the Denver Metro area and around the state. The program in Denver offered 23 different workshops on a number of different topics ranging from Outsmarting Investment Fraud to Medicaid and Social Security issues. The majority of the workshops are taught by Elder Law and Trust and Estate attorneys with additional workshops offered by Elder care professionals.

CBA-CLE is responsible for organizing and hosting Senior Law Day in Denver and for publishing the Colorado Senior Law Handbook that is distributed free to all event attendees around the state.

Award of Outstanding Achievement

Illinois State Bar Association – Pro Bono Basics for Assisting Youth In Need

Accepting: Jeanne B. Heaton

Pro Bono Basics for Assisting Youth in Need, held on December 9, 2010, was sponsored by ISBA's newly created Special Committee on Juvenile Justice Initiatives which works to promote community-based programs that focus on alternatives to incarceration in juvenile justice matters. This CLE program grew out of an unmet need for pro bono lawyers to assist youth in expunging his or her juvenile record or in removing his or her name from the juvenile sex offender registry. It is estimated that virtually every juvenile arrested in the State of Illinois will eventually be in need of expungement. The Pro Bono CLE program offered 81 attorneys free training and two hours of CLE credit in return for a commitment to handle at least one pro bono case in 2011 and possibly change a youth's life. Within four months of the program, several attorneys had already met their commitment by having provided free legal assistance to at least one youth in need.

The public-at-large also benefits from this program in various ways, including increasing the number of attorneys trained and available to meet the needs of juveniles and their families who are most often served by legal service entities. Additionally, the attorneys who attended this program and committed to perform even one pro bono case will have helped sustain public confidence in the legal system itself.

The success of this Pro Bono CLE program could not have been accomplished without the voluntary efforts of the program coordinator, Anne Gerahty Helms of DLA Piper, various committee members, and the qualified panel of speakers including attorneys from the Legal Assistance Foundation of Metropolitan Chicago, the Illinois Juvenile Justice Initiative, Northwestern University School of Law's Children and Family Justice Center, and several private law firms, all covering topics such as the adult-juvenile distinction in criminal records; issues of confidentiality with respect to juvenile criminal records; expungement versus sealing; and others.

Award of Outstanding Achievement

Holland & Knight LLP – A Judicial Perspective on Legal Writing

Accepting: Jan F. Majewski

This project has provided legal writing training to attorneys in the public sector and to minority and disadvantaged law students. The training is delivered by sitting judges and is provided at no cost to those outside the firm. The training is organized through Holland & Knight's Professional Development Department.

To date, Holland & Knight has held a qualifying program in all of the firm's Florida offices, as well as Holland & Knight's offices in Los Angeles, San Francisco, Portland, Oregon and most recently, Chicago. Holland & Knight plans to continue to offer similar programs in other locales throughout the course of the year. A recording link was made available to those who were not able to attend the live event. Depending on the venue this included public defenders, prosecutors, deputy state attorney generals, and Federal Court personnel. A brief description of each program follows:

Chicago, March 29, 2011 – Legal Research and Writing Seminar

The Honorable Ann Claire Williams, US Court of Appeals for the Seventh Circuit, and the Honorable Gerald Bruce Lee, US District Court for the Eastern District of Virginia, led a two hour session for minority and low income law students who will serve as federal court interns this summer. Others on the faculty included judicial law clerks and Holland & Knight attorneys. The focus was to provide practical skills training in legal writing and legal research. The program was delivered simultaneously by three methods...in person, via video conference and as a webinar. The firm partnered with the Judicial Resources Committee of the US Courts and Minority Legal Education Resources, Inc., to offer this program as part of the Joint Internship Diversity Pilot Project--Just The Beginning Foundation. The firm utilized its project management and technical resources in delivering this program to more than 30 minority and disadvantaged law students. Holland & Knight also helped design the program content and handled all of the logistics of providing the training.

California, January 27, 2011 – A Judicial Perspective on Legal Writing

Three California judges spent one hour discussing how attorneys can improve their written product and offering tips on what judges look for when reading briefs, motions and other submissions. They responded to questions from a Holland & Knight partner who served as the moderator. In addition to the H&K offices which were connected via video conference (Los Angeles, San Francisco and Portland, Oregon) more than 100 California Deputy Attorney Generals from throughout California participated via webinar. All participants could see a live video of the presenters and were able to download the materials and ask questions of the faculty. The program was approved for CLE.

Florida, Sept. 10, 2010 – A Judicial Perspective on Legal Writing

All of Florida's H&K offices (Ft. Lauderdale, Jacksonville, Lakeland, Miami, Orlando, Tallahassee, Tampa, and West Palm Beach) were connected via video conference for this training program featuring state appellate judges discussing legal writing and providing tips. A Holland & Knight partner served as the moderator. Public defenders and assistant state attorneys joined H&K lawyers in attending this program. The program was approved for CLE.

Technology

“John Day Memorial Award for Professional Excellence in Technology”

Colorado Bar Association CLE – www.cbaclelegalconnection.com

Accepting: Dawn McKnight

Education in the modern world doesn't start and stop with a classroom or a book. In March 2010, we launched CBA-CLE Legal Connection, an online resource that puts practice-relevant information in the hands of Colorado lawyers. In 13 months, we have published nearly 1,000 posts on important legal updates, like new professionalism rules, updated state judicial forms, new case law and legislation, and updates on everyday matters, like changing court hours, online filing outages, and more. We also highlight posts by featured Colorado legal bloggers.

Legal Connection offers us the ability to provide real-time, substantive updates to Colorado lawyers. Access to the site is free and open to the public, but when a book or program offers a timely and relevant value, we promote it on the site, though promotional posts constitute a very small percentage of our total posts. The goal of the site is to educate—not to market.

That said, as Colorado becomes more saturated with CLE options, the site also serves the purpose of identifying CBA-CLE as *the* place to go for current and relevant Colorado legal updates.

Award of Outstanding Achievement

BNA – BNA's Labor and Employment Law Resource Center

Accepting: James Edwin Jackson II

This was the first in a series of “resource centers” that were launched in 2010. Based on the overwhelming success of this resource center, BNA launched 4 more through March, 2011 with a large number to follow in 2011 and 2012.

The concept of a resource center is the first of its kind in the legal publishing industry, combining a variety of high quantity content in an easy to navigate format. BNA has long been a publisher of high quality analytical legal content and news. The content portfolio for labor and employment is expansive. Daily and weekly news alerts, with breaking news released during the business day, case law and other reference content, a variety of authored materials, video updates and commentary by thought leaders. In fact, within each of these categories there are multiple product offerings including news and alert services, reporters, well-known treatises covering every aspect of labor and employment law, and more.

The first thing you'll notice about the Resource Center is the clean, modern look and feel combined with ease of navigation. Whether it is accessed using an iPad, a standard computer, or even a mobile device browser (Safari or Opera for example) this home page is easy-to-read and simple, but contains a massive amount of information. It's not a “text monster” – in fact it is full of images, but also allows for standard “tabbed” navigation of major areas within labor and employment law (L&E). The idea here was to serve attorneys who prefer a graphical interface, while also satisfying others who prefer tabbed browsing.

From the main page the attorney has a host of options which are all easy to find, including: *Case law research, Topical subsets, Insights, Legal Analysis, and BNA Video Insights.* The resource centers were created based on market research and customer feedback. It's only natural that making improvements and adding content will continue.

The BNA Resource Center was an idea whose time had come. Having said that, there's nothing else like this currently on the market. It's a truly revolutionary way to display content and make it easy to access in one central location. The results have been excellent, substantially exceeding projections and expectations. Customers are happy they have high level reliable content with everything in one place with predictable billing.

Any attorneys who have access to the resource center can be confident that they will be able to find out what's going on in their area of the law and can assist their client with whatever issue they have in the area of L&E. Combining technology, a pleasing interface, and the best content available, BNA has hit a technological home run.

Award of Outstanding Achievement

Massachusetts Continuing Legal Education, Inc. (MCLE | New England) – Massachusetts CLE eBooks

Accepting: Alexis LeBlanc, Esq.

During 2010, Massachusetts CLE converted its publications collection (148 titles) to eBooks in three formats. Our goal was to enable lawyers to access our publications electronically using the new technology. Our decision to convert our content to eBook formats was also based on two other marketplace conditions: (1) the dramatic growth of the eBook industry over the past year and the proliferation of eReader products entering the consumer marketplace; and (2) a recent surge in our webcast sales, suggesting an opportunity to offer an eBook option as a value-added feature to our growing webcast offerings. Through a combination of in-house efforts, the use of open source software, and the assistance of a freelancer to handle the conversion, we created our eBooks collection in three months and with very little financial outlay. The addition of eBooks to our offerings has enriched our product mix, furthered our educational objectives, and helped us to be better prepared to respond to emerging trends in the publishing industry.