If you were a superhero, what would YOUR super power be?

In our professional lives, we regularly use countless special powers. For example, lightening speed—sometimes we can’t even see our own fingers on the keyboard!

And our super connections—The Flash on speed dial, ready to run with your latest pitch. And the printer who will transform your last-minute publication with the wave of an arm, or a web press.

There’s not a soul in the office who understands the voodoo we use to make the website (or InDesign) obey our commands. And let’s not forget the magic of words that we employ deftly across all media.

On top of all of this, add invisibility! When we do our jobs right, no one even sees us. The Bar’s officers and administrators appear and deliver brilliant words and ideas, seemingly without effort.

But sometimes, even a superhero needs a league of powerful allies. And that’s where NABE comes in—specifically, the NABE Communications Section. The COMM Section is like the Bat Cave – equipped with all the tricks of the trade. The Listserv is like Alfred – ready to share research and experience.

And when we need the Fortress of (not-too-much) Solitude, we can retreat to the COMM Section Workshop, this year in Denver, October 11-13. The Workshop renews and refreshes us, and then sends us out to do what we superbly do!

So please renew your NABE COMM Section membership today. It may be the only thing that stands between you and Kryptonite!

Jenna Giudici Grubb serves as chair of the NABE Communications Section for 2011-12. She is a 1976 honors graduate of Saint Louis University who received a master’s degree in liberal studies from the University of Toledo in 2003. Before joining the Toledo Bar Association in 1998, she taught school and served as director of public relations for Lourdes University, where she also studied fine arts.
Register Now for the NABE Annual Meeting

Chicago, July 31 - August 2, 2012

You are invited to join us for the NABE 2012 Annual Meeting July 31-August 2, in Chicago, Illinois. Chicago, celebrated for its art, architecture and some of the most exceptional cuisine in the country, once again will be the setting for programs and events specifically planned for the staff of bar organizations nationwide. NABE meetings and workshops will take place at the Hyatt Regency Hotel (151 East Wacker Drive). You won’t want to miss the instructive seminars, workshops and networking opportunities at this year’s meeting.

To register online click here

For faxable registration form click here

For program preview click here

For Scholarships click here

For Sponsorship opportunities click here

https://m360.nabenet.org/ViewEvent.aspx?id=45426&instance=0
This summer’s annual meetings of the National Association of Bar Executives and the American Bar Association in Chicago will be most noteworthy for The Chicago Bar Association.

For starters, CBA Past-President Laurel Bellows will take over as president of the ABA. On the NABE front, the CBA’s director of marketing, Sharon Nolan, will become chair of the NABE Communications Section.

Nolan is perfectly suited for this task, having distinguished herself as a dedicated bar executive and section volunteer throughout her tenure with the CBA.

“I really enjoy getting to know all of the different types of communicators we have in the bar world,” Nolan said. “It has been an invaluable resource for me to see what other bars have done.”

Nolan credits Mark Mathewson of the Illinois State Bar Association for encouraging her involvement in the section.

“Kelly Jones King (State Bar of Texas) and Kevin Ryan (Vermont Bar Association) are definitely some of the past chairs who have encouraged me to participate in the section,” Nolan said. “And I would be remiss if I didn’t mention Francine Walker (The Florida Bar) who really encouraged me at first to get involved.”

Nolan grew up in Chicago and the surrounding area and never really left. She earned her undergraduate degree at Northern Illinois University before going to work for The Chicago Bar Association 17 years ago.

She worked with the YLD for almost five years before going back to school, with the support of the CBA, to earn her master’s degree in business administration from Loyola University of Chicago.

“I was part of the team that developed our first website,” Nolan said, “and now I am involved in our email marketing. It is exciting to be a part of developing new communications methods to serve our members.”

The Chicago Bar Association, founded in 1874, is one of the oldest and largest metropolitan bars in the nation, with 22,000 members.

Nolan and her husband, Jason, have two children, Madeline, 8, and Jameson, 6. Her son’s name, she said, is spelled like the whiskey, in deference to her husband’s Irish roots.

During her year as chair, Nolan anticipates that the Communications Section will play a key role in helping NABE with its social networking initiative and with making the website more robust.

“And just this week,” Nolan said, “Jenna (Grubb, current section chair) reached out to NABE leadership regarding how the Technology Section is charting a new course, and suggested that the Communications Section will help in any way to make the transition easier and/or provide member access to technology training.”

“There are some ideas floating around out there. We see a lot of correlation between the two sections such as how we all use technology to help our members. And we hope to be able to help NABE form a new direction for the Technology Section”

Nolan added that she was looking forward to the section hosting a great workshop in Denver (Oct. 9-12, 2012).

“I am excited to serve as chair.”

Column contributed by Russell Rawlings
Rawlings serves on the NABE Communications Section Council and is the director of communications for the North Carolina Bar Association.
12 Ideas for a “WOW” Member Welcome

Pecanne Eby | Brand Mentoring
Speaker, NABE Communications Workshop 2012 | Denver

Pecanne Eby, MBA, is a marketing consultant who specializes in association branding and marketing. The founder of Brand Mentoring, she will be conducting a breakout session at NABE’s Communication Workshop in Denver on October 11, 2012.

Have you ever joined a professional membership group and had a completely forgettable welcome experience? More often than not, the new member welcome is a form letter and an automated email. It’s not an “event” — it’s more of a non-event.

Why do so many associations blow this opportunity when they want to build a lifelong relationship with their members? If your new member welcome is not a “WOW” Welcome, then consider the 12 ideas below. You don’t have to do all of them, consider the ones that fit your current strengths and feel right for your next generation of members.

1. Personal welcome email from a board member or an association ambassador (i.e. someone on an actual welcome committee doing outreach), consider including a link to a digital member badge.

2. Press release form announcing the new member’s membership for the member to complete and send to their local paper.

3. Invitation to a new member orientation meeting, these can be held prior to monthly meetings to maximize time.

4. Welcome Ambassador inviting a new member to a one-on-one meeting to discuss opportunities within the association.

5. Welcome video from the executive director and/or board chair.

6. A gift sent in the mail, something of value (branded merchandise, article on a practice area of interest, annual survey study your association produces).

7. One-minute video “tour” of the association website pointing out key areas for new members.

8. Invitation to volunteer on a committee.

9. Invitation to answer an online poll (one-question with ability to see results instantly).

10. Invitation to join the association’s online forums, groups or Special Interest Group (SIG), this may be a group you have hosted on a site like LinkedIn or on your own association website.

11. A Continuing Education Calendar for the coming year highlighting CE opportunities.

12. Downloadable “cheat sheet” of member benefits with key website links and high-level descriptions.
It was Sunday afternoon of Memorial Day Weekend and, true to my North Carolina roots, I'm halfway watching the Indianapolis 500 waiting for the real car race from Charlotte to come on.

“And now we go to Rick DeBruhl for an update.”

Rick DeBruhl? Wait a minute! I know that guy.

Sure enough, Rick DeBruhl is covering the pits of race leaders Takuma Sato and Dario Franchitti, who ultimately claimed the sport’s most coveted title after Sato spun out trying to pass him on the final lap.

“For me, it was spectacular,” said DeBruhl, who spends his weekdays serving as the chief communications officer for the State Bar of Arizona. “We get assigned to various pits, and I had Franchitti and Takuma Sato, who had that spectacular finish. Because of that, I got a lot more time on the air.”

DeBruhl has been covering racing for 25 years, previously as a sideline to his fulltime duties as an anchor and reporter for the NBC affiliate in Phoenix, and since 2009 in addition to his Arizona bar duties.

“(Executive Director) John Phelps has been very gracious about it,” DeBruhl said. “When I have a race to cover, I usually fly out on Thursday night and fly back on Sunday night. It’s like having somebody who plays tennis on the weekends, the only difference being that I get to take vacation days and cover the Grand Slams.”

DeBruhl can be seen and heard on ABC, ESPN and Speed networks. He is apt to cover all kinds of racing as well as the Barrett-Jackson classic car auctions. He was on hand last year when former Indy 500 champion Dan Wheldon lost his life at the Las Vegas Motor Speedway.

“I had known Dan for a long time, before he started racing Indy cars,” said DeBruhl, who was photographed speaking with Wheldon (see attached) prior to the race. “A friend of mine was following me around taking pictures, and just happened to get one of me speaking to Dan.”

DeBruhl is a self-proclaimed “car geek” and open-wheel racing fan who grew up in southern California during the era of the “muscle cars.” He took auto shop classes in high school and worked his way through college as a mechanic, experience that serves him well at the racetrack.

“Growing up in Los Angeles,” DeBruhl said, “no one in my family liked cars. My father had Ramblers and Volkswagens – not the stuff car love affairs are made of. I went to college to get into racing and got detoured into broadcasting.”

But it didn’t take long for the detour to take him back to racing.

So the next time the race is on, listen carefully. You never know when the announcers might turn to your fellow NABE colleague and Communications Section member for an update from the pits. ●
Work is not home –
You can’t clip your toenails at your desk.

Sometimes you have to jump in and save them from themselves.

So this isn’t Mardi Gras?

Our brains adapt. This is what we are designed to do.

People want to join an organization they feel is thriving.

Technology connects us to people far away, but disconnects us from the people right in front of us.

... now I know why they call it Bourbon Street ...
NABE’s New Look

The new NABE logo has received high praise at recent gatherings of the National Association of Bar Executives and its Communications Section.

Steven Valdez, communications director for the Louisville Bar Association, chaired the subcommittee on logo design that ultimately selected a design submitted by Lindsey Paytes, graphic designer for the North Carolina Bar Association.

“Our goal for this project,” Valdez reported, “was to take a strategic departure from the existing identity, creating combinations of type and shape that are accessible and appealing when presented in a myriad of media, while remaining true to the essence of your organization.”

The selected design certainly fulfilled those objectives while complementing the new NABE color palette.

“Elements of the logo designs are innovative and progressive in some respects,” Valdez added, “yet they are grounded and strengthened by the traditional typefaces in their juxtaposition.”

Paytes is a 2009 graduate of the University of North Carolina at Chapel Hill, where she double majored in Art History and Journalism & Mass Communication. She joined the staff of the NCBA Communications Department in March 2011, and also serves as a docent at the N.C. Museum of Art.

“The objective was to create a logo that was contemporary while still reflecting the tradition and integrity of the organization,” Paytes said. “And we had to think in terms of modules so as to be able to plug in the new logo with the new layout of the website.”

A native of Virginia, Paytes grew up near Charlotte in the town of Matthews. She resides in Cary within a stone’s throw of the N.C. Bar Center and is engaged to Michael Crook, a recent graduate of the Campbell University School of Law.

Officer & Council Nominations

It’s time to collect nominations and applications (self-nominations) for NABECOMM leadership positions for the coming NABE year, which begins immediately following the annual meeting this August in Chicago. Serving as a NABECOMM elected official is a great way to develop your leadership skills and have fun doing it, work with some of the best communications professionals in the biz, and give back to the section.

Successful candidates should expect to attend at least two of the three meetings held by the Council each year, which this year are scheduled in conjunction with the 2012 Fall Workshop (Denver, Colo.), the NABE Midyear (Dallas, Feb. 2013), and the NABE Annual Meeting (San Francisco, Aug. 2013). Attendance by teleconference is permitted for those unable to travel to the related workshop or meeting; other meetings as needed are held by phone, and council business is also conducted by email.

Officers serve a one-year term and move up through the ranks from secretary. Council members serve a two-year term. The following positions are available for 2012-13:

- Officers: Chair-elect

- Treasurer

- Secretary

- Three Open Council Seats


Send nominations/applications to Kelley Jones King (kking@texasbar.com), nominating committee chair per the bylaws, by June 29. Please use the nominations form available on the NABE website at https://m360.nabenet.org/admin/forms/ViewForm.aspx?id=35104, indicating whether you’re nominating yourself or someone else and, if the latter, whether you’ve talked to the nominee about his or her willingness to serve. It’s also good to know whether you or your nominee is willing to serve in a different position from the one for which you are specifically nominating the candidate. The forms will automatically come to me if completed online.
Elevated Learning

NABE Communications Section Workshop 2012

Learn about the latest innovations in communications, mix with your colleagues, and take in the beauty of the Mile High City.

Denver, October 9–12
Tuesday, October 9

3–5 p.m.  Registration
2:30–4:30 p.m.  Communications Section Council Meeting
5–6:30 p.m.  Welcome Reception Museum of Contemporary Art Denver rooftop patio
7 p.m.  Council Dinner Wynkoop Brewing Company
7 p.m.  Early Arrivals Dinner Wynkoop Brewing Company

After dinner, meet up for billiards at the Wynkoop.

Wednesday, October 10

11:30-4 p.m.  Registration
1–1:30 p.m.  Welcome
Sharon Nolan, Chicago Bar Association, Communications Section Chair
Charles C. Turner, Colorado Bar Association Executive Director
Introduction of First Timers
Barry Kolar, Tennessee Bar Association, Communications Section Secretary/Treasurer
Introduction of Gold Sponsor Clio

1:30–2:30 p.m.  The Future of Communications
Gil Asakawa, Manager of Student Media, University of Colorado
Introduced by Sharon Nolan, Chicago Bar Association, Communications Section Chair

We're in an evolutionary stage of communications, whether it's for marketing, news media or public relations. In fact, it's a revolutionary era, with old standards like newspapers withering away and a bewildering array of new technological advances from social media to smartphones and tablets taking over. How do we cope with the ever-changing landscape, and continue to hone our communications skills into the future?

2:45–3:45 p.m.  Knowledge-Building Breakout Sessions
The Moon Is Made of Cheese, the World Is Flat and the Third Branch Is the Least Important Branch: Communicating the Truths and Necessity of the Civil Justice System
Dan Drayer and Alli Gerkman, Institute for the Advancement of the American Legal System
Introduced by Sara Crocker, Colorado and Denver Bar Associations

At a time when even public figures don't understand the role of the judiciary, it is increasingly necessary that bar leaders find ways to help their members spread the word about the importance of our Third Branch. Of course, that's easier said than done. But there are opportunities through traditional and online media to create stories that empower people to respect, trust and, when necessary, navigate the court system.

Hands-on Practice With Social Media
Dan Wise, New Hampshire Bar Association Communications Director and Bar News Editor, and Molly Kilmer Flood, ABA Division for Bar Services Research and Information Manager

You've dutifully attended each NABECOMM session on social media, listened to all the talking heads and taken copious notes on best practices. Now's the time to roll up your sleeves and limber up your fingers. In this program, you will get your hands dirty, mucking about in the rough-and-tumble, crazy world of social media as it REALLY is. We'll warp, spindle and mullitate the best-intentioned social media policies and you will help create innovative ways to engage your members through social media. Our panelists will help you craft messages, promote bar events and respond to your critiques in real time. Bring your smartphone or tablet and be prepared to be put to work.

Welcome Reception
Museum of Contemporary Art Denver
1485 Delgany St.
Denver, 80202
mca.denver.org

The Museum of Contemporary Art Denver explores the art and culture of our time through rotating exhibitions and public educational programs. Featuring regional, national and international artists, MCA Denver offers a wide range of exhibitions promoting creative experimentation with art and ideas. Through adult and youth education programs and other creative events, the museum serves as an innovative forum for a culturally engaged community.

Early Arrivals and Section Council Dinner
Wynkoop Brewing Company
1634 18th St.
Denver, CO 80202
wynkoop.com

Colorado's first brew-pub and Denver's first craft brewery, Wynkoop Brewing Company was founded in 1988 by a group of urban pioneers led by Colorado Gov. John Hickenlooper. Highly acclaimed small-batch beers, high quality food and service, the city’s best pool hall and our glorious 1888 building are just a few of our claims to fame.

the Curtis
1405 Curtis St.
Denver, CO 80202
thecurtis.com

You don't just stay at the Curtis, you experience it! From the minute you walk through our lobby doors, you are immersed in the best pop-culture a Denver hotel can offer. You’ll find cartoons playing in our lobby and a Five & Dime filled with treats from the past. Each of our guest room floors has a personality all its own and every detail has been "revved up" to create a boutique, one-of-a-kind downtown Denver Colorado hotel experience.
Downtown Denver Social Media Culinary Tour
The NABECOMM Downtown Social Media Culinary Tour sends teams across the heart of downtown Denver to find clues and photos at specific locations, while performing tasks to post to social media outlets and enjoying a bite of Denver along the way! This is the ultimate team-building event where each group, led by an assigned team leader, will explore the historical and whimsical avenues of the city with a bite at each spot! At the end of the tour, everyone will convene at a local restaurant gem, with food, the opportunity to purchase drinks and live music.

Thursday, October 11
8:15 a.m.—4 p.m.  Registration (Sign Up for Dine Arounds!)
8:15–8:45 a.m.  Breakfast
8:45–10 a.m.  The End of Membership as We Know It
Sarah Sladek, Founder of XYZ University and Author of “The End of Membership as We Know It”
Introduced by Ann Murphy, Bar Association of San Francisco, Communications Section Executive Council Member
Introduction of Platinum Sponsor Fig Leaf
Today, the competition is cut-throat and membership as a commodity holds little value. Associations are facing the economic equivalent of a sprawling sewage plant being built next to their luxury tower.
As a result, associations are challenged more than ever before to retain membership, market to prospective members, and raise revenue. Rather than negotiate and haggle your way back to the top using traditional methods, learn revolutionary membership models to put your association on the fortune-making fast-track. These concepts will help your association build a sustainable, prosperous, next generation association that will corner the marketplace and keep members coming back for more.
In this presentation you will learn how the definition and delivery of membership is changing and how to:
•   Prove your association’s value and provide a must-have membership;
•   Eliminate the competition and corner the market;
•   Determine which membership model provides the most income potential; and
•   Measure the value of, and demand for, your association’s membership benefits.

10:00–10:30 a.m.  Networking Break/Meet Your Sponsors
10:30–11:30 a.m.  Knowledge-Building Breakout Sessions
Strategic Membership Plan
Sarah Sladek, Founder of XYZ University and Author of “The End of Membership as We Know It”
Introduced by Ann Murphy, Bar Association of San Francisco, Communications Section Executive Council Member
Learn the trigger points for getting members to join and renew, and the critical survival tools your association needs to survive and grow in the “new economy.” Sarah Sladek has developed some of the most successful strategic plans in the industry — which have been known to increase membership for associations as much as 13% in just one year. In this brief session, Sarah will direct you to your fastest, most streamlined path to increased profits and membership and show you how to develop a one-page strategic membership growth plan for your bar association. Her approach simplifies and streamlines the typical strategic planning process to ensure immediate results.

Get My Website Found!
Natalie Henley, Marketing Manager for Volume 9
Introduced by Holly Priestner, State Bar of Texas Communications Division Director
Bar association websites provide valuable information for attorneys and members of
the public—but how can you be sure that your audience is finding you? On the Internet, people only see what search engines point to, and competition for the top spots is fierce. So how do you ensure that your bar association gets found? Join Natalie Henley as she demystifies the world of search engine optimization through an easy to understand, no “geek” speak presentation. Your head will be buzzing with new ideas and a greater understanding of how search engines find you, including tangible steps you can take to direct a successful online marketing campaign. Natalie will walk you step-by-step through creating a keyword strategy and optimizing your website so that your website gets found.

11:45 a.m.–12:45 p.m. Knowledge-Building Breakout Sessions

Secrets of Association Branding
Pecanee Eby, Marketing and Brand Specialist, brandmentoring™
Introduced by Kelley Jones King, State Bar of Texas Deputy Executive Director and Past Section Chair

Learn the secrets of building a strong association brand you (and members) will be proud to represent. In this interactive session, we will examine the keys to strong association brands and determine where you need to focus your energy and resources. Get introduced to a simple, three-bucket messaging format to help you focus your campaign messages. And learn about what makes some brands memorable and others mediocre. This session is recommended for those who struggle with a blah brand or bland member messages.

Content Advisory: Our Digital Future
Panel Presenters include Tim Eigo, Arizona Magazine Editor; Kerstin Firmin, Contra Costa County Bar Association Communications Coordinator; Joyce Hastings, State Bar of Wisconsin Publications Director; and Ann Murphy, Bar Association of San Francisco Communications and PR Director

You know that gap between print and digital we’re supposed to close every day? Panelists in this session explore ways to create and distribute valuable digital content to fill it. Topics will include:
  • Channels like news centers and blogs to share information and burnish your brand
  • Unique content to engage readers—and generate ad revenue
  • The tweet-valanche of information we’re expected to distribute
  • Tools to manage and track print, digital and social content
  • Changes to our planning and publishing cycle
  • Integrating your own association/industry research
  • Developing new skills with limited resources

12:45–1:45 p.m. Buffet Lunch

1:45–2:45 p.m. Knowledge-Building Breakout Sessions

Red Rover, Red Rover – C’mon Over for New Web Ideas
Panel Presenters include Sarah Coole, State Bar of Georgia; Pat Yevics, Maryland State Bar Association; Barry Kolar, Tennessee Bar Association; and Jenna Grubb, Toledo Bar Association

With attention moving to mobile apps, social media and the next great thing, keeping your website relevant and useful is a big challenge for many bars. Redesigns incorporating sophisticated content management systems are costly and the staffing needed to support and feed the sites may not fit the model we’ve been using. This round-table discussion will explore what role your website should be playing for your bar, how to get it there, and how to maintain it. Join your colleagues for a lively session of give-and-take.

Talk Back with the Media

Ever wondered why that press release you sent seemed to get lost in the shuffle or how...
to build a better relationship with a reporter? We’ll take your questions (some in advance and some live) about working with the media and sharing your association’s message, and get answers, tips and advice from this group of local media experts.

2:45–3 p.m.  Break
3–4 p.m.  Beer ‘n’ Bull Session: Communications Futurology
Moderated by Kevin Ryan, Vermont Bar Association Director of Education and Communication
Introduction of Gold Sponsor Higher Logic
Past Section Chair Kevin Ryan will set the table with Colorado micro brews then let you fill up on a menu of new ideas, emerging technologies and bar-tested projects. You’ll be able to choose a sampling of topics from the menu below to satisfy your thirst for knowledge.
Round Table Topics:
• Going Mobile: It’s More Than Just Apps and QR Codes
• Turning the Page: What’s the Latest on Print vs. Electronic Publications?
• Making Movies: Using Video to Inform Members and the Public
• Death and Transfiguration: Media Relations After Newspapers
• What’s LinkedIn Got to Do with It? How Bars Can Use the Latest Social Media
• Days of Future Passed: Fitting Social Media into Your Busy Schedule

6:30 p.m.  Dine-Arounds
Gather with colleagues for dinner at one of Denver’s great restaurants. Cost of dinner is not included in your registration fee. Sign up at the registration desk.

Friday, October 12
8:30 a.m.—12 p.m.  Registration
8:30–9 a.m.  Breakfast
9–10:30 a.m.  Knowledge-Building Breakout Sessions
Guilty Pleasures of an Effective Writer: Knowing the Audience, Styleguides and Editing
Panel Presenters include Don Elfant, Elfant Marketing and freelance writer, and Dawn McKnight, Continuing Legal Education in Colorado, Inc. Publications Director.
Moderated by Kat Hinson, Austin Bar Association Director of Communications.

As bar staff, how do we ensure that our messages are landing the way we intend with the myriad audiences we approach each day? In this session, learn to quickly analyze your audience before you write to ensure effective communication. Discover how to identify the objectives and desired results of a particular written communication and how to tailor your message to most effectively meet those objectives. Learn editing and proofing strategies and how misused grammar is often the biggest challenge to clear writing. Find out why using a styleguide is important and how to produce one for your organization.

Managing Information Overload
Catherine Sanders Reach, Chicago Bar Association Director of Law Practice Management and Technology
Introduced by Sharon Nolan, Chicago Bar Association, Communications Section Chair
Bar staff are bombarded with information from many channels: email, letters, magazines, the web, social media . . . ! In this program we will focus on how to manage email, and use tools that help store, sort, and search through all the information you receive so that you can retrieve it when you need it—your own personal knowledge management!

10:30–10:45 a.m.  Break
10:45–11:45 a.m. **Knowledge-Building Breakout Sessions**

**(Re)Building Your Blog**
Merrilyn Astin Tarlton from Attorney at Work

Introduced by Heather Clark, Colorado and Denver Bar Associations Director of Communications and Marketing

Using the real life example of Attorney at Work, Partner/Catalyst Merrilyn Astin Tarlton will explore the case study to show how to create and manage a multi-author blog. She will discuss building readership, creating interaction, creating presence, content development, daily blog management and more. Plan to take good notes so you can head home with a plan to launch or spruce up your own bar blog!

**App-timization: Your Members Are Ready for the Mobile Web—Are You?**
Dan Kittay, Kittay New Media

Introduced by Christine Cendagorta, Washoe County Bar Association Executive Director

Studies show that 20 percent of all web traffic now comes from mobile devices. Your members, and the public, will expect you to provide information in mobile-friendly formats, such as apps and websites that can reformat your content based on the device that’s accessing it. Are you ready for them?

In this session, web developer and NABE veteran Dan Kittay will show you the ins and outs of developing mobile apps, and optimizing your regular website to look good on any device or PC. He’ll show samples of what other bars have done, and also offer suggestions on features and technologies to consider adding to your efforts. And as a bonus, he’ll translate all that tech talk into English!

12–2 p.m. **Luminary Awards Luncheon**

Sponsored by FastCase

Celebrate the good works of your colleagues during the annual Luminary Awards Luncheon where awards will be given for the top communications projects from the past year as judged by a jury of your peers.

2–3:30 p.m. **Mingling with the Stars**

Rub elbows with the Luminary Stars, see the winning projects, and hear the stories behind their award-winning work.

6:30 p.m. **Friday Night Dine-Arounds**

Gather with colleagues for dinner at Denver’s oldest restaurant, The Buckhorn Exchange. Cost of dinner is not included in your registration fee. Sign up at the registration desk.

See you in Portland, Oregon, in October 2013!
Registration Form

Workshop Attendee Information. (One form per person, please.)

Name: ________________________________________________________________________________________________

Bar Association/Employer: ______________________________________________________________________________

Position/Title: __________________________________________________________________________________________

Address: ______________________________________________________________________________________________

City: _________________________________ State: ______________________ Zip: ________________________________

Phone: ________________________ Fax: _______________________ E-mail:______________________________________

Guest Name(s): ________________________________________________________________________________________

Special needs or accommodations: ________________________________________________________________________

Registration Fee. (Check the appropriate amount below). Fees below are per person (section & non-section members) and include: a reception, two breakfasts, two lunches, one group event with dinner, admission to all workshop sessions and related educational materials.

☐ $250 Early-Bird Communications or Former IT Section Member. Registration form & payment received by Sept. 18.
☐ $300 Early-Bird Non-Section Member*. Registration form & payment received by Sept. 18.
☐ $350 Communications or Former IT Section Member. Registration form & payment received after Sept. 18.
☐ $400 Non-Section Member*. Registration form & payment received after Sept. 18.

*Membership in the Section is $35. To join NABE and/or the Section, go to www.nabenet.org.

Friday Luminary Lunch. Three choice option for lunch.

☐ Fresca Penne Pasta—Penne pasta and heirloom tomato mushroom ragout with chiffonade of basil and shaved parmesan
☐ Chicken Florentine—Roasted spinach and Colorado goat cheese stuffed chicken breast, roast chicken jus, string beans, olive oil smashed new potatoes
☐ Mustard and Chive Crusted Salmon—Baby bok choy, ginger beurre blanc, roasted new potatoes

Special dietary needs: __________________________________________________________________________

Bringing a Guest? For an extra fee, guests accompanying registered workshop attendees can join us for a walking city tour of Denver on Oct. 10. Guests can also join us for lunch on Oct. 11 and at the Luminary Luncheon on Oct. 12.

☐ $60 Wednesday Group City Tour. Guest name(s): _________________________________________________
☐ $50 Thursday Group Lunch. Guest name(s): ______________________________________________________
☐ $55 Friday Luminary Lunch. Guest name(s): ______________________________________________________

Friday Meal Choice and Special dietary needs: _____________________________________________________

$ ____________Total Enclosed

Registration Policies:

NABE Membership: NABE Membership is not required for attendance.

Late Registrations: Registrations received after Sept. 18 will be accepted to the degree additional registrants can be accommodated. However, registrations received after Sept. 18 may not be included on the printed list of registered attendees.

Cancellations: There will be a full refund for cancellations received before Sept. 18; a fee of $25 for cancellations received after Sept. 18 through Sept. 28, will be assessed. For cancellations after Sept. 28 but before the first day of the program, refunds of 50% of registration and/or guest event fees will be made. No shows, will not receive a refund.

To Register by Mail: Send this registration form with your check or money order payable to “National Association of Bar Executives” so they are received by Sept. 18. Send to: Tondanisha Tomlinson • NABECOMM 2012 Registration • ABA Division for Bar Services • 321 N. Clark Street, 16th Floor • Chicago, IL 60654 • tondanisha.tomlinson@americanbar.org

Online Registration: Register online beginning Friday, June 22 by visiting www.nabenet.org.
Thank You to Our Sponsors!

Platinum

[Fastcase Logo]
[FIG LEAF SOFTWARE Logo]

Gold

[CLIO Logo]
[Higher Logic Logo]

Silver

[LAWPAY Logo]

Bronze

Attorney at Work  National Affinity Services  National Purchasing Partners  State Bar of Texas

In-Kind

Chicago Bar Association  ElectionsOnline  Volume 9  Walsworth Print Group