

A vibrant photograph of the Omaha skyline. In the foreground, a calm river reflects the sky and buildings. A stone bridge with a metal railing spans the river. Lush green trees line the riverbanks. In the background, several skyscrapers rise against a bright blue sky with scattered white clouds. The most prominent building is a tall, white, cylindrical skyscraper. To its left is a shorter, reddish-brown building. To its right is a modern building with a green glass facade. The overall scene is bright and sunny.

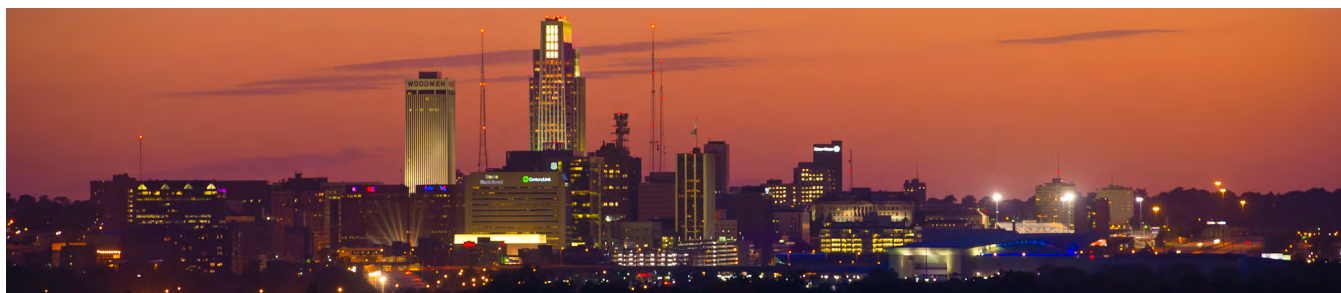
# OMAHA WE DON'T COAST®

**We Host!**  
**#NABECOMM18**  
**October 3-5, 2018**

**NABE Communications Section Workshop**  
Hilton Omaha  
Early Bird Registration Ends August 31.  
Hotel Cut-Off is September 11.



# Letter from the Workshop Co-Chairs



**Tim:** Welcome to Omaha, communications professionals! We hope that—

**Sam:** Uh, Tim, excuse me ...

**Tim:** —you are as excited as we are to gather in this beautiful city on the Missouri River—

**Sam:** Do you think ...

**Tim:** Sam, we're greeting attendees to #NABECOMM18. Can this wait?

**Sam:** I guess, but I just thought — never mind.

**Tim:** No, that's OK, what's up?

**Sam:** No, I didn't mean to interrupt ...

**Tim:** Is this that Midwestern civility I've heard so much about? Come on, Sam, spill it.

**Sam:** Well, I hate to say it, but ... do people even read the opening letter in conference brochures?

**Tim:** Um, what?

**Sam:** I'm just saying, don't they just flip to the schedule?

**Tim:** I guess, maybe. But ... tradition, Sam!

**Sam:** Oh. OK.

**Tim:** Well, that sounded cryptic. You disagree?

**Sam:** It's just that NABE Communications members always say our products have to "evolve" ...

**Tim:** Uh-huh.

**Sam:** And that sticking to "the way we've always done things" is backward.

**Tim:** Okaaaay ...

**Sam:** And that "hanging onto the past" is what you do if you lack better ideas.

**Tim:** Gotcha. Ouch.

**Sam:** But, please continue.

**Tim:** Well, Sam, my friend, what do you propose?

**Sam:** Maybe mention the highlights quickly. And put them in **bold**. And give folks the **inside page numbers to read more** — because ... they can read, right? Just a thought.

**Tim:** So mentioning we're in the beautiful **Hilton Omaha** (p. 18), in the heart of a vibrant downtown and near recreational activities? And that our Wednesday night event is at the world-class **Omaha's Henry Doorly Zoo and Aquarium** (p. 7)?

**Sam:** Yeah, like that. And add that there are **14 educational sessions** including **making print engaging** (p. 7), channeling your **social media storyteller** (p. 9), and **mental health awareness** (p. 9)—

**Tim:** —all curated by our talented **Program Committee**, led by the creative **Brandon Vogel**.

**Sam:** And we have to thank the **Sponsorship Committee**—

**Tim:** —helmed by the stellar **Carissa Long**.

**Sam:** I think you're getting the hang of this, Tim.

**Tim:** Thanks, Sam! And we can't hang it up—

**Sam:** I see what you did there.

**Tim:** —until we plug our positively pleasing **plenary presenters**—

**Sam:** Please stop that.

**Tim:** —the perfectly picked association pro **Elizabeth Derrico** (p. 5) and humorist-at-law **Sean Carter** (p. 4).

**Sam:** So attendees will be smiling. Should they be dressed up?

**Tim:** That's a hard No. The Workshop is casual. No jackets or ties needed.

**Sam:** Hmmm. How about bolo ties?

**Tim:** Sam, I like your style. Bring us on home.

**Sam:** My pleasure! **Welcome to Omaha, NABE Communications Section** — we're glad to see you!



## TIM EIGO

Chair-Elect, NABE Communications Section  
Co-Chair, 2018 NABECOMM Workshop  
Editor, *Arizona Attorney Magazine*  
*State Bar of Arizona*



## SAM CLINCH

Co-Chair, 2018 NABECOMM Workshop  
Associate Executive Director  
*Nebraska State Bar Association*

# Workshop Overview

## TUESDAY | OCTOBER 2

2-5 pm	Registration
3:30-4:30 pm	Communications Section Council Meeting
5-6:30 pm	Early Arrivals Reception
6:30 pm	Communications Section Council Dinner
6:30 pm	Dinner on your own

## WEDNESDAY | OCTOBER 3

11:30 am-5 pm	Registration
11:30 am-5 pm	Exhibits
12-12:30 pm	Welcome & Introductions
12:30-1:45 pm	<b>Opening Plenary:</b> <i>Nice Associations Finish First</i>
1:45-2:15 pm	Sponsor Break
2:15-3:15 pm	<b>Breakout Sessions</b> <ul style="list-style-type: none"><li>• <i>Beyond CLE: How Value-Added Programming Enhances Member Experience</i></li><li>• <i>What Do We Do Now? How to Craft and Use a Crisis Communications Plan</i></li></ul>
3:15-3:45 pm	Sponsor Break
3:45-4:45 pm	<b>Breakout Sessions</b> <ul style="list-style-type: none"><li>• <i>Print is the Solution, Not the Problem</i></li><li>• <i>Website Redesigns and Trends</i></li></ul>
6-9 pm	Dinner Event



## Explore Omaha

Visit [www.visitomaha.com](http://www.visitomaha.com) for a complete guide to everything Omaha offers.

## THURSDAY | OCTOBER 4

8 am-3 pm	Registration
8 am-4 pm	Exhibits
8-9 am	Breakfast
9-10:15 am	<b>Plenary:</b> <i>Finishing the Hat: Leadership Lessons from the Creative Realm</i>
10:15-10:45 am	Sponsor Break
10:45-11:45 am	<b>Breakout Sessions</b> <ul style="list-style-type: none"><li>• <i>How to Thrive-Not Just Survive-When It Comes to Trending Issues</i></li><li>• <i>How to Effectively Email Your Members Without Blowing Up Inboxes</i></li></ul>
12-1 pm	Networking Lunch
1:15-2:15 pm	<b>Breakout Sessions</b> <ul style="list-style-type: none"><li>• <i>Everything You Wanted to Know About Mental Health but Were Afraid to Ask</i></li><li>• <i>Get Your Story Right</i></li></ul>
2:15-2:45 pm	Sponsor Break
2:45-3:45 pm	<b>Breakout Sessions</b> <ul style="list-style-type: none"><li>• <i>The Analytics that Matter (and How to Share Them With Your Leaders)</i></li><li>• <i>Diversity in Action: DEI as a Content Strategy</i></li></ul>
4-5:30 pm	Beer & Bull
7 pm	Dine-Arounds

## FRIDAY | OCTOBER 5

8-9 am	Registration
8 am-12 pm	Exhibits
8:30-9:45 am	Breakfast/ <i>Lightning Round-30 Ideas in 30 Minutes</i> /Section Business
9:45-10 am	Sponsor Break
10-11:15 am	Luminary Award Presentation
11:15-11:30 am	Final Sendoff
11:30 am-12	Luminary Awards Gallery

## Wednesday Keynote Speaker

**SEAN CARTER**  
@lawhumorist

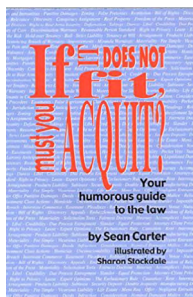


**Sean Carter** graduated from Harvard Law School in 1992. His 10 years of legal practice focused on corporate securities and mergers and acquisitions. During this time, he represented such clients as GNC, Experian, The Boston Beer Company, Homeside Lending, Safelite Auto Glass, J. Crew and many others. Most recently, he served as in-house counsel to a publicly-traded finance company.

In 2002, Mr. Carter left the practice of law to pursue a career as the country's foremost Humorist at Law. Since then, Mr. Carter has crisscrossed the country delivering comedic professional educational seminars for more than 250 organizations in three dozen states.

Mr. Carter is the author of the first-ever comedic legal treatise -- *If It Does Not Fit, Must You Acquit?: Your Humorous Guide to the Law*. His syndicated legal humor column has appeared in general circulation newspapers in more than 30 states and his weekly humor column for lawyers appeared in the ABA e-Report from 2003 to 2006.

Mr. Carter lives in Mesa, Arizona with his wife and four sons.





## Thursday Keynote Speaker

**ELIZABETH DERRICO**

@execsb



**Elizabeth Derrico** is an unabashed fan of the NABE Communications Section, owing much of her career success to the lessons learned there and the relationships formed. She attended her first NABE Communications Workshop in 1985 in Seattle and made her first presentation in 1986 in Charleston on the wonders of desktop publishing.

She is the principal of Elizabeth Derrico & Associates, a consulting firm focused on building the organizational capacity of associations, foundations, and other non-profits. She spent more than 30 years in the trenches as a bar association professional with the ABA Division for Bar Services and the New York State Bar Association (NYSBA). Although Elizabeth's recollections of life before bar work are dim, she does recall donning a cap and gown to receive a B.A. from Wheaton College (MA) and a MAPP from the University at Albany.

# Workshop Schedule



The "Bob" - Bob Kerrey Pedestrian Bridge

## TUESDAY | OCTOBER 2

2-5 pm	Registration
3:30-4:30 pm	Communications Section Council Meeting
5-6:30 pm	Early Arrivals Reception
6:30 pm	Communications Section Council Dinner
6:30 pm	Dinner on your own

## WEDNESDAY | OCTOBER 3

11:30 am-5 pm	Registration
11:30 am-5 pm	Exhibits
12-12:30 pm	Welcome & Introductions
<b>Tim Eigo</b> , NABE Communications Section Chair/Workshop Co-Chair	

12:30-1:45 pm

**Opening Plenary:**  
**Nice Associations Finish First**

**Sean Carter**

It's been said that nice guys finish last. And while that might be true in the rough-and-tumble arenas of politics, professional prize fighting and marriage, nothing could be further from the truth in running a professional association. Nice associations finish first ... and so do their members!

In this offbeat seminar, Sean Carter uses humor to stress the importance of not only being "nice," but also providing members with the essential benefits of association membership:

- Networking opportunities
- Interesting experiences
- Charitable endeavors
- Educational programs

1:45-2:15 pm

**Sponsor Break**

Recharge with a drink and snacks as you visit with vendors. Learn about various product solutions for your association. While you're there, drop off your business card to enter prize drawings. (Must be present to win.)



# Workshop Schedule

## 2:15-3:15 pm Breakout Sessions

### A Beyond CLE: How Value-Added Programming Enhances Member Experience

**Lorrie Benson**, *Section Facilitator and Publications Director, Nebraska State Bar Association*

**Amanda Farris**, *Manager of Brand and Publications, Kansas City Metropolitan Bar Association*

**Karen Korr**, *Director of Outreach Strategy and CCO, San Diego County Bar Association*

**Russell Rawlings**, *Director of External Affairs and Communications, North Carolina Bar Association*

Moderator: **AnnMarie Thomas**, *Director of Membership, Communications and Events, Kansas City Metropolitan Bar Association*

Lawyer engagement is a changing landscape. Join us for a conversation with association leaders who are providing new opportunities to lawyers, helping them grow as professionals. Hear about association programs that teach social media skills, give advice on writing press releases and award submissions, and other value-added programming that meets new member needs and continues to increase association relevance in the legal community.

### B What Do We Do Now? How to Craft and Use a Crisis Communications Plan

**Farrah Fite**, *Media Relations Director, The Missouri Bar*

**Matthew Page**, *Communications Director, Utah State Bar*

**Gina Pappas**, *President, Albers Communications Group, Omaha, NE*

Moderator: **Amy Starnes**, *Public Information Director, State Bar of Texas*

Experts discuss how a thorough crisis communications plan can direct action and keep bar leaders focused on a clear path through any disaster — man-made or otherwise. Learn the do's and don'ts from pros who have faced crises and survived.

## 3:15-3:45 pm Sponsor Break

Fuel up on coffee and snacks while visiting with vendors. Additional prize drawings will be held...you must be in attendance to claim your prize!

## 3:45-4:45 pm Breakout Sessions

### A Print is the Solution, Not the Problem

**Tim Eigo**, *Editor, State Bar of Arizona*

**Todd Lemke**, *Publisher, The Omaha Magazine*

**Jennifer R. Mason**, *Assistant Director of Communications, State Bar of Georgia*

Moderator: **Evann Kleinschmidt**, *Director of Communications, State Bar of New Mexico*

Is print really dead? We certainly don't think so! But the industry (and its readers) has been changing. This session will include examples and tips from publications that are thriving today. Other topics include recognizing stale content, reframing content for today's audience, bolstering your print publications with electronic content, and more ideas for you to steal and use as soon as you get home. Plus — hear tips for convincing your board and leadership that change isn't a bad thing!

### Website Redesigns and Trends

**B Sarah Coole**, *Director of Communications, State Bar of Georgia*

**Cynthia Kincaid**, *Chief Marketing Officer, Ohio State Bar Association*

**Michael White**, *Communications Manager,*

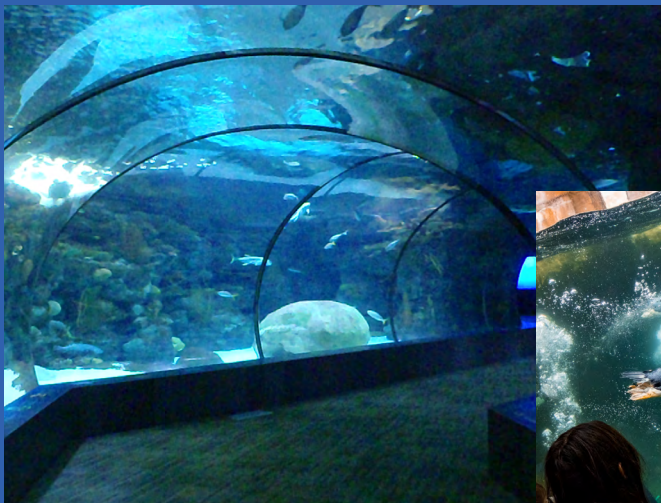
*San Fernando Valley Bar Association*

Learn from your peers in the trenches of website redesigns! Hear from past Luminary Award winners about their dos and don'ts of hiring vendors, using digital engagement platforms, and much more. Get practical guidance on re-launching your site and what is important for your members.

## 6-9 pm Dinner Event

Explore the bottom of the ocean with fellow attendees Wednesday night and come nose to nose with sea turtles as sharks circle above you at **Omaha's Henry Doorly Zoo and Aquarium**. Dinner will be served in the 70-foot-long tunnel, known as the Shark Reef, part of the Suzanne and Walter Scott Aquarium.

The Suzanne and Walter Scott Aquarium features naturalistic displays of aquatic habitats from polar regions, temperate oceans, coral reefs and the Amazon. Guests also encounter ocean birds, including Antarctic penguins, tufted puffins and common murrelets, jelly fish, eels, crabs and other ocean animals throughout the Aquarium.



# Workshop Schedule

## OMAHA POINTS OF INTEREST

The **Old Market Entertainment District** features some of Omaha's most vibrant nightlife. The cobblestone streets are lined with unique boutiques, quirky shops, antique emporiums and dozens of local restaurants and pubs.

Consistently at the top of the "World's Best Zoo" lists, **Omaha's Henry Doorly Zoo & Aquarium** brings visitors face to face with over 900 different species of animals. Explore the world's largest indoor desert inside the world's largest geodesic dome, next to America's largest indoor rainforest. New in 2016, the largest project in zoo history - African Grasslands. The \$70 million project spans 28 acres and includes a full-immersion outdoor habitat featuring panoramic views and beautiful vistas teeming with African wildlife.



The **Joslyn Art Museum** features work from antiquity to the present, with an emphasis on 19th and 20th century European and American art. Highlights of the permanent collection include works by Edgar Degas, Claude Monet and Jackson Pollock. Free admission.

**Hot Shops Art Center** is "home of all that is molten." A thriving, ultra-hip art scene where you can witness cutting-edge art by more than 80 artists in a unique warehouse atmosphere.

The **Bob Kerrey Pedestrian Bridge ("Bob")** S-curves its way across the Missouri River. Bob is the first pedestrian bridge to link two states and connects over 150 miles of trails. The Nebraska-Iowa border runs right through Bob, so you can actually stand in two states at the same time - it's called "Bobbing." Talk to Bob on Twitter (@bobtbridge).

Escape the ordinary while strolling through over 100 acres of botanical beauty at **Lauritzen Gardens**. Enjoy the gardens year-round inside the 20,000 sq ft. conservatory filled with a fantastic collection of unusual and rare plant life.



## THURSDAY | OCTOBER 4

8 am-3 pm

Registration

8 am-4 pm

Exhibits

8-9 am

Breakfast

9-10:15 am

Plenary:

**Finishing the Hat: Leadership**

**Lessons from the Creative Realm**

**Elizabeth Derrico**

We often confuse leadership with title. Every day "another hundred people get off of the train and are looking around" for an opportunity to lead. This session will look at leadership skills that help us succeed as communicators in having a seat at the table. We'll take our inspiration for these lessons from the American musical theater canon.

10:15-10:45 am

Sponsor Break

**A** 10:45-11:45 am

Breakout Sessions

**How to Thrive—Not Just Survive—When It Comes to Trending Issues**

**Elizabeth Derrico**, *Principal, Elizabeth Derrico & Associates*

**Farrah Fite**, *Media Relations Director, The Missouri Bar*

Lawyers are guardians of the Constitution, and many turn to those in the legal profession when questions involving one's rights rise to the forefront. From officer-involved shootings and #BlackLivesMatter to the #MeToo Movement, immigration and more, bar communications professionals shape the voices that provide answers for when the law and life intersect. This panel will give tips on how to anticipate newsworthy issues that may entangle your bar and how to be proactive in your communications approach to sensitive but trending issues.

**B**

**How to Effectively Email Your Members Without Blowing Up Inboxes**

**Alysha Adamo**, *Communications Manager,*

*Connecticut Bar Association*

**Kerstin Firmin**, *Director of Communications & Public Relations,*

*Bar Association of San Francisco*

**Carol Manning**, *Communications Director, Oklahoma Bar Association*

**Jenny Taylor**, *Senior Manager of Managed Services, Higher Logic*

Moderator: **Brian Knovich**, *Director of Marketing and Media Relations, Allegheny County Bar Association*

It's a classic catch-22. Members complain about receiving too many emails from the bar, yet sending that one more email often yields results. How do you find the right balance? And, even more tricky, how do you say "no" when enough is enough? The panel – which features bar association communication pros as well as a guru from an email marketing vendor – will tackle these questions. Panelists will explore some bar association best practices, recent changes that have brought about positive results, industry trends and other helpful tips.



# Workshop Schedule

12-1 pm      **Networking Lunch**

1:15-2:15 pm      **Breakout Sessions**

**A Everything You Wanted to Know About Mental Health but Were Afraid to Ask**

**Terry Bentley Hill**, *Law Office of Terry Bentley Hill*  
**Kelly Rentzel**, *General Counsel, Texas Capital Bank*  
**Chelsea Schutter**, *Treatment Officer for Adult Probation, Nebraska Probation Office*  
Moderator: **Nick Hansen**, *Communications Specialist, Hennepin County Bar Association*

It's no longer a secret. The legal profession has a significant problem with mental health issues. According to a 2016 study done by the ABA and Hazelden, attorneys experience symptoms of depression, anxiety, and stress at significant rates. Bar associations need to know how to address these issues. This panel will feature three professionals who are well versed in mental health issues. They will guide you through how to discuss mental health in your publication, how to navigate the nuances of mental health, and answer any questions you have.

**Get Your Story Right**

**Adam Faderewski**, *Associate Editor, Texas Bar Journal, State Bar of Texas*  
**Hannah Kiddoo**, *Media Writer, Missouri Bar*  
**Karen Korr**, *Director of Outreach Strategy and CCO, San Diego County Bar Association*  
Moderator: **Patricia McConico**, *Managing Editor, State Bar of Texas*

Today's Instagram and Snapchat are so much more than just a photo and caption. This session focuses on the newest and most dynamic features, including stories, filters, lenses, editing tools, polls, stickers, and more—plus how to measure what's working and what's not. Experts and newbies will benefit from the knowledge shared by users who are getting it right.

2:15-2:45 pm      **Sponsor Break**

## MORE TO DO IN OMAHA

**KANEKO** was founded with the mission of exploring creativity across the whole spectrum of human activity—including art, science, philosophy, entrepreneurship, urban planning, and education. Established in three refurbished historic warehouses in Omaha's Old Market by internationally renowned sculptor Jun Kaneko and his wife Ree, KANEKO was conceived of as "open space for your mind." KANEKO's galleries are FREE and open to the public.



TD Ameritrade Park - home of the College World Series

2:45-3:45 pm      **Breakout Sessions**

**A The Analytics that Matter (and How to Share Them With Your Leaders)**

**Jason Cecil**, *Chief Technology Officer, The Missouri Bar*  
**Jenny Taylor**, *Senior Manager of Managed Services, Higher Logic*  
**Brandon Vogel**, *Social Media and Web Content Manager, New York State Bar Association*  
Moderator: **Mandy Wren**, *Executive Director, Richland County Bar Association*

Analytics give us the ability to know who is engaging with our platforms, their preferences and who they shared our content with, but how do you dissect all that information and put it to use to continuously improve your communications strategies? This panel of tech-savvy leaders will cover which metrics are most important, how to use that data to improve your outcomes, and how to share your analytics with your leaders so they understand what it means for your bar's communications success.

**B Diversity in Action: D&I as a Content Strategy**

**Landry Butler**, *Publications and Advertising Coordinator, Tennessee Bar Association*  
**Joyce Hastings**, *Communications Director, State Bar of Wisconsin*  
**Athena Hollins**, *Diversity and Inclusion Director, Minnesota State Bar Association*  
**Jonathan Puente**, *Director of Diversity and Inclusion, Oregon State Bar*

When they arrive in the mail or in your members' inboxes, your communications are a symbol of how well your bar association is pursuing diversity and inclusion. Learn how to move beyond good intentions to create a diversity and inclusion content strategy that helps ensure your communications reflect the rich diversity of your membership.

# Workshop Schedule

## 4-5:30 pm Beer & Bull

**Lowell Brown**, *Communications Division Director, State Bar of Texas*  
**Patricia McConnico**, *Managing Editor, State Bar of Texas*

If it's a NABECOMM Workshop, there will be beer and bull! Chat with other attendees about hot association-related topics and best practices in this speed networking format.

## 7:00 pm Dine-Arounds (Meet in hotel lobby at 6:30)

Home of the Reuben sandwich and the bone-in ribeye, Omaha has some great restaurants to check out. Sign-up onsite at the meeting (registration desk) for the restaurant of your choosing for an evening of fellowship and food with your fellow attendees. Dinners are Dutch-treat.

### Blue Sushi Sake Grill

416 S 12th St.

Blue Sushi Sake Grill unites creative ingredients with energetic vibes, premium cold sake with happy moments to give you a fresh and fun new way to experience sushi. It's the most popular sushi in Omaha.

### 801 Chophouse at the Paxton

1403 Farnam St.

Sharp, white-tablecloth spot serving a menu of upscale steakhouse classics including fresh seafood. Close to the Wicked Rabbit speakeasy for an after-dinner drink.

### Jams American Grill

1101 Harney St.

You may recognize this restaurant from its recent use in the Alexander Payne movie *Downsizing*. The fare is upscale American, with a great selection of dinner salads.

### Le Bouillon

1017 Howard St.

With a wide wine selection and an emphasis on seafood, Le Bouillon is located in the heart of the Old Market and provides the backdrop for a great evening in Omaha.



Le Bouillon

## FRIDAY | OCTOBER 5

### 8-9 am Registration

### 8 am-12 pm Exhibits

### 8:30-9:45 am Breakfast/Lightning Round- 30 Ideas in 30 Minutes/ Section Business

**Dominick Alcid**, *Director of Membership and Marketing, Federal Bar Association*

**Landry Butler**, *Publications and Advertising Coordinator, Tennessee Bar Association*

**Nick Hansen**, *Communications Specialist, Hennepin County Bar Association*

**Karen Korr**, *Director of Outreach Strategy and CCO, San Diego County Bar Association*

**Carol Manning**, *Communications Director, Oklahoma Bar Association*

Before the mimosas start flowing, join us for an overview of the section's activities and get a preview of NABECOMM19. One lucky workshop attendee will also win a complimentary meeting registration to next year's Workshop.

To change things up, we also have a fast-paced lightning round on tap. Five panelists from all points of their careers will answer questions on a wide range of topics including technology, tips for productivity, lessons learned. Be prepared for equal parts fun and practical advice that will leave you feeling energized long after the workshop.

### 9:45-10 am Sponsor Break

### 10-11:15 am Luminary Award Presentation

Luminary Chair: **Tracey DeMarea**, *Executive Director, Johnson County Bar Association*

The capstone of every NABECOMM Workshop, our Luminary Awards Brunch will celebrate "the best-of-the-best" in communications projects. We'll also recognize two Section members with our prestigious Anne Charles Award, for service to the Communications Section, and the E.A. Wally Richter Award, the section's highest honor. Whether winner or attendee, help us salute these outstanding achievements.

### 11:15-11:30 am Final Sendoff

### 11:30 am-12 Luminary Awards Gallery



# The Team

## SECTION COUNCIL

**Heather Folker**

*Chair, Colorado & Denver Bar Associations*

**Tim Eigo**

*Chair-Elect, State Bar of Arizona*

**Dominick Alcid**

*Treasurer, Federal Bar Association*

**Carissa Long**

*Secretary, Indiana State Bar Association*

**Russell Rawlings**

*Immediate Past Chair, North Carolina Bar Association*

**Danielle Boveland**

*Council Member, Louisiana State Bar Association*

**Lowell Brown**

*Council Member, State Bar of Texas*

**Sarah Coole**

*Council Member, State Bar of Georgia*

**Karen Korr**

*Council Member, San Diego County Bar Association*

**Patrick Tandy**

*Council Member, Maryland State Bar Association*

**Brandon Vogel**

*Council Member, New York State Bar Association*

## COUNCIL LIAISONS

**Kevin Ryan**

*Board Liaison, Monroe County Bar Association*

**Rebecca Green-Jablonsky**

*Staff Liaison, ABA Division for Bar Services*

## WORKSHOP COMMITTEE

**Tim Eigo**

*Section Chair-Elect/Workshop Co-Chair, State Bar of Arizona*

**Sam Clinch**

*Workshop Co-Chair, Nebraska State Bar*

**Carissa Long**

*Sponsorship Committee Chair, Indiana State Bar Association*

**Brandon Vogel**

*Program Committee Chair, New York State Bar Association*

**Lowell Brown**, *State Bar of Texas*

**Tracey DeMarea**, *Johnson County Bar Association*

**Farrah Fite**, *The Missouri Bar*

**Heather Folker**, *Colorado & Denver Bar Associations*

**Nick Hansen**, *Hennepin County Bar Association*

**Hannah Kiddoo**, *The Missouri Bar*

**Evann Kleinschmidt**, *State Bar of New Mexico*

**Brian Knavish**, *Allegheny County Bar Association*

**Patricia McConnico**, *State Bar of Texas*

**Jessica D. Smith**, *Dallas Bar Association*

**Amy Starnes**, *State Bar of Texas*

**AnnMarie Thomas**, *Kansas City Metropolitan Bar Association*

**Mandy Wren**, *Richland County Bar Association*

## THANK YOU TO OUR SPONSORS!

Platinum Level:



**Joe Patz**

[jpatz@fastcase.com](mailto:jpatz@fastcase.com)

Silver Level:



**Sales**

[sales@tabs3.com](mailto:sales@tabs3.com)



**Jessica McCoy**

[jessica@lawpay.com](mailto:jessica@lawpay.com)



**Elizabeth Neeley, Exec. Dir.**

[lneeley@nebar.com](mailto:lneeley@nebar.com)

Bronze Level:



**Steven Marciniak**

[smarciniak@trackbill.com](mailto:smarciniak@trackbill.com)



**Julie Berry**

[julie.berry@walsworth.com](mailto:julie.berry@walsworth.com)

Other/Special Thanks:



**Dave Sommers, Exec. Dir.**

[omahabarassociation@creighton.edu](mailto:omahabarassociation@creighton.edu)

# The Speakers



## ALYSHA ADAMO

Communications Manager  
*Connecticut Bar Association*

Alysha Adamo is the editor and communications manager at the Connecticut Bar Association. She manages the association's publications, including *Connecticut Lawyer* magazine and the *Connecticut Bar Journal*, and oversees the messaging and branding in the association's marketing and communications.



## DOMINICK ALCID

Director of Membership & Marketing  
*Federal Bar Association*

@\_dom\_

Dominick Alcid is the Director of Membership & Marketing at the Federal Bar Association. He has been a loyal NABE member for over 15 years and has served as a panelist, moderator, Committee Chair, and currently as Treasurer for the Communication Section Executive Council. His bar association experience covers section programming and marketing, membership recruitment and retention, affinity benefit programs, video project management, why are you still reading this, membership data analytics, advertising and sponsorship sales, no really if you don't stop reading he'll keep talking, leadership volunteer relations, non-dues revenue development, contract negotiation and compliance, honestly what is the word count on a speaker bio, liaison to organization consultants, ok now that one sounds made up, and value proposition refinement.



## LORRIE BENSON

Section Facilitator and Publications Director  
*Nebraska State Bar Association*

Lorrie Benson is the Nebraska State Bar Association Section Facilitator and Publications Director. Prior to joining the NSBA staff in 2014, she served as Assistant Director of the University of Nebraska Water Center, an instructor for the University Honors and Environmental Studies Programs, Senior Policy Advisor for The Groundwater Foundation, Executive Director of Community Action of Nebraska, and practiced law in rural Iowa, where she was also an elected county attorney.



## TERRY BENTLEY HILL

*Law Office of Terry Bentley Hill*  
Dallas, TX

@terrybent

Terry Bentley Hill is a criminal defense attorney in Dallas, Texas. Ms. Hill is a nationally recognized advocate for mental health awareness who devotes much of her practice to finding solutions for her clients suffering from mental illness and substance abuse in lieu of incarceration. Her passion for removing the stigma of mental illness and substance abuse resulted from the deaths of her husband and 14-year-old daughter to suicide.



## LOWELL BROWN

Communications Division Director  
*State Bar of Texas*

@lowellmbrown

Lowell Brown is the communications division director for the State Bar of Texas, where he oversees all aspects of State Bar communications including the *Texas Bar Journal*, [texasbar.com](http://texasbar.com), and social media. He previously worked as a reporter and editor at daily newspapers in the Dallas-Fort Worth area, where his work earned state and national awards for investigative and environmental reporting. Brown is a member of the National Association of Bar Executives and serves on the Communications Section Council. He has a bachelor's and master's degree in journalism from the University of North Texas and is a 2016 graduate of the Governor's Executive Development Program at the LBJ School of Public Affairs at the University of Texas at Austin.



## LANDRY BUTLER

Publications Coordinator  
*Tennessee Bar Association*

@landrybutler

Landry Butler is publications coordinator for the Tennessee Bar Association (TBA). He works on many of the print and online products produced by the TBA, including the award-winning *Tennessee Bar Journal*. Before coming to the TBA, Landry worked as a graphic design professional for more than 10 years, spending time at the local alternative newspaper and at two Nashville firms involved in health care education and intelligence. A graduate of Trevecca University with a bachelor of science degree in management and human relations, he is also active in the local community, having served on the board of the Plowhaus Artists' Co-op, as a founding member of the Untitled Artists' Group and as a facilitator in the Nashville Pledge Against Racism program.



# The Speakers



## JASON CECIL

Chief Technology Officer  
*The Missouri Bar*

Jason currently serves as the Chief Technology Officer for the Missouri Bar. Prior to that, he served as Chief Information Officer of a regional health system in Mid-Missouri where he oversaw all aspects of technology operations and strategy. Jason started his professional career as a web developer at Children's Mercy Hospital in Kansas City, where he oversaw the development and design of custom websites and applications.



## SARAH COOLE

Director of Communications  
*State Bar of Georgia*

@sicirish

Sarah Coole is the director of communications for the State Bar of Georgia, a 50,000-member mandatory bar in Atlanta, Ga. Her main responsibilities include webmaster of gabar.org, managing editor of the *Georgia Bar Journal*, and overseeing the Bar's other communications, marketing, public affairs and publication efforts. Sarah's been with the bar for 17 years, hired into the Communications Department as a fresh graduate of the University of Georgia. Go Dawgs! Married to Douglas, they have two great girls, Molly, 10, and Mia, 6.



## TRACEY DEMAREA

Executive Director  
*Johnson County Bar Association*

@traceydemarea

Tracey DeMarea is the Exec Director of the Johnson County Bar Association, Kansas, and Chair of the Luminary Awards. She's been an avid supporter and member of the NABE Coms Section since 2012, when she worked at KCMBA. She's passionate about homeless charities and prepares, cooks and serves meals for 60-120 people every weekend. She also curses like a sailor and drinks a lot of gin.... She keeps it real!



## TIM EIGO

Editor, *Arizona Attorney Magazine*  
*State Bar of Arizona*

@azatty

Tim Eigo is probably reading a print magazine right now – or tweeting, editing *Arizona Attorney Magazine*, co-writing the *Daily 5* legal newsletter, or writing more social-media content than is good for anyone. Before that, he edited and wrote at numerous publications, was an English major (remember those?), and earned a law degree back in the 20th century. He's practiced law in California but been told he's nice. He also serves as President of the Phoenix chapter of the Society of Professional Journalists. #RealNews. He's Vice Chair of the NABE Communications Section and in 2015 was honored with the Section's E.A. #Wally Richter Leadership Award. #NABEmore



## ADAM FADEREWSKI

Associate Editor  
*State Bar of Texas*

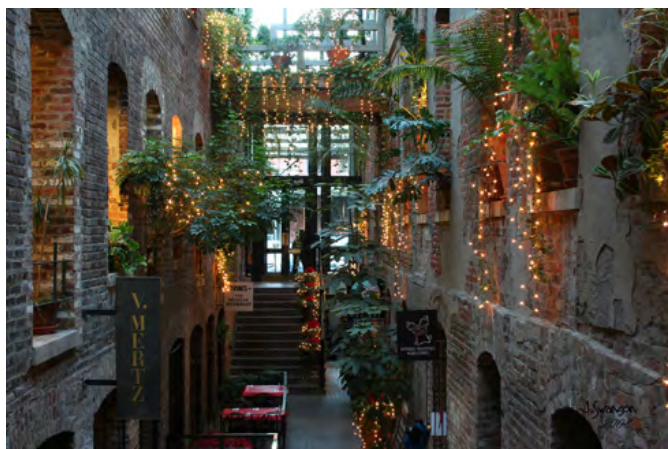
Adam Faderewski is associate editor of *Texas Bar Journal*, the official publication of the State Bar of Texas. He has worked at newspapers in western and central Pennsylvania and at a nationwide newspaper design house in Austin, Texas. Faderewski is a graduate of the Pennsylvania State University.



## AMANDA FARRIS

Manager of Brand and Publications  
*Kansas City Metropolitan Bar Association*

Amanda Farris is the Manager of Brand and Publications at Kansas City Metropolitan Bar Association (KCMBA), ensuring that resources produced and brand standards are always exceptional. Amanda is responsible for managing the production, content, design and layout of KCMBA's online presence, publications, brochures and marketing materials. This includes the monthly magazine, *KC Counselor*, Bar Directory, social media and event marketing collateral.



Old Market Omaha

# The Speakers



**KERSTIN FIRMIN**

@KerstinFirmin

Director of Communications and Public Relations  
*Bar Association of San Francisco*

Kerstin Firmin is the Director of Communications and Public Relations for the Bar Association of San Francisco. Her team provides support for both the 7,500-member-strong bar association as well as its sister organization, the Justice & Diversity Center, whose staff and volunteers provide educational programs and pro bono legal services to more than 9,000 low-income and underserved people each year. In her free time, Kerstin serves on the board of Crowded Fire Theater and enjoys dangerous things, like roller-skating, rock climbing, and punk rock.



**FARRAH FITE**

@farrahfite

Media Relations Director  
*The Missouri Bar*

In her role, Fite communicates and promotes the wide range of services and resources available to Missouri lawyers, the media, educators and the citizens of Missouri. Fite also manages the state bar's web and social media strategies. The former journalist is most passionate about shaping messaging that makes sure audiences get "what's in it for them" and exploring new platforms to best communicate in the ways our audiences prefer.



**NICK HANSEN**

@nickhansenmn

Communications Specialist  
*Hennepin County Bar Association*

Nick Hansen is the communications specialist for the Hennepin County Bar Association in Minneapolis. He is a graduate of St. John's University in Minnesota, and he received his master's degree in journalism from Boston University. He is passionate about advocating for mental health, substance-abuse awareness, and well-being in the legal profession. If none of those things spark a conversation, talk to him about sandwiches, soccer, or Seinfeld.



**JOYCE HASTINGS**

Communications Director  
*State Bar of Wisconsin*

Joyce Hastings is the communications director for the State Bar of Wisconsin. She is leading the organization's internal effort to be intentional and deliberate about its diversity and inclusion efforts. Joyce is a former chair of the NABE Communications Section, receiving the section's E.A. Wally Richter Leadership Award for outstanding professional achievement in the field of bar communications.



**ATHENA HOLLIS**

Diversity and Inclusion Director  
*Minnesota State Bar Association*

Athena Hollins is a 2005 graduate of Reed College, and obtained her law degree from the University of St. Thomas in 2011. After several years at a small firm, Athena Hollins left private practice to focus on pro bono and diversity efforts in the Minnesota legal community. Athena was named the Minnesota State Bar Association's Diversity & Inclusion Director in 2017. Athena currently sits on several non-profit boards and is the President of the Payne Phalen Community Council, which serves the east side of St. Paul. In her free time, Athena does Zumba, quilts, and paints with her five-year-old daughter.

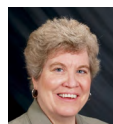


**HANNAH KIDDOO**

@hkidd

Media Writer  
*The Missouri Bar*

As media writer for The Missouri Bar, Hannah Kiddoo develops a range of digital messaging—including blogs, graphics and social media posts—to reach both Missouri lawyers and the public at large. Before joining The Missouri Bar, she served as assistant editor of the *Texas Bar Journal*, the official publication of the State Bar of Texas. She has additional experience with state and regional lifestyle magazines as well as government communications. Kiddoo holds a bachelor's degree in communication studies from Central Methodist University and a master's degree in journalism from the University of Wisconsin-Madison.



**CYNTHIA KINCAID**

@CynthiaKincaid

Chief Marketing Officer  
*Ohio State Bar Association*

Cynthia Kincaid is the Chief Marketing Officer for the Ohio State Bar Association. She is an experienced senior communications and marketing executive who has worked with Fortune 500 corporations, legal, healthcare and financial services organizations, associations and non-profits.



**EVANN KLEINSCHMIDT**

@evannmk

Director of Communications  
*State Bar of New Mexico*

Evann has six years of experience in the bar association field. She serves as managing editor of the State Bar of New Mexico's publications and implements strategic communication initiatives. She recently received her MBA from the University of New Mexico.



# The Speakers



**BRIAN KNAVISH**

@brianknavish

Director of Marketing and Media Relations  
*Allegheny County Bar Association*

Brian Knavish oversees all marketing, media relations, website, social media and business development initiatives with the 6,000 member ACBA, which is the largest bar association in metropolitan Pittsburgh. He is also involved in the ACBA's print publications and e-newsletters. Prior to joining the ACBA in 2015, he held marketing and media relations roles with Duquesne Light (Pittsburgh's electric utility company) and the American Red Cross. Previously, he held editorial and sports writing roles with various newspapers. Brian graduated from the University of Pittsburgh (#H2P) with a bachelor's degree in English Writing/Journalism.



**KAREN KORR**

@fullkorrpress

Director of Outreach Strategy and CCO  
*San Diego County Bar Association*

Karen Korr is the Director of Outreach Strategy and CCO for the San Diego County Bar Association (SDCBA), where she directs and manages media relations, member communications, branding, electronic and print publications, social media and outreach strategy for the 10,000-member organization. Korr currently serves as the editor of the "NABE Communications Talk" newsletter. Prior to working for SDCBA, Korr worked in public relations at a local San Diego firm, where she represented clients ranging from large nonprofit organizations to small start-ups and global consumer product manufacturers. Previously, Korr was an associate at a boutique Chicago-based public relations and advertising firm, where she worked with the American Institute of Certified Public Accountants (AICPA), one of the world's largest member organizations, to help restore the reputation of the accounting profession at the height of the Enron scandal. Korr was named to SD Metro magazine's list of "40 under 40" in 2015 and the publication's list of "Top Marketers" in 2017.



**TODD LEMKE**

@omahamagazine

Publisher  
*The Omaha Magazine*

Todd grew up in Papillion, Nebraska, and graduated from University of Nebraska-Lincoln in 1981 with a degree in journalism. Two years later he started a magazine called *Omaha Today*, which helped to springboard a 30-year career in magazine publishing. Todd credits his staff with creating an award-winning magazine that has been recognized with regional Great Plains Journalism Awards, state AIGA (American Institute of Graphic Arts) awards, and local Omaha Press Club awards.



**CAROL MANNING**

Communications Director  
*Oklahoma Bar Association*

Carol Manning leads a team of four to handle all forms of bar communications including print and electronic member publications, news releases, video, website and public information. The team is a two-time Luminary Award winner for its statewide Law Day celebration and Habitat for Humanity special project. Carol is a past NABE Communications Section chair and E.A. Wally Richter Leadership Award recipient. She grew up in San Jose, Calif. but moved to Oklahoma (aka Tornado Alley) with her family after high school and has had a personal encounter with that force of nature.



**JENNIFER R. MASON**

Assistant Director of Communications  
*State Bar of Georgia*

Jennifer Mason is the assistant director of communications for the State Bar of Georgia, a 50,000-member mandatory bar in Atlanta, Georgia. Her main responsibilities include layout and design of the bi-monthly magazine, the *Georgia Bar Journal*, compilation and distribution of the Bar's monthly e-newsletter, cleverly titled "Enews," handling daily website updates/changes to the recently redesigned [www.gabar.org](http://www.gabar.org), providing any and all print/design/communications support as needed for all departments of the Bar and most importantly, doing whatever Sarah tells her to do. Jennifer will celebrate her 14th year with the Bar in November and still loves every minute of it. A 1997 graduate of the University of Georgia with a B.A. in English, "Go Dawgs!", Jennifer has been married since 2005, and she and her husband John have one son, Robert, 7. She would rather watch sports than anything else, and Braves baseball and Georgia football are her first loves.



**PATRICIA MCCONNICO** @pmcconnico

Managing Editor  
*State Bar of Texas*

Patricia McConnico is the managing editor of the *Texas Bar Journal*, the official publication of the State Bar of Texas, and oversees content of the bar's digital assets, including [texasbar.com](http://texasbar.com). Prior to joining the bar staff, she worked at *Texas Monthly* as managing editor and later oversaw digital products as senior editor, content. McConnico received a bachelor of arts in English, a bachelor of science in journalism, and a master's degree in journalism from the University of Texas at Austin. McConnico has written for numerous publications, including *Tribeza* and *Culture Map Austin*, where she is a food contributor.

# The Speakers



## MATTHEW PAGE

Communications Director  
*Utah State Bar*

Prior to joining the bar, Page was corporate communications manager for Tanner Clinic, a multi-specialty, 150-provider medical facility in Utah. He was a principal at Grizzly Gulch Advertising, where he worked on award-winning ad campaigns for America First Credit Union, Big O Tires, and Larry H. Miller Group. He began his career in the marketing department at R.C. Willey, a furniture and electronics store with locations throughout the West. In his spare time Page enjoys golfing, flying, fishing and running.



## GINA PAPPAS

President  
*Albers Communications Group*

@alberscg

Pappas partners with organizations of all sizes and types to develop and implement their crisis strategies. With a firm belief that strong planning is what keeps a crisis from turning into a catastrophe, Gina has helped clients establish company-wide protocols to avoid or manage potential issues, conducted training for executives and employees and leveraged her solid relationships with members of the media to ensure fair messaging for businesses, individuals and nonprofits in crisis.



## JONATHAN PUENTE

Director of Diversity and Inclusion  
*Oregon State Bar*

Jonathan Puente is the director of diversity and inclusion at the Oregon State Bar and has been involved in diversity work for seven years. Jonathan's family immigrated to Chicago, where he is from, and he earned his J.D. from Loyola University Chicago School of Law.



## RUSSELL RAWLINGS

Director of External Affairs and Communications  
*North Carolina Bar Association*

@rtrawlings

Russell Rawlings serves as director of external affairs and communications for the North Carolina Bar Association, where he has worked since 2001. He is a former sportswriter and managing editor at *The Wilson Daily Times*, his hometown newspaper, and a former development and public relations officer at Barton College, his alma mater. He loves his wife, Kim, their dog, Brownie, walking and writing about weight loss and wellness, and the NABE Communications Section.



## KELLY RENTZEL

General Counsel  
*Texas Capital Bank*

Kelly Rentzel is an honors graduate of Rice University and the Dedman School of Law at Southern Methodist University. After five years in private practice and six years as a federal court law clerk, Kelly began working at Texas Capital Bank in 2012 and now serves as its General Counsel. Diagnosed with bipolar I disorder as a college senior in 1996, Kelly began speaking publicly about her condition in late 2017 and recently launched [www.bipolaroz.com](http://www.bipolaroz.com), a website through which she shares her experiences with the disorder and its associated treatments, including medication and shock therapy.



## CHELSEA SCHUTTER

Treatment Officer for Adult Probation  
*Nebraska Probation Office*

Chelsea has her Master's Degree in Counseling Psychology and is a Licensed Mental Health Practitioner. She currently works as a Treatment Officer for Adult Probation in Lancaster County but has also worked as a clinician for Nebraska Department of Correctional Services. She has extensive training and work experience with individuals diagnosed with Severe and Persistent Mental Illness as well as Crisis Response.



## AMY STARNES

Public Information Director  
*State Bar of Texas*

@amystarnes

Starnes helps shape the state bar's communications planning and strategy. A former journalist, her principal duties include media relations and outreach and overseeing the association's large, free legal resources and pamphlet program.



## JENNY TAYLOR

Senior Manager of Managed Services  
*Higher Logic, LLC*

@jennycurllyred

Jenny Taylor leads the team of Community Managers at Higher Logic, the leading software for online engagement. She works with clients to implement strategies and best practices to ensure their community produces the most engaged members possible. Prior to Higher Logic, Ms. Taylor was ingrained in the nonprofit sector as a grant writer, marketing specialist and—you guessed it—a community manager.



# The Speakers



## ANNMARIE THOMAS

Director of Membership, Communications and Events  
*Kansas City Metropolitan Bar Association*

AnnMarie Thomas has been working in nonprofit leadership for over 12 years and believes it is important to be involved in the growth and development in a community as a whole. Her passion to work with others, drive their success and inspire their creativity is evident by the way she approaches and implements educational opportunities, income strategies and strategic planning. In her current position, AnnMarie works with a committed team at Kansas City Metropolitan Bar Association (KCMBA) to provide outstanding member experiences, professional development opportunities and resources.



## BRANDON VOGEL

Social Media and Web Content Manager  
*New York State Bar Association*

@bvogel112

Brandon Vogel is the social media and web content manager for the New York State Bar Association. He oversees the website, online communities, analytics and social media. He has been with NYSBA since 2007, first as media writer. He has a Bachelor of Arts degree in English from the College of the Holy Cross.



## MICHAEL WHITE

Communications Manager  
*San Fernando Valley Bar Association*

With four published books and more than a thousand by-lined articles to his credit over a career spanning four decades, Michael White currently serves as Communications Manager at the San Fernando Valley Bar Association. He has worked in every editorial position from Correspondent to Managing Editor for more than a dozen publications and, prior to joining the Bar, was Web Content Editor at the Los Angeles County Metropolitan Transportation Authority.



## MANDY WREN

Executive Director  
*Richland County Bar Association*

@mandywren3802

Mandy Wren currently serves as the Executive Director of the Richland County Bar Association, South Carolina's largest county bar located in the state's capital city. She has been there just over three years and manages all aspects of the association, including the ever-growing need for improved and inspired communications. Previously, she served as the Community Engagement Manager for EdVenture Children's Museum. Mandy is active in the community, recently completing a term as President of the Junior League of Columbia, as well as serving on numerous committees with her church and children's activities. She is a graduate of Leadership Columbia, a member of the Leadership Columbia Alumni Association and will serve as Secretary for the Brockman Elementary PTO in 2018-19. Mandy was a double major in Government and History at Wofford College and has a Masters of Public Administration from the University of Georgia. Mandy is married to Michael Wren (an attorney and member of the RCBA) and they are the parents of two children, Sawyer and Mary Prater.

## JUST BLOCKS FROM THE HILTON

**Hollywood Candy and Fairmont Mercantile** is a giant candy store with a large selection of chocolates, fudge, bulk candy, Jelly Belly, PEZ candy bars and retro soda. Fairmont Mercantile is a unique antique mall with vintage records, signs, memorabilia and collectibles and unique home decor. The Fairmont Diner is a retro soda fountain and lunch counter.



**Billy Frogg's Bar & Grill** has been part of Omaha's historical Old Market District for over 29 years! This vibrant hang-out features eclectic decor, build-your-own burgers & drinks by the pitcher, including the famous "Pond Scum." Filled to the top with liquor and juices, these tasty pitchers have been a crowd favorite for many years.

*Photo courtesy of Visit Omaha.*

# Hotel Information



## Host Hotel

### HILTON OMAHA

1001 Cass Street, Omaha, NE 68102

Workshop room rate\* is \$164/night plus tax.

Call or go online to reserve your room.

→ <https://book.passkey.com/go/2018ABADBS>

→ 1 800 HILTONS (1 800 445 8667)

*\*Reference 'ABA Division for Bar Services – NABE Communications Workshop' for the correct room rate.*

**Deadline is Tuesday, September 11th @ 5PM CST.**

Check-in: 3PM | Check-out: 11AM

- Complimentary Basic Wireless Guestroom Internet
- Complimentary Access to the Health Club on the 1st Floor
- **Complimentary Shuttle Service from Airport to Hotel (10 minute drive)**

*(Taxi service is available for \$11, as well as Uber and Lyft.)*

**Hilton Omaha** is located in the heart of downtown near the Old Market Entertainment District and 7 minutes from Eppley Airport. Take our complimentary shuttle to the airport and to sites in the downtown area.

Experience our signature menu and the finest wines in the inviting Liberty Tavern restaurant; enjoy after-work appetizers and cocktails in the vibrant lounge; or take in the sights and sounds of north downtown Omaha on the patio, complete with a full bar and community table. A private dining room in Liberty Tavern or In Room Dining is also available.

For a delightful morning start, the Coffee shop, located in the lobby, proudly brews Starbucks® Coffees. The Coffee shop is your place to purchase whole fruit, yogurt and beverages. In addition, you will enjoy our delicious muffins and pastries available all day. Try our delicious lunch sandwiches and salads. The Coffee shop also offers your favorite magazines, Omaha souvenirs and sundry items.

## ABOUT OMAHA

- Omaha Steaks, a family-owned business since 1917, has grown to become the nation's largest direct marketer of high-quality steak and frozen gourmet products.
- Billionaire investor Warren Buffett calls Omaha home. Buffett's local holdings include Borsheims, the nation's largest independent jewelry store, and Nebraska Furniture Mart, America's single-largest home furnishing store.
- Omaha is a leader in the telecommunications and information services industries, with 1,000 companies employing over 50,000 people.

- Union Pacific's Harriman Dispatching Center assists in monitoring a nationwide railroad network composed of 25,707 miles of track and up to 2,200 trains.
- Omaha is home to two major research hospitals: Creighton University Medical Center and the University of Nebraska Medical Center – one of the world leaders in solid-organ transplants.
- "Omaha ranks eighth among the nation's 50 largest cities in both per-capita billionaires and Fortune 500 companies. No coastal city can claim a ranking as high as Omaha on both lists." – *USA Today*



# Registration Information



**Questions about registering?**  
Contact Rebecca Green-Jablonsky  
Rebecca.Green@americanbar.org

**Register online at <http://www.nabenet.org/event/2018COMM>.**

## **Registration**

Registration fee includes 2 receptions, Wednesday dinner event, 2 breakfasts, snack breaks and admission to all workshop sessions and related educational materials.

## **Early-Bird Pricing (Deadline: August 31)**

\$295 Communications Section Member  
\$345 Non-Section Member

## **Late Registration**

\$395 Communications Section Member  
\$445 Non-Section Member

## **Handles**



Be sure to indicate your handles - personal, professional or both - when registering.



*Chibuly Sculpture at the Joslyn Art Museum. Photo courtesy of Visit Omaha.*

OMAHA  
WE DON'T COAST®

**But we are delighted to host . . . NABECOMM 2018!**  
**We hope you enjoy your time in Omaha.**

