



NABECOMM ROCKS

#NABECOMM19

**NABE COMMUNICATIONS
SECTION WORKSHOP**

Cleveland Marriott at Key Tower
Sept. 25-27, 2019



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THIS IS NABECOMM

Brandon:
Hello Cleveland! Hello Cleveland!

Dom:
Isn't it a little early?

Brandon:
Not in my world. This has been in the works for two years.

Dom:
Oh right. A lot of work goes into planning the workshops.

Brandon:
And this year we are going to outdo ourselves. Look, right across this program brochure: our breakouts this year, the fantastic sponsors, the killer keynotes, eleven, eleven, eleven and...

Dom:
Oh, I see. And most workshops go up to 10?

Brandon:
Exactly.

Dom:
What does that mean?

Brandon:
Well, it's one louder, isn't it? It's not 10. We have Bruce Hennes and his team headlining on Wednesday and Meredith Avakian, our former NABEComm star, speaking on the main stage Thursday. Where can you go from there? Where?

Dom:
I don't know.

Brandon:
Nowhere. Exactly. What we do is, if we need that push over the cliff, you know what we do?

Dom:
Turn it up to 11.

Brandon:
You got it.

Dom:
Why can't you make the workshop a little louder, make that the top number and make that a little louder?

Brandon:
These go to 11. You'll just have to see for yourself in Cleveland. There are a lot of people who made this workshop happen: Lowell Brown, Patricia McConnico and Amy Starnes from the State Bar of Texas who rocked the Program Committee and Jessica Smith who killed it with sponsorships this year. They are all rock stars!

Dom:
OK, fine. Looking forward to it.

Brandon:
Me too! The show is about to begin.

Dom:
Cheers!

DOMINICK ALCID
2019-2020 NABE Communications Section Chair

BRANDON VOGEL
2019 NABE Communications Section Workshop Chair

WORKSHOP OVERVIEW

TUESDAY | SEPTEMBER 24

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 | SEPTEMBER 25

11 AM - 5 PM	Registration
11 AM - 5 PM	Exhibits
12:30 - 1 PM	Welcome & Introductions
1 - 2 PM	Headliner: Crisis Management & Communications: It's Not Just What You Say – It's What You Do
2 - 2:30 PM	Sponsor Break
2:30 - 3:30 PM	Breakout Sessions
	East Stage: The Business of You
	West Stage: Matching Words & Performance
3:30 - 4 PM	Sponsor Break
4 - 5 PM	Breakout Sessions
	East Stage: Engaging New Lawyers: What Works...and What Doesn't
	West Stage: Videos and Photos on a Budget
5 - 5:30 PM	Bonus Session
	Hands-On Tips and Tricks for Video
6 - 9 PM	Dinner Event

THURSDAY | SEPTEMBER 26

8 AM - 3 PM	Registration
8 AM - 4 PM	Exhibits
8 - 9 AM	Breakfast
9 - 10 AM	Headliner: How to Unify Through D&I
10 - 10:30 AM	Sponsor Break
10:30 - 11:30 AM	Breakout Sessions
	East Stage: Turn It Up to 11! Print Publications That Rock
	West Stage: Social Media: How to Be More Than Content with Your Content
11:45 AM - 12:45 PM	Breakout Sessions
	East Stage: Communicating Beyond the Stigma of Mental Health
	West Stage: Event Planning — the Good, the Bad and the Ugly!
12:45 - 1:45 PM	Networking Lunch
2 - 3 PM	Breakout Sessions
	East Stage: 60 Apps in 60 Minutes
	West Stage: What You Need to Know About Legal Marketing in the 21st Century
3 - 3:30 PM	Sponsor Break
3:30 - 5 PM	Comm Crawl
6 - 7 PM	Cleveland Metropolitan Bar Association Reception
7 PM	Rockin' Dine-Arounds

FRIDAY | SEPTEMBER 27

8 - 9 AM	Registration
8 AM - 12 PM	Exhibits
8:30 - 9:45 AM	Breakfast/Section Business/Lightning Round
9:45 - 10 AM	Sponsor Break
10 - 11 AM	Luminary Awards Presentation
11 - 11:30 AM	Final Sendoff
11 AM - 12 PM	The Luminary Winners Take it All



BRUCE HENNES WEDNESDAY HEADLINER

@crisiscomm

Bruce Hennes is CEO of Hennes Communications, one of the few firms in North America focused exclusively on crisis management and crisis communications for organizations that are "on trial" in the Court of Public Opinion. With more than 40 years of experience, Bruce and the firm's past and present clients include the Cleveland Host Committee for the 2016 Republican National Convention, Ohio University, NASA and Avery Dennison, as well as scores of law firms, government agencies, corporations, schools, manufacturers, nonprofits and health care agencies around the world. Active in his community, Bruce is one of the few non-attorneys in the country to serve on the board of a major metropolitan bar association, currently serving his 10th year on the executive committee of the Cleveland Metropolitan Bar Association. Bruce was recently named to the 2019 Lawdragon List of the 100 Leading Consultants and Strategists, the definitive guide to the financiers, recruiters, marketing and communication gurus on whom the legal profession relies. He is also an adjunct professor at Cleveland State University's Levin College of Urban Affairs.



MEREDITH AVAKIAN THURSDAY HEADLINER

@mzapoeetry

A natural connector and storyteller, Meredith Z. Avakian uses her writing and speaking skills as an award-winning public relations professional, keynote speaker, conscious communications consultant, experienced industry and community leader, adjunct professor and poet.

In her role as Comm-Unity President and Chief Messaging Officer, Meredith weds her strong communications background with her passion for bringing people together, specializing in public relations coaching as well as diversity & inclusion advocacy.

Prior to her last position as senior director at Boardwalk Public Relations, Meredith spent a dozen years of her career working for two prestigious organizations that were both coincidentally founded in 1802. First at DuPont, where she held a variety of positions ranging from the editor of the company's daily, global online newsletter to the 24/7 on-the-ground spokesperson for eight chemical manufacturing plant sites in three states. After DuPont, Meredith worked as director of communications and marketing at the Philadelphia Bar Association.

With a strong background in executive and leadership communications, issues and crisis management, media relations, employee engagement, public affairs and marketing, along with clients ranging from corporate to non-profit, Meredith has worked with a diverse cross-section of stakeholders. As vast as her experience, Meredith's work has received notable recognition throughout her career.

Passionate about her profession, Meredith has been serving on the Philadelphia Public Relations Association's Board of Governors for 13 years, including a term as president. She also spent the last two years as a board member for the Philadelphia Chapter of the Public Relations Society of America, serving as chair of the diversity and inclusion committee. Meredith also spent the last few years as a member of the National Association of Bar Executives, where she became a sought-after speaker for conferences throughout the country.

Her affinity for trade associations started at Temple University, where she served as the president of the school's Public Relations Student Society of America chapter. A proud alumna, Meredith also enjoys her time as an adjunct professor in the Klein College of Media and Communication.

Giving back to her respective communities is important to Meredith, she helped to found the Armenian General Benevolent Union's Philadelphia Chapter, which she chaired for two years. She also helped to resurrect the annual Armenian Genocide Walk in Philadelphia and served as a committee member for three years.

In addition to serving her professional and ethnic communities, Meredith has been a volunteer with Turning Points for Children and chaired the communications committee for its annual Kids at Heart Gala.

Following her love of creative writing and rhyming, Meredith published two books of her own poetry and her poems have been published in a variety of outlets. Some of her other published creative works include commentary and feature articles, largely on the topic of humanity.

WORKSHOP SCHEDULE

TUESDAY | SEPTEMBER 24

2-5 PM **Registration** | *Registration Room, North Foyer*

3:30-4:30 PM **Communications Section Council Meeting** | *Huron*

5-6:30 PM **Early Arrivals Reception** | *North Foyer*

6:30 PM **Communications Section Council Dinner**

6:30 PM **Dinner on Your Own**

WEDNESDAY | SEPTEMBER 25

11 AM-5 PM **Registration** | *Registration Room, North Foyer*

11 AM-5 PM **Exhibits** | *East Foyer*

12:30-1 PM **Welcome & Introductions** | *Salons E-H*
Dominick Alcid, NABE Communications Section Chair
Melanie Farrell, Cleveland Metropolitan Bar Association
Brandon Vogel, NABE Communications Workshop Chair

1-2 PM **Headliner:** Crisis Management & Communications: It's Not Just What You Say – It's What You Do
Salons E-H

Speaker: Bruce M. Hennes, CEO, Hennes Communications

The Gold Standard for handling a sudden crisis includes managing the relationship between the board and professional staff, understanding the needs of your stakeholders, knowing the difference between strategy and tactics, plus having trained personnel and a crisis plan in place. This fast-paced seminar by Bruce Hennes, a crisis management specialist who serves as one of just two non-lawyers in the U.S. on the board of a major metropolitan bar association, will teach you how to use "peace time" wisely, ensuring you leave Cleveland with the skill set you need to manage your next "situation."

2-2:30 PM **Sponsor Break** | *East Foyer*

2:30-3:30 PM **Breakout Sessions**

East Stage: The Business of You | *Salons A-C*

Speaker: Kellie Emrich, associate professor, business and marketing, Cuyahoga Community College-Metropolitan Campus

Want to have your voice valued or even advance in your bar? This program involves how to run the business of your life. Create a brand image and marketing skills by creating a unique sense of self. Get leadership skills for life that can translate to your career.

West Stage: Matching Words & Performance | *Erie-Superior*

Speakers: Bruce M. Hennes, CEO, Hennes Communications
Thomas J. Fladung, managing partner, Hennes Communications

Moderator: Amy Starnes, public information director, State Bar of Texas

Whether you're speaking on-camera, teaching a seminar, offering remarks from a podium, or making a presentation to your board, it's not just what you say but how you say it. This seminar will help you up your communications game, which is good for the profession we serve, your bar association, and your own career.

3:30-4 PM **Sponsor Break** | *East Foyer*

4-5 PM

Breakout Sessions

East Stage: Engaging New Lawyers: What Works...and What Doesn't | *Salons A-C*

Speakers: Ruchi Asher, assistant U.S. Attorney in the Northern District of Ohio
Keith Dye, director of student services and career development, Case Western Reserve University School of Law
Emily Kelchen, founder and CEO, Kelchen Consulting

Moderator: Hannah Kiddoo Frevert, assistant editor and communications coordinator, The Missouri Bar

Just as the generations before them, young lawyers are changing the legal industry. Is your bar ready to support them in relevant ways? Join us as we discuss the best strategies for reaching out to new lawyers and law students.

West Stage: Videos and Photos on a Budget | *Erie-Superior*

Speakers: Josh Clemence, video content specialist, BoxCast
Wade Clark, technical support specialist, BoxCast

No money? No problem! Don't let a shoestring budget stop you from creating content that attracts eyeballs and wins hearts and minds. Research and practical experience prove that content packaged in video or picture format is much more compelling and drives action far better than non-multimedia formats. So if you aren't telling your stories through a camera lens, you're missing out. Spend this breakout session with the gurus of BoxCast (innovative video-streaming solutions) to overcome any start-up hesitancy and take your skills to the next level. They will walk you through both the "why" and the "how" of incorporating video and photos into your communication strategy. The session will include an overview of best practices for multimedia storytelling as well as what basic (affordable!) equipment and training you will need to get rolling. You will also hear advice about when and how to hire an outside consultant for bigger projects (because, like, 10 more vendors just left you a voicemail as you read this intro). BONUS: Stick around for the bonus after-session to get a hands-on lesson shooting an interview.

5-5:30 PM

Bonus Session: Hands-On Tips and Tricks for Video | *Erie-Superior*

Speakers: Josh Clemence, video content specialist, BoxCast
Wade Clark, technical support specialist, BoxCast

Stay with (or join) the digital storytelling pros for a hands-on lesson using basic equipment to run through a mock video interview. Learn how to best set up and run the equipment, conduct the interview, and edit and share post-production.

6-9 PM

Dinner Event | *Nuevo Modern Mexican, 1000 East 9th Street, Cleveland, OH 44114*

Walk this way ... to the Rock & Roll Hall of Fame! The Cleveland landmark is within walking distance to our hotel so we will head on over at 5:45 p.m. for a group tour (at your own leisure). Check out exhibits on the Beatles, Rolling Stones, Madonna, Guns N' Roses and more ... or play a rollicking game of pinball on machines featuring music legends Elton John, Dolly Parton, and Kiss.

From 7 to 9 p.m., Nuevo Modern Mexican and Tequila Bar (next to the Hall of Fame) will host our group for dinner. Feel free to come and go between the two venues; the Hall of Fame closes at 9 p.m. Enjoy classic Mexican appetizers, a taco bar, margaritas and mini-desserts.

THURSDAY | SEPTEMBER 26

8 AM-3 PM

Registration | *Registration Room, North Foyer*

8 AM-4 PM

Exhibits | *East Foyer*

8-9 AM

Breakfast | *Salons E-H*

9-10 AM

Headliner: How to Unify Through D & I | *Salons E-H*

Speaker: Meredith Z. Avakian, president and chief messaging officer, Comm-Unity

Tired of hearing about diversity? Think you already are inclusive enough? Diversity fatigue is real, but it's time to get woke! This one-hour plenary session will encourage you to expand and shift your mindset when it comes to diversity and inclusion. From discussing what diversity means from different points of view to sharing suggestions on how to communicate in a more inclusive manner, attendees will leave with a greater understanding of how to create a more welcoming organization. This session also will cover practical, tangible actions that can help broaden efforts to attract and retain members and staff alike.

10-10:30 AM

Sponsor Break | *East Foyer*

10:30-11:30 AM

Breakout Sessions

East Stage: Turn It Up to 11! Print Publications That Rock / *Salons A-C*

Speakers: Maria Amador, art director, *Cleveland Magazine*
Nick Hansen, communications manager, Hennepin County Bar Association, and managing editor, *Hennepin Lawyer*
Patricia McConnico, managing editor, *Texas Bar Journal*

Moderator: Marilyn Cavicchia, editor, Bar Leader, American Bar Association

In an increasingly digital world, is paper just hopelessly old-fashioned? No way! But to capture the attention of today's readers, you might have to work harder than ever to make sure your print magazine or journal is bold, fresh, and inclusive. Our panelists share how they rock on with their print publications—and where they turn to for inspiration.

West Stage: Social Media: How to Be More Than Content with Your Content / *Erie-Superior*

Speakers: Scott Juba, owner, Radar Public Relations and Consulting
Mary-Kathryn Craft, communications director, South Carolina Bar

Moderator: Shelby Knafel, social media coordinator, Colorado Bar Association

Analytics, algorithms, and benchmarks—oh my! What drives content and what should you produce more of? Which numbers drive the right results that'll make your marketing team say "wow"? In this talk we break down analytics and talk about why we use them and how. Don't let the analytics drive you. You drive the analytics.

11:45 AM-12:45 PM

Breakout Sessions

East Stage: Communicating Beyond the Stigma of Mental Health / *Salons A-C*

Speakers: Scott R. Mote, executive director, Ohio Lawyers Assistance Program
Nina Corbut, communications and marketing consultant, Ohio Lawyers Assistance Program

Moderators: Nick Hansen, communications manager, Hennepin County Bar Association, and managing editor, *Hennepin Lawyer*
Liz Novak Henderson, membership and communications manager, Monroe County Bar Association

With the legal world bringing a sharper focus to mental illness and substance use disorders, communicators need to be prepared. In this panel you will learn how language affects stigma surrounding treatment for mental health and substance use disorders, and you will also learn best practices for communicating about these issues. You will also be provided with resources to help you better discuss these subjects in your publications.

West Stage: Event Planning — the Good, the Bad and the Ugly! / *Erie-Superior*

Speaker: Tracey DeMarea, executive director, Johnson County Bar Association

"Event planning is in my heart." That was honestly the response I heard from several young people applying for an Event Manager's job I was interviewing for. I kid you not! Well, here's the deal, to pull off an incredibly successful event, you'll need a lot more than your heart! This presentation will cover the challenges and rewards, strategies and processes, and most importantly what shoes to wear, to produce that kick-bottom event you'll be remembered for.

12:45-1:45 PM

Networking Lunch / *Salons E-H*

2-3 PM

Breakout Sessions

East Stage: 60 Apps in 60 Minutes / *Salons A-C*

Speakers: Danielle E. Boveland, communications coordinator of online media, Louisiana State Bar Association
Adam Faderewski, social media coordinator, State Bar of Texas, and associate editor, *Texas Bar Journal*
Shelby Knafel, social media coordinator, Colorado Bar Association
Mary Kay Price, director of marketing and communications, Indianapolis Bar Association and Indianapolis Bar Foundation

Moderator: Jessica Smith, communications/media director, Dallas Bar Association

A groovy presentation of 60 apps/sites by a panel of web-savvy experts! Don't miss this opportunity to learn about apps and sites that can help make you a rock star at your bar!

West Stage: What You Need to Know About Legal Marketing in the 21st Century / *Erie-Superior*

Speakers: Farrah Fite, media relations director, The Missouri Bar
Matthew Page, communications director, Utah State Bar

In this session you'll learn how to develop a marketing strategy for your bar and its members. We'll discuss

tips for blending social and traditional media channels, trends in media, and how to set and measure objectives and budgets. You'll see specific marketing plans that have worked for individual bars around the country. Come and learn how client-centric business models are transforming the legal industry.

3-3:30 PM

Sponsor Break | *East Foyer*

3:30-5 PM

Comm Crawl | *Salon D*

Host: Amy Starnes, public information director, State Bar of Texas

Grab your drink of choice and join the Comm Crawl! Visit one of several discussion stations to meet with experts and conversation-starters who can help brainstorm solutions to association-related issues you may be struggling with. Want to chat about ideas to engage new members? Need hands-on help with a social media app? Jump in and join the conversation.

6-7 PM

Cleveland Metropolitan Bar Association Reception

Come to the Cleveland Metropolitan Bar Association for a light reception and get to see the impressive headquarters of the CMBA. We will depart for the Rockin' Dine-arounds here.

7 PM

Rockin' Dine-Arounds

FRIDAY | SEPTEMBER 27

8-9 AM

Registration | *Registration Room, North Foyer*

8 AM-12 PM

Exhibits | *East Foyer*

8:30-9:45 AM

Breakfast/Section Business/Lightning Round | *Salons E-H*

Back for an encore performance, it's the Lightning Round! This fast-paced presentation, which debuted at last year's workshop, returns with a fresh lineup of panelists and topics relevant to your work as a bar professional. Prepare to be inspired as speakers from all points of their careers answer questions and share insights.

Speakers: Tim Eigo, editor, *Arizona Attorney Magazine*

Amanda Farris, manager of brand and publications, Kansas City Metropolitan Bar Association

Jennifer Krell Davis, deputy director of communications, The Florida Bar

Brandon Vogel, social media & web content manager, New York State Bar Association

Mandy Wren, executive director, Richland County Bar Association

Moderator: Lowell Brown, communications director, State Bar of Texas

9:45-10 AM

Sponsor Break | *East Foyer*

10-11 AM

Luminary Awards Presentation | *Salon D*

11 -11:30 AM

Final Send-off | *Salon D*

11 AM-12 PM

The Luminary Winners Take it All | *Salon D*



THE ROAD CREW

MANAGEMENT

Dominick Alcid, chair, Federal Bar Association
Sarah Coole, chair-elect, State Bar of Georgia
Tracey DeMarea, treasurer, Johnson County Bar Association
Jessica Smith, secretary, Dallas Bar Association
Tim Eigo, immediate past chair, State Bar of Arizona
Lowell Brown, State Bar of Texas
Hannah Kiddoo Frevert, The Missouri Bar
Brian Knavish, Allegheny County Bar Association
Suzanne Craig Robertson, Tennessee Bar Association
Nick Hansen, Hennepin County Bar Association

COUNCIL LIAISONS

Kevin Ryan, NABE board liaison, Monroe County Bar Association and Foundation (NY)
Rebecca Green-Jablonsky, staff liaison, ABA Division for Bar Services

ROADIES

Brandon Vogel, workshop chair, New York State Bar Association
Jessica Smith, sponsorship committee chair, Dallas Bar Association
Lowell Brown, program committee co-chair, State Bar of Texas
Patricia McConnico, program committee co-chair, State Bar of Texas
Amy Starnes, program committee co-chair, State Bar of Texas
Marilyn Cavicchia, ABA Division for Bar Services
Tracey DeMarea, Johnson County Bar Association
Farrah Fite, The Missouri Bar
Hannah Kiddoo Frevert, The Missouri Bar
Shelby Knafel, Colorado and Denver Bar Associations
Nick Hansen, Hennepin County Bar Association
Liz Novak Henderson, Monroe County Bar Association
Landon Hester, Baton Rouge Bar Association
Sara Niegowski, Washington State Bar Association
Matthew Page, Utah State Bar
Ashley Ribando, Cleveland Metropolitan Bar Association
Megan Sigler, Cleveland Metropolitan Bar Association
Mandy Wren, Richland County Bar Association

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CASETEXT
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ROCKIN' DINE-AROUNDS

We've picked six Cleveland restaurants that are both affordable and within walking distance (OK, in one case, a short Lyft ride away) from the Cleveland Metropolitan Bar Association, home of our Thursday night reception. Sign up onsite at the meeting or via Google Doc (https://docs.google.com/document/d/1-KgyW-p3Y_qn1529cxy5vmCVWXQngxw3KBS7VQo35Wr4/edit) for the restaurant of your choice. Enjoy great food and fellowship with your fellow NABE Commers. Dinners are Dutch Treat.

THE NEW ARTIST

BUTCHER AND THE BREWER | \$\$

2043 E. 4th St.

Hosts: Lowell Brown, Patricia McConnico, Amy Starnes

At this Cleveland hotspot, enjoy shareable appetizers, big plates and housemade craft beer at a large communal table. Don't let the name fool you: vegetarian options abound.

Greatest hits: Crispy Calamari; Pierogi Flatbreads; Kale Caesar Salad; Smoked Cheddar Sausage; Chocolate Stout Brownie

THE REMIX

CIBREO ITALIAN KITCHEN | \$\$-\$\$\$

1438 Euclid Ave.

Host: Tracey DeMarea

Classic Italian meets new world at Cibreo. You'll find your favorite dishes with some additional twists as well as a delectable dessert menu. And is there a more bloody brilliant host alive than Tracey? We think not.

Greatest hits: Crispy Polenta Cake; Cibreo Bolognese; Lobster Pasta; Zeppoli

THE ORIGINAL

CLEVELAND CHOP | \$\$\$

824 W. Saint Clair Place

Host: Sarah Coole

A place where you can get a great steak one night and an equally satisfying burger or lighter dish on your next visit. You might just hear Van Halen in the background.

Greatest hits: Ahi Poke Tacos; Chicken Piccata; Chop Burger; Bone in Strip; Oreo Silk Pie

THE INNOVATOR

GREENHOUSE TAVERN | \$\$-\$\$\$

2038 4th St.

Hosts: Jessica Smith and Brandon Vogel

Cleveland's (and Ohio's) first LEED-certified restaurant has something for everyone: vegans, gluten-free eaters, carnivores. Don't be surprised if your bill is presented on a vintage Eddie and the Cruisers VHS Tape.

Greatest hits: Crispy Chicken Wings Confit, Foie Gras Steamed Clams, Fried Brussel Sprouts; Lamb Burger; Buttered Popcorn Pot de Crème

THE REBEL

MABEL'S BBQ | \$\$

2050 E. 4th St.

Host: Nick Hansen

Celeb chef Michael Symon has put Cleveland BBQ on the map with his latest restaurant and his Ballpark Mustard-infused sauces. An incredible whiskey selection complements the hearty sandwiches and meat platters.

Greatest hits: Cracklin' Chips and Dip; This is Cleveland (Classic Kielbasa and Spare Ribs with Spicy Pork Cabbage); Tomato Salad; Banana Pudding

THE HIPSTER

TOWNHALL | \$\$

1909 W. 25th St. (7-minute Uber or Lyft)

Host: Dom Alcid

This restaurant checks all the boxes: inventive cocktails; clean food with options for every palate (gluten-free, vegan, keto, omnivore); Instagram-worthy presentations; and local and celebrity fave.

Greatest hits: Vegan Chili; Smashed Avocado; Veggie Burger; Salted Caramel Pumpkin Cheesecake

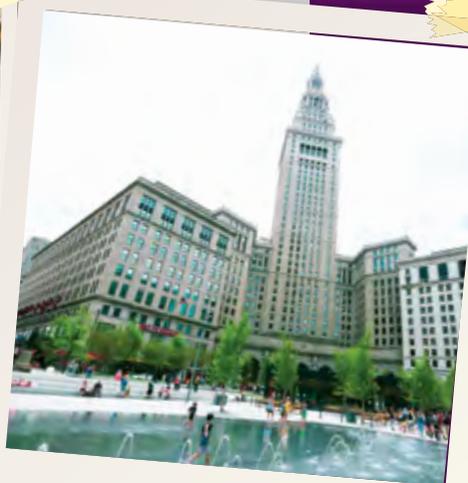


THINGS TO DO

Did you know that the A Christmas Story House is in Cleveland? Just a 2-mile Lyft ride away, the famous house is open each day from 10 a.m. to 5 p.m. and the museum is just across the street. And, yes, you can buy a leg lamp in the gift shop.

Widely considered one of the best art museums in the country, the Cleveland Museum of Art is home to 45,000 works spanning 6,000 years. It's free; your only cost is your transportation.

The historic West Side Market is home to more than 100 vendors selling produce, proteins and pierogis. Treat yourself to lunch at Steve's Gyros here.



Photos courtesy of Thisiscleveland.com and the Rock & Roll Hall of Fame.

NABECOMM ROCK STARS



MARIA AMADOR, art director, *Cleveland Magazine*

As the art director for *Cleveland Magazine*, Maria Amador has created dynamic illustrative content—from organizing cover shoots and designing award-winning features to incorporating strong photographic content into editorial design.



RUCHI V. ASHER, Assistant U.S. Attorney in the Northern District of Ohio

Ruchi is a proud public servant. As an Assistant U.S. Attorney in the Northern District of Ohio, Ms. Asher's practice focuses on civil litigation in federal court. She has served in leadership roles with the Cleveland Metropolitan Bar Association's Young Lawyer's Section, the South Asian Bar Association of Ohio, and the Asian American Bar Association of Ohio. As president of SABA Ohio, she hosted SABA North America's national Leadership Retreat in Cleveland and helped launch a law student and new attorney mentorship program through AABA Ohio. In her spare time, Ms. Asher teaches writing and critical thinking to high school students through Minds Matter Cleveland. Ms. Asher is proud to be a double alum of Case Western Reserve University and to call Cleveland home.



DANIELLE E. BOVELAND, communications coordinator of online media, Louisiana State Bar Association

Danielle is the communications coordinator of online media at the Louisiana State Bar Association. Danielle is responsible for coordinating the LSBA's social media presence and e-blast scheduling, and for several areas of the LSBA website. She is also a staff liaison to the Leadership LSBA Class. Danielle is a graduate of Howard University, where she earned a Bachelor of Arts degree in communications with a concentration in public relations. She joined the LSBA staff in 2008, and moved to her current position in 2010. She can be reached at danielle.boveland@lsba.org or (504) 619-0147.



LOWELL BROWN, communications director, State Bar of Texas

Lowell Brown is the communications director for the State Bar of Texas in Austin—the Live Music Capital of the World! As a native of the state that gave us everyone from Buddy Holly to Willie Nelson to Janis Joplin and Beyoncé, he will proudly accept your thanks on behalf of all Texans. His favorite rock concert was probably Radiohead on their OK Computer tour, but Pearl Jam/Ramones in '95 ranks a close second.



MARILYN CAVICCHIA, editor, *Bar Leader*, American Bar Association

Marilyn Cavicchia is editor of *Bar Leader*, a bimonthly publication from the ABA Division for Bar Services. Though *Bar Leader* has been all-digital for some time, Marilyn is a great admirer of print publications in general, and bar journals and magazines in particular. Rock fact: Marilyn is also a big fan of the Swedish pop star/oddball Robyn.



WADE CLARK, technical support specialist, BoxCast

Wade Clark is part of the team at BoxCast, a Cleveland-based tech company with a goal to make HD-streaming and video solutions available to everyone in an extremely simple and affordable way. Wade is the technical support specialist, assisting clients with all things live-streaming related. He excels at video production, video editing and social-media marketing. This duo is also the driving force behind the visual-storytelling (design, video, graphics) company Bumble Media, for which Josh Clemence is co-owner and Wade is the media director.



JOSH CLEMENCE, video content specialist, BoxCast

Josh Clemence is part of the team at BoxCast, a Cleveland-based tech company with a goal to make HD-streaming and video solutions available to everyone in an extremely simple and affordable way. Josh is the video content specialist, which means he loves all things video including animating short explainer videos and flying drones around cities. His degrees in marketing and entrepreneurship pair with his forte for content creation and digital storytelling to allow him to create smart, elegant multimedia solutions for any organization.



NINA CORBUT, communications and marketing consultant, Ohio Lawyers Assistance Program

Nina Corbut is a communications consultant in Columbus, Ohio, who helps organizations meet their content marketing and communications goals. Her career as a writer and editor began as a bar association executive, responsible for multiple print and online publications. She is an avid photographer and contributor to groundsounds.com, a website that features music, art and culture in Columbus and beyond.



MARY-KATHRYN CRAFT, communications director, South Carolina Bar

Mary-Kathryn Craft is the communications director for the South Carolina Bar, where she oversees strategic communications efforts to elevate the message and brand of the organization to its more than 16,000 members and targeted public audiences across the Palmetto State.



TRACEY DEMAREA, executive director, Johnson County Bar Association

Successful, charming, funny, attractive and very intelligent, Tim Eigo is someone Tracey continues to aspire to be, but for now she's the proud Exec Director of the Johnson County Bar Association, enjoying everything about being a step-smother to two amazing kids and enduring constant humiliation as her husband continues to write "funny" posts about her on Facebook (his midlife crisis outlet).



KEITH DYE, director of student services and career development, Case Western Reserve University School of Law

Keith Dye is the director of student services and career development at Case Western Reserve University School of Law. Prior to this position, Keith practiced law both in Akron and Springfield, Ohio, where he was a city prosecutor and a staff attorney at the Child Support Enforcement Agency. Keith graduated from the University of Akron School of Law with his Juris Doctorate in 2014. Prior, he graduated from Case Western Reserve University in 2010 with his Bachelor of Science Nutrition and his Bachelor of Art in Political Science. Keith is originally from Rochester, New York. In his spare time, he enjoys photography, racing cars, playing tennis, and playing violin.



TIM EIGO, editor, *Arizona Attorney Magazine*, State Bar of Arizona (@azatty)

A boss once told Tim Eigo to think before he spoke. The lesson didn't take, so he's looking forward to participating in the Workshop lightning round! In his day job he's editor of *Arizona Attorney Magazine*, plus he co-authors the Daily 5 legal newsletter and tweets in his spare time. Back in the day, he edited and wrote at numerous publications, was an English major and even earned a law degree – throwbacky, right? He practiced law in California but people still say he's nice. He also serves as President of the Phoenix chapter of the Society of Professional Journalists. #RealNews. He's immediate past chair of the NABE Communications Section and still can't believe he was honored with the Section's E.A. #Wally Richter Leadership Award in 2015. #NABEmore



KELLIE EMRICH, associate professor, business and marketing, Cuyahoga Community College-Metropolitan Campus



ADAM FADEREWSKI, social media coordinator, State Bar of Texas, and associate editor, *Texas Bar Journal*

Adam Faderewski is social media coordinator for the State Bar of Texas and associate editor of the *Texas Bar Journal*, the official publication of the State Bar of Texas. He worked in journalism for just shy of a decade at newspapers in a number of states, primarily Pennsylvania and Texas. Faderewski is a graduate of Penn State University—University Park.



AMANDA FARRIS, manager of brand and publications, Kansas City Metropolitan Bar Association

Amanda is responsible for managing the branding, production, content, design and layout of KCMBA's online presence, publications and marketing materials. Amanda is the managing editor and art director of the *KC Counselor magazine*, yearly Directory of the Greater Kansas City Legal Community, social media, and event branding and marketing collateral.



FARRAH FITE, media relations director, The Missouri Bar

In her role, Farrah Fite communicates and promotes the wide range of services and resources available to Missouri lawyers, the media, educators and the citizens of Missouri. Farrah 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.



THOMAS J. FLADUNG, managing partner, Hennes Communications

Thom Fladung is managing partner of Hennes Communications. Thom spent 33 years in newspaper newsrooms, including serving as managing editor of the Detroit Free Press, the St. Paul Pioneer Press, the Akron Beacon Journal and, most recently, The Plain Dealer in Cleveland, Ohio. The immediate past president of the Cleveland Press Club, Thom was recently awarded the "Communicator of the Year Award" from the International Association of Business Communicators.



HANNAH KIDDOO FREVERT, assistant editor and communications coordinator, The Missouri Bar

At The Missouri Bar, Hannah Kiddoo Frevert develops a range of print and digital messaging—including content for the *Journal of The Missouri Bar*, blogs, graphics and social media posts—to reach both Missouri lawyers and the public at large. She has additional experience with state and regional lifestyle magazines as well as government communications. Hannah is a proud millennial and 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.



JENNIFER KRELL DAVIS, deputy director of communications, The Florida Bar



NICK HANSEN, communications manager, Hennepin County Bar Association, and managing editor, *Hennepin Lawyer*
Nick Hansen is the communications manager for the Hennepin, Ramsey, and Minnesota State Bar Associations. He is also the editor of the award-winning *Hennepin Lawyer magazine*. You can talk to him about Premier League football, the Hold Steady or baking the perfect loaf of bread.



LIZ NOVAK HENDERSON, membership and communications manager, Monroe County Bar Association
Liz Novak Henderson is the membership and communications manager at the Monroe County Bar Association in Rochester, New York. Liz has been with the association for more than 12 years. She enjoys figuring out new ways to make the MCBA relevant and useful to its more than 1,800 members.



SCOTT JUBA, owner, Radar Public Relations and Consulting
Scott Juba owns and operates Radar Public Relations and Consulting, a consulting practice that focuses on online reputation management, digital communication strategy and more. Scott has presented and co-presented training sessions and seminars for a diverse range of organizations and has also guest lectured at the Case Weatherhead School of Management. In 2018, he co-authored the book *Avoid Workplace Communication Screw-ups: They'll Cost Money and Get You Fired*, published by Smart Business Books. It is a practical guide to becoming a better communicator in the workplace and avoiding the mistakes that stifle people's careers.



EMILY KELCHEN, founder and CEO, Kelchen Consulting
Emily Kelchen is the founder and CEO of Kelchen Consulting, a government affairs and marketing company that specializes in working with attorneys and interest groups. Emily is active in both the New Jersey and Wisconsin state bar associations. She is the chair-elect of the New Jersey State Bar Association's Young Lawyers Division, past co-chair of the In-House Counsel Special Committee and a graduate of the bar's Leadership Academy. She also serves on the board of the State Bar of Wisconsin's Nonresident Lawyers Division, and is a member of the bar's Communications Committee and its Law Office Management Assistance Program (LOMAP) Advisory Committee. Emily graduated from Truman State University in Kirksville, Missouri, with a degree in political science, and earned her J.D. from the University of Wisconsin Law School in Madison. She currently resides in Flemington, New Jersey, and therefore relishes any opportunity to talk about the Lindbergh baby kidnapping trial.



SHELBY KNAFEL, social media coordinator, Colorado Bar Association
Shelby Knafel is the social media coordinator for the Colorado Bar Association. She majored in Communications & Public Relations from Purdue University and has worked with social media for the last five years. In her free time, you can find her under the circus tent as an aerialist.



PATRICIA MCCONNICO, managing editor, *Texas Bar Journal*
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. Prior to joining the bar staff, she worked at Texas Monthly as managing editor and later oversaw digital products as senior editor, content. Patricia 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*. Her first concert was Cheap Trick, most memorable was the second time she saw Robert Plant (he said hello backstage), and loudest was her nephew's band playing at 3TEN ACL Live.



SCOTT R. MOTE, executive director, Ohio Lawyers Assistance Programs
Scott R. Mote is executive director of Ohio Lawyers Assistance Program Inc. (OLAP). Admitted to practice in 1977, and sober since January 7, 1985, Scott has been involved with lawyer assistance on the local, state and national level for 33 years. Prior to making OLAP a fulltime mission in 1999, he practiced general civil litigation in Columbus for 30 years.



MATTHEW PAGE, communications director, Utah State Bar

Prior to joining the bar, Matthew 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 Matthew enjoys golfing, flying, fishing and running.



MARY KAY PRICE, director of marketing and communications, Indianapolis Bar Association and Indianapolis Bar Foundation

Mary Kay Price is the director of marketing and communications at the Indianapolis Bar Association and Indianapolis Bar Foundation. In this role, she provides strategic oversight and management of the marketing and communications activities for both organizations. She joined the IndyBar staff in 2008.



JESSICA SMITH, communications/media director, Dallas Bar Association

Jessica Smith is the communications/media director of the Dallas Bar Association (DBA). In this role, she manages the publication *Headnotes*, the website, social media and a few more things. She joined the DBA staff in 2009.



AMY STARNES, public information director, State Bar of Texas

Amy Starnes is public information director of the State Bar of Texas. Before transitioning into strategic communications, this Flint, Michigan-native's journalism career took her to jobs in Detroit; Stockton, California; Waco, Texas; and our very own Cleveland. She relishes returning to the city where she saw LeBron James play in his rookie year, where she once interviewed Robert Redford, and where she saw Prince turn Gund Arena into a purple snow globe after he was inducted into the Rock & Roll Hall of Fame in 2004.



BRANDON VOGEL, social media & web content manager, New York State Bar Association

Brandon Vogel is the social media and web content manager for the 72,000-member New York State Bar Association. He oversees all social media, web content, blogs and online communities. He has been at NYSBA since 2007, first as a media writer. His first concert was the Smashing Pumpkins and Garbage, which was a very big deal in 1996.



MANDY WREN, executive director, Richland County Bar Association

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 four 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 several committees with her church. She is a graduate of Leadership Columbia and the current President of her neighborhood association and PTO secretary at her daughter's elementary school. Mandy was a double major in Government and History at Wofford College and holds a Masters of Public Administration from the University of Georgia. Mandy is married to Michael Wren (an attorney and RCBA member) and they are the parents of two children, Sawyer and Mary Prater.

THE VENUE / TICKETS

THE CLEVELAND MARRIOTT DOWNTOWN AT KEY TOWER

is the host hotel offering discounted room rates. The workshop room rate is \$175/night plus tax under the NABE housing block.

The deadline to secure rooms under the NABE housing block and receive the group rate is 11:59 p.m. (CST) Wednesday, Sept. 4, 2019.

TO MAKE RESERVATIONS, by phone or online:

Reservations by phone: 216-696-9200 or 800-228-9290 (make sure to refer to the "ABA – NABECOMM Workshop Room Rate")

[Click here to reserve your room online >>](#)

Check-in 3 p.m. / Check-out 12 p.m.

Complimentary Wireless Internet

Complimentary Access to Fitness Center & Spa on 3rd Floor



REGISTRATION INFO

QUESTIONS ABOUT REGISTERING?

Contact Rebecca Green-Jablonsky Rebecca.Green@americanbar.org.

REGISTER ONLINE AT

www.nabenet.org/event/2019COMM.

REGISTRATION

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

GENERAL REGISTRATION

\$395 Communications Section Member

\$445 Non-Section Member



A nighttime photograph of a cityscape. In the foreground, a dark metal chain is attached to a stone post. The middle ground features a large, modern building with a grid-like facade and a prominent white tower. In the background, a tall skyscraper is illuminated against the dark sky. The water in the foreground reflects the city lights.

**LONG
LIVE
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