Your Last Conference in Pajamas!

October 12–14, 2021

Virtual Conference...all pajamas welcome!
TUESDAY, OCTOBER 12, 2021

11:45 AM
Welcome to the NABE Communications Section Virtual Workshop!
Tracey DeMarea, Executive Director, Johnson County Bar Association (KS), & NABE Communications Section Chair

12:00 PM
The Secret to Being Everywhere on Social Media All the Time
Farrah Fite, Communications Director, The Missouri Bar

12:30 PM
I Can’t Do Graphic Design, But I Can Canva!
Karen Korr, Full Korr Press

1:00 PM
Knowing Me, Knowing You (A-ha)
A fun, informal small-group networking hour to welcome conference first-timers and new Section members. We’ll also welcome back returning members and reconnect with everyone!

WEDNESDAY, OCTOBER 13, 2021

1:00 PM
Lights, Camera, Fraction (of the Cost!): Video Marketing on a Budget
Moderator: Brandon Vogel, Social Media Strategist & Senior Writer, New York State Bar Association
Josh Hall, Membership & Marketing Specialist, The Bar Association of Metropolitan St. Louis
Jessica Long, Communications Coordinator, The Missouri Bar
Kara Sikorski, Marketing & Communications Coordinator, Indianapolis Bar Association and Foundation

2:00 PM
Stuck in the Middle with You: Taking a Print AND Digital Approach to Your Publication
Moderator: Nick Hansen, Communications Manager, Minnesota Bar Association
Tej Baath, Director of Marketing & Membership, California Lawyers Association
Carole Lucido, Communications Director, Contra Costa Bar Association
Brandon Vogel, Social Media Strategist & Senior Writer, New York State Bar Association

3:00 PM
Social Networking Session – Happy Hour Games!

THURSDAY, OCTOBER 14, 2021

12:00 PM
Day 2 Keynote: The Language of Disability and The Inclusion Revolution
Haley Moss, Attorney
Stereotypes, stigmas, and notions of ableism make disability a sensitive topic to discuss. Nuances in the language surrounding disabilities make the discussion even more difficult for non-disabled friends, colleagues, and community members to join. Too often, those best equipped to teach the language of disability — people with disabilities themselves — are silenced and unheard, rather than empowered to lead the conversation on disability inclusion in society. As part of this session, the audience is invited to join the ‘Inclusion Revolution’ to build a bridge between people with and without disabilities by facilitating effective, real conversation in a meaningful and productive way. Attendees will enjoy a candid, no fluff conversation about disability in the workplace from the personal perspective as Haley is an openly autistic attorney.
THURSDAY, OCTOBER 14, 2021

1:00 PM
Tongue-Tied or Loose Lipped: the Good, the Bad and the Ugly of Issuing Public Statements
Moderator: Amy Starnes, Public Information Director, State Bar of Texas
Liz Novak Henderson, Membership & Communications Manager, Monroe County Bar Association
Ron Marcus, Director of Marketing & Outreach, San Diego County Bar Association
Marilyn Shaw, Director of Marketing & Communications, The Virginia Bar Association

2:00 PM
If You’re Still Standing, You’re About to Get Run Over: An Innovation Approach for Professional Services
Dan Stifter, Professor & Lecturer

3:00 PM
Awards Presentation – Luminary, Anne Charles & Wally
Tracey DeMarea, Executive Director, Johnson County Bar Association (KS), & NABE Communications Section Chair

OUR KEYNOTE SPEAKERS

Andrew BUCK
Andrew studied English and Communications at The University of Texas before beginning a career in the world of nonprofit marketing. Eventually, he combined his love of words with his love of performance to become a software trainer, teaching fundraisers how to better manage their data. At Mighty Citizen, Andrew partners with our clients on a variety of projects—including research, messaging, branding, and content governance. Outside of work, you can find Andrew performing improv at one of Austin’s many theaters.

Andrew’s first concert was R.E.M. with Radiohead and when asked who would play him in a movie, Andrew said Peter Dinklage.

Haley MOSS
Haley Moss made international headlines for becoming the first documented openly autistic attorney admitted to The Florida Bar. She received her Juris Doctor from the University of Miami School of Law in 2018 and graduated from the University of Florida in 2015 with her B.S. in Psychology and B.A. in Criminology. In addition to being a lawyer, Haley is a neurodiversity advocate and author of Great Minds Think Differently: Neurodiversity for Lawyers and Other Professionals, as well as others. Her next book, The Young Autistic Adult’s Independence Handbook, will be released in November 2021. Haley’s work on neurodiversity, autism and disability has also been published in The Washington Post, HuffPost, Teen Vogue, Fast Company, and others.

She was appointed to the Florida Bar Young Lawyers Division Board of Governors and the Florida Bar Journal Editorial Board. Haley also serves on the constituency board for the University of Miami – Nova Southeastern University Center for Autism & Related Disabilities.

Haley’s first concert was Maroon 5, but probably her favorite was Billy Joel, since she went with her family. She says Emma Stone would play her in a movie.
Tej Baath is the Director of Marketing and Membership for the California Lawyers Association, the largest voluntary statewide bar association in the country. Tej brings over 15 years of marketing experience working with both for profit and non-profit organizations. Since joining CLA in 2019, Tej has developed CLA’s new brand identity, identified and implemented additional non-dues revenue sources, and designed the digital marketing and content strategies. Tej has also been instrumental in developing CLA’s new membership structure and implementing CLA’s new association management system.

Tracey DeMarea is the proud Executive Director of the Johnson County Bar Association. A small but mighty Bar with over 1300 members, she has been ED since 2015. Previously, Tracey worked as the Director of Communications and Membership for the KC Metro Bar. Tracey was the original ‘Brexit’ leaving the UK in 2011 to move to Kansas!

Tracey’s first concert was Chris Rea, in a cow shed in Southwest England and when asked who would play her in a movie, her response was that Olivia Coleman would fight to play Tracey in her bio movie!

Tim Eigo is Editor of Arizona Attorney Magazine at the State Bar of Arizona. Tim’s pronouns are he/him, and he previously practiced law in California and edited and wrote at publications including the Orange County (Calif.) Business Journal. He’s president of the Phoenix chapter of the Society of Professional Journalists and was named a John Jay/Guggenheim Foundation/Pew Reporting Fellow a few times. #RealNews. For NABE, he’s chaired numerous committees but is most chuffed that he got to serve as Communications Section Chair. He’s received the NABE Peer Excellence Award and the Section’s E. A. “Wally” Richter Leadership Award – and he once met Wally! #NABEmore. When he’s not on Zoom, find Tim on Twitter @azatty.

Tim’s first concert was Aerosmith at the Garden in 1976. His daughters say Fred Armisen or Stanley Tucci would play him in a movie. Molto bene!

Jennifer Emens-Butler, after practicing law in the field of business and consumer bankruptcy for over 20 years, left Obuchowski & Emens-Butler, PC to join the Vermont Bar Association as its full time Director of Education and Communication. In that role, she strives to assist lawyers in helping others through education and networking, to promote camaraderie and to raise the public perception and profile of the legal profession. Jennifer lives in East Montpelier with her husband and teenage son, along with their cavapoo, aussiedoodle, bengal and barn cat (not to mention the chickens). She enjoys all that the Vermont outdoors has to offer including paddleboarding, tennis, cross-country skiing and nature photography.

Jennifer considers her first real concert to be Tom Petty, although as a mere pre-teen she saw the The Pointer Sisters with parents’ friends. She says Tina Fey would play her in a movie.

Farrah Fite, Communications Director of The Missouri Bar, communicates and promotes – using traditional and new media – the wide range of services and resources The Missouri Bar provides to help lawyers even better serve their clients. She also works with the bar’s officers when it comes to developing message maps for key issues, speech writing and interview prep. Fite says she is most passionate about shaping messaging that makes sure audiences get WIIFM and communicating with audiences on the platforms they prefer. Before joining the bar world in 2012, she headed up communications for the Missouri Senate. She is a former journalist having worked as a local TV reporter in Missouri and an associate producer at ABC News in Washington, D.C. She lives in #JCMO with her groom @WagnerGus, her dad J.B., and their cat Reeny.

Farrah’s first concert was James Taylor. She says Meghan Ory would play her in a movie because a coworker told her the actress had similar mannerisms and appearance.

Josh Hall is the Membership and Marketing Specialist at the Bar Association of Metropolitan St. Louis (BAMSL). His duties include designing all BAMSL marketing materials, including the monthly St. Louis Lawyer magazine and quarterly The St. Louis Bar Journal; photography and videography; and updating website graphics and content. He also assists with developing member relations and is the staff liaison for the Young Lawyers Division and the Golf Committee while also serving on the Membership, Communications, St. Louis Attorneys Against Hunger, Bench & Bar and Well-Being Committees. Additionally, Josh and his wife Kristen run a videography/creative business called Ariel Hall Creative, which specializes in wedding videography along with some business and music videography. He also is a co-host of the fantasy football podcast, Offensive Points.

Josh’s first concert was 311 and Snoop Dogg and when asked who would play him in a movie, his response was Dominic Monaghan. (For obvious reasons)
**SPEAKERS & COUNCIL**

**Nick Hansen**

Nick Hansen is the Communications Manager for the Minnesota, Hennepin County, and Ramsey County bar associations. He serves as managing editor of the Hennepin Lawyer and public relations director and manages social media accounts for all three bars. Talk to him about: wellbeing, sandwiches, or soccer.

Nick's first concert was Prince, *Musicology Tour*. He says Jason Sudeikis would play him in a movie.

**Liz Novak Henderson**

Liz Novak Henderson is the Membership & Communications Manager at the Monroe County Bar Association (MCBA) in Rochester, NY. She has been with the MCBA since 2007, overseeing the MCBA's membership renewal process and communications with members. Liz also manages the organization's health and wellness program, with a focus on bringing mental health and work-life balance issues to the forefront of communications.

Liz's first concert was *Paul Simon* with a guest appearance by Chevy Chase for *You Can Call Me Al*. And if there was a movie about her life, Amy Poehler would play her.

**Shelby Knafel**

Shelby has worked at the Colorado Bar Association for 3 years as the Social Media Specialist. She has a strong background in content creation, brand awareness, metrics and engagement, and creative design. She loves connecting people. Over the past year and a half, she has been writing the Loop, the Colorado Bar Association's daily digest email. In her free time she is either playing with her two cats, Barnaby and Serena, or swinging from the ceiling as an aerial silks dancer.

Shelby's first concert was *STYX* and *REO Speedwagon* and she says Julie Andrews would play her in a movie. Why not make it a musical?

**Karen Korr**

Karen Korr has been a force in the legal community for the past 20 years. Currently, Korr is a communications strategist, ghostwriter and content developer for law firms, bar associations, and other law-related organizations. Previously, Korr served for over a decade as the Director of Communications for the San Diego County Bar Association (SDCBA), where she directed and managed media relations, member communications, branding, electronic and print publications, messaging, social media and other outreach for the 10,000-member organization. Korr was involved in the National Association of Bar Executives (NABE) during her time at the SDCBA, serving on NABE’s Communications Council as its secretary and also serving as the editor of the organization’s “Communicators Talk” newsletter, in addition to serving on various committees.

Karen’s first concert Paula Abdul and *Color Me Badd*. She says Barbra would play her in a movie. But if she’s not available, Idina Menzel.

**Liz Novak Henderson**

Liz Novak Henderson is the Membership & Communications Manager at the Monroe County Bar Association (MCBA) in Rochester, NY. She has been with the MCBA since 2007, overseeing the MCBA’s membership renewal process and communications with members. Liz also manages the organization’s health and wellness program, with a focus on bringing mental health and work-life balance issues to the forefront of communications.

Liz's first concert was *Paul Simon* with a guest appearance by Chevy Chase for *You Can Call Me Al*. And if there was a movie about her life, Amy Poehler would play her.

**Jessica Moreland Long**

Jessica Moreland Long is a communications coordinator with The Missouri Bar in Jefferson City, Missouri. Her responsibilities include a wide array of projects from video editing, photography, social media, website updates, writing blog posts, podcast production, graphic design, publication design, and more. In addition, she serves as a staff liaison for the Lawyers Living Well Education Committee. Jessica has been married to a lawyer for 20 years this September. They have two children, a daughter who is a freshman at Missouri S&T and a son who just started 8th grade, as well as several cats.

The only concert Jessica remembers is RUSH. Ask her why! She says the *While You Were Sleeping* version of Sandra Bullock, would play her in a movie but after two glasses of wine, she sounds like the *Blind Side* or *Divine Secrets of the YaYa Sisterhood* version, having been raised in the south.

**Ron Marcus**

Ron Marcus joined the San Diego County Bar Association (SDCBA) team as Director of Marketing and Outreach in May 2019. He is an experienced brand strategist, marketing director, copywriter, content marketer, and creative director, with extensive agency- and client-side experience. He’s worked in many industries, including technology, financial services, construction, and nonprofits. Ron is an accomplished presenter and facilitator, audio/video producer, musician, and martial artist. When he’s not working, Ron plays in bands, teaches karate, and volunteers.

Ron’s first concert was *Rick Springfield* at Midwinter Fair in 1983. The actor that will play Ron in his biopic is Mark Feuerstein.

**Carole Lucido**

Carole Lucido is Communications Director for the Contra Costa County Bar Association, located about 30 miles east of San Francisco. As the only communications person for this small voluntary bar, she designs and produces the bi-monthly magazine, Contra Costa Lawyer, manages the bar’s email campaigns, social media, website, video and photography. Before joining the CCBBA in 2016, she owned her own graphic design and communications business and worked in advertising agencies and client-side roles.

Carole’s first concert was Day on the Green at the Oakland Coliseum with Chicago, The Beach Boys, Commander Cody and *His Lost Planet Airmen*, New Riders of the Purple Sage, Bob Segerand. She says Meg Ryan would play her in a movie.

**Ron Marcus**

Ron Marcus joined the San Diego County Bar Association (SDCBA) team as Director of Marketing and Outreach in May 2019. He is an experienced brand strategist, marketing director, copywriter, content marketer, and creative director, with extensive agency- and client-side experience. He’s worked in many industries, including technology, financial services, construction, and nonprofits. Ron is an accomplished presenter and facilitator, audio/video producer, musician, and martial artist. When he’s not working, Ron plays in bands, teaches karate, and volunteers.

Ron’s first concert was *Rick Springfield* at Midwinter Fair in 1983. The actor that will play Ron in his biopic is Mark Feuerstein.
Katie ROBINETTE
Katie W. Robinette is the President Winette Strategies, a small company specializing in government relations and small business growth strategy. She also serves as the Executive Director of the Federation of Ontario Law Associations. She is the former Executive Director of a national charity in the mental health and addictions space and a former founder and Executive Director of a provincial advocacy organization. She has also been an in-house lobbyist with the Ontario Medical Association, a researcher and lobbyist with The Capital Hill Group, has served as a political staffer, and has worked in leadership positions on campaigns and elections in Canada and the US. She regularly appears on CP24 as a political commentator and has had frequent appearances on CTV and CBC Radio Calgary. Katie is a long-time volunteer with the Toronto International Film Festival and the Canadian Screen Academy and frequent appearances on CTV and CBC Radio Calgary. Katie is a long-time volunteer and has worked in leadership positions on campaigns and elections in Canada and the US. She regularly appears on CP24 as a political commentator and has had frequent appearances on CTV and CBC Radio Calgary. Katie is a long-time volunteer and has worked in leadership positions on campaigns and elections in Canada and the US. She regularly appears on CP24 as a political commentator and has had frequent appearances on CTV and CBC Radio Calgary. Katie is a long-time volunteer and has worked in leadership positions on campaigns and elections in Canada and the US. She regularly appears on CP24 as a political commentator and has had frequent appearances on CTV and CBC Radio Calgary. Katie is a long-time volunteer and has worked in leadership positions on campaigns and elections in Canada and the US. She regularly appears on CP24 as a political commentator and has had frequent appearances on CTV and CBC Radio Calgary. Katie is a long-time volunteer and has worked in leadership positions on campaigns and elections in Canada and the US. She regularly appears on CP24 as a political commentator and has had frequent appearances on CTV and CBC Radio Calgary. Katie is a long-time volunteer and has worked in leadership positions on campaigns and elections in Canada and the US. She regularly appears on CP24 as a political commentator and has had frequent appearances on CTV and CBC Radio Calgary. Katie is a long-time volunteer and has worked in leadership positions on campaigns and elections in Canada and the US. She regularly appears on CP24 as a political commentator and has had frequent appearances on CTV and CBC Radio Calgary. Katie is a long-time volunteer and has worked in leadership positions on campaigns and elections in Canada and the US. She regularly appears on CP24 as a political commentator and has had frequent appearances on CTV and CBC Radio Calgary. Katie is a long-time volunteer and has worked in leadership positions on campaigns and elections in Canada and the US. She regularly appears on CP24 as a political commentator and has had frequent appearances on CTV and CBC Radio Calgary. Katie is a long-time volunteer and has worked in leadership positions on campaigns and elections in Canada and the US. She regularly appears on CP24 as a political commentator and has had frequent appearances on CTV and CBC Radio Calgary. Katie is a long-time volunteer and has worked in leadership positions on campaigns and elections in Canada and the US. She regularly appears on CP24 as a political commentator and has had frequent appearances on CTV and CBC Radio Calgary. Katie is a long-time volunteer and has worked in leadership positions on campaigns and elections in Canada and the US. She regularly appears on CP24 as a political commentator and has had frequent appearances on CTV and CBC Radio Calgary. Katie is a long-time volunteer and has worked in leadership positions on campaigns and elections in Canada and the US. She regularly appears on CP24 as a politi

Marilyn SHAW
Marilyn Shaw is director of marketing and communications at The Virginia Bar Association, a statewide voluntary bar group with about 4,500 members. Her role involves branding, writing, and editing, and extends to managing membership. She joined the VBA in 2011 as communications coordinator after operating her solo enterprise Well Put LLC, a communications company. Before then, she worked for 30 years as an editor and reporter at several newspapers, including two in capital cities. The former longtime business news editor holds an MBA and undergraduate degrees in Journalism and Spanish.

Marilyn’s first concert was playing in the Van Holten Elementary School Band. Her first professional concert was Paul McCartney and Wings. Sigourney Weaver, of course, would play her on the big screen.

Kara SIKORSKI
Kara Sikorski is the Marketing & Communications Coordinator for the Indianapolis Bar Association & Foundation, and she has been in this role since 2016. Kara is responsible for marketing strategy through execution for a large amount of IndyBar CLEs, social events, fundraisers and more through website, social media and email marketing. She’s the main staff person responsible for the IndyBar’s video marketing efforts, ranging from promotional pieces to video website content, event recaps and more. While in school, she worked as a broadcasting intern for Seacrest Studios at Cincinnati Children’s Hospital Medical Center. Kara graduated from the University of Cincinnati in 2015 with a degree in communication and a minor in electronic media studies.

Kara’s first concert was The Cheetah Girls (no shame from this millennial) and she’d pick Florence Pugh to play her in a movie about her life because she’s spunky and witty—just like Kara!

Jessica SMITH
Jessica Smith is the Communications/Media Director for the Dallas Bar Association, a metro bar association with 11,000 members. In this role, she manages the publication of the Dallas Bar Journal, the website, social media, and a few more things. She joined the DBA staff in 2009. Prior to the Bar world, she worked for the American Paint Horse Association and The Wall Street Journal. She is mom to 9-year-old twins.

Jessica’s first concert was The Judds. Her husband says that Scarlett Johansson would play her in a movie…and this is one of the reasons they have been married for 17 years.

Amy STARNES
Amy Starnes is the Public Information Director of the State Bar of Texas. She manages media relations and information programs that increase the public’s understanding of the legal and judicial systems in the Lone Star State. She also provides strategic messaging and crisis communications assistance to state bar leaders. Amy entered the bar world after a long career in journalism where she worked for newspapers and The Associated Press in Michigan, Indiana, Ohio, California, and Texas.

Amy’s first concert was Willie Nelson when she was 9 years old. In a movie about her life, she would be played by Melissa McCarthy.

Dan STIFTER
Dan Stifter focuses on helping companies improve their financial results through optimizing their business model, with a particular focus on how to properly manage innovation initiatives. Dan retired from Hallmark Cards, where over 15 years he successively led as general manager the Season Cards, Everyday Card, Party and Gift Wrap organizations as well as the Innovation Commercialization team. Prior to Hallmark, he worked for Coca-Cola in their global juice business as well as 3 years as Brand Director for Coca-Cola in Europe and Africa. Dan is a board member for Outreach International and has been to all 7 continents!

Dan’s first concert was REO Speedwagon and according to a celebrity facial recognition app, Scott Bakula would play him in the movie of his life.

Brandon Vogel is the social media strategist/senior writer for the 70,000-member New York State Bar Association. He is a past member of the NABE Communications Section Executive Council.

Brandon’s first concert was Smashing Pumpkins/Garbage in 1996. John Krasinski would play him in the movie of his life.
Coco Chanel introduced lounging pajamas in the 20’s and revolutionized pajamas for women. After that, they became a totally acceptable and fashionable alternative to the traditional long nightshirt.

People in Africa and South Asia call their PJs “night suits”.

The traditional pajama set of a jacket-style shirt and pants came through Britain, but originated from Muslims in India.

Before 1950, it was common for pajamas to have a drop seat to make it easy to use the bathroom. We see this feature on our Flapjacks as a novelty, but who knew it was a regular thing?

In Japan, it’s totally acceptable to wear a set of silk PJs out in the day or evening!

The World’s Largest Footed Pajama Party was held in Austin, Texas on March 11, 2012 where 309 adults were dressed in their footies and broke the Guinness World Record.

In eastern China, it is not unusual in the late afternoon or evening, for adults to wear their pajamas in public around their local neighborhood.

It’s thought that footed pajamas came about to protect people’s feet from bed bugs and termites. Eek!

In the roaring 20’s high society men and women would wear their PJs to the beach.

Nightcaps were popular to wear to bed in the 19th century. The were intended to keep people’s heads warm, but got their long pointy shape so that they were long enough to wear as a scarf, but not long enough to pose a choking hazard.