



NORTH AMERICAN ASSOCIATION OF COMMENCEMENT OFFICERS, INC.

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Contact: Meghan Higgins
(609) 297-2218
mhiggins@cmasolutions.com

NAACO Annual Conference to Foster Collaborations and Connections

Keynote Speaker Lee Bolman, Ph.D. to Discuss the Value of Rituals and Ceremonies

PRINCETON JUNCTION, NJ – January 16, 2012 – Continuing to offer a forum for members to network, learn and share best practices, the North American Association of Commencement Officers (NAACO) will hold its 12th Annual Conference February 6-8, 2012 at the AT&T Executive Education and Conference Center at The University of Texas at Austin.

Themed “Creating a Culture of Connection Through Ceremonies and Celebrations,” the Conference will feature presentations and educational sessions on how commencement, convocation and other ceremonies help institutions connect with their key constituents and define their culture. “The Power of Ceremonies and Milestone Celebrations” session will examine the purpose and expected results from these events. Attendees will receive guidelines for developing protocol for the secure production and storage of diplomas through the “No Books, No Test, No Kidding – Mitigating the Risk of Counterfeit Diplomas” session. The “Maces, Medallions and Mortarboards” session will explore the meaning of academic symbols and the importance of preserving traditions. Keynote speaker, Lee Bolman, Ph.D., will discuss the value of rituals and ceremonies and how they add meaning to our lives during his presentation on February 6. An author, scholar and lecturer, Dr. Bolman is the Marion Bloch Missouri Chair in Leadership in the Bloch School of Management at the University of Missouri-Kansas City. In addition to his keynote address at the Conference, Dr. Bolman will provide a series of two leadership lectures/workshops for attendees, which will include a mix of lecture, discussion, video and personal exploration, drawing on ideas from two of his books: *Reframing Academic Leadership* and *Leading with Soul: An Uncommon Journey of Spirit*.

“Our Conference continues to be the place for commencement and convocation professionals to sharpen their skills, obtain professional insights and foster connections with their peers,” said Douglas Bolin, NAACO President. “This year’s Conference program is full of vibrant speakers and thought provoking sessions that speak directly to our member’s needs and will help them make their institution’s ceremonies provide even greater value to key constituencies.”

Attendees will be treated to a NAACO version of the State Fair of Texas during the Conference’s Opening Night Reception on February 6, where they are given the

opportunity to meet representatives from each of the association's corporate partners and exhibitors. A legendary "Texas Swing" performance by Asleep at the Wheel will be held during the Night Out in Austin Event at the Moody Theater at the Austin City Limits on February 7. The closing session of the Conference will feature The Drum Café providing attendees with a new way of connecting, communicating and listening through the interaction of drumming.

To register for the NAACO Annual Conference or to become a member, visit www.naaco.info or call (877) 622-2606.

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About NAACO

Founded in 2001, the North American Association of Commencement Officers (NAACO) is a professional association of commencement and convocation officers from colleges and universities throughout North America. NAACO is dedicated to providing a community structure for commencement professionals to exchange ideas, share traditions, explore new opportunities and connect with colleagues from around the world who share the monumental responsibility of producing commencements. For more information, visit www.naaco.info.