



NORTH AMERICAN ASSOCIATION OF COMMENCEMENT OFFICERS, INC.

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NAACO Annual Conference Spells Commencement with a “Capital C”

*Industry Dignitaries Ambassador Capricia Marshall, Rebecca Hagen and Dave Detwiler to
Serve as Keynote Speakers*

PRINCETON JUNCTION, NJ – November 30, 2012 – Committed to providing a memorable commencement and convocation experience to their universities’ graduates, the North American Association of Commencement Officers (NAACO) will hold its 13th Annual Conference February 17-19, 2013 at the Mayflower Renaissance Hotel in Washington, D.C.

Focused on “Capitalizing the Commencement Experience,” attendees will hear from industry leaders on a plethora of relevant topics including managing ceremonies on a budget, creating green ceremonies, handling the needs of multiple constituencies, social media success stories and going digital with commencement programs.

This year’s Conference will play host to three keynote speakers. Having launched In Focus Design, a graphic design studio that specializes in high-end graphics for small to mid-sized businesses and co-author of *White Space Is Not Your Enemy*, Rebecca Hagen, will discuss visual design basics including the concept of white space in her keynote presentation on February 17th. One way to take your ceremony to the next level is by incorporating music. Dave Detwiler, founder of the Prelude Brass Ensemble and retired member of the U.S. Army Concert Band, will deliver a keynote address with the help of NAACO past-president, Douglas Bolin, on utilizing music to enhance commencement ceremonies, also on February 17th.

As the chief of protocol of the United States since August 2009, Ambassador Capricia Marshall leads the Office of Protocol in its mission to advance the foreign policy of the Obama administration. In her keynote address on February 18th, Ambassador Marshall will discuss protocol do’s and don’ts.

“As commencement and convocation officers, we strive to create a successful and memorable graduation experience for our students, their families and constituents,” said Susan Durkee, NAACO President. “That’s why this year’s Conference will focus even more on raising the bar through various ceremony features.”

The Conference’s opening night reception will provide attendees with an opportunity to meet representatives from each of the association’s corporate partners and exhibitors while discovering the historical landmarks and monuments of Washington, D.C. Exclusive access to the International Spy Museum will be given to attendees during the NAACO Conference Night Out on February 18th. A dessert reception will be provided and upon arrival, participants will be given a secret identity to test their spy skills throughout the museum.

NAACO would like to thank the following sponsors for supporting the association and the Conference: GradImages®, Oak Hall Cap & Gown, Herff Jones®, Jostens® and Signature Announcements™.

To register for the NAACO 2013 Annual Conference or to become a member, visit www.naaco.org 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.org.