



**Monday, February 11 to Wednesday, February 13, 2019**

**Peppermill Resort Hotel - Reno, NV**

**Hosted by the University of Nevada, Reno**

**Register Now**





**H**ello from Reno, Nevada – the Biggest Little City in the World! Please join us at the 2019 Annual North American Association of Commencement Officers (NAACO) Conference - a place Where Big Meets Small and we will Share Ideas for Success. Whether you're a seasoned commencement professional or this season will be your first– this conference is for you! We hope you come prepared to share your big ideas and little victories!

This year's conference features three amazing keynote speakers all of whom are experts in their respective fields and have great messages to share. You'll have access to the Corporate Showcase, which offers you the chance to interact with industry leaders and learn about emerging technology to impact and evolve your ceremony. The conference will include more than 25 educational sessions on topics such

as: Commencement and Convocation Protocol, Accessibility, Event Planning and Management, Ticketing, Inaugurations, Technology, Best Practices, and much more!

If your position involves planning commencement or convocation ceremonies, installations, inaugurations and other high-profile events at your institution, the annual NAACO Conference is a tremendous resource to support your ceremonies, team, and professional endeavors. This is a fantastic opportunity to network with peers in similar roles and to learn from industry experts!

We hope to see you in Reno, Nevada at the Peppermill Resort and Casino – February 11-13, 2019.

**Lexi Erwin, Aubrey Hughes and Deserie Tillman**  
2019 Conference Chairs

## About NAACO

Founded in 2001, NAACO is a professional association of commencement officers from colleges and universities. The association offers continuing education, professional development, networking, and leadership opportunities to commencement and event professionals who are primarily from the United States and Canada. The organization provides a community structure for its members to exchange ideas, share traditions, explore new opportunities, and connect with colleagues across North America. Membership is open to post-secondary institutions of higher learning. For membership information, please visit our website at [www.naaco.org](http://www.naaco.org).

## Registration Information and Fees

| Registration Type           | Regular Registration by January 12, 2019 | Late Registration after January 12, 2019 |
|-----------------------------|--|--|
| NAACO Member                | \$775.00                                 | \$825.00                                 |
| Non-Member                  | \$975.00                                 | \$1,025.00                               |
| Alumni (retired) Member     | \$350.00                                 | \$350.00                                 |
| Alumni (retired) Non-Member | \$895.00                                 | \$895.00                                 |
| Guest Ticket (Night Out)    | \$125.00                                 | \$125.00                                 |

The registration fee covers conference materials, attendance to all sessions, transportation to the University of Nevada, Reno, all conference meals, and all special receptions.



## Keynote Speakers

### *“Amplify your Impact”*

A powerful, relevant, inspirational, and fun keynote the likes of which your audience hasn't seen before, Rick Lozano's "Amplify Your Impact" has been leaving people raving, motivated, and immediately taking action to develop a legacy worth leaving!

**Rick Lozano, Global Talent Development Consultant, Rackspace Hosting**



These are the things Rick Lozano does best in his own, unique way. (Sometimes with a guitar in hand!)

Rick Lozano helps people, leaders, and organizations crank up the positive results. With almost 20 years of experience in global talent

development, Rick has spoken to, coached, trained and mentored tens of thousands of people across the globe.

As an in-demand keynote speaker, a gifted singer/songwriter, and one of the best facilitators you'll ever see, Rick has a lasting impact everywhere he goes. Along the way, he has built a reputation for his energy, music, and refreshing delivery that leaves audiences raving and – more importantly – with action items that can be immediately implemented to produce change.

### **“Crowd Safety Management Components”**

Crowds are made up of human beings. They move in apparently random directions and often without instruction. They surprise us in emergencies and cause us to say, 'I wasn't expecting that', which is an excuse for which there is no excuse! We can plan for crowds, and we can (mostly) predict behaviors.

We can calculate flow rates and densities and we should rarely, if ever be surprised. The very best thing about not planning, is that failure comes as a complete surprise (Sir John Harvey Jones MBE).

**Eric Stuart, Director, Gentian Events, Ltd.**



Eric is the Director of Gentian Events, a crowd safety management company established in 2009. He is a practitioner in crowd safety throughout the year, at events ranging from summer festivals to Edinburgh Hogmanay.

He has managed crowds of 600,000 in Vancouver, at St Patrick's Day in Toronto, and the largest Diwali celebrations outside India.

In addition, he has trained hundreds of crowd safety practitioners across the US in Chicago, Nashville, Austin and Los Angeles, in Canada, and across the UK through accredited courses.

Eric has been involved in crowd safety for 17 years. He was the planning lead for Notting Hill Carnival with 1.1 million attendees, and London New Year's Eve Fireworks with 450k in attendance. He was the 'chief of staff' for the planning and delivery of the 70-day London 2012 Olympic Torch Relay, viewed by an estimated 14 million people. He created the four teams of Motorcycle Escort, Torch Security, Planning and Command. He was awarded the Queens Police Medal for distinguished service by Her Majesty on completion of his 33 years of service.

He holds an FdA and BA honour degrees in crowd safety management.

*continued*



## Keynote Speakers (continued)

### *“Small Things...Big Difference”*



If you don't think little things matter, think about the last time your school's team lost a game by one point! Little things really do make a world of difference in our programs, on our campuses and in our lives. Just like little things matter, so do the people that do the “little” things. To kick

off this conference, we'll take a quick journey to see how little things can make or break commencement professionals on the job and at home. We'll also learn how mastering them can change everything! You don't want to miss this high-energy and engaging opening!

#### **Angela D. Taylor, PhD, President/CEO, Guardian Quest, Inc.**

Dr. Taylor has a long history of excellent leadership, people development and community service. She is the President and Chief Executive Officer for Guardian Quest, Inc., an

organization specializing in providing diversity/inclusion, leadership and organizational development training and consulting solutions for educational, governmental and corporate clients across North America.

Dr. Taylor has an earned doctorate in Educational Leadership, a Master's degree in Public Administration and a Bachelor's in Business Administration, all from the University of Nevada, Reno. Her background is in higher education where she completed a storied 20-year career at the University of Nevada serving in senior leadership positions for 17 years.

Regardless of her role, she is committed to adding value and making a difference. She is passionate about a few things, and has intentionally positioned herself to work within those areas. Education, leadership, diversity/inclusion, and faith are the areas that she loves and those that have driven her success.



## Hotel Accommodations

The 2019 Conference will take place at the [Peppermill Resort Hotel](#), located in Reno, NV. Guest room rates for NAACO Conference attendees are \$159 per night USD, plus applicable taxes and fees. To make your hotel reservation online, [click here](#). Reservations may also be made by calling 800-282-2444. To qualify for the conference rate, please make your reservations before January 10, 2019 and reference the group NAACO. Space is limited, so you are encouraged to make your reservations early!

## NAACO Mentor Program

New to NAACO or do you have experience to share? A mentor program is available to pair attendees with an established member of the association. Mentors assist with navigating the conference, facilitate introductions, and provide the opportunity to ask questions throughout the conference. Conference participants interested in having a mentor or serving as a mentor are encouraged to sign-up for the program when they complete their registration or email headquarters at [info@NAACO.org](mailto:info@NAACO.org). Mentees will be contacted by their mentors prior to the conference and are invited to the *New to NAACO Breakfast* on the opening morning.

## Educational Sessions

Topics may include:

- Practical Protocol for Academic Ceremonies and Events
- Getting Graduates from the Gathering Room to the Graduation Floor
- Honorary Degrees
- Planning Documents for Events
- Communication Schedules
- Technology and Communications Protocol
- Academic Attire Policies
- Risk Management Policy
- Stage Design, Floral, Etc.
- Creating an Event Manual
- Emergency Planning
- Data Management
- Fiscal Management
- Accessibility

- Stories from Graduations Gone Wrong
- How to go Paperless - Awesome Apps
- Commencement in Large Stadiums
- Commencement Celebration Besides the Ceremony
- Communications with Senior Leadership and Platform Party Participants
- Timeline of Script and Distribution
- Honorary Degree Recipient Processes and Timelines

## Conference Highlights

### The NAACO Certificate Program

The NAACO Certificate Program is designed to be a new tool for professional development among ceremony officers. Those new to the field will have the opportunity to cover a wide range of basics and return to their campuses with information to advance both their ceremonies and their professional standing. More experienced ceremony officers will enjoy the new emphasis on special topics and more in-depth presentations on event issues offered in the second year of programming.

**The Certificate Program curriculum includes:** a selection of sessions offered each year during the annual conference; previously recorded conference sessions available to registered certificate students online; a study guide and workbook (included in the cost of the program); and regional meeting sessions. Each year of enrollment in the program costs \$125, with an expected program duration of two calendar years. The program may be started at any time during the calendar year. Knowing the budgetary constraints that education institutions are under, students are not required to finish the certificate program in consecutive years.

More details can be found on the [NAACO website](#).

### Night Out

Join us at Reno's famous [National Automobile Museum](#) featuring "more than 200 eye-popping cars with authentic street scenes and sounds" from the Bill Harrah collection. After exploring the different types of classic cars or playing around in the special exhibits, be ready to put on your dancing boots and "Boot Scootin' Boogie" out on the dance floor with line dancing. There will also be other western-themed surprises in store! It will be a real western Nevada treat!



## Corporate Showcase

The Corporate Showcase features companies from across the United States and Canada that provide invaluable resources and services for those who plan and coordinate commencement and convocation ceremonies. The Showcase is open throughout the conference and will highlight products such as regalia, class rings, announcements, banners, maces and medallions, and related items. In addition, companies that provide services such as photography and custom staging will be represented. Attendees will have the opportunity to meet all our exhibitors and sponsors during our Vendor Showcase Reception on Tuesday evening.



## NAACO Cares - NAACO Conference Charity

Since 2004, the NAACO Conference Committee has selected a local charity and asked attendees to make contributions to that organization. Designating a “NAACO Cares” charity is a way for us to demonstrate appreciation for our host city and to honor the work of the charity.

The 2019 Annual Conference Committee has selected the [Food Bank of Northern Nevada](#) as its charity. The Food Bank provides emergency food services to families through a network of more than 140 partner agencies in a 90,000 square mile service area throughout northern Nevada and the eastern slope of the Sierra in California. They serve more than 95,000 people each month, half of whom are children and seniors.

They play a leading role in collaborating with other committed northern Nevada community members and organizations to address the root causes of hunger.

If you are leaving behind your unopened hotel toiletries or unwanted clothing, please donate by placing these items in the bins at the registration desk. This will help our second charity, [The Reno Initiative for Shelter & Equality \(RISE\)](#). This nonprofit organization assists with providing equal access to shelter and creating a stronger community through the use of shared resources and mutual aid.

## Resources and Prizes Needed!

The Conference Committee seeks the help of all attendees in providing give away items and prizes for the Vendor Showcase Reception. Donations from your school make the perfect prize and are a way for you to showcase your institution. Attendees are encouraged to bring two to three items each with a retail value of \$10 or more. In addition, there will be an opportunity to share your ceremony programs, publications, invitations, and other marketing materials at our conference resource table. You are welcome to bring these items with you to the conference and drop them off at the registration desk upon arrival. Please refer to the [NAACO website](#) for more information on how to ship items in advance.





## CONFERENCE SCHEDULE AT A GLANCE

(Schedule subject to change)

### Pre-Conference — Sunday, February 10, 2019

|                |  |
|----------------|--|
| 3:00 - 7:00 pm | Registration and Information Center Open     |
| 5:00 pm        | Certificate Track 1 & 2 Participant Meetings |

### Conference Day 1 — Monday, February 11, 2019

|                    |  |
|--------------------|--|
| 7:00 am - 5:00 pm  | Registration and Information Center Open   |
| 7:30 am - 8:00 pm  | Corporate Showcase Open  |
| 7:30 - 9:00 am     | New to NAACO Breakfast*<br>General Breakfast*  |
| 9:00 am - 12:00 pm | Opening Session and Keynote Speaker -<br>Angie Taylor, PhD<br>Campus Visit to University of Nevada, Reno & Highlights Tour |
| 12:00 - 1:00 pm    | Lunch*   |
| 1:00 - 5:00 pm     | Educational Sessions<br>NAACO Regional Meetings  |
| 6:00 - 8:00 pm     | Corporate Showcase and Opening Night Reception   |
| 8:00 pm            | Dinner on your own   |

### Conference Day 2 — Tuesday, February 12, 2019

|                     |   |
|---------------------|---|
| 7:00 am - 5:00 pm   | Registration and Information Center Open                            |
| 7:30 am - 6:00 pm   | Corporate Showcase Open   |
| 7:30 - 9:00 am      | Breakfast* in Corporate Showcase, Hot Topics Roundtable Discussions |
| 9:00 - 9:50 am      | Educational Sessions  |
| 10:15 - 11:15 am    | Keynote Speaker - Eric Stuart                                       |
| 11:15 am - 12:00 pm | NAACO Membership Meeting  |
| 12:00 - 1:00 pm     | Lunch*  |
| 1:00 - 1:30 pm      | Ignite Sessions   |
| 1:45 - 4:45 pm      | Educational Sessions  |
| 7:00 - 10:00 pm     | NAACO Night Out* Networking Event                                   |

### Conference Day 3 — Wednesday, February 13, 2019

|                     |   |
|---------------------|---|
| 7:00 - 9:00 am      | Corporate Showcase Open                           |
| 7:00 - 11:30 am     | Registration and Information Center Open          |
| 7:30 - 9:00 am      | Breakfast*, Hot Topics Roundtable Discussions     |
| 9:00 - 9:50 am      | General Education Session: Protocol Panel         |
| 10:00 - 10:15 am    | Break   |
| 10:30 am - 12:00 pm | Keynote Speaker - Rick Lozano and Closing Session |

\*Indicates meal included in conference registration



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