

**COLLEGE ATHLETIC  
BUSINESS MANAGEMENT  
ASSOCIATION**  
*60th ANNUAL CONVENTION  
JUNE 19-22, 2010*

**SATURDAY, JUNE 19, 2010**

9:00 a.m.	<b>Preconvention meeting with Hotel</b> <i>Executive Committee</i>	To Be Determined  Los Angeles
10:30 a.m.	<b>Executive Committee Meeting</b>	
11:00 a.m. to 5:00 p.m.	<b>Doug Beard Memorial Golf Tournament at Coyote Hills Golf Course</b> <i>David Steele, Associate AD, Marshall University</i> <i>Sponsored by Consolidated Printing</i> <i>Transportation Sponsored by International Motor Coach Group, Inc. and its attending partners</i> <i>Pacific Coachways, Arrow Stage Lines, Royal Coach Tours and Red Carpet Charters</i>	Coyote Hills Golf Course
1:00 p.m. to 7:00 p.m.	<b>Preconvention Registration</b> <i>NACDA</i>	Platinum Ballroom Registration Desk
6:00 p.m. to 8:30 p.m.	<b>Exhibitor Set-up</b> <i>Stacy Martin, 2nd Vice-President</i>	Marquis Ballroom Center and South
7:30 p.m. to 8:30 p.m.	<b>Membership Committee Meeting</b> <i>Derrick Magee, 3rd Vice-President</i>	Los Angeles
7:30 p.m. to 8:30 p.m.	<b>Program Committee Meeting</b> <i>Ross Cobb, 1st Vice-President</i>	La Jolla
8:30 p.m. to 10:00 p.m.	<b>Informal Social</b>	Lobby Lounge

**SUNDAY, JUNE 20, 2010**

7:30 a.m. to 4:00 p.m.	<b>Registration</b> <i>NACDA</i>	Platinum Ballroom Registration Desk
8:00 a.m.	<b>Welcome Breakfast &amp; Opening Speaker</b> <i>Derrick Moore, Team Chaplain, Georgia Tech</i> <i>Sponsored by Anthony Travel</i>	Marquis Ballroom Northeast
9:30 a.m.	<b>CABMA Annual Business Meeting &amp; Introduction - CABMA Members</b> <i>Frank Hardyman, President</i>	Marquis Ballroom Center and South
10:00 a.m.	<b>Exhibitor Introductions</b> <i>Stacy Martin, 2nd Vice-President</i>	Marquis Ballroom Center and South
10:30 a.m.	<b>Managing Consumer Fees to Impact Bottom Line Results</b> <i>Deana Itow, Client Partner, Paciolan</i> <i>Jane Kleinberger, Founder, Paciolan</i> <i>Derrick Magee, 3rd Vice President</i> <i>Gary Styve, Client Partner, Paciolan</i>	Marquis Ballroom Center and South
11:30 a.m.	<b>Lunch Break</b>	
12:30 p.m.	<b>Raising the Profile of a Growing Athletics Department</b> <i>Lynn Hickey, Athletics Director/Assistant Vice President, University of Texas San Antonio</i>	Marquis Ballroom Center and South
1:30 p.m.	<b>Compliance and the Athletics Business Office</b> <i>Judy Van Horn, Associate Athletics Director/SWA, University of Michigan</i>	Marquis Ballroom Center and South
2:30 p.m.	<b>Coffee Break with Exhibitors</b> <i>Sponsored by Miami Air International</i>	Marquis Ballroom Center and South

## **SUNDAY, JUNE 20, 2010**

3:00 p.m. **Round Tables** Marquis Ballroom Northeast  
to 5:00 p.m. 3 - 35 minute sessions w/5 minutes in between

*Best Practices for Small Business Offices -- John Gruppo, Assistant Athletics Director - Business and Ticketing, Northeastern University*

*Current Issues Affecting BCS Schools -- Luther Lee, Assistant Athletics Director - Business, University of Oklahoma*

*Current Issues Affecting Non-BCS Schools -- James Gibson, Assistant Athletics Director - Business and Finance, University of Montana*

*Dealing with Decreases in State or University Funding -- Joshua Boone, Assistant Director of Business Operations, University of North Carolina*

*Student Athletics Fees and Admission to Athletics Events -- Aaron Dyes, Operations, San Jose State University*

*Ticketing Strategies for Post Season Competition -- Brad Wachler, Assistant Athletics Director - Business, Central Michigan University*

*UBIT Issues -- Karen Mercer, Director - Athletics Business Operations, James Madison University*

5:00 p.m. **Rookie Reception with Past Presidents** Grand Ballroom D  
to 6:00 p.m. **and Committee Members**  
*Derrick Magee, 3rd Vice-President*  
*Sponsored by Collegiate Directories, Inc.*

6:15 p.m. **Dinner Cruise out of Newport Beach** Hornblower Cruises & Events  
to 10:00 p.m. *Sponsored by Weldon, Williams and Lick, Inc.*  
*Transportation Sponsored by International Motor Coach Group, Inc. and its attending partners*  
*Pacific Coachways, Arrow Stage Lines, Royal Coach Tours and Red Carpet Charters*

## **MONDAY, JUNE 21, 2010**

7:30 a.m. **Late Registration** Platinum Ballroom Registration Desk  
to 9:00 a.m. *NACDA*

8:30 a.m. **Identifying Fraud** Marquis Ballroom Center and South  
*Kevin Robinson, Executive Director - Department of Internal Auditing, Auburn University*

9:30 a.m. **Taking a Critical Look at Our Radar Screen** Marquis Ballroom Center and South  
*Dutch Baughman, Executive Director, Division 1A Athletic Director's Association*

10:30 a.m. **Coffee Break with Exhibitors** Marquis Ballroom Center and South  
*Sponsored by Summit America Insurance/NACDA Insurance Division*

11:00 a.m. **Creative Facility Financing** Marquis Ballroom Center and South  
*Tom Stultz, Senior Vice President & Managing Director, IMG*

12:00 noon **Awards Luncheon** Marquis Ballroom Northeast  
*Julie Bright, Senior Associate Athletics Director - Administration, Iowa State University*  
*Sponsored by Sodexo Sports and Leisure*

1:30 p.m. **Preparing Effective Financial Presentations** Marquis Ballroom Center and South  
*Craig Angelos, Athletics Director, Florida Atlantic University*

2:30 p.m. **Coffee Break with Exhibitors** Marquis Ballroom Center and South  
*Sponsored by Innovative Sports Strategies*

3:00 p.m. **Roundtables** Marquis Ballroom Northeast  
to 5:00 p.m. 3 - 35 minute sessions w/5 minutes in between

*Budget Building Models -- John Gruppo, Assistant Athletics Director - Business and Ticketing, Northeastern University*

*Contract Negotiations/Drafting Techniques -- Brad Wachler, Assistant Athletics Director - Business, Central Michigan University*

*EADA Issues -- Omar Banks, Assistant Athletics Director - Business Affairs, University of Cincinnati*

*Fund Raising and the Business Office (Distribution, Equity, Taxes) -- Terry Donovan, Assistant Athletics Director - Business, University of Nevada*

*Minimizing Air Charter Expenses (Gino DiBiasio, Director of Sales and Marketing, CharterSearch, Inc. and Joe Quinn, President, CharterSearch, Inc.)*

*Strengthening the Athletics Department/University Business Office Relationship -- Judy Caserta, Business Manager for Athlete Canisius College*

*Tax Issues (Employees and Sales) -- Noreen DiSandro, Business Manager, University of Rhode Island*

6:30 p.m. **Past President's Dinner with Executive Committee** Off Property

## **TUESDAY, JUNE 22, 2010**

5/10/2010

8:00 a.m.	<b>Lottery Breakfast</b>	Marquis Ballroom Northeast
to 8:45 a.m.	<i>Sponsored by Paciolan</i>	
<b><u>TUESDAY, JUNE 22, 2010</u></b>		
8:45 a.m.	<b>Exhibitor Awards Presentation</b>	Marquis Ballroom Northeast
to 9:30 a.m.	<i>Stacy Martin, 2nd Vice President</i>	
9:30 a.m.	<b>KEYNOTE SPEAKER</b>	Marquis Ballroom Center and South
	<b>The Value of Intercollegiate Athletics to a Campus from a Financial Resources Perspective</b>	
	<i>Sandy Barbour, Athletics Director, University of California</i>	
	<i>Sponsored by James Moore and Company</i>	
10:30 a.m.	<b>NCAA/EADA Benchmark Reporting and Fundamentals of Sports Travel</b>	Marquis Ballroom Center and South
	<i>Keith Martin, Interim Vice President/Chief Financial Officer, NCAA</i>	
	<i>Nikki Watson, Assistant Director - Business Intelligence and Project Management, NCAA</i>	
12:00 noon	<b>Closing Remarks</b>	Marquis Ballroom Center and South
	<i>Frank Hardyman, President</i>	
12:30 p.m.	<b>Executive Committee Meeting</b>	Los Angeles
to 3:00 p.m.		
12:30 p.m.	<b>Exhibitor Breakdown</b>	Marquis Ballroom Center and South
to 4:00 p.m.	<i>Stacy Martin, 2nd Vice-President</i>	
4:30 p.m.	<b>NACDA Exhibitors and Reception</b>	Hall C - Anaheim Convention Center
to 8:30 p.m.	<i>CABMA members registered for NACDA Only</i>	

FOUNDED OF NECESSITY  
CONTINUED IN DEDICATION

CABMA, since 1950