

### 2009 CONVENTION RECAP AND A LOOK AHEAD TO 2010

During our Convention last June in Orlando, I was named President of CABMA for 2009-10. While the “passing of the gavel” was certainly a highlight of the Convention for me, I am happy to report there were several much more noteworthy events which helped make the 59th Annual CABMA Convention a success. In this edition of the CABMA Corner, I wanted to review our experience in Orlando and take a look at the year ahead for our organization.



Frank Hardyman



Acknowledging the challenging economic climate in which we work, the Executive Committee strove to put together a program that met the expectations of members who made the difficult decision to attend the 2009 Convention. The program, particularly the round tables, was tailored to provide assistance to business managers working through unique fiscal challenges.

Many of our speakers provided career guidance and insight on keeping yourself marketable during tough economic times. Gene DeFilippo, our Keynote Speaker and athletics director at Boston College; Rosa Gatti, ESPN’s senior vice president of communication; and Bill Carr, chairman of Carr Sports Associates, Inc. spoke effectively on this and other topics.

Managing change was a topic throughout the Convention. To that end, Stan Williamson, athletics director at Campbell, relayed first-hand experiences in the area of “Managing Change in a Challenging Economic Environment.”

Ticket office staff members make up an important part of CABMA’s membership. Efforts were made throughout the Convention to provide content worthwhile to ticket managers. Along with conducting a round table on “Issues Impacting Ticket Operations,” Matt DiFebo from Central Florida gave a presentation on “Maximizing Ticket Sales Revenue,” while Craig Pintens from Marquette and Clark Livsey from Brigham Young led a panel discussion on the secondary ticket market.

Not forgetting our accounting roots, Ken Kurdziel and Trey Long from James Moore & Co. led a presentation titled “Auditor’s Perspective of Agreed Upon Procedures.”

Again this year, the Awards Luncheon afforded us the opportunity to recognize some of the most important contributors to our field. Congratulations to Darin Spease of UNC Charlotte who was named Manager of the Year, and to George Eldridge Award Winner Russ Sharp of West Virginia University. In addition, the NCAA was awarded the Associate Member Service Award in recognition of that organization’s contributions to CABMA.

The round table discussions often provide attendees with the most valuable “take aways” of Convention week. We are very appreciative of our many colleagues who took the time to present information and lead discussions on several topics that have come to the forefront in the past year. In addition, we appreciate the time Craig Angelos, athletics director at Florida Atlantic, took to lead a very informative round table. Round tables on “Maintaining Strong Morale During Challenging Times,” “Strategies for Successfully Implementing Cost Containment Measures” and “Getting Senior Management the Data Needed to Make

Fiscally Responsible Decisions” along with several other discussion topics gave attendees insight and strategies they could take back to their campuses.

The final day of the Convention touched on the theme of finding ways to move ahead and grow as a department despite the fiscal constraints we currently face. Jay Bellwoar, a managing director with Merrill Lynch, spoke on “Procuring Financing for Long Term Initiatives in Today’s Marketplace,” while Mike Holleman and Todd Ballew from Heery International, Inc., gave a presentation on “Building Facilities that Maximize Revenue Streams and Utilize Available Funding.”

Possibly the most important part of the Convention experience is the knowledge gained and career growth made possible by the networking that goes on throughout the program. Several successful social events helped facilitate the networking process. Thank you to David Steele of Marshall for his excellent work coordinating the Doug Beard Memorial Golf Tournament. The membership appreciates the sponsorship of Consolidated Printing which made this event possible. Thanks also to Weldon Williams & Lick Inc., for sponsoring the well-received evening at Universal Orlando.

Speaking of sponsors, we would not be able to hold a Convention without them. The list of sponsors and vendors who contributed to our organization in 2008-09 is too long to include here, but along with the sponsors named above, we would like to thank those vendors who sponsored events and activities during the Convention. Those include Miami Air International, Collegiate Directories, Inc., Summit America/American Specialty Insurance, Sodexo Sports & Leisure, ACS Athletics, Short’s Sports & Event Logistics and Ticketmaster.

We now turn our attention to CABMA’s 60th Convention, to be held June 19-22, 2010 in Anaheim, Calif. The Executive Committee knows the fiscal challenges that were a constant theme during the 2009 Convention are still very real as we look ahead to 2010. We are all working to put together a program that provide your institution maximum return on the funds invested in Convention participation. First Vice President Ross Cobb of the University of Texas at San Antonio and his Program Committee are in the early stages of putting together the 2010 program. Second Vice President Stacy Martin from San Jose State is assembling another strong vendor and sponsor team to aid us in putting on the best event possible.

While we look forward to renewing acquaintances with past attendees next June in Anaheim, we are optimistic that the return of the event to the West Coast after a long time away will allow our many members from the Pacific Time Zone to join or re-join the ranks of Convention attendees. Third Vice President Derrick Magee from Cincinnati and the Membership Committee will be working hard in 2009-10 to grow our membership and encourage a strong contingent to come to Anaheim.

In closing, thanks to last year’s CABMA President Clayton Hamilton of Colorado for providing the leadership that made the 2009 Convention, as well as the entire year, a success for CABMA. Most importantly, thanks to the attendees who showed in strong numbers for creating the type of collegial environment necessary to assure the event was productive and beneficial. We hope to see you all in Anaheim in 2010.

Thanks for this article to Frank Hardyman, associate athletics director/chief financial officer at Georgia Tech and CABMA President.