

**3rd Annual Collegiate Event and Facility Management
Association (CEFMA) Convention
June 15-16, 2011
World Center Marriott Resort
Orlando, Florida**

Tuesday, June 14

- 7:30 am-6:00 pm Convention Registration
(Grand Ballroom Registration Desk)
- 3:00-5:00 pm Officers and Board of Directors' Meeting
(Denver)
- 5:00-6:00 pm Corporate Advisory Board Meeting (Includes CEFMA Sponsorship Committee)
(Chicago)
- 6:30-7:30 pm Networking Reception
Sponsored by Heery International, Inc.
(Salon G1)
- 7:30-9:00 pm Officers and Board of Directors' Dinner
(Hawk's Landing Steakhouse)

Wednesday, June 15

- 7:30 am-6:00 pm Convention Registration
(Grand Ballroom Registration Desk)
- 7:45-8:30 am Welcome Breakfast – "Meet and Greet" with CEFMA Officers and Board of Directors
Sponsored by T&B Equipment Company, Inc.
(Salon G1)
- 8:45-10:30 am Keynote Address
Khalil Johnson, President, Common Sense Consulting
 - Strategic Consultant to NCAA on Men's Basketball Championship
 - Stadium Consultant to National Football League for Super Bowls
 - Operations Consultant on the new stadium projects for the Chicago Bears, Detroit Lions, Seattle Seahawks and Georgia Tech's football and baseball stadiums
 - COO of \$750 million multi-facility complex. During his tenure at the Georgia Dome, Georgia World Congress Center and Olympic Centennial Park, he had oversight of:
 1. 1996 Olympics
 2. National Political Convention
 3. Top 100 Trade Shows
 4. 2000 Super Bowl**Sponsored by Contemporary Services Corporation**
(Salon 7A)
- 10:45-11:45 am General Session
Critical Infrastructure Analysis from the Department of Homeland Security
Marty Smith, Critical Infrastructure Division, Department of Homeland Security
(Salon 7A)
- 11:45 am-1:00 pm Luncheon (**On Your Own**)
- 12:00 nn-5:00 pm Table-Top Display Set-Up
(Salon G)

Wednesday, June 15

1:15-2:00 pm

Round Tables (3 Options)

- Field and Floor Specifications Book – A Necessity for All Event and Facility Managers
Ty Halpin, Associate Director of Playing Rules Administration, NCAA
Sponsored by Daktronics, Inc.
(Salon A)
- Sports Venues – “See Something, Say Something DHS Security Campaign”
Marty Smith, Critical Infrastructure Division, Department of Homeland Security
(Salon B)
- University of Central Florida Case Study: Managing Simultaneous Construction and Occupancy of On-Campus Football Stadium and Basketball Arena
Joe Simon, Associate Athletics Director – Facilities and Operations, University of Central Florida
(Salon C)

2:05-2:50 pm

Round Tables (3 Options)

- Field and Floor Specifications Book – A Necessity for All Event and Facility Managers
Ty Halpin, Associate Director of Playing Rules Administration, NCAA
Sponsored by Daktronics, Inc.
(Salon A)
- Sports Venues – “See Something, Say Something DHS Security Campaign”
Marty Smith, Critical Infrastructure Division, Department of Homeland Security
(Salon B)
- University of Central Florida Case Study: Managing Simultaneous Construction and Occupancy of On-Campus Football Stadium and Basketball Arena
Joe Simon, Associate Athletics Director – Facilities and Operations, University of Central Florida
(Salon C)

3:00-4:00 pm

General Session

Day to Day Response to Snow Removal and Inclement Weather

Bob Campbell, CSFM, Vice President – Customer Relations, Carolina Green Corporation

Amy Fouty, CSFM, Athletics Turf Manager, Michigan State University

J.D. Wicker, Senior Associate Athletics Director/Chief Operating Officer, San Diego State University

Sponsored by Carolina Green Corporation

(Salon 7A)

4:10-5:10 pm

General Session

International Association of Venue Managers (IAVM) Session

(Salon 7A)

5:15-6:45 pm

Networking Reception and CEFMA Partner Tradeshow

(Salon G)

7:00-9:30 pm

Off-Site Social Outing (Amway Center)

Sponsored by Daktronics, Inc.

Thursday, June 16

7:00-8:00 am

Breakfast (**On Your Own**)

7:30 am-6:00 pm

Convention Registration

(Grand Ballroom Registration Desk)

8:00-9:30 am

General Session

Breaking Barriers: Diversity and Inclusion in Intercollegiate Athletics

Jenny Withycombe, President, Withycombe Consulting

Sponsored by Downstream

(Salon 7A)

Thursday, June 16

9:40-10:25 am

Round Tables (3 Options – To Be Determined)

- Camps – Managing Kids and Facilities A-Z
Mike Penner, Associate Athletics Director – Event Management and Facilities Scheduling, The Ohio State University
(Salon 1)
- Crowd Rush Incidents – What’s the Best Course of Action?
Todd Nelson, Assistant Athletics Director – Event Operations, University of Wisconsin
(Salon 2)
- Managing Facilities and Events with Limited Budgets and Resources in Divisions II and III
Josh Munk, Associate Director – Football Operations, Big Ten Conference
Brad Wallace, Athletics and Recreation Facilities Manager, Grand Valley State University
Sponsored by BigSigns.com
(Salon 3)

10:30-11:15 am

Round Tables (3 Options – To Be Determined)

- Camps – Managing Kids and Facilities A-Z
Mike Penner, Associate Athletics Director – Event Management and Facilities Scheduling, The Ohio State University
(Salon 1)
- Crowd Rush Incidents – What’s the Best Course of Action?
Todd Nelson, Assistant Athletics Director – Event Operations, University of Wisconsin
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Josh Munk, Associate Director – Football Operations, Big Ten Conference
Brad Wallace, Athletics and Recreation Facilities Manager, Grand Valley State University
Sponsored by BigSigns.com
(Salon 3)

11:30 am-12:45 pm

Box Lunch Panel Discussion -- Emerging Technologies for Stadiums and Arenas

Tim Canfield, Chief Executive Officer, Downstream
Chad Ladov, Vice President – Business Development, In Stadium Solutions (ISS 24/7)
Bill Ryan, President, Ryan Marketing Group Technologies
Sponsored by In Stadium Solutions (ISS 24/7)
(Salon 7A)

1:00 pm

Buses Depart for Off-Site Tour (University of Central Florida)
(Porte Cochere)

1:45-4:00 pm

Off-Site Tour
University of Central Florida Athletics Facilities

4:00-8:30 pm

NACDA Opening Reception and Exhibit Hall Open
(Cypress Ballroom 2-3)

7:30-9:00 pm

Officers and Board of Directors’ Dinner
(Ristorante Tuscany)