

NACDA and Affiliate Associations Conventions
NACDA's 44th Annual Convention - June 18-21, 2009
World Center Marriott Resort
Orlando, Florida
Updated: 6/9/09

Sunday, June 14

1-6 pm

NCAA Professional Development Workshop for Athletics Business Managers

Monday, June 15

8 am-1 pm

10:30-11:30 am

11 am-5 pm

NCAA Professional Development Workshop for Athletics Business Managers

CABMA Executive Committee Meeting

Doug Beard Memorial Golf Outing (Hawk's Landing Golf Club)

Sponsored by Consolidated Printing

Convention Registration

CABMA Exhibit Hall Set-Up

1-7 pm

6-8:30 pm

6-8:30 pm

7:30-8:30 pm

7:30-8:30 pm

8:30-10 pm

CABMA Exhibit Registration

CABMA Membership Committee Meeting

CABMA Program Committee Meeting

CABMA Informal Social

Tuesday, June 16

All Day

7:30 am-6 pm

8:30-10 am

10-10:30 am

10:30-11 am

11 am-12 nn

12 nn-1:30 pm

12 nn-5 pm

1:30-2:30 pm

2:30-3 pm

2:30-5:30 pm

3-5 pm

NACDA Open Meeting Time (Limited Space Available)

Convention Registration

CABMA Welcome Breakfast and Opening Speaker

Rosa Gatti, Senior Vice President – Communications, ESPN

CABMA Annual Business Meeting and Introductions

Clayton Hamilton, Associate Athletics Director – Business Operations,

University of Colorado, CABMA President

CABMA Exhibitor Introductions

Ross Cobb, Associate Athletics Director – Business Operations, University of

Texas San Antonio

CABMA General Session

Career Management: Staying Marketable in Challenging Economic Times

Bill Carr, Carr Sports Associates, Inc.

CABMA Luncheon

CEFMA Table-Top Display Set-Up

CABMA General Session

Updated for 2009: Auditor's Perspective of Agreed Upon Procedures

Ken Kurdziel, Partner, James Moore and Company

Trey Long, Manager, James Moore and Company

CABMA Coffee Break with Exhibitors

Sponsored by Miami Air International

NACDA Mentoring Institute

Sponsored by Duquesne University

CABMA Round Tables

Air Charter 101 – Tips on Managing Air Charter Expenses

Gino DiBiasio, Director of Sales and Marketing, CharterSearch

Joe Quinn, Director – Flight Operations, CharterSearch

Automated Solutions to Budget Reporting Challenges

Mac Hart, Associate Athletics Director, Providence College

Big Challenges Faced by Smaller Programs in the Current Economic Climate

Judith Caserta, Athletics Business Manager, Canisius College

Getting Senior Management the Data Needed to Make Fiscally Responsible Decisions

Derrick Magee, Associate Athletics Director and Chief Financial Officer, University of Cincinnati

Maintaining Strong Morale During Challenging Times

Dennis Helsel, Athletics Director, Chowan University

Strategies for Successfully Identifying, Communicating and Implementing Cost Containment Measures

Michael Boele, Associate Athletics Director, Florida Atlantic University

4-6 pm

CEFMA Officers and Board of Directors' Meeting

Tuesday, June 16

5-6 pm

CABMA Rookie Reception with Past Presidents and Committee Members
Stacy Martin, Senior Associate Athletics Director/Chief Operating Officer, San Jose State University

Sponsored by Collegiate Directories, Inc.

6-8 pm

NAAC Officers Dinner Meeting

6:15-10 pm

CABMA Social Function (Universal Studios)

Sponsored by Weldon, Williams & Lick, Inc.

Bus Transportation Sponsored by The BusBank

7-9 pm

NATYCAA Officers and Executive Committee Meeting

7:15-9:15 pm

CEFMA Officers and Board of Directors' Dinner

Wednesday, June 17

All Day

NACDA Open Meeting Time (Limited Space Available)

7:30 am-6 pm

Convention Registration

7:30-8:30 am

NAAC Officers and Board of Directors' Breakfast with ACS Athletics

8-8:50 am

CEFMA Welcome Breakfast

"Meet and Greet" with Officers and Board of Directors

8 am-2 pm

NATYCAA Golf Outing (Hawk's Landing Golf Club)

8 am-3 pm

NACDA Mentoring Institute

Sponsored by Duquesne University

8 am-5 pm

Exhibit Hall Set-Up

8 am-5 pm

Exhibit Registration

8:30-9:30 am

CABMA General Session

Identifying New Revenue Streams: Secondary Ticketing Marketing

Craig Pintens, Associate Athletics Director – Marketing and Sales, Marquette University

8:30-9:50 am

NAAC Officers and Board of Directors' Meeting

9-10 am

CEFMA Keynote Address

Extreme Dreams Depend on Teams

Pat Williams, Senior Vice President, Orlando Magic

Sponsored by Contemporary Services Corporation

9:30-10:30 am

CABMA General Session

Managing Change/Leading a Mid-Sized Athletics Department in a Challenging Economic Climate

Stan Williamson, Athletics Director, Campbell University

10 am-12 nn

NAAC Reasonable Standards Committee Meeting

10 am-12 nn

NAAC Legislation and Governance Committee Meeting

10 am-12 nn

NAAC Communications Committee Meeting

10 am-12 nn

NAAC Organizational Advancement Committee Meeting

10 am-12 nn

NAAC Convention Committee Meeting

10 am-12 nn

NAAC Education and Professional Standards Committee Meeting

10:15 am-12 nn

CEFMA General Session

Leadership Strategies – "10 Truths About Leadership...It's Not Just About Winning"

Pete Luongo, Former President and CEO, The Berry Company

10:30-11 am

CABMA Coffee Break with Exhibitors

Sponsored by Summit America/American Specialty Insurance

11 am-12 nn

CABMA General Session

Maximizing Ticket Sales Revenue

Matt DiFebo, Associate Athletics Director – External Services, University of Central Florida

11:20 am-12:15 pm

NACDA Mentoring Institute Luncheon

Sponsored by Duquesne University

12 nn-1:30 pm

CABMA Awards Luncheon

Julie Bright, Senior Associate Athletics Director – Administration, Iowa State University

Sponsored by Sodexo Sports & Leisure

12:15-1:30 pm

CEFMA Luncheon (On Your Own)

Wednesday, June 17

1-2 pm

NAAC General Session

Leading Change: A Presentation by Richard Lapchick

Richard Lapchick, Chair, DeVos Sport Business Management

Program; Director, Institute for Diversity and Ethics in Sport; Director, National Consortium for Academics and Sports, University of Central Florida

Sponsored by ACS Athletics

1:30-2:30 pm

CEFMA General Session

Emerging Threats – How Do You Prepare for Them?

Christopher Davis, Special Agent, Orlando FBI

Sponsored by New England Flag and Banner

1:30-2:30 pm

CABMA Keynote Speaker

Gene DeFilippo, Athletics Director, Boston College

Sponsored by ACS Athletics

2:10-3:10 pm

NAAC General Session

Getting in the Game – NAAC's Voice in College Athletics

Dan Bartholomae, Assistant Athletics Director – Compliance, University of Pittsburgh

Kate Hickey, Senior Associate Athletics Director – Student Services and Compliance/SWA, Rutgers University

John Morris, Senior Associate Athletics Director – Compliance, University of Washington

Josh Snyder, Associate Athletics Director – Compliance, Iowa State University

Christian Spears, Senior Associate Athletics Director, Northern Illinois University

Judy Van Horn, Associate Athletics Director/Senior Woman's Administrator, University of Michigan, NAAC President

Josh White, Assistant Athletics Director – Compliance and Planning, University of Nebraska

Sponsored by Bond, Schoeneck & King, PLLC

2:30-3 pm

CABMA Coffee Break with Exhibitors

Sponsored by Short's Sports and Event Logistics

2:30-4 pm

NCAA Brand Strategies and Events Meeting

2:30-4:30 pm

NAADD Officers and Executive Committee Meeting

2:45-3:45 pm

CEFMA General Session

Conference Championships – It's All About the Experience

Hosting from the Campus/Conference Perspective

Preparations (Neutral Site vs. On-Campus)

Evaluation

Sportsmanship

Donyale Canada, Associate Commissioner, Mid-American Conference

Michael Kelly, Associate Commissioner, Atlantic Coast Conference

Mike Kempamy, Large Sports Venue – Sales, Daktronics, Inc.

Julie Roe, Director of Enforcement, NCAA

Lisa Sweany, Senior Associate Athletics Director, Grand Valley State University

Sponsored by Daktronics, Inc.

3-5 pm

NATYCAA "Connections" Meeting

3-5 pm

CABMA Round Tables

Discussion of Issues Impacting Ticket Operations

Matt DiFebo, Associate Athletics Director – External Services, University of Central Florida

Keys to a Successful Working Relationship Between the Business Office and Compliance Office

James Gibson, Assistant Athletics Director, University of Montana

Managing Budget Challenges Created by Facility Upgrades and Expansions

Brad Stricklin, Associate Athletics Director, University of Central Florida

Quantifying the Impact of Fringe Benefits on Payroll Expenses

Janie Williams, Athletics Business Manager, Texas A&M University

Strategies for Controlling/Reducing Administrative Costs

Henry Humphreys, Senior Associate Athletics Director, University of Texas El Paso

Strategies to Reducing Travel Expenses

Jeff Pritsker, Assistant Athletics Director, Northern Arizona University

Wednesday, June 17

3:20-4:20 pm

NAAC General Session

CSI – Real Life Major Cases

Paul Dee, Lecturer in Law and Education and Former Athletics Director, University of Miami

Rick Greenspan, Former Athletics Director, Indiana University

Lee McElroy, Vice President for Athletics Administration and Athletics Director, University at Albany

Andrea Nordmann, Associate Athletics Director – Compliance, Texas Christian University

Sponsored by Lightfoot, Franklin and White, LLC

3:30-3:45 pm

NCAA Division II Governance Academy (MOAA Grant Recipients Only)

Welcome and Opening Remarks

Clint Bryant, Athletics Director, Augusta State University, MOAA President

3:45-4:20 pm

NCAA Division II Governance Academy (MOAA Grant Recipients Only)

Leadership

Bernard Franklin, Executive Vice President – Membership Services and Student-Athlete Affairs, NCAA

4-5 pm

CEFMA General Session

Construction Projects – If You Build It, They Will Come – But How Do You Build It?

Steve Adams, Assistant Athletics Director – Internal Operations, Wake Forest University, CEFMA President

Mike Holleman, Vice President and Director of Sports Facility Design, Heery International, Inc.

Tim O'Connell, Senior Associate Athletics Director, University of Dayton

Sponsored by Heery International, Inc.

4-5 pm

NAIA – NACMA Advisory Board Meeting

4-5:30 pm

FCS Football Coaches' Executive Committee Meeting

4:15-5 pm

NACMA Officers and Past Presidents' Meeting

4:20-5 pm

NCAA Division II Governance Academy (MOAA Grant Recipients Only)

Overview of the NCAA and Division II Governance Structure

Terri Steeb, Director of Division II, NCAA

4:30-5 pm

NACDA Officers, Executive Committee and Past Presidents' Meeting

4:30-5:20 pm

NAAC Breakout Sessions

Don't Sue the Compliance Administrator! Assessing Institutional Liability During a Campus Visit

Elsa Cole, General Counsel, NCAA

Anastasios Kaburakis, Assistant Professor and Director of the Sport Management Graduate Program, Southern Illinois University Edwardsville

Heather Lawrence, Assistant Professor, Ohio University

Tricia Turley, Associate Athletics Director – Compliance and Student Services, Ohio University

Sponsored by University of Akron School of Law

Failure to Monitor? A Look at National Trends in Monitoring Phone Calls and Text Messaging

Dan Bartholomae, Assistant Athletics Director – Compliance, University of Pittsburgh

Chad Hawley, Assistant Commissioner – Compliance, Big Ten Conference

Sponsored by Roberts Innovations, LLC

Help Wanted: Interns, Externs and Volunteers

Jennifer Brinegar, Senior Assistant Athletics Director – Recruiting and Enrollment Services, Indiana University

Mitzi Clayton, Assistant Athletics Director – Compliance, University of Missouri

David Pierce, Assistant Professor of Sport Administration, Ball State University

Karen Wolf, Director of Compliance, University of Oklahoma

4:30-5:30 pm

NAADD Diversity Initiative Program Winners' Orientation Meeting

5-6 pm

NAIA National Administrative Council Executive Committee Meeting

5-7 pm

NACMA Officers and Board of Directors' Meeting

5-7:30 pm

MOAA Reception

5:30-6:30 pm

NATYCAA Connections Committee Social

5:30-7 pm

NAADD Fundamentals of Athletics Development Reception

Sponsored by 360 Architecture

Wednesday, June 17

6-7 pm

NAAC Networking Reception

Sponsored by ACS Athletics

6-7:30 pm

CEFMA Networking Reception

Sponsored by Amerashield

6-9 pm

NACDA Officers, Executive Committee and Past Presidents' Reception/Dinner

Sponsored by Marriott International

6:30-8:30 pm

CABMA Past Presidents' Dinner with Executive Committee

6:30-9:30 pm

NAIA National Administrative Council Meeting

7-8:30 pm

NATYCAA Reception

7:15-9:15 pm

ICLA Board of Directors' Meeting and Dinner

7:30-10 pm

NAADD Officers, Executive Committee and Sponsors' Dinner

7:45-8:45 pm

CEFMA Corporate Advisory Board Meeting

8-10 pm

NACMA Officers, Board of Directors and Sponsors' Dinner

8:30-10:30 pm

ECAC Reception

6 am-5:30 pm**NACDA Open Meeting Time (Limited Space Available)****Thursday, June 18**

7:30-8 am

NACMA Basic Training

Continental Breakfast/Meet and Greet

7:30-8 am

NAAC Continental Breakfast

Sponsored by ACS Athletics

7:30 am-6 pm

Convention Registration

7:45-8:45 am

NAADD Fundamentals of Athletics Development Mentoring Breakfast

Sponsored by 360 Architecture

8 am

Buses Depart for CEFMA Behind-the-Scenes Disney Tour

Sponsored by ESPN

8-8:10 am

NACMA Basic Training

Welcome From Our NACMA President

Dennis Kalina, Associate Athletics Director – Development, Gonzaga University, NACMA President

8-8:15 am

NATYCAA President's Welcome

*Dave Evans, Athletics Director, San Diego Mesa College, NATYCAA President***Sponsored by CMX Sports Engineers, Collegiate Directories, Inc., Daktronics, Inc., Delta Air Lines, FieldTurf Tarkett, GeneralSports Venue/AstroTurf, Jostens, Inc., JV Pro, Inc., My Sports Dreams, Southern Bleacher Company, Summit America Insurance Services/NACDA Insurance Division**

8-8:40 am

NAAC General Session

Connecting the Compliance World and Presentation of the Frank Kara Leadership Award

*Lindsey Affolter, Compliance Assistant, University of Texas**Josh Synder, Associate Athletics Director – Compliance, Iowa State University**Tricia Turley, Associate Athletics Director – Compliance and Student Services, Ohio University***Sponsored by ScoutForce**

8-8:45 am

CABMA Lottery Breakfast

Sponsored by Ticketmaster

8 am-12 nn

NAIA Awards and Statistics Committee Meeting

8 am-12 nn

NAIA Championships Committee Meeting

8 am-12 nn

NAIA Rules and Ratings Committee Meeting

8 am-12 nn

NAIA Experience and Enhancement Committee Meeting

8 am-2 pm

Exhibit Hall Set-Up

8 am-2 pm

Exhibit Registration

8 am-5 pm

NACMA, NAADD, ICLA Collateral Corner Open

8:10-8:40 am

NACMA Basic Training

What You Knew, But Didn't Realize! A Past Presidents' Findings

*Jeff Bain, Athletics Director, Martin Methodist College**Brent Seebohm, Associate Athletics Director and Vice President/General Manager, University of Arizona & IMG*

Thursday, June 18

8:15-9:15 am

NATYCAA Keynote Address

Bernard Franklin, Executive Vice President – Membership Services and Student-Athlete Affairs, NCAA

Sponsored by CMX Sports Engineers, Collegiate Directories, Inc., Daktronics, Inc., Delta Air Lines, FieldTurf Tarkett, GeneralSports Venue/AstroTurf, Jostens, Inc., JV Pro, Inc., My Sports Dreams, Southern Bleacher Company, Summit America Insurance Services/NACDA Insurance Division

8:30-8:45 am

MOAA Symposium

Opening Remarks

Sean Frazier, Associate Athletics Director, University of Wisconsin

8:30-9 am

NACDA Investment Committee Meeting

8:30-11:30 am

CEFMA Behind-the-Scenes Disney Tour

Sponsored by ESPN

8:45-9 am

NAADD Fundamentals of Athletics Development

Welcome and Philosophy of NAADD

Matt Donovan, Associate Athletics Director, University of Indianapolis, NAADD President

Sponsored by 360 Architecture

8:45-9:15 am

NACMA Basic Training

Speed Networking – Ice Breaker

James Companion, Associate Commissioner, Big South Conference

Tracie Hitz, Associate Athletics Director – Marketing and Sales, Northwestern University

8:45-9:15 am

MOAA Symposium

State of the Association

Clint Bryant, Athletics Director, Augusta State University, MOAA President

8:45-9:30 am

CABMA Exhibitor Awards' Presentation

Ross Cobb, Associate Athletics Director – Business Operations, University of Texas San Antonio

8:50-9:40 am

NAAC Breakout Sessions

Don't Sue the Compliance Administrator! Assessing Institutional Liability During a Campus Visit

Elsa Cole, General Counsel, NCAA

Anastasios Kaburakis, Assistant Professor and Director of the Sport Management Graduate Program, Southern Illinois University Edwardsville

Heather Lawrence, Assistant Professor, Ohio University

Tricia Turley, Associate Athletics Director – Compliance and Student Services, Ohio University

Sponsored by University of Akron School of Law

Hot Topics in Division II

Wendy Taylor May, Senior Associate Athletics Director/Senior Woman's Administrator, University of California San Diego

Minimum Resources, Maximum Responsibility: Tips and Technologies for a More Efficient Compliance Office

Brady Barke, Assistant Athletics Director – Compliance, Southeast Missouri State University

Christian Spears, Senior Associate Athletics Director, Northern Illinois University

Lauren Wilson, Assistant Athletics Director – Compliance, Indiana University-Purdue University Fort Wayne

Sponsored by JumpForward.com

9-9:45 am

NAADD Fundamentals of Athletics Development

So I am in Athletics Development, Now What?

Stephen Ponder, Senior Associate Athletics Director, Arizona State University

Sponsored by 360 Architecture

9:15-10:15 am

MOAA Symposium

Laying the Foundation: Grass Roots Experiences that Will Support a Career in Athletics

Debbie Chin, Athletics Director, University of New Haven

China Jude, Athletics Director, Cheyney University

Emmett Gill, Assistant Professor – School of Social Work, Rutgers University

Thursday, June 18

- 9:20-9:50 am NACMA Basic Training
Licensing 101: ICLA
Dale Arens, Trademark Licensing Director, University of Iowa
Tony Johnson, Vice President, Strategic Marketing Affiliates
- 9:25-10:50 am NATYCAA General Session
Two-Year College Relations
Joe Castiglione, Director of Athletics, University of Oklahoma
Dan Guerrero, Director of Athletics, UCLA
Sponsored by CMX Sports Engineers, Collegiate Directories, Inc., Daktronics, Inc., Delta Air Lines, FieldTurf Tarkett, GeneralSports Venue/AstroTurf, Jostens, Inc., JV Pro, Inc., My Sports Dreams, Southern Bleacher Company, Summit America Insurance Services/NACDA Insurance Division
- 9:30-10:30 am CABMA General Session
Procuring Financing for Long Term Initiatives in Today's Marketplace
Jay Bellwoar, Managing Director, Merrill Lynch
- 9:50-10:35 am NAADD Fundamentals of Athletics Development
Cultivation, Identification and Stewardship Through the Annual Fund
Dan Cloran, Executive Director – All for One Club, Xavier University
Sponsored by 360 Architecture
- 9:50-10:40 am NAAC Breakout Sessions
Failure to Monitor? A Look at National Trends in Monitoring Phone Calls and Text Messaging
Dan Bartholomae, Assistant Athletics Director – Compliance, University of Pittsburgh
Chad Hawley, Assistant Commissioner – Compliance, Big Ten Conference
Sponsored by Roberts Innovations, LLC
Help Wanted: Interns, Externs and Volunteers
Jennifer Brinegar, Senior Assistant Athletics Director – Recruiting and Enrollment Services, Indiana University
Mitzi Clayton, Assistant Athletics Director – Compliance, University of Missouri
David Pierce, Assistant Professor of Sport Administration, Ball State University
Karen Wolf, Director of Compliance, University of Oklahoma
Sponsored by The Compliance Group
Minimum Resources, Maximum Responsibility: Tips and Technologies for a More Efficient Compliance Office
Brady Barke, Assistant Athletics Director – Compliance and Eligibility, Southeast Missouri State University
Christian Spears, Senior Associate Athletics Director, Northern Illinois University
Lauren Wilson, Assistant Athletics Director – Compliance, Indiana University-Purdue University Fort Wayne
Sponsored by JumpForward.com
- 10-10:30 am NACMA Basic Training
Maximizing Your Convention Experience and Your Career – A Past President's Panel
Trip Durham, NACMA Past President
Gary Friedman, Associate Athletics Director, University of Louisville
Mary Pink, Associate Athletics Director – Marketing and Promotions, Iowa State University
Leslie Wurzberger, NACMA Past President
- 10:30-11:15 am MOAA Symposium
Navigating the Workplace: Understanding the Diversity, Communications and Expectations of People
Bill Bradshaw, Athletics Director, Temple University
Tony O'Neal, Associate Athletics Director – Compliance and Academic Support, Bethune-Cookman University
- 10:30-11:30 am CABMA General Session
Building Facilities that Maximize Revenue Streams/Utilize Available Funding
Mike Holleman, Vice President and Director of Sports Facilities, Heery International, Inc.
- 10:30-11:45 am NACMA Veterans General Networking Session

Thursday, June 18

- 10:35-11:05 am NACMA Basic Training
Twitter and Facebook: The New World of Electronic Communications
Angie Sit, Assistant Athletics Director – Marketing, University of Oregon
- 10:45-11:30 am NAADD Fundamentals of Athletics Development
Best Practices – Making the Ask (Solicitation)
Whit Babcock, Senior Associate Athletics Director, University of Missouri
Sponsored by 360 Architecture
- 10:50-11:50 am NAAC General Session
Coaches' Views on Trends and Issues in College Basketball
John Beilein, Head Men's Basketball Coach, University of Michigan
Joanne McCallie, Head Women's Basketball Coach, Duke University
Muffet McGraw, Head Women's Basketball Coach, University of Notre Dame
Kirk Speraw, Head Men's Basketball Coach, University of Central Florida
Sponsored by Ice Miller LLP
- 11-11:45 am NATYCAA General Membership Meeting
Sponsored by CMX Sports Engineers, Collegiate Directories, Inc., Daktronics, Inc., Delta Air Lines, FieldTurf Tarkett, GeneralSports Venue/AstroTurf, Jostens, Inc., JV Pro, Inc., My Sports Dreams, Southern Bleacher Company, Summit America Insurance Services/NACDA Insurance Division
- 11:10-11:40 am NACMA Basic Training
The Art of Delegating, Supervising and Taking Orders
Kurt Esser, Associate Athletics Director – External Affairs, University of New Mexico
Beth Hunter, Director of Marketing, University of Notre Dame
- 11:15 am-12 nn MOAA Symposium
Round Table Discussions
MOAA Board Members
- 11:30 am-12 nn CABMA Closing Remarks
Clayton Hamilton, Associate Athletics Director – Business Operations, University of Colorado, CABMA President
- 11:30 am-12:30 pm NAADD Fundamentals of Athletics Development Mentoring Luncheon
Sponsored by 360 Architecture
- 11:30 am-1 pm ICLA Business Lunch and Awards Presentations
Sponsored by All-Star Apparel
- 11:30 am-1 pm FCS Athletics Directors Association and Football Coaches' Luncheon and Scholarships' Presentation
- 11:50 am-12:50 pm NACMA Mentor Luncheon
- 11:50 am-12:50 pm NACMA Conference Reps Appreciation Luncheon with Officers and Past Presidents
- 12 nn-1 pm MOAA Symposium
Luncheon and Keynote Speaker
Adam Herbert, President-Emeritus, Indiana University
- 12 nn-1:30 pm NAAC Lunch and Learn Panel
Compliance as a Destination Career
Joseph D'Antonio, Associate Commissioner – Compliance, Big East Conference
Jon Fagg, Senior Associate Athletics Director – Compliance and Student-Athlete Services, University of Arkansas
Ellen Ferris, Associate Provost – Athletics Compliance, University of Southern California
Kate Hickey, Senior Associate Athletics Director/Senior Woman's Administrator, Rutgers University
Sponsored by ACS Athletics
- 12 nn-2 pm NATYCAA Awards Luncheon
Featured Speaker: Oval Jaynes, Athletics Director, Jacksonville State University
Sponsored by CMX Sports Engineers, Collegiate Directories, Inc., Daktronics, Inc., Delta Air Lines, FieldTurf Tarkett, GeneralSports Venue/AstroTurf, Jostens, Inc., JV Pro, Inc., My Sports Dreams, Southern Bleacher Company, Summit America Insurance Services/NACDA Insurance Division
- 12 nn-2 pm JumpTV Partner Symposium Luncheon
- 12 nn-3 pm CABMA Executive Committee Meeting
- 12 nn-4 pm CABMA Exhibit Hall Tear Down

Thursday, June 18

12:30-1 pm	NACDA Executive Finance-Management Committee Meeting
12:45-1:30 pm	NAADD Fundamentals of Athletics Development Athletics Development Operations <i>Ross Bjork, Senior Associate Athletics Director – External Affairs, UCLA</i> Sponsored by 360 Architecture
1-1:15 pm	NACMA Convention Kickoff
1-2:30 pm	NACDA Finance-Management Committee Meeting
1-3 pm	FCS ADA Membership Forum
1:15-2 pm	NACMA Keynote Session Five Virtues of Revenue Generation in Any Economy <i>Dan Migala, Publisher, The Migala Report</i>
1:15-2 pm	MOAA Symposium Advancing to Senior Leadership Positions: The Challenges, Fears and Solutions of Advancement <i>Keri Gaither, Athletics Director, University of Detroit Mercy</i> <i>Mario Moccia, Athletics Director, Southern Illinois University</i> <i>Ed McLean, Athletics Director, Fayetteville State University</i>
1:30-2:15 pm	ICLA General Session Finding the Sweet Spots in a Sour Economy <i>Steve Sedberry, Vice President – Legal Services, VF Imagewear, Inc.</i>
1:35-2:35 pm	NAADD Fundamentals of Athletics Development Open Forum Question and Answer Session <i>Bob Madden, Executive Director – Bronco Athletic Association, Boise State University</i> <i>Lu Merritt, Director of Development, Virginia Tech</i> <i>Jane Myers, Director – Falcon Club, Bowling Green State University</i> <i>Bobby Purcell, Executive Director – Wolfpack Club, North Carolina State University</i> Sponsored by 360 Architecture
2-2:15 pm	MOAA Symposium Closing Remarks <i>Stan Johnson, Executive Director, MOAA</i>
2-4 pm	Division II ADA Board of Directors' Meeting
2-4 pm	NAIA Awards and Statistics Committee Meeting
2-4 pm	NAIA Championships Committee Meeting
2-4 pm	NAIA Rules and Ratings Committee Meeting
2-4 pm	NAIA Experience and Enhancement Committee Meeting
2:10-3 pm	NATYCAA General Session How to Keep Growing <i>Dan Kinney, President, Iowa Western Community College</i> Sponsored by CMX Sports Engineers, Collegiate Directories, Inc., Daktronics, Inc., Delta Air Lines, FieldTurf Tarkett, GeneralSports Venue/AstroTurf, Jostens, Inc., JV Pro, Inc., My Sports Dreams, Southern Bleacher Company, Summit America Insurance Services/NACDA Insurance Division

Thursday, June 18
2:10-4:20 pm

NACMA Programming Track

Attendance Generation

Adding Value for Your Fans and Sponsors

Linda Thomson, Sports Promotions Specialist, Odds on Promotions

Jeff Rank, Assistant Athletics Director – Marketing and Fan Development, University of Cincinnati

Sponsored by Odds on Promotions

Building Relationships in Your Community to Increase Attendance

Kevin Kluender, Assistant Athletics Director – Marketing and Promotions, University of Wisconsin

Tricia Miller, Director of Marketing, University of Portland

Fan Surveys: Increase Attendance by Giving Fans What They Really Want

Robert Zullo, Assistant Professor, Sports Management – Department of Kinesiology, James Madison University

Game Entertainment

Providing Big Entertainment on a Small Budget

Jessica Dickson, Assistant Athletics Director – External Relations, University of Missouri Kansas City

Thinking Outside the Box to Create the Best Fan Experience

Brad Ledford, Assistant Athletics Director – Marketing and Promotions, Illinois State University

Small School Marketing

Big Time Promotions on a Small Time Budget

John Phillips, Associate Athletics Director, Embry-Riddle University

Creative Ways to Market to Your Student Body

Bari Eason, Director of Athletics Marketing and External Affairs, Belmont University

Technology and Communications

A Look at Text Messaging to Sell Tickets, Conduct Surveys and Increase Customer Service

Scott McLaren, Assistant Athletics Director – Sales/Business Development, Georgia Tech

Diana Sabau, Associate Athletics Director – External Relations, The Ohio State University

Mobile Marketing to Reach New Customers and Drive Sales

Mark Gazdik, Assistant Athletics Director – Marketing, Southern Illinois University

Brian Hicks, Assistant Athletics Director – Marketing, Xavier University

Brad Salyer, Director of Sales, Vontoo

Sponsored by Vontoo

New Media Concepts that Increase Web Traffic and Ticket Sales

Eric Nichols, Sports Marketing Director, University of South Carolina

2:30-3:15 pm

ICLA General Session

Protecting and Promoting Your Brand Through Social Media

Kathleen Hessert, President, Sports Media Challenge

Jackie Reau, Chief Executive Officer and Co-Founder, Gameday Communications

2:30-4:30 pm

ECAC Strategic Planning Focus Group Meeting

Chuck Smrt, The Compliance Group

2:40-3:10 pm

NAADD Fundamentals of Athletics Development

NAADD Membership Survey – Best Practices and Peer Comparison Analysis

Matt Kirinovic, Graduate Student, Ohio University

Michael Milliron, Graduate Student, Ohio University

Sponsored by 360 Architecture

3-4 pm

FCS and I-AAA ADA Joint Membership Meeting

3-3:45 pm

NCAA Division II Governance Academy (MOAA Grant Recipients Only)

Overview of Division II Strategic Positioning

Stephen Jordan, President, Metro State College of Denver and Chair, NCAA Division II Presidents Council

Mike Racy, Vice President of Division II, NCAA

3:10-3:30 pm

NAADD Fundamentals of Athletics Development Evaluation Session and Prize Drawings

Sponsored by 360 Architecture

Thursday, June 18

3:10-4 pm

NATYCAA General Session

Leadership Challenges – Why Athletics?

JoAnn Rust, CEO, TIG Consulting and Graduate Teaching Faculty in Leadership Administration, Northern Arizona University

Sponsored by CMX Sports Engineers, Collegiate Directories, Inc., Daktronics, Inc., Delta Air Lines, FieldTurf Tarkett, GeneralSports Venue/AstroTurf, Jostens, Inc., JV Pro, Inc., My Sports Dreams, Southern Bleacher Company, Summit America Insurance Services/NACDA Insurance Division

3:15-4:15 pm

Big East Conference Development Officers' Meeting

Sponsored by Ticketmaster

3:30-4:15 pm

ICLA General Session

Working With Your Media Rights Partner

Ayo Taylor Dixon, Assistant Athletics Director – Marketing, University of South Florida

3:45-4:15 pm

NCAA Division II Governance Academy (MOAA Grant Recipients Only)

Mentoring

Stephen Jordan, President, Metro State College of Denver and Chair, NCAA Division II Presidents Council

3:45-5:15 pm

NAADD Attendee Mixer and Networking Session

4-5 pm

I-AAA ADA Officers and Executive Committee Meeting

4-5:30 pm

DII ADA Membership Reception

Sponsored by Borden Perlman Insurance Agency

4-8:30 pm

Exhibit Hall Open

4:10-5:10 pm

NATYCAA Corporate Sponsors' Recognition

4:15-4:40 pm

NCAA Division II Governance Academy (MOAA Grant Recipients Only)

NCAA Committee Service

Dan Kenney, Athletics Director, University of North Carolina Pembroke and Chair, NCAA Division II Nominating Committee

4:30-5:20 pm

NACMA Female Administrators Panel

Getting to the Next Level and Balancing Life Once You Get There

Terri Howes, Associate Athletics Director – Sports Development and Senior Woman's Administrator, West Virginia University

Amy Potter, General Manager – Sports Marketing, Northwestern University

Angie Sit, Assistant Athletics Director – Marketing, University of Oregon

Cindy Spiro, Senior Associate Athletics Director – External Affairs and Resource Development, University of California Davis

4:30-5:20 pm

NACMA/ICLA General Session

Promotional Licensing

Whit Babcock, Senior Associate Athletics Director, University of Missouri

Mike Carlton, Senior Director of University Services, Collegiate Licensing Company

Matt Shanklin, Associate Athletics Director – Marketing and Licensing, University of Arkansas

Craig Westemeier, Assistant Athletics Director – Trademarks and Licensing, University of Texas, ICLA President

4:40-5 pm

NCAA Division II Governance Academy (MOAA Grant Recipients Only)

Overview of the Division II Budget Process

Mike Racy, Vice President of Division II, NCAA

5-5:30 pm

NCAA Division II Governance Academy (MOAA Grant Recipients Only)

NCAA and Division II Grants, Scholarships and Leadership Opportunities

Chris Ruckdaschel, Assistant Director – Diversity and Inclusion, NCAA

Terri Steeb, Director of Division II, NCAA

5:30-8:30 pm

NACDA, NACMA, NAADD, ICLA Opening Reception

Sponsored by Bexel Broadcast Services, Jostens, Inc. and Mutual of Omaha Insurance Company

5:30-9:30 pm

NAIA National Administrative Council Meeting

8:30 pm-Open

NACDA Open Meeting Time (Limited Space Available)

8:30-10:30 pm

ICLA Reception (ICLA Registrants Only)

Sponsored by Collegiate Licensing Company

8:30-10:30 pm

Daktronics, Inc. Social Function (Invitation Only)

9-11 pm

House of Blues Party – HNTB/ZeDesign (Invitation Only)

Friday, June 19

7:30 am-6 pm

Convention Registration

Friday, June 19

8-8:55 am NAADD General Session
Career Development Panel
Kevin Anderson, Athletics Director, United States Military Academy
Brian Curtis, Senior Vice President, Parker Executive Search
Cheryl Levick, Athletics Director, Georgia State University
Stephen Ponder, Senior Associate Athletics Director, Arizona State University

8-9 am Learfield Sports Directors' Cup Committee Meeting

8 am-5 pm NACMA, NAADD, ICLA Collateral Corner Open

8:15-9:05 am NACMA Awards Presentation

9-10:15 am NAADD General Session
Athletics Directors Panel – Fund Raising from an AD's Perspective
Mike Bobinski, Director of Athletics, Xavier University
Dan Guerrero, Director of Athletics, UCLA
Joan McDermott, Director of Athletics, Metropolitan State College of Denver

9:10-10:45 am NACMA/ICLA Programming Track
Branding, Advertising and Merchandising
Branded Themes to Retail
Dave Lindquist, Director – Licensing/Athletics Property, University of Minnesota
Market Research: How to Conduct It and Then Use It to Increase Revenue
Brian Powell, President, Brand Explorers
Daryl Seaton, Assistant Commissioner, Big Ten Conference
Game Entertainment
Going Beyond the Game to Create a Successful Theme Night
Rob Heil, Senior Associate Supervisor – Marketing, University of Texas
Joni Smaller, Director of Marketing, Kansas State University
Using Your Videoboard to Increase Gameday Atmosphere
Christie Anderson, Director of Marketing and Promotions, University of Montana
Management and Leadership
Negotiation Skills
Geoff Lassiter, Assistant Athletics Director – Special Projects, Wake Forest University
Selling Yourself
Jim Kahler, Executive Director – Center for Sports Administration, Ohio University
Heather Lawrence, Professor, Ohio University
Ticket Sales Strategy and Function
Effective Database Management Leads to Increased Revenue
Steve Hank, Associate Athletics Director – Revenue Generation, Arizona State University
The Importance of Customer Service to Retain Fans
Eric Jones, Ticket Manager, Vanderbilt University
Jason Silvers, Assistant Director of Marketing, Vanderbilt University

9:15-10 am ICLA General Session

9:15-10:15 am NACDA General Session
Utilizing Positive Communication with Your Staff When Dealing with a Conflict Situation
Major General Vincent Brooks, United States Military Academy

10 am-12 nn MOAA Board of Directors' Meeting

10:15-11 am ICLA General Session

10:15-11:45 am NACDA General Session
Coping with the Economic Crisis on Our Campuses
Bob Bowsby, Director of Athletics, Stanford University
Joni Comstock, Senior Vice President – Championships, NCAA
Joe Moglia, Chairman, Ameritrade
Drew Paluf, Controller, University of Notre Dame

10:25-11:10 am NAADD General Session
The Big Picture: Athletics and University Development's Relationship
Susan Jones, Associate Vice President – University Advancement, University of Miami
Thom Lockerby, Vice President – Development, Boston College
Jeff McNeill, Vice President – Development, Auburn University

10:30 am-12 nn NACDA Consulting Meeting

Friday, June 19

10:50 am-12:15 pm

NACMA/ICLA Programming Track

Branding, Advertising and Merchandising

A Better Picture of Licensed Photography

Jamie DiLoreto, Associate Athletics Director – External Operations, Boston College

Chris Plonsky, Women's Athletics Director and Senior Associate Athletics Director – Men's and Women's Athletics External Services, University of Texas

Making Your Brand Relevant Across Multiple Consumer Groups

Brian Powell, President, Brand Explorers

Daryl Seaton, Assistant Commissioner, Big Ten Conference

Game Entertainment

Capitalize on Unique Opportunities and Milestones to Entertain Fans

Erin Kraebber, Assistant Director of Promotions, Purdue University

Mike McKenzie, Assistant Director of Sports Marketing, Boston College

Fulfill Your Sponsor Obligations Without Cluttering Your Gameday Script

Matt Beckman, Director of Marketing, Gonzaga University

Brian Hicks, Assistant Athletics Director – Marketing, Xavier University

Craig Pintens, Associate Athletics Director, Marquette University

Management and Leadership

Financial Decision Making

Mark Gazdik, Assistant Athletics Director – Marketing, Southern Illinois University

Understanding Generational Differences

David Brown, Regional Vice President – Midwest, IMG

Brian Pracht, Senior Associate Athletics Director – External Operations, Wichita State University

Ticket Sales Strategy and Function

Strategic Marketing Plans: Take a Step Back to Ensure You're Working Smart and Not Just Hard

Beth Cunningham, Associate Director of Sales and Marketing, Northwestern University

Ryan Duey, Assistant Director of Marketing and Promotions, University of Michigan

Tips to Work More Efficiently with Your Ticket Office, Development Office and Corporate Sales Office

Eric Buskirk, Associate Athletics Director – External Affairs, Louisiana Tech University

John George, Assistant Athletics Director – Ticketing Operations, University of North Carolina Charlotte

Nick Konawalik, Director of Marketing, University of North Carolina Charlotte

11 am-4 pm

11:15 am-12 nn

11:20 am-12:20 pm

Luncheon Head Table Meeting Rooms

ICLA General Session

NAADD Open Forum

Division I BCS Institutional Development

John Montgomery, Senior Associate Athletics Director and Executive Director – Rams Club, University of North Carolina

Bryan Risner, Assistant Athletics Director/Major Gifts Director, University of South Carolina

11:20 am-12:20 pm

NAADD Open Forum

Division I Non-BCS Institutional Development

Tim Leonard, Senior Associate Vice President – Development, Southern Methodist University

Danny White, Associate Athletics Director, Fresno State

11:20 am-12:20 pm

NAADD Open Forum

Division I Non-Football Institutional Development

John Rasmussen, Associate Athletics Director – External Relations, Indiana University Purdue University of Indianapolis

Bill Ring, Director of Development – Athletics, Boston University

11:20 am-12:20 pm

NAADD Open Forum

Football Championship Subdivision Institutional Development

Aaron Leetch, Senior Associate Athletics Director – External Affairs, Illinois State University

Cindy Spiro, Senior Associate Athletics Director, University of California Davis

Friday, June 19

11:20 am-12:20 pm

NAADD Open Forum
Non Division I Institutional Development
*John Mark Adkinson, Director of Athletics Development, Embry-Riddle
Aeronautical University*

12:30-2:15 pm

Learfield Sports Directors' Cup Awards Luncheon
*Learfield Sports Directors' Cup Presentations, NACDA Hall of Fame Awards
Presentation, NACDA Award of Merit Presentation, McLendon Scholarship
Awards' Video and NACMA/NAADD/ICLA/Division II ADA Awards'
Presentations*
Emcee: Gary Danielson, CBS Sports

Sponsored by NCAA Football

2:30-3:30 pm

Division I-A Athletics Directors McLendon Scholarship Steering Committee
Meeting

2:30-3:30 pm

DII Breakout Session
Examining Major Division II Issues -- Strategic Plan, Potential Championship
and Playing Season Changes - Reduction in the Number of Contests
*Maritza Jones, Associate Director of Academic and Membership Affairs,
NCAA*
Mike Racy, Division II Vice President, NCAA

2:30-3:30 pm

NAIA Breakout Session
Online Communications – Are You Connected? (Part 1)
Mike Farrell, Assistant Marketing Director, Embry-Riddle University
Adam Hinton, Marketing and Promotions Assistant, Embry-Riddle University
Nicole Imbrogno, Sports Marketing Intern, Embry-Riddle University
John Phillips, Associate Athletics Director, Embry-Riddle University

2:30-3:30 pm

JC/CC Breakout Session
Safe Money – Retirement Programs
Kevin Fringer, President/CEO, Collegiate Financial Services, Inc.

Friday, June 19

2:30-3:55 pm

NACMA Programming Track

Attendance Generation

Revenue Generating Seating – Maximizing Your Stadium/Arena Real Estate in Ways You Never Thought You Could

Andrew Steinberg, Associate Athletics Director – Marketing and Revenue Development, University of Kansas

Scott Suprina, Owner, Seating Solutions

Sponsored by Seating Solutions

Turn Special Events Into Ticket Sales

Chris Hanna, Assistant Athletics Director – Sales and Marketing, University of Illinois

Heather Hoesly, Director of Promotions, Purdue University

Media and Public Relations

Advantages of Incorporating PR into External Affairs

Dan Satter, Assistant Athletics Director – Marketing and Communications, Boston University

Amy Yakola, Associate Commissioner, Atlantic Coast Conference

How to Get Free Advertising by Pitching Your Promos to the Media

Jason Byrne, Director of Athletics Marketing, Texas Christian University

Dexter LaMont, Assistant Athletics Director – Marketing and Licensing, Florida Atlantic University

Sponsorship Sales

New Media: Finding Sponsorship Opportunities with Emerging Technology

Ty Morse, President, Songwhale

Shawn Sullivan, Assistant Athletics Director – Campus Marketing and Game Operations, University of Illinois Chicago

Non-Athletic Related Inventory: Maximizing Your Campus Resources

Ben Lorenzen, Director of Corporate Partnerships, IMG Arizona

Technology and Communications

Using Twitter to Increase Fan Communication

Kevin Kluender, Assistant Athletics Director – Marketing and Promotions, University of Wisconsin

Ayo Taylor Dixon, Assistant Athletics Director – Sales and Marketing, University of South Florida

Making Your Venue a Hot Spot for On-Demand Information

Eric Foote, Senior Director of University Development, CBS College Sports Network

Brad Hattendorf, Director – University Relations/Southeast, CBS College Sports

Mike Rossman, President, New Tier Communications

2:30-4:30 pm

2:30-5:30 pm

2:45-3:30 pm

I-AAA ADA Membership Meeting

NACDA Open Meeting Time (Limited Space Available)

ICLA General Session

Using Your Campus Resources for Marketing New Products

Katie Masich, President, Masik Collegiate Fragrances

Greg Via, Global Director Sports Marketing, Gillette

2:45-3:45 pm

Division I Breakout Session

Perspective on Commercialism in Higher Education and Intercollegiate Athletics

Lori Ebihara, Assistant Commissioner – Governance and Compliance, Big 12 Conference

Paul Kowalczyk, Athletics Director, Colorado State University

Mike Rogers, Faculty Athletics Representative, Baylor University and Chair, NCAA Amateurism Cabinet

2:45-3:45 pm

Division III Breakout Session (Round Table Discussion Format)

Maintaining the Student-Athlete Experience in Challenging Economic Times

What Lies at the Core of the Experience?

What is Most Important to Protect?

At What Time Does the Economic Impact Across the Board Necessitate

Looking at Vertical Cuts (i.e. Program)?

Sue Petersen Lubow, Athletics Director, United States Merchant Marine Academy

Harry Sheehy, Athletics Director, Williams College

Friday, June 19

2:45-5:10 pm

NAADD Round Tables Sessions I-III

Building a Giving Culture: Annual Funds Without Ticket Based Demand
Shelley Binegar, Assistant Athletics Director – Development/HASF Director, Northern Illinois University

Effective Advisory Board/Volunteer Management

Mike Middleton, Executive Director – Cougar Club, Brigham Young University

Minorities in Athletics Development

Phillip McAlpin, Director of Athletics Development, Executive Director – Victory Club Foundation, North Carolina A&T State University

Seating Plans – Best Practices

Jason Heggemeyer, Assistant Athletics Director – Ticketing, University of Illinois

Padraic McMeel, Assistant Athletics Director – External Affairs, Missouri

State

University

Transforming Annual Fund Donors to Major Gifts

Pat Chun, Deputy Senior Associate Athletics Director – External Relations, The Ohio State University

Using Technology to Grow Development Efforts

Matt Terrel, Director of External Operations, University of North Carolina

3:30-4:30 pm

DII Breakout Session

DII How To

Anita Barker, Athletics Director, Cal State University Chico

Ed Matejkovic, Athletics Director, West Chester University, DII ADA President

Jared Mosley, Athletics Director, Abilene Christian University

Eric Schoh, Athletics Director, Wayne State College

Tim Selgo, Athletics Director, Grand Valley State University

Greg Waggoner, Athletics Director, Western State College of Colorado

3:30-5:30 pm

NAIA Athletics Directors Association Business Meeting and Reception

3:40-4:30 pm

JC/CC Round Table Discussion

Leadership Challenges

3:45-4:30 pm

ICLA General Session

Beyond Martians and Kryptonite: A Field Guide to Green

Dee Scott, Licensing Manager, Nike

Peter Shin, Publisher, Asgard Press

3:45-4:45 pm

Division I Breakout Session

Bundling Multi-Media Rights – What's It All About?

Janeen Lalik, Senior Vice President – New Business Development, ISP Sports

Scott Mitchell, Assistant Athletics Director – Marketing and New Revenues, UCLA

Andy Rawlings, Chief Operating Officer and Executive Vice President, Learfield Sports

Tom Stultz, Senior Vice President and Managing Director, IMG College

3:45-4:45 pm

Division III Breakout Session

Best Practices: Mentoring Our Assistant AD's, Staff and Coaches

The Role of Evaluation

Setting Expectations

Aiding Our People in Growing Into and Out of Jobs

Sean Frazier, Associate Athletics Director, University of Wisconsin

Sue Petersen Lubow, Athletics Director, United States Merchant Marine Academy

Harry Sheehy, Athletics Director, Williams College

Friday, June 19

4-5:20 pm

NACMA Programming Track

Attendance Generation

A Marketing Template to Target Specific Audience

Ryan Chenault, Associate Director – Sales and Marketing, Northwestern University

Scott Jurgens, Director of Athletics Marketing, Princeton University

Finding the Right Incentives to Increase Ticket Sales

Rob Stewart, Director of Marketing, Texas A&M University

Media and Public Relations

Coordinating with Media Relations on Marketing Projects

Hiring Outside Firms to Help with Strategic Planning, PR and Major Announcements

Diana Sabau, Associate Athletics Director – External Relations, The Ohio State University

Sponsorship Sales

An Approach to Sales for Non-BCS Schools

Mark Devine, General Manager – Nelligan Sports, Colorado State University

Navigating Tough Economic Waters by Being Creative

Jason Hanchar, Corporate Relations Manager, Loyola Marymount University

Technology and Communications

Adding Personality to Your Web Site

Eric Nichols, Sports Marketing Director, University of South Carolina

Revolutionize the Way You Connect and Engage with Your Fans, Sponsors and Community

Tricia Miller, Director of Marketing, University of Portland

Ann Thibert, Business Development Manager, Broadnet

Sponsored by Broadnet

4-7 pm

Exhibit Hall Open

4:30-5:30 pm

Division II ADA Membership Meeting

4:30-5:30 pm

NATYCAA Officers and Executive Committee Meeting

5:30-7 pm

John McLendon Minority Athletics Administrators Hall of Fame Honorees Dinner

5:30-7 pm

NACDA, NACMA, NAADD, ICLA Reception

Sponsored by All-Star Apparel, Balfour, J America, Licensing Resource Group, New Era Cap Company, Strategic Marketing Affiliates and Ticketmaster

7:15-9:30 pm

John McLendon Minority Athletics Administrators Hall of Fame Induction Reception

Sponsored by IMG

9:30-11:30 pm

Ticketmaster Client Reception and Post-McLendon Awards' Party (Invitation Only)

10 pm-Midnight

Exhibit Hall Tear Down

Saturday, June 20

7:30 am-6 pm

Convention Registration

8-9 am

Keynote Address

Admiral Mike Mullen, Chairman of the Joint Chiefs of Staff, United States Navy

8 am-5 pm

NACMA, NAADD, ICLA Collateral Corner Open

8 am-9 pm

Exhibit Hall Tear Down

9-9:15 am

NACDA Annual Business Session

9:10-10:05 am

NACMA General Session

Mental Conditioning

Trevor Moawad, IMG Performance Institute Director

Sponsored by Max Impact

9:15-10 am

NACDA General Session

Effective Communication – Successful Techniques to Better Serve Your Staff, Student-Athletes and Donors

Phil Van Hooser, Professional Speaker and Best Selling Author of Willie's Way: 6 Secrets for Wooing, Wowing and Winning Customers and Their Loyalty

Saturday, June 20

9:30-11 am

NAADD General Session

Donor Panel

Curtis Dail, Donor, North Carolina State University

Dan DeRose, Donor, Colorado State University Pueblo

Don Scharf, Donor, Yale University

Mike Wilcox, Chief Executive Officer, Wilcox Financial

10-11 am

NACDA General Session

Just the Facts: What Every Athletics Administrator Needs to Know About
Program Equity, Pay Equity and Retaliation Claims

Thorr Bjorn, Athletics Director, University of Rhode Island

Janet Judge, President, Sports Law Associates LLC

Karen Morrison, Director – Gender Initiatives, NCAA

10:15-11:45 am

ICLA Open Forum Discussion

Derek Lochbaum, Director of Trademarks and Licensing, University of North Carolina

*Craig Westemeier, Assistant Athletics Director, Trademarks and Licensing,
University of Texas, ICLA President*

10:20 am-12:20 pm

NACMA Programming Track

Attendance Generation

Using Facebook to Increase Attendance

Alyssa Gerlando, Director of Marketing, James Madison University

Christopher Marshall, Marketing and Promotions Coordinator, Northeastern University

Viral Marketing: Compel Your Fans to Spread Your Message

Ryan Holloway, Assistant Athletics Director – Marketing, Northwestern State University

*Craig Pintens, Associate Athletics Director – Marketing and Sales,
Marquette University*

Management and Leadership

Navigating the Political Climate

Trip Durham, NACMA Past President

Presentation Skills

Ross Bjork, Senior Associate Athletics Director – External Relations, UCLA

The Importance of Strategic Planning

Dan Hauser, Associate Athletics Director, Ohio University

Sponsorship Sales

Retaining Sponsors with End-of-the-Year Reviews

*Kari D'Elia, Assistant Director – Center for Spectator Sports Research,
University of Massachusetts*

Amy Potter, General Manager – Sports Marketing, Northwestern University

*Tracy Schoenadel, Director – Center for Spectator Sports Research,
University of Massachusetts*

Status of Corporate Sponsorships in College Athletics – OU

Jim Kahler, Executive Director – Center for Sports Administration, Ohio University

Ticketing Sales Strategy and Function

How to Assemble an Inside Sales Team

Matt DiFebo, Associate Athletics Director – External Services, University of Central Florida

Media Buying on a Small Budget

Scott Dolch, Assistant Athletics Director – External Relations, University of Hartford

Training Your Staff to Provide the Best Customer Service Everyday

Catherine Carlson, Director of Partnership Activation, Orlando Magic

11-11:45 am

NACDA General Session

Intercollegiate Athletics Safety and Security Concerns and Responsibilities in
the Post 9/11 Environment

Brian Finch, Attorney at Law, Dickstein Shapiro LLP

11 am-4 pm

Luncheon Head Table Meeting Rooms

11:15 am-12:15 pm

NAADD General Session

The Future of Athletics Development

Tim Hall, Athletics Director, University of Missouri Kansas City

Kay Hargrave, Associate Athletics Director – Development, Auburn University

Brian Mackin, Athletics Director, University of Alabama Birmingham

Jim Phillips, Athletics Director, Northwestern University

Saturday, June 20

12:30-2:15 pm

James J. Corbett Awards Luncheon
James J. Corbett Memorial Award Presentation, Under Armour Athletics Director of the Year Awards Presentation, NACDA/NIT Athletics Director of the Year Award Presentation, SportsBusiness Journal Athletics Director of the Year Award Presentation
Emcee: Julie Foudy, ESPN

Sponsored by Coca-Cola Company and National Invitation Tournament

2:15-2:45 pm

NACMA Officers, Board of Directors and Focus Groups Wrap-Up Meetings

2:30-3 pm

NACDA Officers and Executive Committee Meeting

2:30-3:30 pm

NAIA Breakout Session

Online Communications – Avoiding the Pitfalls (Part 2)

2:30-Open

NACDA Open Meeting Time (Limited Space Available)

2:45-5:10 pm

NAADD Round Tables Sessions IV-VI

Engaging Former Student-Athletes

Tom Brush, Senior Associate Athletics Director – External Affairs, Towson University

Females in Athletics Development

Kay Hargrave, Senior Associate Athletics Director – Director of Development, Auburn University

Carly Newlands, Assistant Director – Development, Northern Illinois University

Getting Your Foot in the Donor's Door

Larry Aschebrook, Assistant Athletics Director – Development, Arizona State University

Planned Giving for Dummies

Chad Wieberg, Associate Athletics Director – Development, Kansas State University

Premium Seating with a Twist – Adding Suites and Club Seats When Your Stadium/Arena Already Has Them

To Be Determined

Unique Stewardship Events

Colleen Geary, Associate Director – Bull Gator Program, University of Florida

2:50-3:50 pm

NACMA/ICLA Journey: Athletics Directors' Panel

Kevin Anderson, Athletics Director, United States Military Academy

Dave Roach, Athletics Director, Colgate University

Randy Spetman, Athletics Director, Florida State University

3:45-5:30 pm

NAIA Breakout Session

Managing Collegiate Athletics in Tough Economic Times

Patric Simon, Athletics Director, Langston University

3:55-5:10 pm

NACMA AD Breakout Sessions

Karl Benson, Commissioner, Western Athletic Conference

Thorr Bjorn, Athletics Director, University of Rhode Island

Tom Bowens, Athletics Director, San Jose State University

Tim Hall, Athletics Director, University of Missouri Kansas City

Christopher May, Athletics Director, St. Louis University

Lew Perkins, Athletics Director, University of Kansas

Bob Stull, Athletics Director, University of Texas El Paso

Terry Wanless, Athletics Director, Sacramento State University

Sponsored by All Worldwide Travel

5:15-5:30 pm

NAADD Convention Evaluation Session and Prize Drawings

5:30-6:15 pm

NAADD Officers and Executive Committee Convention Wrap-Up Meeting

6:30-7 pm

NACMA/NAADD/ICLA Officers Convention Wrap-Up Meeting

Sunday, June 21

8 am-1 pm

NACDA Open Meeting Time (Limited Space Available)

Agenda Subject to Change

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