

**COLLEGE ATHLETIC
BUSINESS
MANAGEMENT
ASSOCIATION**
59th ANNUAL CONVENTION
JUNE 15-18, 2009

MONDAY, JUNE 15, 2009

9:00 a.m.	Preconvention meeting with Hotel <i>Executive Committee</i>	Chicago
10:30 a.m.	Executive Committee Meeting	Chicago
11:00 a.m. to 5:00 p.m.	Doug Beard Memorial Golf Tournament at Hawk's Landing Golf Club <i>David Steele, Associate AD, Marshall University</i> <i>Sponsored by Consolidated Printing</i>	World Center Marriott
1:00 p.m. to 7:00 p.m.	Preconvention Registration <i>NACDA</i>	Grand Ballroom Registration Desk
6:00 p.m. to 8:30 p.m.	Exhibitor Set-up <i>Ross Cobb, 2nd Vice-President</i>	Grand Ballroom 7A-7B
7:30 p.m. to 8:30 p.m.	Membership Committee Meeting <i>Stacy Martin, 3rd Vice-President</i>	Chicago
7:30 p.m. to 8:30 p.m.	Program Committee Meeting <i>Frank Hardyman, 1st Vice-President</i>	Denver
8:30 p.m. to 10:00 p.m.	Informal Social	Lobby Lounge

TUESDAY, JUNE 16, 2009

7:30 a.m. to 4:00 p.m.	Registration <i>NACDA</i>	Grand Ballroom Registration Desk
8:30 a.m.	Welcome Breakfast & Opening Speaker <i>Rosa Gatti, ESPN's Senior Vice President of Communications</i>	Grand Ballroom 8B, 9-11
10:00 a.m.	CABMA Annual Business Meeting & Introduction - CABMA Members <i>Clayton Hamilton, President</i>	Grand Ballroom 7A-7B
10:30 a.m.	Exhibitor Introductions <i>Ross Cobb, 2nd Vice-President</i>	Grand Ballroom 7A-7B
11:00 a.m.	Career Management: Staying marketable in challenging economic times <i>Bill Carr, Chairman, Carr Sports Associates Inc.</i>	Grand Ballroom 7A-7B
12:00 noon	Lunch Break	
1:30 p.m.	Updated for 2009: Auditor's Perspective of Agreed Upon Procedures <i>Ken Kurdziel, Partner, James Moore & Co.</i> <i>Trey Long, Manager, James Moore & Co.</i>	Grand Ballroom 7A-7B
2:30 p.m.	Coffee Break with Exhibitors <i>Sponsored by Miami Air International</i>	Grand Ballroom 7A-7B
3:00 p.m. to 5:00 p.m.	Roundtables <i>3 - 35 minute sessions w/5 minutes in between</i> <i>Dennis Helsel, Director of Athletics, Chowan University: Maintaining Strong Morale During Challenging Times</i> <i>Craig Angelos, Director of Athletics, Florida Atlantic University: Communicating Difficult Messages to External Audiences (Board of Trustees, University President, University Vice President) in a Positive Manner</i> <i>Michael Boele, Associate A.D., Florida Atlantic University: Strategies for Successfully Identifying / Communicating and Implementing Cost Containment Measures</i> <i>Mac Hart, Associate A.D., Providence College: Automated Solutions to Budget Reporting Challenges</i> <i>Judith Caserta, Athletics Business Manager, Canisius College: Big Challenges Faced by Smaller Programs in the Current Economic Climate</i> <i>Gino DiBiasio, Director of Sales & Marketing, Charter Search, & Joe Quinn, Director of Flight Operations,</i>	Grand Ballroom 8B, 9-11

Chartersearch: Air Charter 101- Tips on Managing Air Charter Expenses

- 5:00 p.m. **Rookie Reception with Past Presidents** Grand Ballroom 6
to 6:00 p.m. **and Committee Members**
Stacy Martin, 3rd Vice-President
Sponsored by Collegiate Directories, Inc.
- 6:15 p.m. **Evening out at Universal Orlando**
to 10:00 p.m. *Sponsored by Weldon, Williams, & Lick, Inc.*
Bus transportation sponsored by The BusBank

WEDNESDAY, JUNE 17, 2009

- 7:30 a.m. **Late Registration** Grand Ballroom Registration Desk
to 9:00 a.m. *NACDA*
- 8:30 a.m. **Identifying New Revenue Streams: Secondary Ticketing Marketing** Grand Ballroom 7A-7B
Jane Kleinberger, Chairman of the Board, Ticketmaster
Craig Pintens, Associate Athletics Director, Marquette University
Clark Livsey, Ticket Manager, BYU
- 9:30 a.m. **Managing change / leading a mid-sized Athletic Department in a challenging economic climate** Grand Ballroom 7A-7B
Stan Williamson, Director of Athletics, Campbell University
- 10:30 a.m. **Coffee Break with Exhibitors** Grand Ballroom 7A-7B
Sponsored by Summit America/American Specialty Insurance
- 11:00 a.m. **Maximizing Ticket Sales Revenue** Grand Ballroom 7A-7B
Matt DiFebo, Associate Athletics Director / External Services
University of Central Florida
- 12:00 noon **Awards Luncheon** Grand Ballroom 8B, 9-11
Julie Bright, Senior Associate Athletics Director - Administration, Iowa State University
Sponsored by Sodexo Sports & Leisure
- 1:30 p.m. **KEYNOTE SPEAKER : Gene DeFilippo** Grand Ballroom 7A-7B
Director of Athletics, Boston College
Sponsored by ACS Athletics
- 2:30 p.m. **Coffee Break with Exhibitors** Grand Ballroom 7A-7B
Sponsored by Short's Sports & Event Logistics
- 3:00 p.m. **Roundtables** Grand Ballroom 8B, 9-11
to 5:00 p.m. *3 - 35 minute sessions w/5 minutes in between*
- Derrick Magee, Associate A.D.-CFO, University of Cincinnati: Getting Senior Management the Data Needed to Make Fiscally Responsible Decisions*
- James Gibson, Assistant A.D., University of Montana: Keys to a Successful Working Relationship Between the Business Office and Compliance Office*
- Brad Stricklin, Associate A.D., University of Central Florida: Managing Budget Challenges Created by Facility Upgrades and Expansions*
- Janie Williams, Athletics Business Manager, Texas A&M: Quantifying the Impact of Fringe Benefits on Payroll Expenses*
- Matt DiFebo, Associate Athletics Director / External Services, University of Central Florida: Discussion of Issues Impacting Ticket Operations*
- Jeff Pritsker, Assistant A.D., Northern Arizona University: Strategies to Reducing Travel Expenses*
- 6:30 p.m. **Past President's Dinner with Executive Committee**

THURSDAY, JUNE 18, 2009

- 8:00 a.m. **Lottery Breakfast** Grand Ballroom 8B
to 8:45 a.m. *Sponsored by Ticketmaster*
- 8:45 a.m. **Exhibitor Awards Presentation** Grand Ballroom 8B
to 9:30 a.m. *Ross Cobb, 2nd Vice-President*
- 9:30 a.m. **Procuring Financing for Long Term Initiatives in Today's Marketplace** Grand Ballroom 7A-7B
Jay Bellwoar, Managing Director, Merrill Lynch
- 10:30 a.m. **Building Facilities that Maximize Revenue Streams / Utilize Available Funding** Grand Ballroom 7A-7B
Mike Holleman, Vice President and Director of Sports Facilities, Heery International, Inc.
- 11:30 a.m. **Closing Remarks** Grand Ballroom 7A-7B
Clayton Hamilton, President

12:00 noon **Exhibitor Breakdown**
to 4:00 p.m. *Ross Cobb, 2nd Vice-President*

Grand Ballroom 7A-7B

12:00 noon **Executive Committee Meeting**
to 3:00 p.m.

Chicago

5:30 p.m. **NACDA Exhibitors and Reception**
to 8:30 p.m. *CABMA members registered for NACDA Only*

Cypress Ballroom 2-3

FRIDAY, JUNE 19, 2009

9:15 a.m. **NACDA Opening Remarks & General Session**
to 10:15 a.m.

Crystal Ballroom H

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CONTINUED IN DEDICATION*

CABMA, since 1950

