

2009 NACMA Basic Training Schedule

- 7:30 – 8:00 AM:** Continental Breakfast and Greet
- 8:00 – 8:10 AM:** Welcome from our NACMA President
Dennis Kalina, Associate Athletic Director for Development, Gonzaga University
- 8:10 – 8:40 AM:** What You Knew, But Didn't Realize!
A Past Presidents Findings
Jeff Bain, Director of Athletics, Martin Methodist College
Brent Seebohm, Associate Athletic Director and Vice President/General Manager, University of Arizona & IMG
- 8:45 – 9:15 AM:** Speed Networking – Ice Breaker
Tracie Hitz, Assistant Athletics Director for Marketing, Northwestern University
- 9:20 – 9:50 AM:** Licensing 101: ICLA
Dale Arens, Trademark Licensing Director, University of Iowa
Tony Johnson, Vice President, Strategic Marketing Affiliates
- 9:50 – 10:00 AM:** Break
- 10:00 – 10:30 AM:** Maximizing your Convention Experience and your Career – A Past President's Panel
Trip Durham, Moderator, NACMA Past President
Gary Friedman, Associate Director of Athletics, University of Louisville
Mary Pink, Associate Athletics Director for Marketing and Promotions, Iowa State University
Leslie Wurzberger, Assistant Athletics Director, University of Washington
- 10:35 – 11:05 AM:** Twitter and Facebook: The New World of Electronic Communications
Angie Sit, Assistant Athletics Director, Marketing, University of Oregon
- 11:10 – 11:40 AM:** 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
- 11:50 AM – 12:50 PM:** Mentoring Luncheon