

NACDA and Affiliate Associations Conventions
NACDA's 45th Annual Convention - June 22-25, 2010
Marriott Hotel
Anaheim, California
Updated: 6/11/10

Saturday, June 19

10:30-11:30 am
11 am-5 pm

CABMA Executive Committee Meeting
Doug Beard Memorial Golf Outing (Coyote Hills Golf Course)
Sponsored by Consolidated Printing
Bus Transportation Sponsored by International Motor Coach Group, Inc. and its attending partners Pacific Coachways, Arrow Stage Lines, Royal Coach Tours and Red Carpet Charters

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

Convention Registration
CABMA Exhibit Hall Set-Up
CABMA Exhibit Registration
CABMA Membership Committee Meeting
CABMA Program Committee Meeting
CABMA Informal Social

Sunday, June 20

All Day

7:30 am-6 pm
8-9:30 am

NACDA Open Meeting Time (Limited Space Available)

Convention Registration
CABMA Welcome Breakfast and Opening Speaker
Derrick Moore, Team Chaplain, Georgia Tech
Sponsored by Anthony Travel
CABMA Annual Business Meeting and Introductions
Frank Hardyman, Associate Athletics Director/Chief Financial Officer, Georgia Tech, CABMA President
CABMA Exhibitor Introductions
Stacy Martin, Assistant Athletics Director – Business, Kansas State University
CABMA General Session
Managing Consumer Fees to Impact Bottom Line Results
Deana Itow, Client Partner, Paciolan
Jane Kleinberger, Founder, Paciolan
Derrick Magee, Associate Athletics Director/Chief Business Officer, University of Cincinnati
Gary Styve, Client Partner, Paciolan
CABMA Luncheon
CEFMA Table-Top Display Set-Up
CABMA General Session
Raising the Profile of a Growing Athletics Department
Lynn Hickey, Athletics Director, University of Texas San Antonio
CABMA General Session
Compliance and the Athletics Business Office
Judy Van Horn, Associate Athletics Director/Senior Woman Administrator, University of Michigan
CABMA Coffee Break with Exhibitors
Sponsored by Miami Air International

9:30-10 am

10-10:30 am

10:30-11:30 am

11:30 am-12:30 pm
12 nn-5 pm
12:30-1:30 pm

1:30-2:30 pm

2:30-3 pm

Sunday, June 20

3-5 pm

CABMA Round Tables

Best Practices for Small Business Offices

John Gruppo, Assistant Athletics Director – Business and Ticketing, Northeastern University

Current Issues Affecting BCS Schools

Luther Lee, Assistant Athletics Director – Business, University of Oklahoma

Current Issues Affecting Non-BCS Schools

James Gibson, Assistant Athletics Director – Business and Finance, University of Montana

Dealing with Decreases in State or University Funding

Joshua Boone, Assistant Director of Business Operations, University of North Carolina

Student Athletics Fees and Admission to Athletics Events

Aaron Dyes, Operations, San Jose State University

Ticketing Strategies for Post Season Competition

Brad Wachler, Assistant Athletics Director – Business, Central Michigan University

UBIT Issues

Karen Mercer, Director – Athletics Business Operations, James Madison University

3-5 pm

CEFMA Officers and Board of Directors' Meeting

3-5 pm

California Community College ADA Executive Officers' Meeting

5-6 pm

CABMA Rookie Reception with Past Presidents and Committee Members

Derrick Magee, Associate Athletics Director/Chief Business Officer, University of Cincinnati

Sponsored by Collegiate Directories, Inc.

5-6 pm

CEFMA Corporate Advisory Board Meeting

6-7 pm

California Community Colleges ADA and NATYCAA Officers and Executive Committee Joint Reception

6:15-10 pm

CABMA Social Function (Dinner Cruise out of Newport Beach)

Sponsored by Weldon, Williams & Lick, Inc.

Bus Transportation Sponsored by International Motor Coach Group, Inc. and its attending partners Pacific Coachways, Arrow Stage Lines, Royal Coach Tours and Red Carpet Charters

6:30-7:30 pm

CEFMA Networking Reception

Sponsored by Heery International, Inc.

7-9 pm

California Community Colleges ADA Honor Dinner

8-10 pm

CEFMA Officers and Board of Directors' Dinner

9-11 pm

John McLendon Pipeline Reception

Monday, June 21

All Day

NACDA Open Meeting Time (Limited Space Available)

7:30-8:30 am

NAAC Officers and Board of Directors' Breakfast with ACS Athletics

7:30 am-6 pm

Convention Registration

8-8:50 am

CEFMA Welcome Breakfast

"Meet and Greet" with Officers and Board of Directors

Sponsored by Tarkett Sports

8-10 am

California Community Colleges ADA Business Meeting

Bob Clement, Athletics Director, West Hills College Lemoore

8-10 am

NATYCAA Officers and Executive Committee Pre-Convention Meeting

8 am-5 pm

John McLendon Pipeline Meeting

8 am-5 pm

John McLendon Pipeline Breakout Meetings

8:30-9:30 am

CABMA General Session

Identifying Fraud

Kevin Robinson, Executive Director – Department of Internal Auditing, Auburn University

8:30-9:50 am

NAAC Officers and Board of Directors' Meeting

9-10:15 am

CEFMA Keynote Address

Lenticular Cups to Vomitories: Leadership Lessons Learned Along The Way

Greg Shaheen, Senior Vice President – Basketball and Business Strategies, NCAA and President, NIT

Sponsored by Contemporary Services Corporation

9 am-6 pm

Pacific West Conference Meeting

Monday, June 21

- 9:30-10:30 am CABMA General Session
Taking a Critical Look at Our Radar Screen
Dutch Baughman, Executive Director, Division 1A Athletic Director's Association
- 10-11 am NATYCAA Connections Committee Meeting
Mary Mahan, Athletics Director – Retired, Miami Dade College
Ron Warnock, Athletics Director – Retired, DeAnza College
- 10-11:20 am NAAC Reasonable Standards Committee Meeting
- 10-11:20 am NAAC Legislation and Governance Committee Meeting
- 10-11:20 am NAAC Communications Committee Meeting
- 10-11:20 am NAAC Organizational Advancement Committee Meeting
- 10-11:20 am NAAC Convention Committee Meeting
- 10-11:20 am NAAC Education and Professional Standards Committee Meeting
- 10-11:20 am NAAC Division II Committee Meeting
- 10 am-5 pm Exhibit Hall Set-Up
- 10 am-5 pm Exhibit Registration
- 10:15-11:30 am California Community Colleges ADA General Session
- 10:30-11 am CABMA Coffee Break with Exhibitors
Sponsored by Summit America Insurance/NACDA Insurance Division
- 10:30 am-12 nn CEFMA General Session
Weather and Its Impact on Intercollegiate Events – Snow, In-Game Severe Weather, Hurricanes, Recovery
Paula Jantz, Associate Athletics Director, University of Iowa
Ken Jefferson, Event Services Manager, Georgia Dome
Sponsored by Carolina Green Corporation
- 11 am-12 nn CABMA General Session
Creative Facility Financing
Tom Stultz, Senior Vice President and Managing Director, IMG
- 11:30 am-12:50 pm NAAC Officers and Board of Directors' Lunch
- 12 nn-1:30 pm CABMA Awards Luncheon
Julie Bright, Senior Associate Athletics Director – Administration, Iowa State University
Sponsored by Sodexo Sports and Leisure
- 12 nn-7 pm NATYCAA/California Community Colleges AD's Joint Golf Outing
(Coyote Hills Golf Course)
- 12:15-1:30 pm CEFMA Luncheon (*On Your Own*)
- 1-2 pm NAAC Keynote Session
Gene Marsh, James M. Kidd Sr. Professor of Law, University of Alabama
Sponsored by ACS Athletics
- 1:30-2:30 pm CABMA General Session
Preparing Effective Financial Presentations
Craig Angelos, Athletics Director, Florida Atlantic University
- 1:45-2:30 pm CEFMA Round Tables (3 Options)
"Left of Boom" The Importance of Awareness for Venue Employees (Divisions II, III, NAIA, JC/CC)
Dane Dodd, Corporate National Trainer, Contemporary Services Corporation
Jay Purves, Southeast Regional Manager, Contemporary Services Corporation
Sponsored by New England Flag and Banner
Event Coordination – Working with Your Campus and Community
Scott Arey, Assistant Athletics Director – Facilities, Northwestern University
Josh Munk, Game and Event Operations Manager, Grand Valley State University
NACDA Consulting – Facility Master Planning (Division I)
Chris Nations, Construction and Facilities Consultant, NACDA Consulting
Sponsored by NACDA Consulting
- 2:10-3:30 pm NAAC General Session
Assessing the Climate and Hot Topics Within Men's Basketball
Jamie Dixon, Head Men's Basketball Coach, University of Pittsburgh
Dan Guerrero, Athletics Director, UCLA
Ben Howland, Head Men's Basketball Coach, UCLA
LuAnn Humphrey, Director of Enforcement, NCAA
Steve Pederson, Athletics Director, University of Pittsburgh
Sponsored by Lightfoot, Franklin and White, LLC

Monday, June 21

- 2:30-2:40 pm NCAA Division II Governance Academy (MOAA Grant Recipients Only)
Welcome and Opening Remarks
Clint Bryant, Athletics Director, Augusta State University, MOAA President
- 2:30-3 pm CABMA Coffee Break with Exhibitors
Sponsored by Innovative Sports Strategies
- 2:30-4:30 pm NAADD Officers and Executive Committee Meeting
- 2:35-3:20 pm CEFMA Round Tables (3 Options)
"Left of Boom" The Importance of Awareness for Venue Employees (Division I)
Dane Dodd, Corporate National Trainer, Contemporary Services Corporation
Jay Purves, Southeast Regional Manager, Contemporary Services Corporation
Sponsored by New England Flag and Banner
Event Coordination – Working with Your Campus and Community
Scott Arey, Assistant Athletics Director – Facilities, Northwestern University
Josh Munk, Game and Event Operations Manager, Grand Valley State University
NACDA Consulting – Facility Master Planning (Divisions II, III, NAIA, JC/CC)
Chris Nations, Construction and Facilities Consultant, NACDA Consulting
Sponsored by NACDA Consulting
- 2:40-3:20 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
- 3-5 pm CABMA Round Tables
Budget Building Models
John Gruppo, Assistant Athletics Director – Business and Ticketing, Northeastern University
Contract Negotiations/Drafting Techniques
Brad Wachler, Assistant Athletics Director – Business, Central Michigan University
EADA Issues
Omar Banks, Assistant Athletics Director – Business Affairs, University of Cincinnati
Fund Raising and the Business Office (Distribution, Equity, Taxes)
Terry Donovan, Assistant Athletics Director – Business, University of Nevada
Minimizing Air Charter Expenses
Gino DiBiasio, Director of Sales and Marketing, CharterSearch, Inc.
Joe Quinn, President, CharterSearch, Inc.
Strengthening the Athletics Department/University Business Office Relationship
Judy Caserta, Business Manager for Athletics, Canisius College
Tax Issues (Employees and Sales)
Noreen DiSandro, Business Manager, University of Rhode Island
- 3:20-3:55 pm NCAA Division II Governance Academy (MOAA Grant Recipients Only)
Mentoring
Kathleen Brasfield, Athletics Director, Angelo State University and Chair, NCAA Division II Management Council
- 3:30-4:30 pm CEFMA General Session
An In-Depth Look From the Los Angeles Police Department at the Planning, Logistics and Execution of Michael Jackson's Funeral
Philip Fontanetta, Captain II, Los Angeles Police Department
Sponsored by T&B Equipment Company, Inc.

Monday, June 21

3:40-4:30 pm

NAAC Breakout Sessions (4 Options)

Asked and Answered: Being a Resource to Your Athletics Director

*Heather Lyke Catalano, Associate Athletics Director – Sport Administration,
The Ohio State University*

Bob Minnix, Senior Associate Athletics Director, Washington State University

*Christian Spears, Senior Associate Athletics Director – Administration,
Northern Illinois University*

Sponsored by Ice Miller LLP

Conducting Investigative Interviews

*Elizabeth Heinrich, Assistant Athletics Director – Compliance, University of
Michigan*

LuAnn Humphrey, Director of Enforcement, NCAA

Sponsored by The Compliance Group

Division II Best Practices Round Tables – Ever Wonder How Everyone Else
Gets the Job Done?

- Orientation for New Coaches/Staff
- Conducting Initial Student-Athlete Team Compliance Meetings
To Be Determined

Lessons Learned: Major Cases

*Brian Battle, Senior Associate Athletics Director, University of North Carolina
Greensboro*

Chad Gwilliam, Director of Compliance, Brigham Young University

*Judy Van Horn, Associate Athletics Director/Senior Woman Administrator,
University of Michigan*

Sponsored by Roberts Innovations, LLC

3:55-4:25 pm

NCAA Division II Governance Academy (MOAA Grant Recipients Only)

Leadership

Sheila Baxter, Brigadier General – Retired, United States Military

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

4:25-5 pm

NCAA Division II Governance Academy (MOAA Grant Recipients Only)

Leadership and Mentoring Round Table Discussion and Reporting Out

*Kathleen Brasfield, Athletics Director, Angelo State University and Chair,
NCAA Division II Management Council*

Sheila Baxter, Brigadier General – Retired, United States Military

4:30-5 pm

NACDA Officers, Executive Committee and Past Presidents' Meeting

4:30-5:30 pm

NAADD Diversity Initiative Program Winners' Orientation Meeting

Monday, June 21

4:40-5:30 pm

NAAC Breakout Sessions (4 Options)

Extremism in the Pursuit of Revenue is No Vice; Is Moderation in the Pursuit of Amateurism a Virtue? Amateurism Compliance, 21st Century Law, Intellectual Property and Student-Athletes' Rights of Publicity, Institutional Promotions, Marketing and Commercial Activity (CLE Session)

Scott Bearby, Managing Director of Legal Affairs/Associate General Counsel, NCAA

Josephine Potuto, Richard H. Larson Professor of Constitutional Law and Faculty Athletics Representative, University of Nebraska

Ronald Katz, Partner, Manatt, Phelps & Phillips, LLP

Anastasios Kaburakis, Assistant Professor – Sport Law and Sport Management, Southern Illinois University Edwardsville

Ryan Hilbert, Counsel, Manatt, Phelps & Phillips, LLP

Sponsored by University of Akron School of Law

Non-Traditional Courses and Academic Initial-Eligibility Best Practices

John Infante, Assistant Director of Compliance, Loyola Marymount University

Lisa Mills, Director – High School Review, NCAA Eligibility Center

Sponsored by Scoutware

Update on Financial Aid Model Review

Brad Hostetter, Director of Academic and Membership Affairs, NCAA

Kris Richardson, Director of Academic and Membership Affairs, NCAA

Sponsored by JumpForward, LLC

What Can You Keep? Transitioning Into a New Compliance Office

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

Lindsey Hicks, Compliance Coordinator, Northern Illinois University

Lindsey McDonnell, Assistant Athletics Director – Compliance, Towson University

Sponsored by Bond, Schoeneck & King, PLLC

5-6 pm

NAIA National Administrative Council Executive Committee Meeting

5-6:30 pm

MOAA Reception

5-7 pm

NACMA Officers and Board of Directors' Meeting

5:30-6:30 pm

NATYCAA Connections Committee Informal Social

5:30-7 pm

CEFMA Networking Reception and Partner Tradeshow

6-7 pm

NAADD Fundamentals of Athletics Development Reception

Sponsored by 360 Architecture

6-7 pm

NAAC Networking Reception

Sponsored by ACS Athletics

6-9 pm

NACDA Officers, Executive Committee and Past Presidents' Reception/Dinner (Anaheim Hilton Hotel)

Sponsored by The Disney Institute and Disney Sport Attractions

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

NAADD Executive Committee, Conference Representatives, Past Presidents and Sponsors' Reception (Invitation Only)

7-9:30 pm

NATYCAA/California Community Colleges AD's Joint Reception (ESPN Zone)

7:15-9:15 pm

ICLA Board of Directors' Meeting and Dinner

7-30-10 pm

NACMA Officers, Board of Directors, Past Presidents, Sponsors and Conference Representatives' Social Reception (300 Anaheim) (Open to Members of These Groups Only)

9-11 pm

John McLendon Pipeline Reception

Tuesday, June 22

6 am-4:30 pm

NACDA Open Meeting Time (Limited Space Available)

7-8 am

CEFMA Breakfast (On Your Own)

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

8-8:10 am

NACMA Basic Training

Welcome From Our NACMA President

Jeff Bain, Athletics Director, Martin Methodist College, NACMA President

Tuesday, June 22

8-8:15 am

NATYCAA President's Welcome
*Carl Heinrich, Athletics Director, Johnson County Community College,
NATYCAA President*

**Sponsored by CMX Sports Engineers, Collegiate Directories, Inc.,
D3 Athletic Company, Daktronics, Inc., Jostens, Inc., JV Pro, Inc.,
My Sports Dreams, Southern Bleacher Company, Summit
America Insurance/NACDA Insurance Division and Tarkett Sports**

8-8:35 am

NAAC General Session
President's Address and Presentations of the Frank Kara Leadership Award
and the Organizational Leadership Award
Amy Folan, Associate Athletics Director – Compliance, University of Texas

8-8:45 am

CABMA Lottery Breakfast
Sponsored by Paciolan

8-9:30 am

CEFMA General Session
Paint Your Events and Personnel with Their True Colors
Tom Doyle, Founder, Personal Perceptions Northwest

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-4 pm

Sodexo Sports and Leisure Meeting

8 am-5 pm

NACMA, NAADD, ICLA Collateral Corner Open

Sponsored by row27 Studios

8 am-6:30 pm

NCAA Expert Coaches Forum

8:10-8:40 am

NACMA Basic Training
What You Knew, But Didn't Realize! The Past Presidents' Findings
Dennis Kalina, Associate Athletics Director, Gonzaga University

8:15-9:15 am

NATYCAA Keynote Address
Jack Scott, Chancellor, California Community Colleges
**Sponsored by CMX Sports Engineers, Collegiate Directories, Inc.,
D3 Athletic Company, Daktronics, Inc., Jostens, Inc., JV Pro, Inc.,
My Sports Dreams, Southern Bleacher Company, Summit
America Insurance/NACDA Insurance Division and Tarkett Sports**

8:30-8:45 am

MOAA Symposium
Opening Remarks
Stan Johnson, Executive Director, MOAA

8:30-9 am

NACDA Investment Committee Meeting

8:30-9:30 am

NAADD Fundamentals of Athletics Development Mentoring Breakfast
Sponsored by 360 Architecture

8:45-9:15 am

NACMA Basic Training
Speed Networking – Ice Breaker
*Christie Anderson, Assistant Athletics Director – Marketing, University of
Montana*
James Companion, Associate Commissioner, Big South Conference

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
Stacy Martin, Assistant Athletics Director – Business, Kansas State University

8:45-10 am

NAAC General Session
Let's Collaborate! NCAA Eligibility Center Panel and Membership Q&A
*Gary DeCastro, Director – Operations/Performance Management, NCAA
Eligibility Center*
Lisa Mills, Director – High School Review, NCAA Eligibility Center
Susan Peal, Associate Director of Operations (NLI), NCAA Eligibility Center
Geoff Silver, Director – Amateurism Certification, NCAA Eligibility Center
Sponsored by ScoutForce LLC

9 am-12 nn

Pacific West Conference Meeting

9:15-10 am

MOAA Symposium
Role of a Leader
Sheila Baxter, Brigadier General – Retired, United States Military
Mario Moccia, Athletics Director, Southern Illinois University
*Charlie Whitcomb, Vice Provost for Academic Administration and Personnel,
San Jose State University*

Tuesday, June 22

9:20-9:50 am

NACMA Basic Training
Networking Tips and Career Advice Panel
Kurt Esser, Associate Athletics Director, University of New Mexico
Mary Pink, Associate Athletics Director, Iowa State University

9:25-11 am

NATYCAA General Session
Branding and Marketing Our Community Colleges
Bob Bernard, President and Chief Executive Officer, Strategic Marketing Affiliates, Inc.
Mark Robinson, Vice Chancellor – Student Development, City College of San Francisco

Sponsored by CMX Sports Engineers, Collegiate Directories, Inc., D3 Athletic Company, Daktronics, Inc., Jostens, Inc., JV Pro, Inc., My Sports Dreams, Southern Bleacher Company, Summit America Insurance/NACDA Insurance Division and Tarkett Sports

9:30-9:45 am

NAADD Fundamentals of Athletics Development
Welcome and Philosophy of NAADD
Tim McMurray, Senior Associate Athletics Director, Northern Illinois University, NAADD President

Sponsored by 360 Architecture

9:30-10:30 am

CABMA Keynote Session
The Value of Intercollegiate Athletics to a Campus from a Financial Resources Perspective
Sandy Barbour, Athletics Director, University of California

Sponsored by James Moore and Company

9:40-10:25 am

CEFMA Round Tables (3 Options)
Branding Your Facilities – Maximizing Your Brand and Corporate Partnerships
John Henderson, Assistant Athletics Director – Game Management, University of Southern California
R.J. Orr, Vice President of Sales, Blue Media

Sponsored by BigSigns.com

Event Planning – The Months Leading Up to the Season
Mike Dowling, Assistant Athletics Director – Operations, UCLA
Tim Wise, Assistant Athletics Director – Event and Facilities, University of Wisconsin

Sponsored by Wrightson, Johnson, Haddon and Williams, Inc.

NCAA Championships – Bidding, Planning and Execution (Division I)
Jenny Claypool, Director of Championships, Stanford University
Jeff Jarnecke, Associate Director – Championships, NCAA

Sponsored by Daktronics, Inc.

9:45-10:30 am

NAADD Fundamentals of Athletics Development
Rules of Engagement
Pat Chun, Senior Associate Athletics Director – External Relations, The Ohio State University

Sponsored by 360 Architecture

10-10:30 am

NACMA Basic Training
Navigating Your Way Through the Convention
Ryan Holloway, Assistant Athletics Director, Rice University
Ayo Taylor-Dixon, Assistant Athletics Director – Marketing and Revenue Development, University of South Florida

Tuesday, June 22

10:10-11 am

NAAC Breakout Sessions (4 Options)

Division II Best Practices Round Tables – Ever Wonder How Everyone Else Gets the Job Done?

- Orientation for New Coaches/Staff
- Conducting Initial Student-Athlete Team Compliance Meetings
To Be Determined

Lessons Learned: Major Cases

Brian Battle, Senior Associate Athletics Director, University of North Carolina Greensboro

Chad Gwilliam, Director of Compliance, Brigham Young University

Judy Van Horn, Associate Athletics Director/Senior Woman Administrator, University of Michigan

Sponsored by Roberts Innovations, LLC

Non-Traditional Courses and Academic Initial-Eligibility Best Practices

John Infante, Assistant Director of Compliance, Loyola Marymount University

Lisa Mills, Director – High School Review, NCAA Eligibility Center

Sponsored by Scoutware

Update on Financial Aid Model Review

Brad Hostetter, Director of Academic and Membership Affairs, NCAA

Kris Richardson, Director of Academic and Membership Affairs, NCAA

Sponsored by JumpForward, LLC

10:15-11 am

MOAA Symposium

Discussion Topics: Interactions with Leaders and Experiences as a Leader

Sean Frazier, Senior Associate Athletics Director, University of Wisconsin

10:30-11:15 am

CEFMA Round Tables (3 Options)

Branding Your Facilities – Maximizing Your Brand and Corporate Partnerships

John Henderson, Assistant Athletics Director – Game Management, University of Southern California

R.J. Orr, Vice President of Sales, Blue Media

Sponsored by BigSigns.com

Event Planning – The Months Leading Up to the Season

Mike Dowling, Assistant Athletics Director – Operations, UCLA

Tim Wise, Assistant Athletics Director – Event and Facilities, University of Wisconsin

Sponsored by Wrightson, Johnson, Haddon and Williams, Inc.

NCAA Championships – Bidding, Planning and Execution (Divisions II, III, NAIA, JC/CC)

Jenny Claypool, Director of Championships, Stanford University

Jeff Jarnecke, Associate Director – Championships, NCAA

Sponsored by Daktronics, Inc.

10:30-11:45 am

NACMA General Networking Session

10:30 am-12 nn

CABMA General Session

NCAA/EADA Benchmark Reporting and Fundamentals of Sports Travel

Keith Martin, Interim Vice President/Chief Financial Officer, NCAA

Nikki Watson, Assistant Director – Business Intelligence and Project Management, NCAA

10:35-11:10 am

NACMA Basic Training

Making Yourself Valuable at Any Level

Craig Pintens, Assistant Athletics Director – Marketing and Promotions, Louisiana State University

10:35-11:20 am

NAADD Fundamentals of Athletics Development

CSI – The Nuts and Bolts of Annual Fund Cultivation, Stewardship and Identification

Shelly Binegar, Associate Athletics Director – Development and Marketing, Northern Illinois University

Doug Knuth, Associate Athletics Director – External Operations, University of Utah

Sponsored by 360 Architecture

11-11:45 am

MOAA Symposium

Leadership Team

Earl Edwards, Athletics Director, University of California San Diego

Dell Robinson, Commissioner, Great Lakes Intercollegiate Athletic Conference

Tuesday, June 22

11 am-12 nn

NATYCAA General Membership Business Meeting
*Carl Heinrich, Athletics Director, Johnson County Community College,
NATYCAA President*

**Sponsored by CMX Sports Engineers, Collegiate Directories, Inc.,
D3 Athletic Company, Daktronics, Inc., Jostens, Inc., JV Pro, Inc.,
My Sports Dreams, Southern Bleacher Company, Summit
America Insurance/NACDA Insurance Division and Tarkett Sports**

11:10 am-12 nn

NAAC Breakout Sessions (4 Options)

Asked and Answered: Being a Resource to Your Athletics Director
*Heather Lyke Catalano, Associate Athletics Director – Sport Administration,
The Ohio State University*

Bob Minnix, Senior Associate Athletics Director, Washington State University
*Christian Spears, Senior Associate Athletics Director – Administration,
Northern Illinois University*

Sponsored by Ice Miller LLP

Conducting Investigative Interviews

*Elizabeth Heinrich, Assistant Athletics Director – Compliance, University of
Michigan*

LuAnn Humphrey, Director of Enforcement, NCAA

Sponsored by The Compliance Group

Extremism in the Pursuit of Revenue is No Vice; Is Moderation in the Pursuit of
Amateurism a Virtue? Amateurism Compliance, 21st Century Law, Intellectual
Property and Student-Athletes' Rights of Publicity, Institutional Promotions,
Marketing and Commercial Activity (CLE Session)

*Scott Bearby, Managing Director of Legal Affairs/Associate General Counsel,
NCAA*

*Josephine Potuto, Richard H. Larson Professor of Constitutional Law and
Faculty Athletics Representative, University of Nebraska*

Ronald Katz, Partner, Manatt, Phelps & Phillips, LLP

*Anastasios Kaburakis, Assistant Professor – Sport Law and Sport
Management, Southern Illinois University Edwardsville*

Ryan Hilbert, Counsel, Manatt, Phelps & Phillips, LLP

Sponsored by University of Akron School of Law

What Can You Keep? Transitioning Into a New Compliance Office

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

Lindsey Hicks, Compliance Coordinator, Northern Illinois University

*Lindsey McDonnell, Assistant Athletics Director – Compliance, Towson
University*

Sponsored by Bond, Schoeneck & King, PLLC

11:15-11:45 am

NACMA Basic Training

The Art of Delegating, Supervising and Taking Orders

*Jamie DiLoreto, Associate Athletics Director – External Affairs, Boston
College*

Tim Selgo, Athletics Director, Grand Valley State University

11:30 am-12:15 pm

NAADD Fundamentals of Athletics Development

Best Practices – Making the Ask

Whit Babcock, Senior Associate Athletics Director, University of Missouri

Sponsored by 360 Architecture

11:30 am-12:30 pm

CEFMA Box Luncheon (w/Speaker)

New Technologies and Facility Implementation – LED Boards, Instant Replay,
Video Production, ADA Impact on Captioning, Listening Devices, etc.

Marty Brown, LED Video Engineer, Daktronics, Inc.

*John Kimpton, Director of Business Development and Marketing,
Wrightson, Johnson, Haddon and Williams, Inc.*

*Jack MacCallum, Associate, Wrightson, Johnson, Haddon and Williams,
Inc.*

*Suzy Mason, Associate Athletics Director – Event Management/Facilities
and Operations, University of Arizona*

Sponsored by Big Ass Fans

11:30 am-12:50 pm

ICLA Business Lunch and Awards Presentations

11:30 am-1 pm

FCS Athletics Directors Association and Football Coaches' Luncheon and
Scholarships' Presentation

Sponsored by Borden Perlman Insurance Agency

Tuesday, June 22

11:45 am-1 pm	MOAA Symposium Luncheon and Keynote Speaker <i>Bernard Franklin, Executive Vice President – Membership and Student-Athlete Affairs, NCAA</i>
11:50 am-12:50 pm	NACMA Mentor Luncheon (Basic Training and Board of Directors Only)
12 nn-12:30 pm	CABMA Closing Remarks <i>Frank Hardyman, Senior Associate Athletics Director/Chief Financial Officer, Georgia Tech, CABMA President</i>
12 nn-2:30 pm	NATYCAA Awards Luncheon <i>Featured Speaker: Scott Boras, Founder and Super Agent, Boras Corporation</i> Sponsored by CMX Sports Engineers, Collegiate Directories, Inc., D3 Athletic Company, Daktronics, Inc., Jostens, Inc., JV Pro, Inc., My Sports Dreams, Southern Bleacher Company, Summit America Insurance/NACDA Insurance Division and Tarkett Sports
12:15-1:30 pm	NAADD Fundamentals of Athletics Development Mentoring Luncheon Sponsored by 360 Architecture
12:15-1:45 pm	NAAC Lunch and Learn Panel The Compliance Influence: Leadership Lessons Learned in the Compliance Seat <i>Craig Angelos, Athletics Director, Florida Atlantic University</i> <i>Sandy Barbour, Athletics Director, University of California</i> <i>Beth DeBauche, Commissioner, Ohio Valley Conference</i> <i>Donna Sanft, Executive Associate Athletics Director, University of Pittsburgh</i> <i>Stan Wilcox, Deputy Athletics Director, Duke University</i> Sponsored by ACS Athletics
12:30-1 pm	NACDA Executive Finance-Management Committee Meeting
12:30-3 pm	CABMA Executive Committee Meeting
12:30-4 pm	CABMA Exhibit Hall Tear Down
12:45 pm	Buses Depart for CEFMA Off-Site Tour at Home Depot Center
1-1:15 pm	NACMA Convention Kickoff
1-1:45 pm	ICLA General Session Professional Sports “Licensing Landscape” <i>Greg Grauel, Vice President and General Manager, adidas Apparel</i> <i>Jim Murphy, NCAA National Sales Director, adidas</i>
1-2:30 pm	NACDA Finance-Management Committee Meeting
1:15-2 pm	NACMA Keynote Session Turning Spectators Into Raving Fans <i>Sundeep Kapur, Vice President – Strategic Marketing, NCR eCommerce</i>
1:15-2:15 pm	MOAA Symposium Generational Challenges in Leadership <i>Sharon Beverly, Athletics Director, Vassar College</i> <i>Stan Johnson, Executive Director, MOAA</i>
1:15-3:15 pm	CEFMA Off-Site Tour (Home Depot Center)
1:30-3:30 pm	Division II ADA Board of Directors’ Meeting
1:35-2:20 pm	NAADD Fundamentals of Athletics Development How to Identify a Major Gifts Prospect <i>Matt Donovan, Associate Athletics Director – Development, University of Indianapolis</i> <i>Dennis Young, Associate Athletics Director, East Carolina University</i> Sponsored by 360 Architecture
1:50-2 pm	ICLA Meet a Licensing Director and a Licensee
2-3 pm	FCS and I-AAA ADA Joint Membership 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
2-9 pm	NCAA Champions Forum
2:05-2:50 pm	ICLA General Session Current Compliance Issues in Licensing <i>Julie Cromer, Director of Academic and Membership Affairs, NCAA</i> <i>Chad Gwilliam, Director of Compliance, Brigham Young University</i>

Tuesday, June 22

2:10-3:50 pm

NACMA Programming Tracks (8 Options)

Entertainment

The Fan Experience: What Every Collegiate Marketer Should Know About Their Fans

Bill Lavelle, Principal, Ephus 21

Making Your Free Event an Actual Event: How Penn State Ran with Spring Football

Greg Myford, Associate Athletics Director, Penn State University

Management and Leadership

Fundamentals of Leadership

Arthur Hightower, Director of Player Development, San Diego Chargers

Strategic Planning Process

Chris Boyer, Senior Associate Athletics Director – Administration, University of Maryland

Media, PR and Communications

Communicating with the Conference Office: How to Best Utilize the Resources in Your Conference

Amy Yakola, Associate Commissioner – Public Relations and Marketing, Atlantic Coast Conference

Social Media Tools for Measurement and Management

Jason Cole, Co-Host, Row Show

Jonathan Dusing, Co-Host, Row Show

Revenue Generation

How to Start a Ticket Sales Staff: From Selling it to Your AD to Hiring the Right Type of People to Fit Your Needs

Zack Lassiter, Assistant Athletics Director – Corporate Sales and Ticket Operations, University of Utah

Year-Round Ticket Sales; Establishing an Effective Sales Calendar

Matt DiFebo, Principal, DiFebo Company

2:15-2:30 pm

MOAA Symposium

Closing Remarks

Stan Johnson, Executive Director, MOAA

2:25-3:10 pm

NAADD Fundamentals of Athletics Development

If I Knew Then What I Know Now

Jim Senter, Associate Athletics Director – Development, University of Colorado

Sponsored by 360 Architecture

2:30-3 pm

NACDA Continuing Education Committee Meeting

2:30-3 pm

NATYCAA Corporate Sponsors' Recognition

Ron Case, Athletics Director, Gloucester County College

2:45-3:05 pm

NCAA Division II Governance Academy (MOAA Grant Recipients Only)

NCAA Committee Service

China Jude, Athletics Director, Cheyney University (PA)

3-3:45 pm

ICLA Speed Networking Session

3-4 pm

I-AAA ADA Officers and Executive Committee Meeting

3-4:30 pm

Paciolan Client Reception

3:05-3:45 pm

NCAA Division II Governance Academy (MOAA Grant Recipients Only)

Overview of Division II Strategic Positioning and Strategic Plan

Maritza Jones, Consultant, NCAA

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

Tuesday, June 22

3:10-4:30 pm

NATYCAA General Session

Saving Programs

Gary Broadhurst, Athletics Director, Mohawk Valley Community College

Carlyle Carter, Executive Director, California Commission on Athletics

Leo Chavez, President, Sierra College

Jackie Fisher, President, Antelope Valley College

Dr. Jim Forkum, Athletics Director, Santa Rosa Junior College

Mary Ellen Leicht, Executive Director, National Junior College Athletic Association

Dick McClain, Executive Director, Northwest Athletic Association of Community Colleges

Sponsored by CMX Sports Engineers, Collegiate Directories, Inc., D3 Athletic Company, Daktronics, Inc., Jostens, Inc., JV Pro, Inc., My Sports Dreams, Southern Bleacher Company, Summit America Insurance/NACDA Insurance Division and Tarkett Sports

3:30-4:30 pm

NAADD Attendee Mixer and Networking Session

3:30-4:45 pm

DII ADA Membership Reception

Sponsored by Borden Perlman Insurance Agency

3:45-4:30 pm

NCAA Division II Governance Academy (MOAA Grant Recipients Only)

Strategic Plan Round Table Discussions and Reporting Out

Maritza Jones, Consultant, NCAA

4-4:45 pm

NACMA Female Administrators Panel

Anucha Brown Sanders, Senior Associate Athletics Director – Marketing/Senior Woman Administrator, University at Buffalo

Kim Record, Athletics Director, University of North Carolina Greensboro

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

Patty Viverito, Commissioner, Missouri Valley Football Conference/Pioneer League

4-4:45 pm

NACMA/ICLA General Session

The Future of Digital Content and How it Affects Your Conference and Institution

Ben Godwin, Assistant General Manager – SEC Digital Network, XOS Digital, Inc.

Brian Hommel, Director – Trademark Licensing, Louisiana State University

Chris Kesicke, Director of Partner Relations, Collegiate Images/XOS Digital Company

Jennifer Martin, Director of Marketing and Trademark Licensing, University of Alabama

4:30-8:30 pm

NACDA, NACMA, NAADD, ICLA Opening Reception and Exhibit Hall Open

Sponsored by Mutual of Omaha Insurance Company

5-6 pm

Big East Conference Development Officers' Meeting

8-10 pm

NAIA Administrative Council Meeting

8-10:30 pm

NCAA Expert Coaches Reception

8:30 pm-Open

NACDA Open Meeting Time (Limited Space Available)

8:30-10:30 pm

Daktronics, Inc. Social Function (Invitation Only)

Wednesday, June 23

7 am-5 pm

NCAA Champions Forum

7:30-8 am

Learfield Sports Directors' Cup Committee Meeting

7:30 am-6 pm

Convention Registration

8-8:45 am

NACDA General Session

Presidential Address

Mark Emmert, President, NCAA

Sponsored by Liberty Mutual

8 am-4 pm

Sodexo Sports and Leisure Meeting

8 am-5 pm

NACMA, NAADD, ICLA Collateral Corner Open

Sponsored by row27 Studios

8 am-5 pm

NCAA Expert Coaches Forum

8:50-9:50 am

NAADD General Session

The Future of Athletics Development

Gene Smith, Athletics Director, The Ohio State University

Sheila Smith, Associate Vice President – Principal Gifts, The Ohio State University

9-9:15 am

NACDA Annual Business Session

Wednesday, June 23

9-10:30 am

NACDA General Session

Student-Athlete Health and Welfare: How Your Institution can Expand the Margin of Safety in Sports

Scott Anderson, Head Athletics Trainer, University of Oklahoma and President, College Athletic Trainers' Society

Joan Cronan, Women's Athletics Director, University of Tennessee

Josephine Lee, Executive Director and Past President, College Athletic Trainers' Society

Jenny Moshak, Associate Athletics Director – Sports Medicine/Women's Basketball, University of Tennessee

9:10-10:35 am

NACMA/ICLA Programming Tracks (8 Options)

Entertainment

Getting the Most Out of Your Videoboard: Surefire Tactics to Create Atmosphere

Kim Mueller, Assistant Athletics Director – Marketing, Marquette University

Management and Leadership

Building and Developing Your Staff from the Ground Up

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

Doing More with Less

Nicole Early, Executive Director – Sports Marketing and Fan Services, George Washington University

Deborah Snelgrove, Associate Vice President – Creative Management, George Washington University

Media, PR and Communications

How to Use Exclusive Access to Get Your Fans Off the Bench and Into the Game

Rob Vogel, Executive Vice President, Broadnet

Bob Wagner, Senior Vice President and Chief Marketing Officer, Anaheim Ducks

Sponsored by Broadnet

Social Media Best Practices: So You Have a Facebook Page, Now What?

Elsie Kuresa, Client Partner, Paciolan

Jeff Ragovin, Chief Revenue Officer, Buddy Media

Sponsored by Paciolan

Revenue Generation

From the Field...to on Campus...and Beyond!

Bruce Johnson, Sales Manager, Sports Licensed Division, adidas

Danny Rosenberg, NCAA Marketing Manager – Sports Licensed Division, adidas

Relevant Ideas From Non-Sports Organizations to Drive Sales

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

9:30-11 am

NCAA Women's Leadership Discussion Meeting (INVITATION ONLY)

10-11 am

NAADD General Session

Athletics Directors Panel – Fund Raising from an AD's Perspective

Sandy Barbour, Athletics Director, University of California

Scott Barnes, Athletics Director, Utah State University

Earl Edwards, Athletics Director, University of California San Diego

Wednesday, June 23

10 am-12 nn

MOAA Board of Directors' Meeting

10:30-11:30 am

NATYCAA Connections Meeting

Innovative Approaches to Travel – Retirement

Bob Dinaberg, Athletics Director – Retired, Santa Barbara City College

10:30-11:45 am

NACDA General Session

Developing Effective Communication Between AD's, FAR's and Other Campus Constituencies

Roger Caves, Faculty Athletics Representative, San Diego State University

Paul Krebs, Athletics Director, University of New Mexico

Jeff Hathaway, Athletics Director, University of Connecticut

Alan Hauser, Faculty Athletics Representative, Appalachian State

University and President, Faculty Athletics Representatives Association

Wednesday, June 23

10:40 am-12:05 pm

NACMA/ICLA Programming Tracks (8 Options)

Entertainment

Game Entertainment 101: Tips from the Anaheim Ducks

Chris Brown, Entertainment Manager, Anaheim Ducks

Slam Dunk Sponsorship Sales – Score Big with Your Fans and Your Sponsors!

Daryl Jasper, Executive Director – Business Development, University of Rhode Island

Linda Thomson, Sports Promotions Specialist, Odds on Promotions

Sponsored by Odds on Promotions

Management and Leadership

Knowing When to Lead or Manage

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

Managing the Next Big Event

Reid Sigmon, Senior Associate Athletics Director – Administration, Kansas State University

Media, PR and Communications

Making Your Campus Pop: Branding Your Facilities to the World

Tyler James, Vice President and Creative Director, Oslund Design

Sponsored by Image Options and Oslund Design

Rebuilding Your Brand: Hiring a New Coach Again – The Seton Hall Experience

Jamison Hannigan, Assistant Athletics Director, Seton Hall University

Revenue Generation

Licensing and Marketing, Athletics Revenue Generation – Who are Your Partners?

Scott Brayton, Assistant Athletics Director – Marketing, University of California Davis

Maggie Huckaba, Director – Trademarks Licensing, Vanderbilt University

Relationship Based Sales

Jason Martin, Associate Director – Ticket Sales, The Ohio State University

11 am-4 pm

Luncheon Head Table Meeting Rooms

11:10 am-12:10 pm

NAADD Open Forums

Division I BCS Institutional Development

Dirk Katstra, Associate Athletics Director, University of Virginia

Delinda Rood, Associate Director Development/Director of Major Gifts, University of Minnesota

11:10 am-12:10 pm

NAADD Open Forum

Division I Non-BCS Institutional Development

Josh Rebholz, Associate Athletics Director, University of Wyoming

Brian Scislo, Director – Golden Hurricane Club, University of Tulsa

11:10 am-12:10 pm

NAADD Open Forum

Division I Non-Football Institutional Development

Tom Keith, Associate Athletics Director – Development, St. Louis University

Steve Stroud, Associate Athletics Director, University of Missouri Kansas City

11:10 am-12:10 pm

NAADD Open Forum

Football Championship Subdivision Institutional Development

Paul Bubb, Associate Athletics Director, Murray State University

Phillip McAlpin, Director of Athletics Development, North Carolina A&T State University

11:10 am-12:10 pm

NAADD Open Forum

Non Division I Institutional Development

Jim Abbott, Athletics Director, Oklahoma City University

Tlisa Northcutt, Director of Development, University of Alaska Anchorage

12:45-2:15 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: Rece Davis, ESPN

Presented by Ticketmaster

2:30-3:15 pm

ICLA General Session

Logo Cops: A Fun Look at Protecting America's Trademarks

Eric Rickabaugh, Owner, Rickabaugh Graphics

Wednesday, June 23

2:30-3:30 pm

NAAIA Breakout Session
Crisis Management and Reputation Recovery
Barry Brandt, Athletics Director, Northwestern College (IA)
Roger Ternes, Athletics Director, Dickinson State University
Nikki Wilson, Attorney, Jackson Lewis LLP

2:30-3:30 pm

JC/CC Breakout Session
Title IX Community College Accountability
Diane Henry, Athletics Director and Dean, Cypress College
Long Nguyen, Professor, Cypress College

2:30-3:35 pm

NACMA General Session
Marketing Super Panel: Leaders in Professional Sports
Steve DeLay, Executive Vice President and Chief Marketing Officer, Mandalay Baseball Properties
Tom Garfinkel, President and Chief Operating Officer, San Diego Padres
Bernie Mullin, Principal, The Aspire Group
Bob Wagner, Senior Vice President/Chief Marketing Officer, Anaheim Ducks

2:30-3:45 pm

DII and DIII Joint Breakout Session
Motivating the Millennial Generation – Managing the Unexpected
Jim Hundrieser, Associate Vice President, Noel-Levitz

2:30-4:30 pm

I-AAA ADA Membership Meeting

2:30-4:30 pm

NCAA Two-Year College Relations Meeting

2:30-4:30 pm

NACDA Open Meeting Time (Limited Space Available)

2:30-4:40 pm

NAADD Round Tables Sessions I-III (6 Options)
BCS vs. Mid-Majors – How to Find the Best Fit for You?
Jonathan Evans, Associate Athletics Director – External Affairs, College of Charleston

Building a New or Renovating an Existing Annual Giving Program
Scarlett Schmidt, Director – Athletics Development, University of Delaware

Building and Managing an Endowment Program
Steve Novak, Assistant Athletics Director – Development, Boston College

Capital Projects: The Good, the Bad and the Ugly
Niles Eggleston, Assistant Athletics Director – Development, West Virginia University

Congrats on Your New Job! Now What?
Scott Koskoski, Associate Athletics Director – Development, Temple University

Dan O'Dowd, Associate Athletics Director and Executive Director – ULM Athletics Foundation, University of Louisiana Monroe

Managing Donors with Multiple Interests – Utilizing the Core Team Approach
Robert Constant, Director – Major Gifts, Rutgers University

2:45-3:45 pm

Division I Breakout Session
Agents/Advisors/Runners – How do They Operate/Infiltrate Student-Athletes' Lives?

William "Tank" Black, Former Professional Sports Super Agent and Author, Tanked! The Tank Black Story

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

Tony Hernandez, Senior Associate Athletics Director, University of Miami
Rachel Newman, Agent, Gambling and Amateurism Director, NCAA

3-4:30 pm

NCAA Fellows Leadership Development Program Graduation and Reception

3:20-3:30 pm

ICLA Meet a Licensing Director and a Licensee

3:30-4:30 pm

Phil Knight Recognition Reception (Invitation Only)

3:30-4:45 pm

NAAIA Athletics Directors Association Business Meeting and Reception

3:35-4:20 pm

ICLA General Session

Bowl Game Licensed Products
Matt Dyste, Director of Marketing and Brand Management, University of Oregon

Wendy Matthes, Director – Marketing, Pasadena Tournament of Roses
Cory Moss, Senior Vice President – Marketing Operations and NCAA and Bowl Properties, Collegiate Licensing Company
Amy Wischnia, Director – Game Operations, Rose Bowl

Wednesday, June 23

3:40-4:30 pm

JC/CC Round Table Session

Past to Present – Where are We at Now?

*Carl Heinrich, Athletics Director, Johnson County Community College,
NATYCAA President*

Mary Mahan, Athletics Director – Retired, Miami Dade College

Ron Warnock, Athletics Director – Retired, DeAnza College

3:45-4:45 pm

Division III Round Table Discussions

The Place of Fund Raising on DIII Campuses

- Best Practices
- Budget Management
- Friends Groups
- Budget Relieving/Enhancement

NCAA DIII Identity Initiative – Campus Implementation

Bridget Belgiovine, Athletics Director, Wellesley College

Harry Sheehy, Athletics Director, Williams College

3:45-4:30 pm

DII Breakout Session

Update on Bylaw 17 – Life in Balance

*Kathleen Brasfield, Athletics Director, Angelo State University and Chair,
NCAA Division II Management Council*

Jenn Fraser, Associate Director, NCAA Eligibility Center

Mike Racy, Division II Vice President, NCAA

3:45-4:45 pm

Division I Breakout Session

Cost Containment – Non-Traditional Seasons, Shortening Playing Schedules,
Staff Sizes, Number of Coaches, Reduction in Sports

Bob De Carolis, Athletics Director, Oregon State University

Kelly Mehrrens, Athletics Director, University of North Carolina Wilmington

*Steve Lopes, Senior Associate Athletics Director, University of Southern
California*

Warde Manuel, Athletics Director, University at Buffalo

3:45-4:45 pm

NACMA Awards Presentation

4:30-6:30 pm

NATYCAA Officers and Executive Committee Meeting

4:30-7:30 pm

NACDA, NACMA, NAADD, ICLA Reception and Exhibit Hall Open

***Sponsored by Balfour, Licensing Resource Group and Strategic
Marketing Affiliates***

6-7:30 pm

John McLendon Minority Athletics Administrators Hall of Fame Honorees Dinner

7:45-9:45 pm

John McLendon Minority Athletics Administrators Hall of Fame Induction
Reception

Sponsored by IMG

10 pm-Midnight

Exhibit Hall Tear Down

Thursday, June 24

7:30-8 am

NACMA Female Mentoring Meet and Greet Coffee Break

7:30 am-6 pm

Convention Registration

8-9 am

NACDA Keynote Address

Dr. Condoleezza Rice, Former Secretary of State

8-10 am

NCAA Champions Forum

8 am-1 pm

NCAA Expert Coaches Forum

8 am-5 pm

NACMA, NAADD, ICLA Collateral Corner Open

Sponsored by row27 Studios

8 am-9 pm

Exhibit Hall Tear Down

9-10:15 am

NACDA General Session

Leadership in a 24/7 Stress Filled Environment

*Joe Moglia, Chairman, TD AMERITRADE and Executive Advisor to the Head
Football Coach, University of Nebraska*

9:10-10:10 am

NACMA, NAADD, ICLA General Session

ADAPT: Overcoming Adversity in Challenging Times

Jim Abbott, Former Major League Baseball and University of Michigan Pitcher

9:25-10:50 am

NACMA Programming Tracks (4 Options)

10:15-11:30 am

NACDA General Session

How to Deal with Today's "Entitled Kids" Who Want Their Parents to do the
Talking for Them

*John Baxter, Associate Head Football Coach, University of Southern
California*

Carrie Forsyth, Head Women's Golf Coach, UCLA

Penny Hein-Unruh, Assistant Vice Provost of Academic Counseling, UCLA

Ian McCaw, Athletics Director, Baylor University

Thursday, June 24

10:15 am-12:25 pm

NAADD Round Tables Sessions IV-VI (6 Options)

Advancing from the Annual Fund to Major Gifts – How to Progress in Your Career

Zach Goines, Director – Major Gifts, Iowa State University

Coaching the Coaches

Kevin McGinniss, Associate Athletics Director – Development, University of Rhode Island

How to Effectively Create and Manage an Elite Giving Society

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

Managing a Small Shop

Diana Philippi, Associate Director – Athletics Development, University of California San Diego

One-on-One with Your Prospect: Great Questions and Chasing Rabbits

Kent Stanley, Senior Associate Athletics Director – Development, Utah State University

Strategies to Attract and Retain Annual Fund Donors

Jane Kleinberger, Founder, Paciolan

Deana Itow, Client Partner, Paciolan

10:20 am-11:25 am

NACMA Programming Tracks (4 Options)

Entertainment

Entertaining Your Fans on the Internet: The Smashing Success of Ronnie Ron

David Almodova, Director – Marketing, Brigham Young University

Bill Hoops, Promotions/Marketing Coordinator, Brigham Young University

Management and Leadership

Establishing Yourself in a Leadership Role in the First 90 Days

Kosha Irby, Senior Associate Athletics Director – External Operations, Georgia State University

Media, PR and Communications

Training Our Leaders of Tomorrow....How to Build a Successful, Sustainable Internship Program with ZERO Dollars

Amber Radzevich, Assistant Athletics Director, Marketing and Communications, University of New Hampshire

Revenue Generation

Selling Sponsorships In-House at a Mid-Major Program

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

10:25-11:10 am

ICLA General Session

Los Angeles Angels of Anaheim Perspective on Branding and Licensing

Robert Alvarado, Vice President – Marketing and Ticket Sales, Los Angeles Angels of Anaheim

11 am-4 pm

Luncheon Head Table Meeting Rooms

11:20 am-12:20 pm

ICLA Open Forum Discussion

Susan Smith, Director of Trademark Licensing, Auburn University

Scott Stevenson, Creative/Communications Director and Trademark Licensing Coordinator, University of California Davis

Thursday, June 24

11:30 am-12:35 pm

NACMA Programming Tracks (8 Options)

Entertainment

Bringing a Taste of Hollywood Into Your Game Presentation

Tom Vannucci, Director – Game Presentation, Sacramento Kings

Student Spirit Groups: Starting from Scratch and Running an Established Organization

Brian Hicks, Assistant Athletics Director – Marketing, Xavier University

Management and Leadership

Managing Your Staff to Lead

Tim Hall, Athletics Director, University of Missouri Kansas City

Servant Leadership

Martin Jarmond, Associate Athletics Director – Development, The Ohio State University

Media, PR and Communications

FREE! FREE! FREE!: How to Use Free Publicity and Save Advertising Dollars

Brian Bowsher, Director – Marketing, Marquette University

A Strategic Approach to Social Media Rather Than a Sampler Platter

Amy Martin, Principal, Digital Royalty

Revenue Generation

How Well Do You Know Your Fan Base?

Emily Huddell, Vice President, Turnkey Intelligence

Sponsored by Turnkey Sports and Entertainment

Sponsorship Sales: Maximizing Revenues

Diane Penny, General Manager, Aztec Sports Properties

12:45-2:15 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: Carolyn Peck, ESPN

Sponsored by Coca-Cola Company and National Invitation Tournament

2:15-2:45 pm

NACMA Officers, Board of Directors and 3 Focus Groups Wrap-Up Meetings

2:30-3 pm

NACDA Officers and Executive Committee Meeting

2:30-3:30 pm

NAIA Breakout Session

Dealing with the Never-Ending Season of Sport

Barry Brandt, Athletics Director, Northwestern College (IA)

2:30-4:55 pm

NAADD Round Tables Sessions VII-IX (6 Options)

Building an Endowed Seating Program

David Roselli, Associate Athletics Director – Development, University of California

Collegiate Athletics Fundraising in a Pro Sports Market

Tim Leonard, Senior Associate Athletics Director – Development, Southern Methodist University

Fundraising and Reunions for Teams That Did Not Win

Steve Tuckwood, Associate Director – Development, University of British Columbia

New Media, Social Media and Development

Martin Jarmond, Associate Athletics Director – Development, The Ohio State University

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

Strategies for a Successful Capital Campaign

Jennifer Cohen, Senior Associate Athletics Director – Advancement, University of Washington

Tailoring an Annual Fund Plan Based on Your Institution's Giving Culture

Carolyn Center, Director – Development, University of Georgia

2:30-5:30 pm

NACDA Mentoring Institute

Moderator: Joan Cronan, Women's Athletics Director, University of Tennessee

Sponsored by Duquesne University

2:30-Open

NACDA Open Meeting Time (Limited Space Available)

Thursday, June 24

2:50-3:50 pm

NACMA/ICLA Journey: Athletics Directors' Panel
Bill Battle, Founder and Chairman, Collegiate Licensing Company
Mike Bohn, Athletics Director, University of Colorado
Jim Sterk, Athletics Director, San Diego State University
Roger Valdiserri, First President, NACMA

Sponsored by Weldon, Williams and Lick, Inc.

3-4:30 pm

DII ADA Membership Meeting and Town Hall Meeting
Ed Matejkovic, Athletics Director, West Chester University and President, DII Athletics Directors Association
Jared Mosley, Athletics Director, Abilene Christian University

3:55-4:30 pm

NACMA AD Breakout Session
Cary Groth, Athletics Director, University of Nevada
Paul Krebs, Athletics Director, University of New Mexico
Tom Wistrill, Athletics Director, University of Akron

Sponsored by All Worldwide Travel

3:55-4:30 pm

NACMA AD Breakout Session
Tim Hall, Athletics Director, University of Missouri Kansas City
Mark Massari, Athletics Director, University of California Santa Barbara
Greg Warzecka, Athletics Director, University of California Davis

Sponsored by All Worldwide Travel

4:35-5:10 pm

NACMA AD Breakout Session
Cary Groth, Athletics Director, University of Nevada
Paul Krebs, Athletics Director, University of New Mexico
Tom Wistrill, Athletics Director, University of Akron

Sponsored by All Worldwide Travel

4:35-5:10 pm

NACMA AD Breakout Session
Tim Hall, Athletics Director, University of Missouri Kansas City
Mark Massari, Athletics Director, University of California Santa Barbara
Greg Warzecka, Athletics Director, University of California Davis

Sponsored by All Worldwide Travel

5-5:15 pm

NAADD Convention Evaluation Session and Prize Drawings

5:15 pm

Buses Depart for ICLA Reception and Baseball Game

5:15-6 pm

NAADD Officers and Executive Committee Convention Wrap-Up Meeting

5:30-7 pm

ICLA Reception (Anaheim Angels Stadium)

Sponsored by Collegiate Licensing Company

7:05 pm

ICLA Off-Site Function – Angels vs. Dodgers Game

Friday, June 25

8 am-1 pm

NACDA Open Meeting Time (Limited Space Available)

8 am-3 pm

NACDA Mentoring Institute
Moderator: Joan Cronan, Women's Athletics Director, University of Tennessee

Sponsored by Duquesne University

11:20 am-12:15 pm

NACDA Mentoring Institute Luncheon

Sponsored by Duquesne University

Agenda Subject to Change

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