



2008 ICLA WINTER SYMPOSIUM AGENDA
February 29 – March 4, 2004 – San Antonio, Texas

Thursday, February 28

- 2:00 – 3:30 p.m. ICLA Board of Directors Meeting (Bowie Room, Marriott Riverwalk)
- 4:00 – 6:30 p.m. ICLA Board of Directors, Gold Level Sponsors and Past Presidents Dinner (Rio Rio Cantina Restaurant, El Presidente Room, on the Riverwalk) – Invitation Only

Friday, February 29 Henry B. Gonzalez Convention Center – Room 206

- 8:00 a.m. – 11:30 a.m. Registration
- 9:30 – 11:00 a.m. "The Strength of a Brand" -- A discussion of the endurance and power of the Apple brand
Brad Poston, Senior Group Manager Individual Purchasers Market, Apple, Inc.
- 11:00 a.m. – 12:00 p.m. NACS Opening Mega Session
Lee and Bob Woodruff, ABC News
- 11:00 a.m. – 12:00 p.m. Licensing 101
Tomi Gerhold, Licensing Specialist, University of Notre Dame
Maggie Huckaba, Director, Trademark Licensing, Vanderbilt University
Michael Low, Director of Licensing, University of Notre Dame
- 12:15 – 1:30 p.m. ICLA Luncheon and Networking Session - Henry B. Gonzalez Convention Center, Room 205

- 1:45 – 2:30 p.m. Internet Monitoring – Issue Identity, Best Practices and Case Study
Mike Huddleston, Associate Vice Chancellor for the Texas A&M University System
Bill Patterson, Director of Licensing, OpSec Security
Dick Rademaker, Founder/CEO, Licensing Resource Group
- 2:45 – 3:30 p.m. ICLA Resources – Use Them and Promote Them
Shane Hinckley, Director of Marketing and Licensing, University of Utah
- 3:45 – 4:30 p.m. How This Product is Made
Sam Jordan, National Director College Sales, Balfour
Curt Langford, National Director of College Official Ring Programs, Balfour
Jim McCollough, National Sales Director, J America
Pete Ruhala - President - J. America Sportswear
Jeff Radway - President - J. America Retail Products
- 5:00 – 7:00 p.m. ICLA Open Night Reception – Lower Level, Henry B. Gonzalez Convention Center

Saturday, March 1

Henry B. Gonzalez Convention Center – Room 206

8:00 – 8:30 a.m. Continental Power Breakfast

8:30 – 9:15 a.m. Round Table Session 1

Communicating Your Program to your Licensees
David Wilson, Trademark Licensing Manager, Purdue University

Gameday Enforcement
Heath Price, Director of University Services, Collegiate Licensing Company
Todd Rathjen, Director of Operations, Licensing Resource Group

Internal Request Processes
Martita Huntress, Trademark Licensing Coordinator, University of Texas System

Labor Code and Rights
Scott Nova, Executive Director, Worker Rights Consortium
Marybeth Schmutz, Assistant Director, Trademark License Program, Rutgers University

Auret Van Heerden, President and CEO, Fair Labor Association

Special Events Licensing

Dee Scott, Licensing Manager, Nike

Lisa Tomlinson, LRG, Director of Marketing and New Technology

Malaika Underwood, CLC, University Services Representative

Generating and Creating New Marks

Jay Marano, Licensing Coordinator, Carnegie Mellon University

- 9:20 – 10:05 a.m. Round Table Session 2
Repeat of Topics Above
- 10:10 – 10:55 a.m. Round Table Session 3
Repeat of Topics Above
- 11:00 – 11:45 a.m. Round Table Session 4
Repeat of Topics Above
- 11:45 a.m. – 1:00 p.m. ICLA Luncheon and Networking Session - Henry B. Gonzalez Convention Center, Room 205
- 1:15 – 2:15 p.m. Get What You Want With What You've Got!
Christine Cashen, Certified Speaking Professional
- 2:25 – 3:10 p.m. High School Logo Challenge
Aimee Anderson, Licensing Manager, Georgia Tech
Jim Aronowitz, Associate General Counsel, Collegiate Licensing Company
Cindy Van Matre, Director of Trademark Licensing, University of Wisconsin
- 3:15 – 4:00 p.m. Open Forum, Evaluations and Giveaways!
Dale Arens, Trademark Licensing Director, University of Iowa
Derek Lochbaum, Director of Trademarks and Licensing, University of North Carolina at Chapel Hill
- 4:00 – 5:00 p.m. Spotlight 2008 – Collegiate Fashion Show

6:00 – 9:00 p.m. ICLA Reception – The Republic of Texas Restaurant on the San Antonio River Walk - Sponsored by the Collegiate Licensing Company

Sunday, March 2 **Henry B. Gonzalez Convention Center**

9:00 a.m. – 5:30 p.m. CAMEX Tradeshow

12:00 – 1:30 p.m. Luncheon coupons through NACS can be used at Convention Center

1:00 – 5:00 p.m. Fair Labor Association – University Advisory Council Meeting

Monday, March 3 **Henry B. Gonzalez Convention Center**

9:00 a.m. – 5:30 p.m. CAMEX Tradeshow

Tuesday, March 4 **Henry B. Gonzalez Convention Center**

8:30 a.m. – 2:00 p.m. CAMEX Tradeshow