



16th Annual ICLA Convention Meeting Agenda
June 27-30, 2018
Gaylord National Resort & Convention Center – Washington, D.C.
Revised 6/25/18

Wednesday, June 27

7:30 a.m.-7:00 p.m.	Registration/Information	(Convention Center Prefunction)
9:00-1:00 p.m.	Board of Directors' Meeting	(Magnolia 3)
1:15 – 2:15 p.m.	Board of Directors' and Past Presidents' Meeting	(Magnolia 3)
2:15 – 3:00 p.m.	Mentorship Program Meeting (Invite Only)	(Magnolia 3)
6:15 p.m.	Meet by NACDA Registration Desk at Gaylord to walk to National Harbor (boarding at 6:30 p.m.)	
7:00-10:00 p.m.	ICLA Only Reception – Potomac Cruise, National Harbor Sponsored By Learfield Licensing Partners	

Thursday, June 28

7:00 a.m.-6:00 p.m.	Registration/Information	(Convention Center Prefunction)
9:00-9:15 a.m.	President's Welcome Tami Breymeyer, Director of Licensing, Kansas State University, ICLA President	(Maryland D)
9:15-10:00 a.m.	Keynote Session: Flying in Formation Greg Wooldridge, Former Commanding Officer, U.S. Navy Blue Angels Sponsored by Learfield Licensing Partners	(Maryland D)
10:15-11:00 a.m.	HELP ME HELP YOU Rotation 1 <i>Institution Only Session - Meet with peer colleagues from other institutions to discuss the latest trends, challenges, and best practices from the college licensing industry.</i> <i>Licensee Only Session - Meet with peer colleagues from other licensees to discuss the latest trends, challenges, and best practices from the college licensing industry.</i>	(Chesapeake 4-5) (Chesapeake 6)
11:15-12:00 p.m.	HELP ME HELP YOU Rotation 2 <i>Institution Only Session – Institutions will have the opportunity to ask licensee representatives questions about the licensing industry from a licensee perspective.</i> <i>Licensee Only Session - Licensees will have the opportunity to ask institution Licensing Directors questions about the licensing industry from a licensor perspective.</i>	(Chesapeake 4-5) (Chesapeake 6)
12:15-1:45 p.m.	ICLA Awards Luncheon	(Maryland D)
2:00-2:45 p.m.	General Session – Licensing Through the Eyes of an Athletics Director Moderator: Kimberly Spino, University of Texas Peter Pilling, Campbell Family Director of Intercollegiate Athletics and Physical Education, Columbia University Chrissi Rawak, Director of Intercollegiate Athletics and Recreation Services, University of Delaware Gene Taylor, Director of Athletics, Kansas State University	(Maryland D)

3:00 – 4:00 p.m.	ICLA, NACDA, NACMA, NAADD, CoSIDA Feature Session General Paul Selva, Vice Chairman, Joint Chiefs of Staff	(Potomac A-B)
4:00-7:30 p.m.	Exhibit Hours and ICLA/NACDA/NAADD/NACMA Opening Reception	(Prince George A-B)
<u>Friday, June 29</u>		
6:30 a.m.	NAADD/NACDA/NACMA/ICLA/CoSIDA 5K Fun Run/Walk	(TBD)
7:30 a.m.-6:00 p.m.	Registration/Information	(Convention Center Prefunction)
9:00-10:00 a.m.	ICLA/NACDA/NACMA/NAADD/CoSIDA Featured Session: Student Health, Safety and Well-Being Moderator: Jack Ford, CBS Justin Jackson, Student-Athlete, Northwestern University J. Roxanne Prichard, Scientific Director – Center for College Sleep, University of St. Thomas (MN) Kim Record, Director of Athletics, University of North Carolina Greensboro Karen Tamburo, Title IX Coordinator – Office of Institutional Diversity & Equity, DePaul University	(Potomac A-B)
10:15-10:50 a.m.	<u>PROGRAMMING TRACKS</u> – (4 Options Total, Attend 3) Programming Track 1 (w/NACMA): Brand Management & Revenue Generation: Tradition vs. Innovation Chris Grosse, Assistant Athletic Director, Marketing, Georgetown University Cole Price, Director of Trademark Licensing, University of Alabama	(National Harbor 6)
11:05-11:40 a.m.	Programming Track 2 (w/NACMA): Licensing and Sponsorship: Building a Program Together to Generate Revenue Leah Beasley, Senior Associate Athletics Director for External Affairs, Mississippi State University Brett Eden, Director of Licensing & Marketing, University of Utah John Greeley, Senior Vice President, IMG College Licensing	(National Harbor 7)
11:55 a.m. – 12:30 p.m.	Programming Track 3: Free Speech and Use of Logos By Students Rachael Bickerton, Director of Trademark Licensing and Enforcement, Boise State University Robert M. Tyler, Associate University Counsel, Senior Assistant Attorney General, University of Virginia	(Chesapeake 8)
	Programming Track 4: Raising the Bar on Raising Funds: Making Student Fundraisers Work for You Bailey Adrian, Director of Licensing and Partnership Development, Custom Ink Chris Brown, Fundraising Account Manager, Custom Ink Maddy O'Connor, Fundraising Account Manager, Custom Ink Adam Parker, Associate Director, Licensing & Trademarks, Brigham Young University	(Chesapeake 9)
12:45-2:15 p.m.	ICLA/NACDA/NAADD/NACMA James J. Corbett Awards Luncheon	(Potomac A-B)
2:30-3:15 p.m.	General Session: Pepsi Brand Management Michael Ceilley, Vice President Partnership Marketing, Media and Digital Sales for Kroenke Sports & Entertainment	(Maryland D)
3:30-4:15 p.m.	General Session: Technology and the New Consumer Journey Chris Burke, Basketball Brand Director, Nike	(Maryland D)
4:00-7:30 p.m.	Exhibit Hours and ICLA/NACDA/NAADD/NACMA Reception Sponsored by Balfour	(Prince George A-B)

Saturday, June 30

7:30 a.m.-6:00 p.m.	Registration/Information	(Convention Center Prefunction)
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8:00-8:45 a.m.	<p>General Session (w/NACMA): eSports: Emergence & Impact on the Collegiate World (Potomac C-D)</p> <p>George Crook, eSports Club Student President, Mississippi State University</p> <p>AJ Dimick, Director of eSports Operations, University of Utah</p> <p>Grant Paranjape, Director of eSports Business and Team Operations, Monumental Sports</p>	
9:00-10:00 a.m.	<p>General Session: The Legal Life of Trademarks</p> <p>Robert Kenney, Partner, Birch Stewart Kolasch & Birch, LLP</p>	(Maryland D)
10:15-11:00 a.m.	<p>General Session: What Do They Really Think? Understanding Social Analytics to Better Manage Your Brand and the Customer Experience</p> <p>Eric Buckley, Vice President of Marketing, NUVI</p>	(Maryland D)
11:00-11:15 a.m.	<p>Wrap Up Session/Prize Giveaways</p>	(Maryland D)
11:30-1:00 p.m.	<p>ICLA/NACDA/NAADD/NACMA Learfield Directors' Cup Awards Luncheon</p>	(Potomac A-B)