

## 2007-08 OFFICERS

*President*  
**Dale Arens**  
Trademark Licensing Director  
University of Iowa

*1<sup>st</sup> Vice President*  
**Craig Westemeier**  
Director, Office of Trademark  
Licensing  
University of Texas System

*2<sup>nd</sup> Vice President/Treasurer*  
**Derek Lochbaum**  
Director of Trademarks and  
Licensing  
University of North Carolina

*3<sup>rd</sup> Vice President/Secretary*  
**Shane Hinckley**  
Assistant Vice President, Business  
Development  
Texas A&M University

*Assistant Secretary/Assistant  
Treasurer*  
**Jason Galaska**  
Assistant Executive Director  
NACDA

*NACDA Senior Staff Administrator*  
**Bob Vecchione**  
Senior Associate Executive Director  
NACDA

### BOARD OF DIRECTORS

**Margaret Huckaba**  
Vanderbilt University

**Susan Murphy**  
University of Montana

**Maureen Riedel**  
Penn State University

**Mike Ross**  
Top of the World

**Marybeth Schmutz**  
Rutgers, State University of New  
Jersey

**David Wilson**  
Purdue University

### PAST PRESIDENTS

**Cindy Van Matre (2006-07)**  
University of Wisconsin

**Steve Rich (2005-06)**  
Eastern Illinois University

**Matt Dyste (2004-05)**  
University of Oregon

**Linda Gilbert (2003-04)**  
University of Missouri

**Lee Workman (2002-03)**  
East Carolina University

May 8, 2008  
For Immediate Release



Contact: Julie Work  
Director of Communications  
jwork@nacda.com

## LSU's Hommel and the Trademark Licensing Team Earns ICLA Synergy Award: Program of the Year

**Cleveland, Ohio** -- The Awards Committee of the International Collegiate Licensing Association (ICLA) has selected **Brian Hommel** of Louisiana State University and the LSU Trademark Licensing Team as the Synergy Award: Program of the Year.

The Synergy Award is given annually to an individual who has demonstrated extraordinary commitment to collegiate licensing over the course of the past year, has directly contributed to the betterment of the industry and his/her place of employment, has made significant contributions to the collegiate licensing industry through innovative or new ideas during the current academic year, has played a vital role on-campus/in the industry through his/her leadership and has demonstrated teamwork/involvement from multiple components in the licensing process.

Hommel will be recognized at ICLA's Sixth Annual Convention, June 9-12 at the Hilton Anatole Hotel in Dallas. On Wednesday, June 11, Hommel will also be honored during the United Sports Academy Directors' Cup Luncheon sponsored by Collegiate Images.

Hommel was named the Director of Trademark Licensing at LSU in 2005. In this capacity, Hommel is responsible for all facets of the administration of the University's Trademark Licensing Program, including working directly with the Collegiate Licensing Company (CLC), CLC International and Collegiate Images.

Hommel also evaluates, monitors and develops new programs for trademark licensing, including the 2007 Football National Championship Program and preparations for the Men's and Women's Basketball National Championship Programs. In addition, Hommel has worked to expand the Tiger Tailer retailer program at LSU which is designed to maintain consistent communication with LSU retailers throughout the state of Louisiana.

Prior to joining the LSU staff, Hommel was the director of merchandise for the Reading Royals of the East Coast Hockey League (ECHL). In his first three years with the Royals, Hommel elevated Reading's gross merchandise sales to the best out of the 31 teams in the ECHL. His efforts were rewarded in 2003-04 when he was named the inaugural ECHL Merchandiser of the Year. Hommel has also served as the Merchandise Manager for the Fort Worth Brahmas and Merchandise Director for the Monroe Moccasins, both of the Western Professional Hockey League (WPHL). His accomplishments in Fort Worth were recognized with the 1999-2000 WPHL Merchandise Executive of the Year.

**About ICLA:** ICLA provides educational and networking opportunities, enhancement of acceptable operating standards and ethics, and establishment of the overall prestige and understanding of the profession of collegiate licensing. For more information about ICLA, please visit [www.iclanet.com](http://www.iclanet.com).

ICLA is administered by NACDA. In its 43<sup>rd</sup> year, NACDA is the professional and educational association for more than 6,100 college athletics administrators at more than 1,600 institutions throughout the United States, Canada and Mexico. More than 2,000 athletics administrators annually attend the NACDA Convention. Additionally, NACDA administers 11 professional associations for the separate business units that report directly to the athletics director.

Administered by



---

**2008 ICLA WINTER SYMPOSIUM**  
February 29 - March 4 • San Antonio, Texas

---

**2008 ICLA CONVENTION**  
June 9-12 • Hilton Anatole Hotel • Dallas, Texas