



2010 ICLA WINTER SYMPOSIUM AGENDA

March 11 – 15, 2010 – Orlando, Florida

Wednesday, March 10

- 2:00 – 4:30 p.m. ICLA Board of Directors Meeting (Signature 1, Rosen Centre Hotel)
- 5:30 – 8:00 p.m. ICLA Board of Directors, Gold Level Sponsors and Past Presidents Dinner at Oceanaire Seafood Room – Invitation Only

Thursday, March 11

Rosen Centre Hotel – Salons 3/4

- 8:00 a.m. – 4:00 p.m. Registration
- 9:30 – 9:50 a.m. Welcome and Introductions – Derek Lochbaum, Director of Trademarks and Licensing, University of North Carolina at Chapel Hill and ICLA President
- 10:00 – 10:10 a.m. Meet a Licensing Director and a Licensee
- 10:20 – 11:05 a.m. Revitalizing Your Brand
Gian Bonfanti, Director of Buying, Hard Rock Incorporated
- 11:10 – 11:55 a.m. Speed Networking Session
- 12:00 – 1:00 p.m. ICLA Luncheon and Networking Session (**Salons 9/10**)
- 1:15 – 2:00 p.m. Fair Trade, Social Responsibility and Environmental Sustainability
Rachel Weeks, President and Founder, School House

Tracks will take place in Rosen Centre Hotel Salons 6-8

- 2:10 – 2:40 p.m. Licensing 101 Track (3 Options)
- Creating Win/Win Relationships (Salon 6)
Moderator: Lisa Cannell, Licensing Specialist, University of Oregon and Connie Palfy, Assistant to the Vice President for Business and Finance, Georgia Southern University

Finding Retail Opportunities and Promotions That Work (Salon 7)
Moderators: Valerie Gill, Director of Licensing and Trademarks,
Indiana University and David Wilson, Trademark Licensing
Director, Purdue University

Help! I Need a Licensing Policy and How Do I Promote My Program?
(Salon 8)

Moderators: Robin Cooper, Assistant Director of Licensing and
Trademarks, Indiana University and Cindy Van Matre, Director of
Trademark Licensing, University of Wisconsin

2:45 – 3:15 p.m.

Licensing 101 Track (3 Options)
Topics and Locations From Above Repeated

3:30 – 4:00 p.m.

Branding Track (3 Options)

Branding Your School's Web Site: The Good, Bad and the Ugly (Salon 6)
Moderators: Dale Carder, Associate Vice President for
Advancement, University of Central Missouri and Tony Johnson,
Vice President, Strategic Marketing Affiliates

Building a Better Brand (Salon 7)

Moderator: Eric Rickabaugh, Owner, Rickabaugh Graphics

How to Balance Brand Protection and Integrity While Maximizing
Exploitation (Salon 8)

Moderators: Rachael Bickerton, Director, Trademark Licensing
and Enforcement, Office of General Counsel, Boise State
University and Tami Breymeyer, Director of Licensing, Kansas
State University

4:05 – 4:35 p.m.

Branding Track (3 Options)
Topics and Locations From Above Repeated

5:30 – 7:30 p.m.

ICLA Opening Night Reception – Pool Deck at the Rosen Centre Hotel
Sponsored by the Licensing Resource Group

Friday, March 12

Rosen Centre Hotel – Salons 3/4

8:30 – 9:00 a.m.

Continental Breakfast
Sponsored by Balfour and the Licensing Resource Group

9:00 – 9:45 a.m.

The Evolution of a Brand: Maintaining Relevance Today and Sustaining it
for the Future
Cori Britt, Vice President, Arnold Palmer Enterprises

9:50 – 10:00 a.m.

Meet a Licensing Director and a Licensee

10:05 – 10:50 a.m. Color Schemes and Color Programs
Rachael Bickerton, Director, Trademark Licensing and Enforcement, Office of General Counsel, Boise State University
Nita Nickell, Assistant Director Trademark Management, University of Oregon

11:00 – 11:45 a.m. ID Manuals: The Logo Cop's Best Friend
Brad Bishop, Co-Owner, Torch Creative
Eric Rickabaugh, Owner, Rickabaugh Graphics
Michael Thurman, Co-Owner, Torch Creative

12:00 – 1:00 p.m. ICLA Luncheon and Networking Session **(Salons 9/10)**
Sponsored by the Licensing Resource Group

Tracks will take place in Rosen Centre Hotel Salons 6-8

1:15 – 1:55 p.m. Protection and Enforcement Track (3 Options)

"But I'm Not Using the Logo" – Use of School Colors and Other Indicia (Salon 6)
Moderators: Rachael Bickerton, Director, Trademark Licensing and Enforcement, Office of General Counsel, Boise State University and Brian Hommel, Director Trademark Licensing, Louisiana State University

Social Media and Blogging (Salon 7)
Moderators: Robin Cooper, Assistant Director of Licensing and Trademarks, Indiana University and Lisa Tomlinson, Director of Marketing, Licensing Resource Group

Online Enforcement: From Domain Names to Social Media and Everything in Between (Salon 8)
Moderators: Jim Aronowitz, Associate General Counsel, Collegiate Licensing Company and Maggie Huckaba, Trademark Licensing Director, Vanderbilt University

2:00 – 2:40 p.m. Protection and Enforcement Track (3 Options)
Topics and Locations From Above Repeated

2:55 – 3:35 p.m. Promotions Track (3 Options)

Hot Promotional Items for This Year (Salon 6)
Moderators: Lisa Cannell, Licensing Specialist, University of Oregon and Bryan Oyler, Director of E-Commerce, Great American Products

Specialty Program Promotions (Salon 7)

Moderator: Lauren Hartmayer, College Business Unit Manager,
New Era Cap Company

Working with Student-Led Promotions: What's Next? How to Stay on
Top of What is Hot on Your Campus (Salon 8)

Moderators: Ashley Rohlfinding, Licensing Intern, Purdue University
and David Wilson, Trademark Licensing Director, Purdue
University

3:40 – 4:20 p.m.

Promotions Track (3 Options)

Topics and Locations From Above Repeated

5:15 – 8:15 p.m.

ICLA Reception – Universal Orlando Islands of Adventure Ride and Dine
Event

Sponsored by the Collegiate Licensing Company

Saturday, March 13

8:00 a.m. – 3:00 p.m.

Fair Labor Association – University Advisory Council Meeting (Optional
for FLA Members)

8:30 – 9:00 a.m.

ICLA Continental Breakfast – Rosen Centre Hotel **Salons 3/4**

Sponsored by Balfour and the Licensing Resource Group

9:00 – 10:30 a.m.

What's Hot, Upcoming Trends – Rosen Centre Hotel **Salons 3/4**

Lauren Hartmayer, College Business Unit Manager, New Era Cap
Company

Cassidy Moore, Vice President Marketing and Licensing, Original
Retro Brand

Ashley Rohlfinding, Licensing Intern, Purdue University

David Wilson, Trademark Licensing Director, Purdue University

11:00 a.m. – 12:00 p.m.

The College Store Magazine's Annual Fashion Show at Orlando
Convention Center

12:00 – 1:30 p.m.

Luncheon coupons through NACS can be used at Convention Center

12:00 – 6:00 p.m.

CAMEX Tradeshow at Orlando Convention Center

Sunday, March 14

8:00 a.m. – 5:30 p.m.

CAMEX Tradeshow at Orlando Convention Center

Monday, March 15

8:00 a.m. – 2:00 p.m.

CAMEX Tradeshow at Orlando Convention Center