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**For Immediate Release**

**February 27, 2007**

**ICLA Announces Membership Initiative Program**

**Cleveland, Ohio** – The International Collegiate Licensing Association (ICLA) has announced its Membership Initiative Program for ICLA Convention attendees. Up to 33 individuals will be awarded \$750 to offset Convention costs.

The Initiative seeks individuals who are looking to advance their trademark and licensing career, enhance professional ability to raise funds for their institution/company and create valuable networking opportunities with collegiate licensing administrators.

“We hope this will peak the interest of trademark and licensing professionals that haven’t had an opportunity to attend the Convention in previous years,” said Cindy Van Matre, ICLA President and the director of trademark licensing at Wisconsin. “ICLA feels that this is a great way to give back to our membership. The Convention is a great networking opportunity for individuals looking to advance in our profession.”

Criteria for the ICLA Membership Initiative Program can be found on pages two and three of this document or on the ICLA Web site at [www.iclanet.com](http://www.iclanet.com).

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.

ICLA is administered by NACDA. In its 42nd 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 10 professional associations for the separate business units that report directly to the athletics director.

**# ICLA#**

**2007 ICLA WINTER SYMPOSIUM**  
March 23-27 ● Orlando, Florida

**2007 ICLA CONVENTION**  
June 7-10 ● Orlando World Center Marriott ● Orlando, Florida





## **ICLA Membership Initiative Program Nomination Form**

**The Mission** – To identify first-time ICLA Convention attendees who desire to excel in collegiate licensing. The Initiative seeks individuals who want to advance their trademark and licensing career, enhance professional ability to raise funds for their institution/company, and create valuable networking opportunities with numerous collegiate licensing administrators.

**Goal** – To increase the number of collegiate licensing professionals attending the 2007 ICLA Convention in Orlando.

### **Specific targeted goals of this initiative:**

- Increase the membership of ICLA
- Increase minority involvement within collegiate licensing
- Increase the number of non-Division I licensing professionals/licensees at the ICLA Convention
- Allow recipients to network with other licensing professionals
- Provide a forum for the recipients to exchange ideas and learn through various educational sessions
- Introduce recipients at the ICLA Convention
- Identify potential future ICLA Board of Directors Members
- Identify future speakers for the ICLA Convention

### **Requirements for Nominees:**

- Must be a current dues paying member of ICLA or use stipend to pay for ICLA dues
- Job description must involve collegiate licensing responsibilities
- Have not attended the ICLA Convention in the past two years **OR**
- Have never attended the ICLA Convention

### **Selection Criteria:**

- Years of ICLA membership
- Geographic consideration will be given to ensure the successful applicant(s) will attend
- If possible, the applicant(s) will represent different geographic regions
- Consideration will be given for those who have interest in potential leadership roles in ICLA
- Consideration will be given to ethnicity and gender
- Can only be awarded stipend once every 3 years

### **The stipend shall include:**

- 2007 Convention Registration (\$275, must stay at the World Center Marriott Resort)
- Up to \$475 to offset the cost of lodging (room and tax only) and/or airfare to be reimbursed by the Association after the Convention
- Up to thirty-three (33) recipients may be selected each year
- The recipients must attend the 2007 ICLA Convention and each will be recognized at the Convention
- Recipients will be reimbursed for stipend after the 2007 Convention

<b>DEADLINE TO SUBMIT NOMINATIONS: FRIDAY, APRIL 6, 2007</b>
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