

20th Annual NACDA Facilities Workshop and Security Summit

Sponsored by Daktronics, Inc.

Sunday, November 11

- 12:00 nn-4:00 pm **Exhibit Set-Up**
(Florentine Ballroom A-B)
- 12:00 nn-4:00 pm **Workshop and Exhibit Registration**
(Florentine Ballroom A-B Foyer)
- 6:30-8:00 pm **Reception**
(Florentine Ballroom A-B)

Monday, November 12

**** Please note all sessions are in Florentine Ballroom A-B ****

- 7:30-8:15 am **Continental Breakfast and Exhibits Open**
Coffee, Juice and Danish Available
(Florentine Ballroom A-B Foyer)
Sponsored by Heery International, Inc.
- 7:30-11:30 am **Workshop Registration**
(Florentine Ballroom A-B Foyer)
- 8:15-8:20 am **Welcome and Opening Remarks**
*Jack Lengyel, Director of Athletics – Retired, U.S. Naval Academy,
NACDA Past President*
- 8:20-9:05 am **How Athletics Departments Can Partner with the Department of
Homeland Security**
*David Crafton, Jr., Senior Liaison – Commercial Facilities Sector, United
States Department of Homeland Security*
*Chris Felt, Senior Account Representative – Stadium and Arena Market,
JTECH Communications*

An effective sport event security management system requires the involvement and commitment of many agencies and individuals including volunteers, public agencies and outsourced contractors. It is imperative that the sport organization, law enforcement agencies, emergency management and response professionals learn to work unselfishly resulting in mature teamwork. The ultimate result being the capability to:

- detect potential threats
- delay attacks on assets and
- mitigate consequences of an incident, therefore minimizing casualties

Monday, November 12

9:05-9:50 am

Houchens Industries-L.T. Smith Stadium Expansion and Improvements – Building Towards the Bowl Championship Series

*Mike Holleman, AIA - Vice President – Director of Sports Facility Design,,
Heery International, Inc.*

Wood Selig, Director of Athletics, Western Kentucky University



As Western Kentucky transitions towards the BCS classification, facilities have become a vital component to the equation. Add to that the need for improved student–athlete support facilities, improved fan amenities and an overall need to upgrade time honored structures to 21st century standards in order to put Hilltopper athletics in a competitive position as part of the goals set-forth by Wood Selig and the WKU administration. Western Kentucky has been working with Heery International to master plan athletics facilities and to improve the football stadium on the Bowling Green campus since 2004.

Mr. Selig will describe these efforts along with Mike Holleman, Director of Heery's Sports Facilities Design Group, including a detailed analysis of the L.T. Smith Stadium, and the culmination of these efforts that is currently under construction, with an expanded and renovated football stadium slated for completion in time for the 2008 football season.

The planning process will be described in detail, including its flexibility to evolve as the needs of the athletics department changed. The presentation will discuss immediate needs for the stadium, as well as long term plans, focusing on current improvements for athletes, coaches, staff and fans. Project features include player development facilities, coaches' offices and a new Club/VIP seating area as part of a grandstand expansion.

Monday, November 12

9:50-10:35 am

TD Banknorth Sports Center – Quinnipiac University’s Dual Basketball and Hockey Arena

Eric Kruse, Managing Partner, Pegasus Group

Jack McDonald, Director of Athletics, Quinnipiac University

Joe Rubertone, Associate Vice President – Facilities Administration, Quinnipiac University



The TD Banknorth Sports Center opened at Quinnipiac University in Hamden, Connecticut on Saturday, January 27, 2007. The \$52 million Center inaugurates a new era of athletics at QU.

The Center has two state-of-the-art arenas - one with 3,280 seats for QU's men's/women's ice hockey teams and the other with 3,570 seats for the men's/women's basketball teams.

A three dimensional steel truss structure with a 165-foot clear span allows unobstructed sight lines from all seats. Each arena has broadcast-quality lighting and sound systems and center-hung score boards. Overlooking both arenas is the University Club with premium seating, a restaurant and outdoor terrace.

The TD Banknorth Sports Center also inaugurates Quinnipiac University's new 240-acre York Hill campus. The Sports Center is situated at the top of York Hill and offers panoramic views south to New Haven and Long Island Sound.

10:35-10:50 am

Exhibits Open/Break

10:50-11:35 am

Suicide Bomber - Monitoring, Surveillance, Inspection – What is the Threat and How Real is It...Prepare for the Worst”

Ken Drummond, Lead Instructor – Explosives, Energetic Materials Research and Testing Center and the International Law Enforcement Academy

Monday, November 12

11:35 am-12:20 pm

SPEED, LEED and GREED (or Revenue Generation) – The Fast Track Implementation of Medlar Field at Lubrano Park – the World’s First LEED™ Certified Ballpark and a Shared Minor League and Collegiate Baseball Complex

Marvin Bevan, Jr., Project Manager – Office of the Physical Plant, Penn State University

Chris Haupt, AIA – Senior Vice President of Sports Architecture, L. Robert Kimball & Associates



Medlar Field at Lubrano Park is a new 5,500 seat, 130,000 square-foot, baseball park on Penn State University’s Campus in State College, Pennsylvania. The facility is a shared by the Penn State University baseball team and The State College Spikes, a Minor League team from the New York-Pennsylvania League. Designers had to consider and balance the competing needs and regulations (NCAA and Minor League Baseball) of the facility’s two unique occupants.

The \$25.9 million ballpark is directly located adjacent to Penn State University’s Beaver Stadium and features breath-taking vistas to Mount Nittany, one of State College’s most prominent natural landmarks, from nearly every seat in the park. In addition to baseball games, the ballpark is host to concerts and other special events and its concessions stands and restrooms will be open to the public during Penn State football games.

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Medlar Field at Lubrano Park was delivered in conjunction with a Construction Manager (CM) under a fast-track schedule, with multiple bid packages. The design team worked closely with the CM from pre-design throughout the project in order to develop the budget, the schedule and the bid packages. The owner and architect worked closely with all agencies in order to develop an accelerated approval process. The key to achieving project success was to meet with each agency personally and up-front to understand their process and to see how we could best work together as a team. Through these efforts, the budget and schedule remained on track through project completion and every bid package release date was met by both the design team and the CM. The pre-design process was executed in 30 days, schematic design took another 30 days, and design development overlapped for each bid package with production of contract documents in order to meet the project plan.

Medlar Field at Lubrano Park is additionally the world's first LEED™ Certified Baseball Park. By establishing sustainable design goals early in the project with all stakeholders, and through a commitment to the program by the CM and a Commissioning Agent, the certification was possible. Some of the sustainable strategies employed included waterless urinals, transportation credits, permeable paving, green power, 87% recycled construction waste, 27% of materials with recycled content and more.

12:20-1:15 pm

Deli Luncheon

(Florentine Ballroom C)

1:15-2:00 pm

University of San Diego Athletics and Recreation Master Plan – A Blueprint for Success

David Body, AIA, RIBA – Principal, Cannon Design

Ky Snyder, Executive Director of Athletics, University of San Diego

The athletics and recreation master plan for the University of San Diego responds to the institution's goal of developing state-of-the-art intercollegiate athletics, intramurals, club sports and recreation facilities for its 7,000-student campus, and successfully outlines strategies for creating a cohesive environment that meets student needs and permits incremental implementation.

Led by the athletics director and the architect, this session will outline the inclusive process that informed this comprehensive master plan which incorporates new and relocated facilities for recreation, athletics training, administration, baseball, soccer, golf, softball, football and aquatics. Presenters will identify various campus projects that are a part of this new vision for the university's athletics and recreation programs and will discuss influences such as fund raising, phasing and environmental issues.

This session will appeal to athletics professionals and decision makers responsible for initiating a comprehensive athletics master plan. Participants will gain a broad understanding of the master plan process, learn effective techniques for successfully engaging members of a diverse campus community with the architect, and explore ways to assist in generating innovative ideas and enthusiasm for a new athletics and recreation program that will meet student and university needs well into the 21st century.

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2:00-2:45 pm

Planning and Preparedness – It Starts with the Risk Assessment Process

Gonzalo Cordova, Protective Security Advisor, United States Department of Homeland Security

This session will provide a presentation on the Protective Security Coordination Division's Protective Security Advisor Program, a short overview of the NIPP and the Risk Management Framework in addition to the resources available through DHS that will assist Owners/Operators of Critical Infrastructure/Key Resources to improve their security programs.

2:45-3:15 pm

The Citadel – Johnson Hagood Stadium Expansion and Athletics Improvements

John McAleer, Director of Development – Foundation Stadium Campaign, The Citadel

Kirk Simet, Division Manager, Daktronics Sports Marketing

Andy Solomon, Associate Athletics Director – Communications, The Citadel

Rick Spelman, Director of Sports Properties, Daktronics Sports Marketing



Cost: \$40M Capacity: 21,000 Suites: 18 Club Seats: 400 Personal Seat Licenses: 600
Funding: Public and private resources.

Project Objective:

Consolidate The Citadel's collegiate sports and corporate advertising rights with campus assets to help fund the stadium expansion, other athletic improvements and generate revenue.

In partnership, The Citadel, The Citadel Foundation and DSM work together to achieve unprecedented success, by resolving limitations and maximizing revenue opportunities. The primary objectives of the project are:

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- Maximize resources, market and product knowledge, to achieve revenue goals.
- Position The Citadel in the market, to best attract corporations and donors.
- Package and price assets to achieve maximum return on investment.
- Provide The Citadel the best athletic facilities in the Southern Conference.
- Maximize the event marketing mix, for unequaled fan entertainment.

Addressing these and other important issues in a strategic context, the partnership has provided the tools needed to make informed decisions, achieve maximum value for the sports property, moreover, generate the revenue required to achieve project objectives.

Approach:

Create a long-term partnership with a sports marketing firm to achieve project objectives.

3:15-3:30 pm

Exhibits Open/Break

3:30-4:15 pm

"Bringing Spider Football Home" -- Strategies for Generating Support and Funds to Build an On-Campus Football Stadium

Jim Miller, Director of Athletics, University of Richmond

Brent Schneider, Assistant Athletics Director – Development, University of Richmond

The University of Richmond has played its home football games in an off-campus stadium since 1929. The current off-campus facility, which the University leases from the City of Richmond, is outdated and does not meet the needs of its fans or its team.

Football offers one of the greatest opportunities for students, faculty, staff, alumni and community members to gather. For years, many thought that these gatherings should take place at a stadium located on what the Princeton Review called, "one of the most beautiful campuses in the country."

Bringing Spider Football Home has not been as simple as it may seem. There has been talk of building an on-campus football stadium for over fifty years. This session will cover two parallel and equally critical objectives of the project's success:

- Creating a priority for the project
- Raising the funds needed for construction

Jim Miller and Brent Schneider will discuss in detail the political strategies for creating a priority for the stadium and the fund raising model that produced over \$20 million and that have made the dream of playing football on the campus of the University of Richmond a reality.

4:15-5:00 pm

How My Institution Can Obtain Certificate of Safety and Security

Lou Marciani, Director – Center for Spectator Sports Security Management, University of Southern Mississippi

The Center for Spectator Sports Security Management has developed a system and processes which will protect assets, human and otherwise, to the highest possible degree.

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It is the hope that every stadium and arena carry the Sports Event Security Aware (SESA) Seal of Approval as evidence of security management processes in place. Every collegiate institution has the opportunity to achieve the Seal of Approval. The following details the four processes, which must be effectively completed to achieve the Sports Event Security Aware (SEAL) of approval.

- Assessment
- Training
- Practice
- Audit

5:00-6:00 pm **Networking Happy Hour – Exhibits Open**

Tuesday, November 13

7:30-8:00 am **Continental Breakfast and Exhibits Open**

Coffee, Juice and Danish Available
(Florentine Ballroom A-B Foyer)

Sponsored by Heery International, Inc.

8:00-8:45 am **Fesmire Field House and a New Soccer Field: Phase Three of Union University's Campus Master Plan that Will Provide New Athletics Fields and Facilities for its Baseball, Softball and Soccer Programs**

Tommy Sadler, Associate Director of Athletics, Union University
Frank Wagster, Vice President, TLM Associates, Inc.

Fesmire Field House and a new soccer field were recently completed as part of a campus master plan that called for replacing all athletics fields. The field house includes a 10,000 square foot indoor practice facility, locker rooms for the baseball, softball and men and women's soccer teams. It also includes a training room, laundry area, visitors dressing room, dressing rooms for officials and coaches and offices for the coaches.

In 1997, the university adopted a campus master plan that would totally redesign its campus. As part of that plan, the university would begin a process of replacing the athletics fields it had in place at the time as well as adding additional teams and fields to meet the needs of a growing athletics program. Phase one included a new baseball/softball complex and phase two was the building of a soccer field.

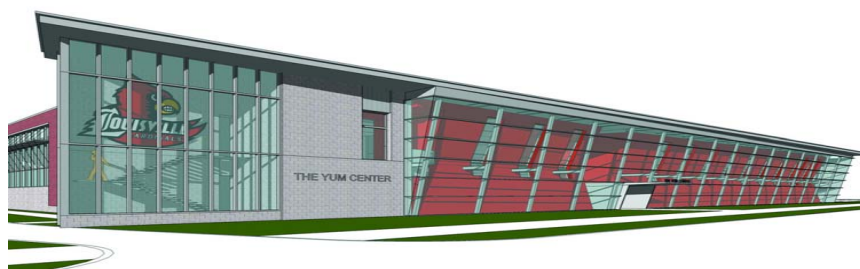
8:45-9:30 am **YUM! Center Practice Facility – University of Louisville**

Doug Barraza, AIA - Project Architect, 360 Architecture

Julie Hermann, Senior Associate Athletics Director/Senior Woman

Administrator,

University of Louisville



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Designed to provide a visible and iconic addition to the Cardinal Sports Park, the new 60,000sf YUM! Center provides the University of Louisville with expanded and enhanced facilities supporting the recruitment, training and development of the student-athlete on the Louisville campus. This session will involve university staff and the design team discussing the efforts that went behind the project in a "how we got here" story about it's development, funding, planning and design through drawings, descriptions and photographic images.

Increasing competition for court time and the need to provide student-athletes with the necessary amenities to compete at the top of their game drove the development of this new on-campus practice, training and rehabilitation center. The \$13.2 million dollar stand-alone facility which opened late summer 2007 supports the athletics department needs for the Men's Basketball and Women's Volleyball programs.

Located immediately adjacent to the recently completed lacrosse competition field and within close proximity of Freedom Hall (off-campus) where games are played, the new Basketball/Volleyball Facility is designed to include the following program areas:

- Dedicated practice gymnasium for Men's Basketball with two cross courts & seating for 300
- Dedicated practice gymnasium for Women's Volleyball with two full-sized competition courts
- Locker rooms, lounge, meeting rooms for Men's Basketball, Women's Volleyball and Lacrosse
- Dedicated locker room, lounge and shower facilities for each teams coaching staffs
- Dedicated player treatment, rehabilitation and hydrotherapy facilities
- 2,400sf shared strength conditioning and cardio training area
- Multipurpose press/conference room for player interviews and broadcast media events

- Men's Basketball, Women's Volleyball and Lacrosse administration offices
- 4,000sf multipurpose room for athletics camps, recruitment and special programs

9:30-10:15 am

Effective Training is the Key to Security Success

Dane Dodd, Corporate Trainer, Contemporary Services Corporation

Training, as is often cited, is a critical component in the success of any organization or operation. Lip service, however, rarely translates into time, money and resources for training because real-world events rarely test the safety and security of our venues.

- So how do you create effective training without material support?
- What topics are essential given our limitations on time and money?
- How do you determine if training is successful?

This presentation will provide answers to these questions and provide some practical training techniques and procedures common for all venues – ideas that do not require a lot of time or money. It will also help you emphasize the value of training within your organization as you endeavor to acquire more resources for training.

10:15-10:30 am

Exhibits Open/Break

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10:30-11:15 am

AstroTurf's Innovative New Products for Synthetic Athletics Fields

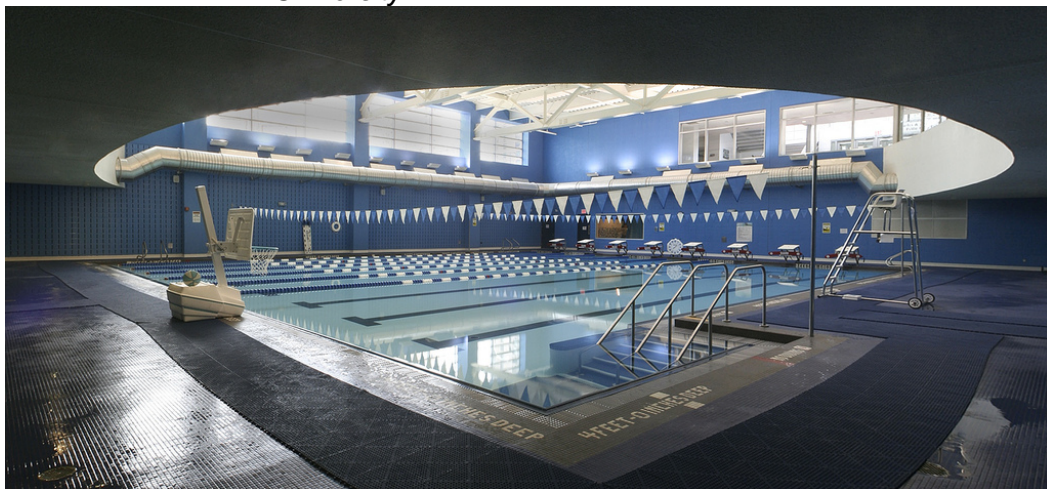
Rich Jordan, Vice President – Sales and Marketing, GeneralSports Venue
Jeff Raiger, Vice President – Western Region Sales, GeneralSports Venue

During this informative session, Mr. Jordan and Mr. Raiger will highlight some of GeneralSports Venue's recent collegiate clients who have been the first to adopt AstroTurf's state-of-the-art new technology on their campuses. Clients include Penn State University, Nicholls State University, Fayetteville State University, Duke University and Colgate University.

11:15 am-12:00 nn

Long Island University's Wellness, Recreation and Athletic Center (WRAC)

Bob Fatovic, Principal, Facility Consulting
John Suarez, Director of Athletics, Long Island University
Peter Tymus, Associate Vice President – Capital Projects, Long Island University



The WRAC embodies the goals of the Brooklyn Campus of Long Island University. These goals are to create an environment that compliment and enhance the total experience of campus life for the students, the student-athlete, faculty and staff, including multiple activities to reach out to the surrounding urban community. Ground was broken for the WRAC in the spring of 2004. The most ambitious building project in LIU's 78-year history, the \$45 million, 112,000 square-foot complex provides state-of-the-art athletic and recreational facilities. It features a roof top running track and tennis courts, an eight-lane swimming pool, a therapy pool, a fitness center, an aerobics room, training facilities, men's and women's' lockers, athletics department offices and a 17,000 square-foot arena floor.

The WRAC arena space serves as a multipurpose gymnasium, suitable for the school's NCAA Division I Men's and Women's Basketball and Volleyball programs. The main court is accessed via two grand staircases off of Ashland Ave in downtown Brooklyn. The Ashland entrance is the public face of the building. This five-story, tilted-glass entry dominates the building's facade along Ashland. The atrium-style space is the main entry point for all public events, that include college-level athletic competitions, high school sports, concerts, commencements and trade shows.

The arena space accommodates up to 2,200 seats for basketball and up to 2,500 seats for stage performances. 1,700 seats are available at courtside on a retractable seating system, with two levels of hospitality and premium seating that overlook the court. A hospitality area, located above the main court, is designed for flexibility to provide ample space for seminars and conferences. Two large concession areas serve the main seating areas.

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The Brooklyn Campus's women's intercollegiate swimming team will kick off its inaugural season by practicing and competing in the facility's new 8,880 square-foot, 25-yard x 8-lane, NCAA competitive pool. The pool, which is tilted, utilizes the most current technology in water filtration and gutter design. Its special design offers complete accessibility for the disabled, for the elderly and for children. During non-competitive seasons, the pool will be a magnet for recreational swimming, teaching and lifeguard certification, summer camps, rehabilitation and fitness classes.

Recently completed, the Nurses Center and the Wellness Center compliment the project's community outreach facilities. These centers are designed to reach out to the community with health and wellness services and are designed to accommodate various types of therapeutic rehabilitation from orthopedic to cardiac to respiratory.

The 3,000 SF center will provide for changing and exam rooms and be highlighted by a state of the art therapy pool. The pool will accommodate for individual therapy and classes up to 5. The floor will raise and lower hydraulically to make it completely accessible to all patients.

The success of meeting the challenge to design a facility of this caliber in a confined, urban setting has set the standard for creativity and functionality. The common theme running throughout the WRAC is the use of natural light and its dramatic impact on the spaces within. The gym and the natatorium as well as two levels of administrative offices are bathed in light that shines through a variety of large-scale windows.

The WRAC was designed by the New York office of Arquitectonica, the internationally recognized design firm. Arquitectonica founder Bernardo Fort-Brescia, FAIA, was the design principal for the project, and was assisted by project manager and sports design consultant, Robert J. Fatovic, AIA.

12:00 nn-12:45 pm

Incident Response – Practice What You Preach

*Larry Naifeh, Associate Executive Athletics Director and Legal Counsel,
University of Oklahoma*

Mr. Naifeh's presentation will discuss and review game day event preparation and safety. The discussion topics will include:

- Preparations, practices and procedures at the University of Oklahoma
- Use of outside professional trainers
- Hands-on experience with lessons learned from Homeland Security Exercises from Tabletops to Full-Scale Evacuation Training
- Real life event response – This topic will cover the response to an actual incident involving an explosive device detonated adjacent to the stadium during a game. The discussion will focus on the response, effectiveness of training and lessons learned.

12:45 pm

Closing Remarks

12:50 pm

Adjournment

**** Agenda Subject to Change ****