

NACDA and Affiliate Associations Conventions
NACDA's 43rd Annual Convention - June 9-12, 2008
Hilton Anatole Hotel
Dallas, Texas
Updated: 5/28/08

Friday, June 6

10:30-11:30 am	CABMA Executive Committee Meeting
11 am-5 pm	Doug Beard Memorial Golf Tournament (Tenison Highlands Golf Course) Sponsored by Consolidated Printing Bus Transportation Sponsored by The BusBank
1-7 pm	Convention Registration
6-8:30 pm	CABMA Exhibit Hall Set-Up
6-8:30 pm	CABMA Exhibit Registration
7:30-8:30 pm	CABMA Membership Committee Meeting
7:30-8:30 pm	CABMA Program Committee Meeting
8:30-10 pm	CABMA Informal Social

Saturday, June 7

All Day	NACDA Open Meeting Time (Limited Space Available) Convention Registration CABMA Welcome Breakfast and Keynote Speaker <i>Myles Brand, President, NCAA</i> Sponsored by Willis Sports and Entertainment
7:30 am-6 pm	
8:30-10 am	
10-10:30 am	CABMA Annual Business Meeting and Introductions <i>Darin Spease, Senior Associate Athletics Director – Business Affairs, University of North Carolina Charlotte, CABMA President</i>
10:30-11 am	CABMA Coffee Break with Exhibitors Sponsored by Short's Sports and Event Logistics
11 am-12 nn	CABMA General Session Presidential Task Force Initiatives and White Case Settlement <i>Keith Martin, Managing Director of Finance and Operations, NCAA</i>
12 nn-1 pm	CABMA Luncheon
1-1:30 pm	CABMA Exhibitor Introductions <i>Jeanette Shoecraft, Associate Athletics Director/CFO University of Cincinnati</i>
1:30-2:30 pm	CABMA General Session Occupational Fraud and Abuse in Athletics <i>Kevin Robinson, Executive Director of Internal Audit, Auburn University</i>
2:30-3 pm	CABMA Coffee Break with Exhibitors Sponsored by Miami Air International
3-5 pm	CABMA Round Tables Budget and Financial Reporting Solutions Comp Ticket Practices Cost Control Issues Event Cancellation Insurance and Performance Management Insurance Facility Construction and Financing Medical Claims Management NAADD Fund Raising 101 NCAA Financial Dashboard Indicators SAF and SAOF
4-6 pm	NATYCAA Executive Committee Meeting
5-6 pm	CABMA Rookie Reception with Past Presidents and Committee Members <i>Frank Hardyman, Associate Athletics Director and Chief Financial Officer, Georgia Tech</i> Sponsored by Collegiate Directories, Inc.
6-10 pm	CABMA Social Function Sponsored by Weldon, Williams and Lick, Inc. Bus Transportation Sponsored by The BusBank
7-9 pm	NATYCAA Social Event (Off Property)

Sunday, June 8

All Day	NACDA Open Meeting Time (Limited Space Available)
7:30 am-6 pm	Convention Registration

Sunday, June 8

8-8:50 am	NAAC Officers and Board of Directors Breakfast Meeting with ACS Athletics
8 am-2 pm	NATYCAA Golf Outing (Tour 18 Golf Club) Sponsored by adidas America
8 am-5 pm	Exhibit Hall Set-Up
8 am-5 pm	Exhibit Registration
8:30-9:30 am	CABMA General Session Auditor's Perspective of Agreed Upon Procedures <i>Ken Kurdziel, Partner, James Moore and Company</i> <i>Trey Long, Manager, James Moore and Company</i>
9-9:50 am	NAAC Committee Meetings
9:30-10:30 am	CABMA General Session Risk Management – The Risk is Real...The Timing is Critical <i>Lou Marciani, Director, Center for Spectator Security Management</i>
10-11:30 am	NAAC Officers and Board of Directors Meeting
10:30-11 am	CABMA Coffee Break with Exhibitors Sponsored by American Specialty Insurance and Summit America Insurance Services/NACDA Insurance Division
11 am-12 nn	CABMA General Session Sooner Loyalty Program <i>Assistant Athletics Director – Ticket Operations, University of Oklahoma</i>
12 nn-1 pm	NAAC Welcome Luncheon Elevate Your Game – NAAC on the Move! <i>Judy Van Horn, Associate Athletics Director, University of Michigan, NAAC President</i> Sponsored by ACS Athletics
12 nn-1:30 pm	CABMA Awards Luncheon <i>Julie Bright, Senior Associate Athletics Director – Administration, Iowa State University</i> Sponsored by Sodexo Sports and Leisure
12 nn-2 pm	NACMA Officers and Board of Directors' Meeting
1-1:50 pm	NAAC General Session Managing Ethical Issues in Compliance <i>Rudolph Green, Director – Office of Institutional Compliance, University of Texas</i> <i>Bob Minnix, Senior Associate Athletics Director, Washington State University</i> <i>Donna Sanft, Executive Associate Athletics Director, University of Pittsburgh</i>
1-2 pm	NAADD Volunteer Meeting
1:30-2:45 pm	CABMA General Session Tax Issues, the IRS and College Athletics <i>Bert Harding, Tax Attorney</i>
2-2:50 pm	NAAC General Session Relationships that Endure: Compliance and Coaches <i>Brad Bertani, Associate Athletics Director – Compliance, University of Tennessee</i> <i>Kate Hickey, Senior Associate Athletics Director/Senior Woman Administrator, Rutgers University</i> <i>Judy Van Horn, Associate Athletics Director, University of Michigan, NAAC President</i>
2-3:30 pm	NCAA/hawkeye Sports and Entertainment – Growing Women's Basketball Meeting
2-4 pm	MOAA Minority Coalition Meeting Black Coaches and Administrators, Black Women in Sports Foundation, Institute for Diversity and Ethics in Sport, John McLendon Foundation, Minority Opportunities and Interest Committee, National Association of Black Journalists – Sports Task Force, National Association of Black Sports Professionals, National Collegiate Athletic Association
2:30-3 pm	CABMA Coffee Break with Exhibitors
2:30-4:30 pm	NAADD Officers and Executive Committee Meeting

Sunday, June 8

3-3:50 pm

NAAC Breakout Sessions

Agent Programs and Agent Days

Doug Archie, Associate Athletics Director – Compliance and Camps, Ohio State University

Angie Cretors, Assistant Director of Agent, Gambling and Amateurism Activities, NCAA

Going Paperless: Web-Based Compliance Monitoring Systems

C. Allen Greene, Program Coordinator for Athletics Advancement, University of Notre Dame

Christian Spears, Assistant Athletics Director, Southern Illinois University

Monitoring Tutors and Academic Support Services

J.T. Bruett, Director of Compliance, University of Minnesota

David Flores, Assistant Athletics Director – Compliance, Kansas State University

Rob Philippi, Assistant Commissioner – Compliance/Academics, Conference USA

Strategic Planning and Allocating Compliance Responsibilities

Amy Herman, Assistant Athletics Director – Compliance, University of North Carolina

Josh White, Assistant Athletics Director – Compliance and Planning, University of Nebraska

3-5 pm

NATYCAA “Connections” Meeting

3-5 pm

CABMA Round Tables

Affiliate Organization Updates

Camps and Clinics

Charter Air Travel

Intern and FWS Programs

Licensing Programs

NCAA Professional Development Initiative (Focus Group)

PCI Compliance

Size/Structure of Business and Ticket Offices

Tax Issues, the IRS and College Athletics

4-4:50 pm

NAAC Breakout Sessions

Agent Programs and Agent Days

Doug Archie, Associate Athletics Director – Compliance and Camps, Ohio State University

Angie Cretors, Assistant Director of Agent, Gambling and Amateurism Activities, NCAA

Educating Departmental Staff, New Coaches and “The Rest of Campus”

Josh Snyder, Associate Athletics Director – Compliance, Iowa State University

Matt Stolberg, Assistant Athletics Director – Compliance, University of Michigan

Going Paperless: Web-Based Compliance Monitoring Systems

C. Allen Greene, Program Coordinator for Athletics Advancement, University of Notre Dame

Christian Spears, Assistant Athletics Director, Southern Illinois University

4-5 pm

NACDA Sponsors’ Reception

4-5:30 pm

FCS Football Coaches Executive Committee Meeting

4-6 pm

NACMA Basic Training Reception

4:30-5 pm

NACDA Officers, Executive Committee and Past Presidents’ Meeting

4:30-5:30 pm

NAADD Diversity Initiative Program Winners Orientation Meeting

Sunday, June 8

5-5:50 pm

NAAC Breakout Sessions

Educating Departmental Staff, New Coaches and "The Rest of Campus"

Josh Snyder, Associate Athletics Director – Compliance, Iowa State University

Matt Stolberg, Assistant Athletics Director – Compliance, University of Michigan

Monitoring Tutors and Academic Support Services

J.T. Bruett, Director of Compliance, University of Minnesota

David Flores, Assistant Athletics Director – Compliance, Kansas State University

Rob Philippi, Assistant Commissioner – Compliance/Academics, Conference USA

Strategic Planning and Allocating Compliance Responsibilities

Amy Herman, Assistant Athletics Director – Compliance, University of North Carolina

Josh White, Assistant Athletics Director – Compliance and Planning, University of Nebraska

5-6 pm

NAAC Breakout Session

Legal Professional Responsibility in Compliance

James Elworth, Assistant Director of the Committee on Infractions, NCAA

Wendy Walters, Director of Membership Services, NCAA

5-6 pm

NAIA-NACMA Advisory Board Meeting

5-6:30 pm

NATYCAA Connections Social

5-7 pm

CEFMA Officers and Board of Directors' Meeting

5-7 pm

MOAA Reception

5:30-6:30 pm

Conference USA Business Managers Meeting

5:30-7 pm

NAADD Fundamentals of Athletics Development Reception (Registered Attendees Only)

6-7 pm

NAIA-NAC Executive Committee Meeting

6-9 pm

NACDA Officers, Executive Committee and Past Presidents' Reception/Dinner

Sponsored by Marriott International

6:30 pm

CABMA Past Presidents' Dinner with Executive Committee

7-8:30 pm

NATYCAA Reception

Sponsored by adidas America

7-9 pm

NAAC Networking Reception and Dinner

Sponsored by ACS Athletics and Conference USA

7:30-10 pm

NAIA-National Administrative Council Meeting

7:30-10 pm

NAADD Officers, Executive Committee and Sponsors' Dinner

8-10:30 pm

NACMA Officers, Board of Directors and Sponsors' Dinner

Monday, June 9

6 am-5:30 pm

NACDA Open Meeting Time (Limited Space Available)

7:30-8 am

NACMA Basic Training

Continental Breakfast/Meet and Greet (Registered Attendees Only)

7:30 am-6 pm

Convention Registration

7:45-8:45 am

NAADD Fundamentals of Athletics Development Continental Breakfast (Registered Attendees Only)

Sponsored by 360 Architecture

8-8:05 am

NACMA Basic Training

Welcome: Getting the Most Out of Basic Training

Mary Pink, Assistant Athletics Director – Marketing and Promotions, Iowa State University, NACMA President

8-8:15 am

NATYCAA President's Welcome

Bob Myers, Athletics Director, Solano Community College, NATYCAA President

Sponsored by adidas America, CMX Sports Engineers, Collegiate Directories, Inc., Daktronics, Inc., Delta Air Lines, FieldTurf Tarkett, GeneralSports Venue/AstroTurf, Jostens, Inc., JV Pro, Inc., My Sports Dreams, Southern Bleacher Company and Summit America Insurance Services/NACDA Insurance Division

8-8:30 am

NAAC Continental Breakfast

Sponsored by ACS Athletics

8-8:45 am

CABMA Lottery Breakfast

Sponsored by Ticketmaster and Paciolan

Monday, June 9

8 am-12 nn	NAIA-NAC Awards and Statistics Committee Meeting
8 am-12 nn	NAIA-NAC Championships Committee Meeting
8 am-12 nn	NAIA-NAC Rules and Ratings Committee Meeting
8 am-12 nn	NAIA-NAC Experience and Enhancement Committee Meeting
8 am-2 pm	Exhibit Hall Set-Up
8 am-2 pm	Exhibit Registration
8 am-5 pm	NACMA, NAADD, ICLA Collateral Corner Open
8:05-8:35 am	NACMA Basic Training Career Development: Keys to Being Successful and Happy in the Business of Collegiate Athletics <i>Jeff Bain, Director of Athletics, Martin Methodist University</i> <i>Brent Seebohm, Vice President/General Manager, IMG College/University of Arizona</i>
8:15-9 am	NATYCAA Keynote Address <i>Grant Teaff, Executive Director, American Football Coaches Association</i> Sponsored by adidas America, CMX Sports Engineers, Collegiate Directories, Inc., Daktronics, Inc., Delta Air Lines, FieldTurf Tarkett, GeneralSports Venue/AstroTurf, Jostens, Inc., JV Pro, Inc., My Sports Dreams, Southern Bleacher Company and Summit America Insurance
8:30-9 am	NACDA Investment Committee Meeting
8:30-9:20 am	NAAC General Session Coaches Perspective for Effective Compliance – Coaches Panel <i>Gary Barnett, Former Head Football Coach, University of Colorado and Northwestern University</i> <i>Mack Brown, Head Football Coach, University of Texas</i> <i>Lloyd Carr, Former Head Football Coach, University of Michigan</i>
8:30-8:45 am	MOAA Symposium Opening Remarks/Overview of Programming <i>Dell Robinson, Associate Commissioner – Legislation and Compliance, Mid-American Conference</i>
8:35-9:05 am	NACMA Basic Training How to Write a Marketing Plan <i>Beth Hunter, Director of Marketing, University of Notre Dame</i> <i>Carol Parrish, Director of Marketing, University of Washington</i>
8:45-9 am	NAADD Fundamentals of Athletics Development Welcome and Philosophy of NAADD <i>Jane Myers, Director – Falcon Club, Bowling Green State University, NAADD President</i> Sponsored by 360 Architecture
8:45-9:15 am	MOAA Symposium President's Presentation <i>Clint Bryant, Director of Athletics, Augusta State University, MOAA President</i>
8:45-9:30 am	CABMA Exhibitor Awards Presentation <i>Jeanette Shoecraft, Associate Athletics Director/CFO, University of Cincinnati</i>
9-9:50 am	NAADD Fundamentals of Athletics Development So I am in Athletics Development, Now What? <i>Bobby Purcell, Executive Director – Wolfpack Club and Senior Associate Athletics Director, North Carolina State University</i> Sponsored by 360 Architecture
9-11 am	CEFMA Officers and Board of Directors' Meeting
9 am-12 nn	Conference USA Development Directors' Meeting
9:10-10 am	NATYCAA General Session The International Student: 1-20 Issues <i>Kathy Pierce, International Student Advisor, Grayson County Community College</i> Sponsored by adidas America, CMX Sports Engineers, Collegiate Directories, Inc., Daktronics, Inc., Delta Air Lines, FieldTurf Tarkett, GeneralSports Venue/AstroTurf, Jostens, Inc., JV Pro, Inc., My Sports Dreams, Southern Bleacher Company and Summit America Insurance
9:15-9:45 am	NACMA Basic Training Licensing 101 <i>Kurt Esser, Associate Athletics Director – External Affairs, University of New Mexico</i> <i>Greg Herring, Assistant Athletics Director – Marketing, University of Southern Mississippi</i>

Monday, June 9

- 9:15-10 am NACMA Veterans Workshop General Session
What Have We Learned that Will Guide Us to Where We are Going?
Dutch Baughman, Executive Director, Division 1A Athletic Directors' Association
- 9:15-10:15 am MOAA Symposium
Open Forum/Q&A Session – Equality in Athletics for Minorities
- 9:30-10:20 am NAAC General Session
Coaches Associations Addressing Compliance Issues
Beth Bass, Chief Executive Officer, Women's Basketball Coaches Association
Jim Haney, Executive Director, National Association of Basketball Coaches
Grant Teaff, Executive Director, American Football Coaches Association
- 9:30-10:30 am CABMA General Session
Current Market for Sponsorship Agreements
Panel Discussion – ISP Sports and Learfield Sports
- 9:45-10:15 am NACMA Basic Training
Successful Sales Techniques
Shawn Becket, Assistant Vice President/General Manager, Pitt ISP Sports Network
James Companion, Associate Commissioner, Big South Conference
- 9:55-10:45 am NAADD Fundamentals of Athletics Development
Athletics Development – “It’s a Marathon, Not a Sprint”
Stephen Ponder, Senior Associate Athletics Director, Arizona State University
Sponsored by 360 Architecture
- 10:10-11 am NATYCAA General Session
Retirement? Great! Ready? Surprises and Concerns
Kevin Fringer, President/CEO, Collegiate Financial Services, Inc.
Sponsored by adidas America, CMX Sports Engineers, Collegiate Directories, Inc., Daktronics, Inc., Delta Air Lines, FieldTurf Tarkett, GeneralSports Venue/AstroTurf, Jostens, Inc., JV Pro, Inc., My Sports Dreams, Southern Bleacher Company and Summit America Insurance
- 10:15-11:30 am NACMA Veterans Workshop Networking Session
- 10:15-10:30 am MOAA Symposium
Morning Break
Sponsored by Ice Miller LLP
- 10:25-10:55 am NACMA Basic Training
Unbeatable Promotional Ideas
Frank Cuervo, Assistant Athletics Director – External Operations, Indiana University
David Lichtenstein, Assistant Athletics Director, Morehead State University
- 10:30-11:15 am ICLA General Session
How to Open the Doors When Opportunity Knocks Loudly. Turning Big Time Events Into Profits and Promotions
Bill McGillis, Senior Associate Athletics Director – External Affairs, University of South Florida
Samantha Stevens, Director of Marketing, Promotions and Licensing, Appalachian State University
Ayo Taylor-Dixon, Assistant Athletics Director – Marketing and Event Management, University of South Florida
- 10:30-11:15 am MOAA Symposium
Breakout Session I – Round Table Discussions
Sean Frazier, Associate Athletics Director, University of Wisconsin
Academics
Athletics Directors
Business & Finance
Compliance
Development
Facilities
Marketing & Promotions
Senior Woman Administrators
Sports Information
Sports Supervision

Monday, June 9

- 10:30-11:20 am NAAC General Session
Managing a High Profile Infractions Case
Paul Dee, Vice Chair of NCAA Infractions Committee and Former Athletics Director, University of Miami
Chris Peacock, Assistant Athletics Director – Compliance, University of Illinois
Julie Roe, Director – Enforcement, NCAA
Mike Rogers, Faculty Athletics Representative, Baylor University
- 10:45-11:45 am CABMA General Session
Facility Construction and Financing
Steve Orsini, Athletics Director, Southern Methodist University
- 10:45-10:55 am NAADD Fundamentals of Athletics Development Break
Sponsored by 360 Architecture
- 10:55-11:25 am NACMA Basic Training
Creating a Winning Atmosphere
Jamie DiLoreto, Associate Athletics Director – External Operations, Boston College
Ann Brett Gillespie Strickland, Assistant Athletics Director – Corporate Sponsorships, Western Carolina University
- 10:55-11:45 am NAADD Fundamentals of Athletics Development
Best Practices – Cultivation and Stewardship
Davis Babb, Associate Athletics Director – Development, Texas Christian University
Tom Brush, Senior Associate Athletics Director – External Affairs, Towson University
Marija Pientka, Associate Athletics Director – Development, University of Wisconsin
Sponsored by 360 Architecture
- 11:15 am-12 nn NACMA Veterans Workshop Networking Session
- 11:15 am-12 nn NATYCAA General Membership Meeting
Sponsored by adidas America, CMX Sports Engineers, Collegiate Directories, Inc., Daktronics, Inc., Delta Air Lines, FieldTurf Tarkett, GeneralSports Venue/AstroTurf, Jostens, Inc., JV Pro, Inc., My Sports Dreams, Southern Bleacher Company and Summit America Insurance
- 11:15 am-12 nn MOAA Symposium
Breakout Session II – Careers in Division II & III
Sharon Beverly, Director of Athletics and Physical Education, Vassar College
Jane Claiborne, Assistant Director – Multicultural Student Programs and Services, College of Charleston
Rudy Keeling, Commissioner, ECAC
Floyd Kerr, Director of Athletics, Morgan State University
- 11:30 am-12 nn CABMA Closing Remarks
Darin Spease, Senior Associate Athletics Director – Business Affairs, University of North Carolina Charlotte, CABMA President
- 11:30 am-1 pm ICLA Awards and Business Banquet
Sponsored by All-Star Apparel and Colosseum Athletics
- 11:30 am-1 pm NAAC General Session
Lunch and Learn Panel – Getting to the “Next Level” in Athletics Administration
Dutch Baughman, Executive Director, Division 1A Athletic Directors’ Association
Dan Beebe, Commissioner, Big 12 Conference
Mary McElroy, Athletics Director, Georgia State University
Sponsored by ACS Athletics
- 11:30 am-1 pm FCS Athletics Directors Association and Football Coaches Luncheon and Scholarship Presentation
- 11:45 am-12:45 pm NACMA Mentor Luncheon (Registered Attendees Only)
- 11:45 am-1:30 pm NAADD Fundamentals of Athletics Development Mentoring Lunch (Registered Attendees Only)
Sponsored by 360 Architecture
- 12 nn-1 pm MOAA Symposium Luncheon
Milton Creagh, Motivational Speaker
Sponsored by Learfield Sports and NCAA

Monday, June 9

12 nn-1:45 pm NATYCAA Awards Luncheon
*Featured Speaker – Bill Bradshaw, Athletics Director, Temple University,
NACDA Past President*
**Sponsored by adidas America, CMX Sports Engineers, Collegiate
Directories, Inc., Daktronics, Inc., Delta Air Lines, FieldTurf Tarkett,
GeneralSports Venue/AstroTurf, Jostens, Inc., JV Pro, Inc., My Sports
Dreams, Southern Bleacher Company and Summit America Insurance**

12 nn-3 pm CABMA Executive Committee Meeting
12 nn-4 pm CABMA Exhibit Hall Tear Down
12:30-1 pm NACDA Executive Finance-Management Committee Meeting
1-1:15 pm NACMA Convention Kickoff
*Mary Pink, Assistant Athletics Director – Marketing and Promotions, Iowa State
University, NACMA President*

1-1:45 pm MOAA Symposium
Hip-Hop, Here to Stay – It’s Effect on Athletics

1-2:30 pm NACDA Finance-Management Committee Meeting
1-3 pm FCS ADA Membership Forum
1-5 pm Pacific West Conference AD’s Meeting
1:15-2:15 pm NACMA General Session
Bringing the Wow Factor...Utilizing Creative Thinking to Enhance the Fans’
Experience
*Don Costante, Senior Director – Entertainment & Production, Kansas City
Royals*
Jeff Wohlschlaeger, Director of Game Operations, Chicago Bulls
Sponsored by Ticketmaster and Paciolan

1:30-2:30 pm ICLA General Session
Hits are Better than Strikeouts: How the Reds Can Show Your Program to Run
in the Black. Lessons for Collegiate Licensing from Major League Baseball
Brad Blettner, Vice President of Business Development, Cincinnati Reds

1:35-2:15 pm NAADD Fundamentals of Athletics Development
Best Practices – Making the Ask
*Chris Wyrick, Senior Associate Athletics Director – External Affairs,
University of Arkansas*
Sponsored by 360 Architecture

1:45-2:15 pm MOAA Symposium
Closing Session
Alfreeda Goff, Senior Associate Commissioner/Chief of Staff, Horizon League

2-2:30 pm NATYCAA General Session
Protecting the Rights of the Student-Athlete and Coach: Issues of Codes of
Conduct and Team Rules
Susan Evans, Department Chair, Collin County Community College
Cheri Jack, Associate Dean of Students, Collin County Community College
**Sponsored by adidas America, CMX Sports Engineers, Collegiate
Directories, Inc., Daktronics, Inc., Delta Air Lines, FieldTurf Tarkett,
GeneralSports Venue/AstroTurf, Jostens, Inc., JV Pro, Inc., My Sports
Dreams, Southern Bleacher Company and Summit America Insurance**

2-6 pm NAIA-Conference Commissioners Association Meeting
2-6:30 pm NAAC “Get Linked” Career Connection Golf Outing
Tenison Highlands Golf Course

2:20-3:20 pm NAADD Fundamentals of Athletics Development
Open Forum Question and Answer Session
*Ross Bjork, Senior Associate Athletics Director – External Operations,
UCLA*
*Bob Madden, Executive Director – Bronco Athletic Association,
Boise State University*
Lu Merritt, Director of Development of Intercollegiate Athletics, Virginia Tech
Sponsored by 360 Architecture

Monday, June 9

2:25-4:05 pm

NACMA Interactive Breakout Sessions I-III

Communicating with Your Season Ticket Base

Tim George, Assistant Athletics Director – Marketing, University of Oklahoma
Martin Salamone, Director of Marketing, University of Florida

Email Marketing

Mark Riordan, Assistant Athletics Director/Director of Marketing and Promotions, University of Michigan

First 90 Days on the Job – What to Do?

Joel Barnhill, Assistant Commissioner – Marketing, Licensing and Event Operations, Horizon League

How to Manage Coach Expectations

Joanna Vallery, Assistant Director of Marketing and Tickets, Portland State University

How to Maximize Your Internet Content

Mike Hardisky, Assistant Athletics Director - Marketing, Promotions and Development, Mount St. Mary's University

Doug Mosley, Associate Athletics Director, University of Louisiana Monroe
Mike Richey, Assistant Athletics Director - Bulldog Club, Mississippi State University

Sales Prospecting and Leveraging Sponsors

Brad Edmondson, General Manager – Hilltopper Sports Marketing, Western Kentucky University

Patrick Lee, Associate Athletics Director – External Affairs, University of Alaska Fairbanks

Student Spirit Groups

Robert Sherman, Assistant Athletics Director – Marketing and Corporate Sponsorships, American University

Ayo Taylor-Dixon, Assistant Athletics Director – Marketing and Game Operations, University of South Florida

Women's Basketball: Best Promotional Practices

Mary Eiland, Associate Director of Brand Strategies and Events, NCAA

Working with Your Ticket Office

Rob Stewart, Director of In-Game Marketing, Texas A&M University

2:30-4 pm

Division II ADA Board of Directors' Meeting

2:40-3:30 pm

NATYCAA General Session

Building Facilities: Start to Finish

Mike Lloyd, Principal, CMX Sports Engineers

Sponsored by CMX Sports Engineers

2:45-3:30 pm

ICLA General Session

Producing More than Profits: Factory Revelations and Discussions with Licensees

Tom Dalton, Owner, T.Dalton Clothing

Mark Porter, President, Campus Drive

3-4 pm

NACDA Continuing Education Committee Meeting

3-4 pm

FCS and I-AAA ADA Joint Membership Meeting

3-5:30 pm

Pioneer Football League Athletics' Directors Meeting

3:20-3:35 pm

NAADD Fundamentals of Athletics Development

Evaluation and Prize Drawings

Sponsored by 360 Architecture

3:40-5:15 pm

NATYCAA Corporate Sponsors' Recognition

3:45-4:30 pm

NAADD General Session

Working with People

Danny Morrison, Director of Athletics, Texas Christian University

3:45-5 pm

ICLA General Session

Food for Thought: Licensing Opportunities in Consumable Products

Christi Bond, President, Independent Coffee Company

Ragan Bond, Vice President – Business Development, Independent Coffee Company

Rik Fitton, Campus Brand Manager, Licensing Resource Group

Bob Harris, Co-Owner, Hot Sauce Harry's

Doug McNamee, General Manager – Baylor ISP Network, ISP Sports

4-5 pm

I-AAA ADA Officers and Executive Committee Meeting

4-5:30 pm

Patriot League Development Directors' Meeting

4-6 pm

NAIA-Association of Independent Institutions Meeting

Monday, June 9

4-7:30 pm

4:20-5:20

Exhibit Hall Open

NACMA Female Administrators Panel

The Challenges Women Face in Athletics Administration, Including the Work, Family, Life Balance

Peg Bradley-Doppes, Athletics Director, University of Denver

Teresa Kuehn Gould, Senior Woman Administrator/Deputy Athletics Director, University of California

Lisa Love, Athletics Director, Arizona State University

Lori Thomas, Director of Championships, NAIA

Sponsored by ISP Sports

4:40-5:25 pm

NAADD General Session

"Once a Bear, Always a Bear" – The Story of a Student-Athlete Legacy Gift

John Martin, Former Student-Athlete, Baylor University

5:30-7:30 pm

NACDA, NACMA, NAADD, ICLA Opening Reception

Sponsored by adidas America, Jostens, Inc. and Mutual of Omaha Insurance Company

7:30 pm-Open

NACDA Open Meeting Time (Limited Space Available)

7:30-8:30 pm

BCA Meeting

7:30-9:30 pm

ICLA Board of Directors' Meeting and Dinner

7:30-9:30 pm

Under Armour Reception

7:30-10 pm

Little East Conference Athletics Directors' Meeting

7:30-10 pm

Mountain West Conference Marketing and Development Directors' Meeting

7:30-10:30 pm

NAIA-National Administrative Council Meeting

7:30-10:30 pm

HNTB Architecture and Ze Design Reception (Invitation Only)

8-11 pm

ECAC Reception

Sponsored by All Worldwide Travel and FieldTurf Tarkett

(Complimentary Shuttle service will be provided from the Hilton Anatole Clock Tower Lobby. The shuttle will be going back and forth every 20 minutes from 7:30 p.m.-12:30 a.m.)

9 pm-1 am

University Sports Publications (USP) Reception (Invitation Only)

(USP will supply transportation from the Hilton Anatole to the Ghostbar. The shuttle will be going back and forth every 30 minutes, from 8:30 pm-1:30 am)

Tuesday, June 10

7:30 am-6 pm

8-9 am

Convention Registration

Keynote Address

Jerry Jones, Owner, President and General Manager, Dallas Cowboys

Sponsored by HNTB Architecture

8 am-5 pm

NACMA, NAADD, ICLA Collateral Corner Open

9-10:15 am

NACDA General Session

Building Athletic Endowments

Brian Crockett, Vice President for Development, United States Military Academy

Ted Leland, Vice President – University Advancement, University of the Pacific

Sheila Smith, Associate Vice President for Development, Ohio State University

9:15-10 am

ICLA General Session

Products that Promote or Demote Your Brand: Smart Choices

Mike Anderson, Vice President – Business Development, Wings Sportswear, Inc.

Tom Knight, President/CEO, Wings Sportswear, Inc.

Denise Lamb, Director of University Services, Collegiate Licensing Company

Jeffrey Paul, Senior Vice President, QTI, Inc.

Kit Riehl, Assistant General Counsel Institution, Baylor University

Lisa Tomlinson, Director of Marketing, Licensing Resource Group

Tuesday, June 10

9:15-11 am

NACMA Open Forum Sessions I-II

Football Bowl Subdivision Marketing

Marty Bodnar, Athletics Director – Ticketing/Marketing, University of Michigan

Greg Myford, Associate Athletics Director – Marketing and Promotions,

Penn State University

Football Championship Subdivision Marketing

Christie Anderson, Marketing and Promotions Director, University of Montana

Kevin Keys, Associate Athletics Director – External Operations, Liberty

University

Big Six Conference Basketball Marketing

Todd Goodale, Associate Athletics Director – Marketing and

Communications, George Mason University

Craig Pintens, Assistant Athletics Director – Marketing, Marquette University

Mid-Major Basketball Marketing

Andy Ruge, Associate Athletics Director – Marketing and Communications,

George Mason University

Leon Costello, Associate Athletics Director – External Operations, University

of Northern Iowa

Division I Olympic Sports Marketing

Rick Steinbacher, Associate Athletics Director, University of North Carolina

Non-Division I Marketing

Amy Hultgren, Marketing Coordinator, University of South Dakota

Jess Jones, Marketing and Promotions Manager, Northern Michigan

University

Sponsored by All Worldwide Travel

10:15-11 am

ICLA General Session

Get the Picture: Best Practices in Artwork Submissions

Dawn Brown, Licensing Coordinator, JanSport, Inc.

Trey Ham, Licensing Manager, GEAR For Sports

10:15-11:30 am

NACDA General Session

Understanding Differences – What Do You Know About Communicating with the Parents of Your Student-Athletes?

Tom Doyle, Personal Perceptions Northwest and Author of the Sports

Parent's Manual

10:25-11:10 am

NAADD General Session

Going From Development to the AD Chair

Gary Barta, Athletics Director, University of Iowa

Greg Christopher, Athletics Director, Bowling Green State University

11 am-4 pm

Luncheon Head Table Meeting Rooms

11:15 am-12 nn

ICLA General Session

Friends Not Foes: Athletics Marketing and Licensing Synergy. How it's Produced!

Shane Hinckley, Assistant Vice President – Business Development, Texas A&M University

Ann Ronchetti, Director of Marketing – Athletics, University of Utah

11:15 am-12:15 pm

NACMA Awards Presentation

Jeff Bain, Athletics Director, Martin Methodist College

Ann Brett Gillespie Strickland, Assistant Athletics Director – Corporate Sponsorships, Western Carolina University

Sponsored by IMG College

11:20 am-12:20 pm

NAADD Open Forum

Division I BCS Institutional Development

Whit Babcock, Senior Associate Athletics Director, University of Missouri

John Currie, Senior Associate Athletics Director – External Operations,

University of Tennessee

11:20 am-12:20 pm

NAADD Open Forum

Division I Non-BCS Institutional Development

Tim McMurray, Senior Associate Athletics Director – Development, University of Northern Illinois

Dennis Young, Associate Athletics Director, East Carolina University

11:20 am-12:20 pm

NAADD Open Forum

Division I Non-Football Institutional Development

Julie Hall, Assistant Athletics Director, University of California Riverside

Sam Lagana, Associate Vice Chancellor, Pepperdine University

Tuesday, June 10

11:20 am-12:20 pm

NAADD Open Forum
Non-Division I Institutional Development
Kyle Bone, Assistant Athletics Director – Development, Christian Brothers University
Diana Philippi, Associate Director of Athletic Development, University of California San Diego

12:30-2:15 pm

James J. Corbett Awards Luncheon
Emcee: Bonnie Bernstein, ESPN
Sponsored by Coca-Cola Company and National Invitation Tournament

2:30-3:20 pm

JC/CC Breakout Session
Bridging the Gap: NCAA Two-Year College Update
Select NCAA Staff Members

2:30-3:30 pm

Division II/III Joint Breakout Session
True Colors – Understanding Human Behavior and Motivation
Tom Doyle, Personal Perceptions Northwest and Author of the Sports Parent's Manual

2:30-3:30 pm

Division I-A Athletics Directors McLendon Scholarship Steering Committee Meeting

2:30-3:30 pm

NAIA General Session
Direct Qualification – What Does it Mean for My Institution?
Stan Harrison, Athletics Director, Tennessee Wesleyan College

2:30-4:30 pm

I-AAA ADA Membership Meeting

2:30-5 pm

NCAA Two-Year College Relations Panel Meeting

2:30-5:30 pm

NACDA Open Meeting Time (Limited Space Available)

2:30-5:30 pm

Little East Conference Athletics Directors' Meeting

2:30-5:30 pm

Sun Belt Conference Athletics Directors' Meeting

2:45-3:30 pm

ICLA General Session
Event Promotional Items: Hindering, Hurting or Helping Licensing and Retailers?
Matt Preece, Senior Account Executive, Longhorn Sports Network/IMG College
Mike Waddell, Senior Associate Athletics Director, University of Cincinnati

2:45-3:45 pm

NACMA General Session
Managing the Public Relations Side of Marketing
Brian Berger, Host, Sports Business Radio
Sponsored by Max Impact

2:45-4 pm

Division I Breakout Session
Respect for the Game: A Plan to Showcase the Best Aspects of Sport
Ty Halpin, Associate Director – Playing Rules Administration, NCAA
Julie Roe, Director – Enforcement, NCAA
Grant Teaff, Executive Director, American Football Coaches Association

2:45-5:10 pm

NAADD Round Tables Sessions I-III
Balance Between Athletics and University Fund Raising
Dan Cloran, Executive Director – All for One Club Director, Annual Fund, Xavier University
Coaching Your Coaches
Mark Jennings, Associate Athletics Director – Donor and Patron Services, University of Iowa
Getting Your Foot Into the Donor's Door: Strategies for Securing Appointments
Shawn Heilbron, Assistant Athletics Director – Major Gifts, UCLA
Managing UP Your AD
Josh Rebholz, Associate Athletics Director – Development, University of Wyoming

3-4 pm

FieldTurf Tarkett Field Building Seminar (Invitation Only)

3-5 pm

Southland Conference Marketing Meeting
Geoff Moore, Executive Vice President – Sales and Marketing, Dallas Stars

3:25-4:15 pm

JC/CC Breakout Session
Issues in Athletics Training: MERSA
David Weir, Head Athletics Trainer – Football, Texas A&M University

Tuesday, June 10

3:30-4:30 pm

Division II Breakout Session
 Accountability, Execution and Urgency – How to Manage and Motivate Your Athletics Staff
Bob Theriault, Senior Partner and Vice President, Business Efficacy

3:30-4:30 pm

MOAA Board of Directors' Meeting

3:30-5:30 pm

NAIA-ADA Business Meeting and Reception

3:45-4:30 pm

ICLA General Session
 Taming Challenges/Corralling Opportunities for Different Schools
Trey Derrenbacher, Assistant Director – Licensing and Special Events Coordinator, Old Dominion University

3:45-4:45 pm

Division III Breakout Session
 Evaluations – The Road Map to Success
Harry Sheehy, Director of Athletics, Williams College

3:55-5:20 pm

NACMA Athletics Directors' Breakout Sessions I-II

Customer Service Perspectives
 Marketing Role to Senior Staff Ranks
 Strategic New Revenue Generation

Sponsored by IMG College

4-5:15 pm

Division I Breakout Session
 High Profile Athletics Department Misconduct and Crisis Scenario Procedures
Robert Clayton, Partner, Littler Mendelson, PC (Moderator)
Jim Livengood, Athletics Director, University of Arizona
Gene Marsh, James M. Kidd, Sr. Professor of Law, University of Alabama School of Law, University of Alabama
Matt Winkler, Associate Dean – Sports Industry Management, Georgetown University

4-7 pm

Exhibit Hall Open

4:25-5:30 pm

SEC Development Directors' Meeting

4:30-5:30 pm

Division II ADA Membership Meeting

4:30-5:30 pm

Conference USA Licensing Directors' Meeting

5:30-7 pm

NACDA, NACMA, NAADD, ICLA Reception
Sponsored by All-Star Apparel, J. America Sportswear, Licensing Resource Group, Strategic Marketing Affiliates and Weldon, Williams and Lick, Inc.

7 pm-Open**NACDA Open Meeting Time (Limited Space Available)**

7-8 pm

DII ADA Membership Reception

Sponsored by Borden Perlman Insurance Agency

7-8:30 pm

St. Thomas University Sports Administration Alumni Reception

7-8:30 pm

University of Tennessee Sport Management/UT Athletics NACDA Reunion

7-8:30 pm

Texas A&M University Sport Management Alumni Reception

7-10 pm

Pacific West Conference AD's Meeting

7:30-10 pm

ICLA Reception at the Iron Cactus – Off Property (ICLA Attendees Only)

Sponsored by Collegiate Licensing Company

7:30-10 pm

JumpTV Reception (Invitation Only)

7:30-11 pm

Daktronics, Inc. Social Function (Invitation Only)

Wednesday, June 11

7:30 am-6 pm

Convention Registration

8-10 am

Exhibit Hall Open – Continental Breakfast

Sponsored by Licensing Resource Group, New Era Cap Company, Ticketmaster and Paciolan

8-10 am

Little East Conference Athletics Directors' Meeting

8:30-9:30 am

NACMA Best of the Best Presentation

Sponsored by Vontoo

8:30-10 am

NAADD General Session

Donor Panel

Sherri Lee, Donor, Texas Christian University and University of Tennessee
Malcolm Loudon, Donor, Texas Christian University
Jeff Yordon, Donor, Northern Illinois University

9-9:15 am

NACDA Annual Business Session

Wednesday, June 11

9-9:45 am

ICLA General Session

NCAA/Conference Presentation on Licensing, Marketing and Branding

Erika Austin, Assistant Director of Corporate Licensing, NCAA

Joel Barnhill, Assistant Commissioner – Marketing, Licensing and Events Operations, Horizon League

Bob Burda, Assistant Commissioner – Communications, Big 12 Conference

9:15-10:30 am

NACDA General Session

I Want My Sports TV! Maximizing Your University's Sports Assets for Television, the Internet and Beyond

Burke Magnus, Senior Vice President – College Sports Programming, ESPN

Tim Perneti, Executive Vice President – Content, CBS College Sports Network

Will Roleson, Associate Commissioner – Communications and Multimedia, Horizon League

Leon Schweir, Executive Vice President, Big Ten Network

Nada Usina, President, Jump TV

Sponsored by Sports Video Group

9:45-11 am

NACMA General Session

Perceptions on Marketing Athletics -- 2008 NACMA Survey Presented by Ohio University

Alexander Andrassy, Graduate Student – Center for Sports Administration, Ohio University

Andrew Donovan, Graduate Student – Center for Sports Administration, Ohio University

Amanda Fark, Graduate Student – Center for Sports Administration, Ohio University

Michael Jacobs, Graduate Student – Center for Sports Administration, Ohio University

Sponsored by Seating Solutions

10-10:45 am

ICLA General Session

Technology Horizons for Collegiate Licensing Programs: What You Should be Familiar With and What You Should Know

John Christie, Executive Vice President – Business Operations and Partner Relations, Collegiate Images

Rich Routman, Senior Vice President of Sales and Business Development, Collegiate Images

10 am-12 midnight

Exhibit Hall Tear Down

10:15-11:45 am

NAADD General Session

Athletics Directors' Panel – Fund Raising From an AD's Perspective

Jim Abbott, Athletics Director, Oklahoma City University

Gene DeFilippo, Athletics Director, Boston College

Lisa Love, Athletics Director, Arizona State University

Sponsored by Ticketmaster and Paciolan

10:30-11:45 am

NACDA General Session

Legal Aspects of an AD's Job -- Dealing with Agents and Protecting Yourself from Potential Lawsuits

Bill Martin, Director of Athletics, University of Michigan

Dan Parker, President, Parker Executive Search

11 am-12:15 pm

ICLA General Session

Wide Range/Open Forum Discussion – Comments, Concerns and Critiques of the Collegiate Licensing Industry

Shane Hinckley, Assistant Vice President – Business Development, Texas A&M University

Craig Westemeier, Assistant Athletics Director – Trademarks and Licensing, University of Utah

11 am-4 pm

Luncheon Head Table Meeting Rooms

Wednesday, June 11

11:10 am-12:10 pm

NACMA General Session

Maximize the Potential of Your Ticket Operations...Utilize Stored Credits and Paperless Ticketing to Increase Revenue

Charlett Blubaugh, Assistant Athletics Director – Ticket Operations, University of Kansas

Chris Peludat, Assistant Athletics Director – Ticket Operations, United States Air Force Academy

Sponsored by Ticketmaster and Paciolan

12:30-2:15 pm

The United States Sports Academy Directors' Cup Awards Luncheon

Emcee: Robert Smith, ESPN

Sponsored by Collegiate Images

2:30-3 pm

NACDA Officers and Executive Committee Meeting

2:30-3:30 pm

NAIA Breakout Session

Developing a Game Plan for Facility Improvements

Dan Harris, Director of Athletics, Baker University

2:30-4 pm

Division III Breakout Session

Division III Membership – Where Do We Go From Here?

Dan Dutcher, Vice President for Division III, NCAA

Rudy Keeling, Commissioner, ECAC

Del Malloy, Commissioner, New England Collegiate Conference

Dick Strockbine, Athletics Director, University of Dallas

2:30-5:30 pm

NACDA Mentoring Institute

Sponsored by The Big 12 Conference

2:30-5:30 pm

Sun Belt Conference Athletics Directors' Meeting

2:30-Open

NACDA Open Meeting Time (Limited Space Available)

2:45-4 pm

Division I Breakout Session

Analyzing Dashboard Indicators: What Do They Mean for All of Us?

Keith Martin, Managing Director of Finance and Operations, NCAA

Andrew Paluf, Assistant Vice President and Controller, University of Notre Dame

Dan Radakovich, Athletics Director, Georgia Tech

Shirley Raines, President, University of Memphis

2:45-4 pm

Division II Breakout Session

DII ADA Model Athletics Department – Phase II Presentation

Kathy Turpin, Consultant, Sports Association Management, Inc.

Wednesday, June 11
2:45-5:10 pm

NACMA Interactive Breakout Sessions IV-VI

All Access/Video on Demand

Chris Ferris, Assistant Athletics Director – Marketing and Promotions, University of Pittsburgh

Create a Winning Promotion Through Trial and Error

Jimmy Delaney, Director of Marketing and Promotions, University of Tennessee

Tracie Hitz, Assistant Athletics Director – Marketing and Sponsor Services, Northwestern University

Database Management

Andrew Doeschot, Director of Ticket Sales and Operations, St. Louis University

Declan O'Neill, Assistant Athletics Director – Marketing and Sales, St. Louis University

Group Sales/Season Ticket Sales

Matt DiFebo, Associate Athletics Director – External Services, University of Central Florida

Amy Reis, Director of Marketing and Promotions, Eastern Illinois University

Dustin Sapp, President and Co-Founder, Vontoo

Sponsored by Vontoo

How to Make ESPN Top 10

Linda Thomson, Sports Promotions Specialist, Odds On Promotions

Sponsored by Odds on Promotions

In-House vs. Outsource Marketing

Jeff Crane, Director of Revenue Development, University of South Carolina

Scott Herrin, Associate Athletics Director – Marketing and Sales, Portland State University

Maintaining/Servicing Sponsors

Guy Gaster, Director of Marketing, Louisiana State University

Kay Scott, General Manager – Sponsorship Sales, IMG College

Small College Marketing – Integrating Athletics and Campus Life

Jessica Bennett, Marketing Manager – Internal, Colorado College

Cora Brumley, Assistant Athletics Director and Senior Woman Administrator, SUNY Oswego

Utilizing Student-Athletes in Marketing Strategies

Lee DeLeon, Director of Marketing and Promotions, University of Houston

Reggie Garrett, Director of Marketing, University of Virginia

2:45-5:10 pm

NAADD Round Tables Sessions IV-VI

Campaign Planning

Bill Ring, Director of Development for Athletics, Boston University

Developing the Ideal Donor

Tom Coffman, Associate Athletics Director – Development and Planning, Duke University

Linking the Past to the Present: Getting Former Student-Athletes Involved

Michel Bourgeau, Varsity B Coordinator/Development Officer, Boise State University

Managing a Small Shop

Mike Freeman, Manager for External Affairs, Butler University

Volunteers

Mahmood Sheikh, Assistant Athletics Director, University of Idaho

Women in Athletics Development: An Interactive Discussion on Building a Successful Career

Jennifer Cohen, Associate Athletics Director – Major Gifts, University of Washington

Jennifer Montgomery, Director of Development, George Mason University

Marija Pientka, Associate Athletics Director – Development, University of Wisconsin

Jennifer Wiggins, Director of Capital Support, University of Tennessee

3:30-4:30 pm

U.S. Sports Academy Directors' Cup Committee Meeting

3:30-5:30 pm

NAIA Breakout Session

NAIA Standards – Progress Report

John Leavens, Vice President – Membership, NAIA

3:30-5:30 pm

Ohio University Sports Administration Program Alumni Reception

Wednesday, June 11

4-5:15 pm

Division I Breakout Session

The Hiring Game: Reaching an Ethical Standard

Eric Hyman, Athletics Director, University of South Carolina

Dan Parker, President, Parker Executive Search

Debbie Yow, Athletics Director, University of Maryland

4-6:30 pm

NCAA Fellows Program Graduation and Diversity in Athletics Awards
Presentation/Reception

4:15-5:45 pm

Division II Breakout Session

DII How To

Anita Barker, Athletics Director, California State University Chico

Larry Holstad, Athletics Director, Winona State University

Jared Mosley, Athletics Director, Abilene Christian University

Tim Selgo, Athletics Director, Grand Valley State University

Eric Schoh, Athletics Director, Wayne State College

Greg Waggoner, Athletics Director, Western State College of Colorado

Dave Williams, Athletics Director, Missouri Western State University

5:15-5:30 pm

NAADD Convention Evaluation Session and Prize Drawings

5:30-6:15 pm

NAADD Officers and Executive Committee Convention Wrap-Up Meeting

5:30-6:30 pm

Big Ten Conference Marketing Directors' Meeting

6:30-7 pm

NACMA/NAADD/ICLA Officers Convention Wrap-Up Meeting

7:30-10 pm

NACMA Board of Directors' Dinner

Thursday, June 12

8 am-3 pm

NACDA Mentoring Institute

Sponsored by The Big 12 Conference

8:30-10 am

MAC Development Directors' Meeting

9:30-11 am

Division II Breakout Session

Division II Issues Forum

Division II Management Council Representatives

11 am-5 pm

NACDA Meeting Time (Limited Space Available)

Agenda Subject to Change

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