

NACMA's 17th Annual Convention
Meeting Agenda
June 8-11, 2008
Hilton Anatole
Dallas, Texas
Revised 4/28/08



Sunday, June 8

- 12:00-2:00 p.m. NACMA Officers and Board of Directors' Meeting
- 4:00-6:00 p.m. NACMA Board of Directors, Conference Representatives Meet and Greet and Reception with NACMA Basic Training Attendees
- 8:00 p.m. NACMA Officers, Board of Directors and Sponsors Dinner – Trece Restaurant

Monday, June 9

- 7:30 a.m.-6:00 p.m. Registration/Information
- 8:00 a.m.-5:00 p.m. Collateral Corner Open
- 7:30 – 8:00 a.m. NACMA Basic Training Continental Breakfast/Meet and Greet
- 8:00-11:30 a.m. NACMA Basic Training (Additional Charge of \$75 for NACMA Convention Attendees)
- 9:15-10:00 a.m. NACMA Veterans Workshop - What Have We Learned That Will Guide Us To Where We Are Going
**Moderator: Dennis Kalina, Associate Athletic Director, Gonzaga University
Dutch Baughman, Executive Director, Division I-A Athletic Directors' Association**
- 10:15 a.m. – 11:30 a.m. NACMA Veterans Workshop Networking Session
- 11:45 a.m.-12:45 p.m. Mentor Luncheon for Basic Training Attendees Only
- 1:00-1:15 p.m. NACMA Convention Kickoff
Mary Pink, Assistant Athletic Director of Marketing and Promotions, Iowa State University
- 1:15-2:15 p.m. Bringing the Wow Factor . . . Utilizing Creative Thinking to Enhance the Fans' Experience
**Moderator: Dennis Kalina, Associate Athletic Director, Gonzaga University
Jeff Wohlschlaeger, Director of Game Operations, Chicago Bulls
Don Costante, Senior Director - Entertainment & Production, Kansas City Royals**
Sponsored by Paciolan and Ticketmaster
- 2:25-3:00 p.m. "Interactive Breakouts" #1 (9 Options)
- 3:05-3:35 p.m. "Interactive Breakouts" #2 (9 Options)
- 3:40-4:05 p.m. "Interactive Breakouts" #3 (9 Options)
- 4:20-5:20 p.m. Female Administrators Panel- The Challenges Women Face in Athletics Administration, Including the Work, Family, Life Balance
**Moderators: Ann Brett Gillespie Strickland, Assistant Athletic Director for Corporate Sponsorships, Western Carolina University
Carol Parrish, Director of Marketing, University of Washington**
Panel:
**Peg Bradley-Doppes, Director of Athletics, University of Denver
Teresa Kuehn Gould, Senior Women's Administrator/Deputy Director of Athletics, University of California at Berkeley
Lisa Love, Director of Athletics, Arizona State University
Lori Thomas, Director of Championships and Human Resources, NAIA**
Sponsored by ISP Sports

Monday, June 9

4:00-7:30 p.m.

Exhibit Hall Open

5:30-7:30 p.m.

NACMA/NACDA/NAADD/ICLA Opening Reception

7:30-?? p.m.

Shuttles to Dallas Nightlife (tentative)

Tuesday, June 10

7:30 a.m.-6:00 p.m.

Registration/Information

8:00 a.m.-5:00 p.m.

Collateral Corner Open

8:00-9:00 a.m.

NACDA Convention Keynote Session
Jerry Jones, Owner, Dallas Cowboys

9:15-10:05 a.m.

Open Forums – Session #1 (6 Options)
Football Bowl Subdivision Marketing
Marty Bodnar, Athletic Director for Ticketing/Marketing, University of Michigan
Greg Myford, Associate Athletic Director for Marketing and Promotions, Penn State University

Football Championship Subdivision Marketing
Christie Anderson, Marketing and Promotions Director, University of Montana
Kevin Keys, Associate Athletics Director for External Operations, Liberty University

Big Six Basketball Marketing
Todd Goodale, Associate Director of Athletics for Marketing & Video Services, University of Virginia
Craig Pintens, Assistant Director of Athletics for Marketing, Marquette University

Mid-Major Basketball Marketing
Andy Ruge, Associate Athletics Director for Marketing & Communications, George Mason University
Leon Costello, Associate Athletics Director for External Operations, University of Northern Iowa

Division I Olympic Sport Marketing
Rick Steinbacher, Associate Athletics Director, University of North Carolina

Non-Division I Marketing
Jess Jones, Marketing and Promotions Manager, Northern Michigan University
Amy Hultgren, Marketing Coordinator, University of South Dakota

Sponsored by All Worldwide Travel

10:10 a.m.-11:00 a.m.

Open Forums – Session #2 (6 Options)
Same As Above
Sponsored by All Worldwide Travel

11:15-12:15 p.m.

NACMA Awards Presentation
Moderators: Jeff Bain, Athletic Director, Martin Methodist College and Ann Brett Gillespie Strickland, Assistant Athletic Director for Corporate Sponsorships, Western Carolina University
Sponsored by IMG College

12:30-2:15 p.m.

NACMA/NACDA/NAADD/ICLA James J. Corbett Awards Luncheon
Emcee: Desmond Howard, ESPN

Tuesday, June 10

2:45-3:45 p.m.

Managing the Public Relations Side of Marketing

Moderator: Dennis Kalina, Associate Athletic Director, Gonzaga University
Brian Berger, Host of Sports Business Radio

Sponsored by Max Impact

3:55-4:35 p.m.

Athletics Directors Breakout Sessions (3 options)

Customer Service Perspectives

Tentative Panelists:

Sandy Barbour, Director of Athletics, University of California, Berkeley

Bill Chaves, Director of Athletics, Eastern Washington University

Jeff Hathaway, Director of Athletics, University of Connecticut

Warde Manuel, Director of Athletics, University at Buffalo

Marketing Role To Senior Staff Ranks

Tentative Panelists:

Gene DeFilippo, Director of Athletics, Boston College

David Heeke, Director of Athletics, Central Michigan University

Mike Thomas, Director of Athletics, University of Cincinnati

Strategic New Revenue Generation

Tentative Panelists:

DeLoss Dodds, Director of Men's Athletics, University of Texas

Bernard Muir, Director of Athletics, Georgetown University

Judy Rose, Director of Athletics, University of North Carolina Charlotte

Sponsored by IMG College

4:40-5:20 p.m.

Athletics Directors Breakout Sessions (3 options)

Same as Above

Sponsored by IMG College

4:00-7:00 p.m.

Exhibit Hall Open

5:30-7:00 p.m.

NACMA/NACDA/NAADD/ICLA Reception

Sponsored by Weldon Williams & Lick

7:30-?? p.m.

Shuttles to Dallas Nightlife (tentative)

Wednesday, June 11

7:30 a.m.-6:00 p.m.

Registration/Information

8:00 a.m.-6:00 p.m.

Collateral Corner Open

8:00-10:00 a.m.

Exhibit Hall Open

8:00-10:00 a.m.

NACMA/NACDA/NAADD/ICLA Continental Breakfast (Exhibit Hall)

Sponsored by Paciolan and Ticketmaster

8:30-9:30 a.m.

Best of the Best Presentations

Moderator: Jeff Bain, Athletic Director, Martin Methodist College

Sponsored by Vontoo

Wednesday, June 11

9:45-11:00 a.m.

"Perceptions on Marketing Athletics" - 2008 NACMA Survey presented by Ohio University

Moderator: Jamie DiLoreto, Associate Athletics Director for External Operations, Boston College
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

11:10 a.m.-12:10 p.m.

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

Moderator: Jane Kleinberger, Co-Founder and Chairman, Paciolan
Charlette Blubaugh, Assistant Athletic Director of Ticket Operations, University of Kansas
Chris Peludat, Assistant Athletic Director for Ticket Operations, United States Air Force Academy

Sponsored by Paciolan and Ticketmaster

12:30-2:15 p.m.

NACMA/NACDA/NAADD/ICLA Directors' Cup Awards Luncheon
Emcee: Robert Smith, ESPN

2:45-3:30 p.m.

Interactive Breakouts #4 (9 Options)

3:35-4:20 p.m.

Interactive Breakouts #5 (9 Options)

4:25-5:10 p.m.

Interactive Breakouts #6 (9 Options)

6:30-7:00 p.m.

NACMA/NAADD/ICLA Officers Convention Wrap-up Meeting

7:30-10:00 p.m.

Board of Directors Dinner – Texas de Brazil