



## NACMA's 19<sup>th</sup> Annual Convention

Meeting Agenda  
June 22-25, 2010  
Anaheim Marriott  
Anaheim, California  
*Revised 6/14/10*

### Monday, June 21

4:15-5:00 p.m.

NACMA Officers and Past Presidents Meeting

5:00-7:00 p.m.

NACMA Officers and Board of Directors' Meeting

7:30 p.m.

NACMA Officers and Board of Directors', Past Presidents, Sponsors and Conference Representatives Social Reception – 300 Anaheim - (Open to Members of These Groups Only)

### Tuesday, June 22

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

Registration/Information

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

Collateral Corner Open  
*Sponsored by row27*

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 Convention Attendees)

10:30-11:45 a.m.

NACMA General Networking Session, TBD for members already arrived

11:50 a.m.-12:50 p.m.

Mentor Luncheon for Basic Training Attendees Only, with Board of Directors

1:00-1:15 p.m.

NACMA Convention Kickoff

1:15-2:00 p.m.

NACMA Keynote Session - Turning Spectators into Raving Fans  
**Sundeep Kapur, Vice President of Strategic Marketing, NCR eCommerce**

#### 4 PROGRAMMING TRACKS – (2 Options Each Track)

*(2 "Interactive Breakout" options each track, each presented three times = 8 rooms)*

2:10-2:40 p.m.

> Revenue Generation

2:45-3:15 p.m.

1. Year-Round Ticket Sales; Establishing an Effective Sales Calendar

3:20-3:50 p.m.

**Matt DiFebo, Principal, DiFebo Company**

2. How to Start a Ticket Sales Staff: From Selling it to your AD to Hiring the Right Type of People to Fit your Needs

**Zack Lassiter, Assistant Athletics Director of Corporate Sales and Ticket Operations, University of Utah**

> Entertainment

1. The Fan Experience: What Every Collegiate Marketer Should Know About Their Fans

**Bill Lavelle, Principal, Ephus 21**

2. Making Your Free Event an Actual Event: How Penn State Ran with Spring Football

**Greg Myford, Associate Athletics Director, Penn State University**

> Management and Leadership

1. Strategic Planning Process

**Chris Boyer, Senior Associate Athletics Director, Administration, University of Maryland**

2. Fundamentals of Leadership

**Arthur Hightower, Director of Player Development, San Diego Chargers**

> Media, PR and Communications

1. Communicating with the Conference Office: How to Best Utilize the Resources in Your Conference

**Amy Yakola, Associate Commissioner of Public Relations and Marketing, Atlantic Coast Conference**

2. Social Media Tools for Measurement and Management  
**Jason Cole, Co-Host of the Row Show**  
**Jonathan Dusing, Co-Host of the Row Show**  
**Dan Harbison, Director of Interactive Marketing and Media, Portland Trailblazers**

4:00-4:45 p.m.

Female Administrators Panel  
**Anucha Browne Sanders, Senior Associate Athletics Director for Marketing/Senior Woman Administrator, University at Buffalo**  
**Kim Record, Director of Athletics, University of North Carolina Greensboro**  
**Diana Sabau Associate Athletics Director, External Relations, The Ohio State University**  
**Patty Viverito, Commissioner, Missouri Valley Football Conference/Pioneer League**

4:00-4:45 p.m.

ICLA/NACMA Joint Session – The Future of Digital Content and How It Affects Your Conference and Institution  
**Ben Godwin, Assistant General Manager – SEC Digital Network, XOS Digital, Inc.**  
**Brian Hommel, Director of Trademark Licensing, Louisiana State University**  
**Chris Kesicke, Director of Partner Relations, Collegiate Images an XOS Digital Company**  
**Jennifer Martin, Director of Marketing and Trademark Licensing, University of Alabama**

4:30-8:30 p.m.

Exhibit Hours and NACMA/NACDA/NAADD/ICLA Opening Reception

**Wednesday, June 23**

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

Registration/Information

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

Collateral Corner Open  
*Sponsored by row27*

8:00-8:45 a.m.

NCAA Presidential Address  
**Mark Emmert, President, NCAA**

4 PROGRAMMING TRACKS – (2 Options Each Track)  
*(2 "Interactive Breakout" options each track, each presented just twice = 8 rooms)*

9:10-9:50 a.m.

9:55-10:35 a.m.

> Revenue Generation  
1. From the Field... to on Campus... and Beyond!  
**Bruce Johnson, Sales Manager, Sports Licensed Division, Adidas**  
**Danny Rosenberg, NCAA Marketing Manager, Sports Licensed Division, Adidas**  
2. Relevant Ideas from Non-Sports Organizations to Drive Sales  
**Beth Cunningham, Associate Director of Sales and Marketing, Northwestern University**  
> Entertainment  
1. Getting the Most out of your Videoboard: Surefire Tactics to Create Atmosphere  
**Kim Mueller, Assistant Athletics Director Marketing, Marquette University**  
> Management and Leadership  
1. Building and Developing Your Staff from the Ground Up  
**Eric Buskirk, Associate Athletics Director, External Affairs, Louisiana Tech University**  
2. Doing More With Less  
**Nicole Early, Executive Director, Sports Marketing and Fan Services, The George Washington University**  
**Deborah Snelgrove, Associate Vice President for Creative Management, The George Washington University**  
> Media, PR and Communications  
1. How to Use Exclusive Access to Get Your Fans Off the Bench and into the Game  
**Rob Vogel, Executive Vice President, Broadnet**  
**Bob Wagner, Senior Vice President and Chief Marketing Officer, Anaheim Ducks**

*Sponsored by Broadnet*

2. Social Media Best Practices: So you have a Facebook page, now what?

**Elsie Kuresa, Client Partner, Paciolan**

**Jeff Ragovin, Chief Revenue Officer, Buddy Media**

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**4 PROGRAMMING TRACKS – (2 Options Each Track)**

*(2 "Interactive Breakout" options each track, each presented just twice = 8 rooms)*

10:40-11:20 a.m.

11:25 a.m.-12:05 p.m.

> Revenue Generation

1. Ticket Sales Models - Finding One That Works For Your University

**Jason Martin, Associate Director of Ticket Sales, The Ohio State University**

2. Licensing & Marketing, Athletics Revenue Generation -- Who are your Partners?

**Scott Brayton, Assistant Athletics Director – Marketing, University of California Davis**

**Maggie Huckaba, Director, Trademarks Licensing, Vanderbilt University**

> Entertainment

1. Game Entertainment 101: Tips from the Anaheim Ducks

**Chris Brown, Entertainment Manager, Anaheim Ducks**

2. Slam Dunk Sponsorship Sales – Score Big with your Fans and your Sponsors!

**Daryl Jasper, Executive Director – Business Development, University of Rhode Island**

**Linda Thomson, Sports Promotions Specialist, Odds on Promotions**

*Sponsored by Odds on Promotions*

> Management and Leadership

1. Managing the Next Big Event

**Reid Sigmon, Senior Associate Athletics Director for Administration, Kansas State University**

2. Knowing When to Lead or Manage

**Brian Pracht, Senior Associate Athletics Director of External Operations, Wichita State University**

> Media, PR and Communications

1. Rebuilding Your Brand: Hiring a New Coach Again The Seton Hall Experience

**Jamison Hannigan, Assistant Athletics Director, Seton Hall University**

2. Making Your Campus Pop: Branding your Facilities to the World

**Tyler James, Vice President and Creative Director, Oslund Design**

*Sponsored by Image Options and Oslund Design*

12:45-2:15 p.m.

NACMA/NACDA/NAADD/ICLA Directors' Cup Awards Luncheon

Emcee: Rece Davis, ESPN

2:30-3:30 p.m.

Marketing Super Panel: Leaders in Professional Sports

**Steve DeLay, Executive Vice-President and Chief Marketing Officer, Mandalay Baseball Properties**

**Tom Garfinkel, President and Chief Operating Officer, San Diego Padres**

**Bernie Mullin, Principal, The Aspire Group**

**Bob Wagner, Senior Vice-President/Chief Marketing Officer, Anaheim Ducks**

3:45-4:45 p.m.

NACMA Awards Presentation

4:30-7:30 p.m.

Exhibit Hours and NACMA/NACDA/NAADD/ICLA Reception

7:45-9:45 p.m.

John McLendon Awards Reception (optional/additional)

**Thursday, June 24**

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

Registration/Information

7:30 – 8:00 a.m.

NACMA Female Mentoring Meet and Greet Coffee Break

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

Collateral Corner Open

*Sponsored by row27*

- 8:00-9:00 a.m. NACDA Convention Keynote Session  
**Condoleezza Rice, Former Secretary of State**
- 9:10-10:10 a.m. ADAPT: Overcoming Adversity in Challenging Times  
Moderator: Kurt Gulbrand, Assistant Athletics Director, University of Michigan  
**Jim Abbott, Former Major League Baseball and University of Michigan Pitcher**
- 4 PROGRAMMING TRACKS – (1 Option)  
(1 “Interactive Breakout” options each track, each presented just twice = 4 room areas)
- 10:20-10:50 a.m. > Revenue Generation  
10:55-11:25 a.m. 1. Selling Sponsorships In-House at a Mid-Major Program  
**Brad Ledford, Assistant Athletics Director – Marketing and Promotions, Illinois State University**
- > Entertainment  
1. Entertaining Your Fans on the Internet: The Smashing Success of Ronnie Ron  
**David Almodova, Director of Marketing, Brigham Young University**  
**Bill Hoops, Promotions/Marketing Coordinator, Brigham Young University**
- > Management and Leadership  
1. Establishing Yourself in a Leadership Role in the First 90 Days  
**Kosha Irby, Senior Associate Athletics Director of External Operations, Georgia State University**
- > Media, PR and Communications  
1. Training Our Leaders of Tomorrow....How to Build a Successful, Sustainable Internship Program with ZERO Dollars  
**Amber Radzevich, Assistant Athletics Director, Marketing and Communications, University of New Hampshire**
- 4 PROGRAMMING TRACKS – (2 Options Each Track)  
(2 “Interactive Breakout” options each track, each presented just twice = 8 rooms)
- 11:30 a.m.-12:00 noon > Revenue Generation  
12:05-12:35 p.m. 1. Sponsorship Sales: Maximizing Revenues  
**Diane Penny, General Manager, Aztec Sports Properties**  
2. How Well do you Know Your Fan Base?  
**Emily Huddell, Vice President of Turnkey Intelligence**  
*Sponsored by Turnkey Sports and Entertainment*
- > Entertainment  
1. Bringing a Taste of Hollywood into Your Game Presentation  
**Tom Vannucci, Director of Game Presentation, Sacramento Kings**  
2. Student Spirit Groups: Starting From Scratch and Running an Established Organization  
**Brian Hicks, Assistant Athletics Director for Marketing, Xavier University**
- > Management and Leadership  
1. Managing Your Staff to Lead  
**Tim Hall, Director of Athletics, University of Missouri Kansas City**  
2. Servant Leadership  
**Martin Jarmond, Associate Athletics Director, Development, The Ohio State University**
- > Media, PR and Communications  
1. A Strategic Approach to Social Media Rather than a Sampler Platter  
**Amy Martin, Principal, Digital Royalty**  
2. FREE! FREE! FREE: How to Use Free Publicity & Save Advertising Dollars  
**Brian Bowsher, Director of Marketing, Marquette University**
- 12:45-2:15 p.m. NACMA/NACDA/NAADD/ICLA James J. Corbett Awards Luncheon  
Emcee: Carolyn Peck, ESPN
- 2:15-2:45 p.m. NACMA Board Wrap-up & 3 separate Feedback Focus Groups (5 members each)
- 2:30-5:30 p.m. NACDA Mentoring Institute
- 2:50-3:50 p.m. NACMA/ICLA Career Journey  
**Bill Battle, Founder and Chairman, Collegiate Licensing Company**  
**Mike Bohn, Director of Athletics, University of Colorado**  
**Jim Sterk, Director of Athletics, San Diego State University**

*Sponsored by Weldon, Williams and Lick, Inc.*

3:55-4:30 p.m.

Athletics Directors Breakout Sessions

**Cary Groth, Director of Athletics, University of Nevada**  
**Paul Krebs, Director of Athletics, University of New Mexico**  
**Tom Wistrucill, Director of Athletics, University of Akron**  
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**Tim Hall, Director of Athletics, University of Missouri Kansas City**  
**Mark Massari, Director of Athletics, University of California Santa Barbara**  
**Greg Warzecka, Director of Athletics, University of California Davis**  
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4:35-5:10 p.m.

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**Friday, June 25**

8:00 a.m.-3:00 p.m.

NACDA Mentoring Institute