

2012 Agenda
National Association of Collegiate Directors of Athletics
(NACDA)
47th Annual Convention
June 25-28, 2012
Hilton Anatole Hotel
Dallas, Texas

Friday, June 22

- CABMA**
10:30-11:30 am Executive Committee Meeting (Travertine – LL)
- CABMA**
12:30-6:30 pm Doug Beard Memorial Golf Tournament (Twin Wells Golf Course)
Transportation Provided by The BusBank
- ALL**
4-7 pm Registration/Information (Chantilly Ballroom Foyer – LL)
- CABMA**
6-8:30 pm Exhibit Registration (Grand Ballroom Foyer – LL)
- CABMA**
6-8:30 pm Exhibit Hall Set-Up (Grand Ballroom D-E – LL)
Host: Eric Roedl, Executive Senior Associate Athletics Director, University of Oregon
- CABMA**
7:30-8:30 pm Membership Committee Meeting (Travertine – ML)
Host: Chris Iacoi, Assistant Athletics Director – Business Operations, Boston College
- CABMA**
7:30-8:30 pm Program Committee Meeting (Wyeth – ML)
Host: Chauncey Winbush, Associate Athletics Director – Business Affairs, United States Naval Academy
- CABMA**
8:30-10 pm Welcome Social (Gossip Bar – LL)
Sponsored by Consolidated Printing, Inc.

Saturday, June 23

- ALL**
7:30 am-6 pm Registration/Information (Chantilly Ballroom Foyer – LL)
- CABMA**
8-9:30 am Welcome Breakfast and Opening Speaker (Grand Ballroom A-B – LL)
Sponsored by UPS
Speaker: Chris Del Conte, Athletics Director, Texas Christian University
- CABMA**
9:30-10 am Annual Business Meeting and Introductions (Grand Ballroom C – LL)
Host: Stacy Martin, Assistant Athletics Director – Business, Kansas State University

Saturday, June 23

- 10-10:30 am **CABMA**
Exhibitor Introductions (Grand Ballroom C – LL)
Introduction: Eric Roedl, Executive Senior Associate Athletics Director, University of Oregon
- 10:30-11:30 am **CABMA**
General Session (Grand Ballroom C – LL)
Innovative Trends in Ticketing, Marketing and Fundraising that Drive Revenues and Profitability
*Panel: Jane Kleinburger, Founder, Paciolan
Gary Styve, Client Partner, Paciolan*
- 11:30 am-12:30 pm **CABMA**
Lunch Break (**On Your Own**)
- 12:30-1:30 pm **CABMA**
General Session (Grand Ballroom C – LL)
Travel Forum – Best Practices
Speaker: Miranda Taft, Director – Sales and Marketing, Air Partner, Inc.
- 1-3 pm **CEFMA**
Officers and Board of Directors' Meeting (Cooper – LL)
- 1:30-2:30 pm **CABMA**
General Session (Grand Ballroom C – LL)
Business Office to Athletics Director
Speaker: Peter Fields, Athletics Director, Montana State University
- 2:30-3 pm **CABMA**
Coffee Break with Exhibitors (Grand Ballroom D-E – LL)
Sponsored by Miami Air International

Saturday, June 23

3-5 pm	CABMA Round Tables CFO Transition Plan (<i>Joshua Boone, Assistant Director of Business Operations, University of North Carolina</i>) Conducting an Internal Audit of Your Own Athletics Department (<i>John Grupp, Assistant Athletics Director – Business, Northeastern University</i>) Getting to the Next Step – Becoming an AD (<i>Kevin Forde, Assistant Athletics Director – Operations, University of Mary</i>) Institutional Performance: Formerly Athletic Certification (<i>Matthew Maher, Assistant Director of Academic and Membership Affairs, NCAA</i>) Recruit Entertainment Money (<i>Elizabeth Knips, Manager – Ticketing Operations and Revenue, Brown University</i>) Supervision and Performance of Employees (<i>James Gibson, Assistant Athletics Director – Business and Finance, University of Montana</i>) Travel Rewards Policies (<i>Omar Banks, Associate Athletics Director/Chief Financial Officer, University of Cincinnati</i>)	(Grand Ballroom A-B – LL)
3:15-4:15 pm	CEFMA Corporate Advisory Board Meeting	(Cooper – LL)
4-5:30 pm	NATYCAA Officers and Executive Committee Meeting	(Sapphire – LL)
4:45 pm	CEFMA Buses Depart for Networking Reception at Cowboys Stadium	(Jade Entrance – LL)
5-6 pm	CABMA Rookie Reception with Past Presidents and Committee Members <i>Sponsored by Collegiate Directories, Inc.</i> <i>Host: Chris Iacoi, Assistant Athletics Director – Business Operations, Boston College</i>	(Coral – LL)
5:30-7 pm	CEFMA Tour of Cowboys Stadium <i>Sponsored by ISS 24/7</i>	(Cowboys Stadium)
6-8 pm	NAAC Officers' Dinner	(To Be Determined)
6:30-10 pm	CABMA Dinner and Social Outing <i>Sponsored by Weldon, Williams and Lick, Inc.</i>	(House of Blues)
7-9:30 pm	CEFMA Networking Reception <i>Sponsored by Heery International, Inc.</i>	(Cowboys Stadium)

Sunday, June 24

7:30 am-6 pm	ALL Registration/Information	(Chantilly Ballroom Foyer – LL)
6:45 am	NATYCAA Bus Departs for Bear Creek Golf Club	(Jade Entrance – LL)
7:45-8:30 am	CEFMA Welcome Breakfast – Meet and Greet with Officers and Board of Directors <i>Sponsored by T&B Equipment Company</i>	(Carpenter Ballroom – LL)
8 am-2 pm	NATYCAA Golf Outing	(Bear Creek Golf Club)
8 am-5 pm	NACMA, NAADD, ICLA Collateral Corner Open <i>Sponsored by row27</i>	(Atrium Convention Registration – LL)
8:30-9:30 am	CABMA General Session The Changing Landscape: NCAA Regulatory Issues <i>Speaker: Lynn Holzman, Director of Academic and Membership Affairs, NCAA</i>	(Grand Ballroom C – LL)
8:45-10:30 am	CEFMA Convention Kickoff and Keynote Address Disney's Approach to Quality Service in Collegiate Facilities, Events and Athletics <i>Sponsored by PNC Equipment Finance</i> <i>Introduction: Andrea Williams, Associate Commissioner, Big Ten Conference, CEFMA President</i> <i>Speaker: Tom Thomson, Operations and Delivery Manager, Disney Institute</i>	(Stemmons Ballroom B – LL)
9:30-10:30 am	CABMA General Session Managing Occupational Fraud <i>Speaker: Kevin Robinson, Executive Director of Internal Audit, Auburn University</i>	(Grand Ballroom C – LL)
10-10:10 am	NCAA Division II Governance Academy (MOAA Grant Recipients Only) Welcome and Opening Remarks <i>Speaker: Clint Bryant, Athletics Director, Augusta State University</i>	(Khmer Ballroom – 3rd Floor)
10:10-10:40 am	NCAA Division II Governance Academy (MOAA Grant Recipients Only) Diversity and Inclusion <i>Speaker: Javier Cevallos, President, Kutztown University</i>	(Khmer Ballroom – 3rd Floor)

Sunday, June 24

- 10:30-11 am **CABMA**
Coffee Break with Exhibitors (Grand Ballroom D-E – LL)
Sponsored by Summit America/American Specialty Insurance
- 10:40-11:15 am **NCAA**
Division II Governance Academy (MOAA Grant Recipients Only) (Khmer Ballroom – 3rd Floor)
Overview of the NCAA Division II Governance Structure and Committee Service
Speaker: Ann Martin, Athletics Director, Regis University and Chair, NCAA Division II Management Council
- 10:45-11:45 am **CEFMA**
General Session (Stemmons Ballroom B – LL)
NCAA Championships – Event Preparation and Management
Moderator: Dawn Stewart, Athletics Director, Otterbein University
Panel: Jeff Jarnecke, Associate Director of Championship Operations, NCAA
Holly Sheilley, Assistant Director of Championship Operations, NCAA
- 11 am-12 nn **CABMA**
General Session (Grand Ballroom C – LL)
Title IX at 40: What Every Business Office Needs to Know but Many May Be Afraid to Ask
Speaker: Janet Judge, President, Sports Law Associates, LLC
- 11 am-12 nn **NAAC**
Officers and Board of Directors' Meeting with ACS Athletics (Sapphire – LL)
- 11:15-11:45 am **NCAA**
Division II Governance Academy (MOAA Grant Recipients Only) (Khmer Ballroom – 3rd Floor)
Questions and Answers
- 11:45 am-12:45 pm **NCAA**
Division II Governance Academy (MOAA Grant Recipients Only) (Khmer Ballroom – 3rd Floor)
Networking Luncheon
- 11:45 am-1 pm **CEFMA**
Luncheon (**On Your Own**)
- 12 nn-1:15 pm **CABMA**
Awards Luncheon (Grand Ballroom A-B – LL)
Sponsored by Sodexo Sports & Leisure
Host: Julie Bright, Senior Associate Athletics Director - Administration, Iowa State University
- 12 nn-1:30 pm **NAAC**
Officers and Board of Directors' Meeting/Lunch (Sapphire – LL)
- 12 nn-5 pm **NACDA, NACMA, NAADD, ICLA**
Exhibit Set-Up (Trinity Ballroom – LL)

Sunday, June 24

12 nn-5 pm	NACDA, NACMA, NAADD, ICLA Exhibit Registration	(Trinity Ballroom Foyer – LL)
12 nn-5 pm	CEFMA Table-Top Display Set-Up	(Atrium I Foyer – LL)
12:45-3 pm	NCAA Division II Governance Academy (MOAA Grant Recipients Only) Simulated Management Council Meeting	(Carpenter Ballroom – LL)
1:15-2:15 pm	CEFMA Round Table Access: Denied – Credentialing <i>Sponsored by BigSigns.com</i> <i>Moderators: Daron Jones, Event Manager, University of Wisconsin Mike Penner, Associate Athletics Director – Event Management and Facilities Scheduling, The Ohio State University</i>	(Stemmons Ballroom A – LL)
1:15-2:15 pm	CEFMA Round Table Fitting Different “Pegs” in a Round Hole – Scheduling Multi-Purpose Facilities <i>Sponsored by EMS Software</i> <i>Moderator: Greg Cooper, Assistant Athletics Director – Facilities and Event Management, St. Edward’s University</i>	(Stemmons Ballroom C – LL)
1:15-2:15 pm	CEFMA Round Table What Your DHS Protective Security Advisor Can Do For You <i>Moderators: Bill Givens, Associate Athletics Director – Operations and Championships, United States Naval Academy Tom McKavitt, Associate Athletics Director – Facilities and Maintenance, United States Naval Academy</i>	(Stemmons Ballroom D – LL)
1:30-2:30 pm	CABMA General Session Challenges of a New Athletics Director <i>Speaker: Whit Babcock, Athletics Director, University of Cincinnati</i>	(Grand Ballroom C – LL)
1:40-2:30 pm	NAAC Advancement and Development Committee Meeting	(Malta – ML)
1:40-2:30 pm	NAAC Communications Committee Meeting	(Ming – ML)
1:40-2:30 pm	NAAC Convention Committee Meeting	(Milan – ML)
1:40-2:30 pm	NAAC Division II Committee Meeting	(Manchester – ML)
1:40-2:30 pm	NAAC Education Committee Meeting	(Madrid – ML)

Sunday, June 24

1:40-2:30 pm	NAAC Legislation and Governance Committee Meeting	(Lalique – ML)
1:40-2:30 pm	NAAC Membership and Awards Committee Meeting	(Obelisk A – ML)
1:40-2:30 pm	NAAC Reasonable Standards Committee Meeting	(Obelisk B – ML)
2:25-3:25 pm	CEFMA Round Table Access: Denied – Credentialing	(Stemmons Ballroom A – LL)
	<i>Sponsored by BigSigns.com</i>	
	<i>Moderators: Daron Jones, Event Manager, University of Wisconsin Mike Penner, Associate Athletics Director – Event Management and Facilities Scheduling, The Ohio State University</i>	
2:25-3:25 pm	CEFMA Round Table Fitting Different “Pegs” in a Round Hole – Scheduling Multi-Purpose Facilities	(Stemmons Ballroom C – LL)
	<i>Sponsored by EMS Software</i>	
	<i>Moderator: Greg Cooper, Assistant Athletics Director – Facilities and Event Management, St. Edward’s University</i>	
2:25-3:25 pm	CEFMA Round Table What Your DHS Protective Security Advisor Can Do For You	(Stemmons Ballroom D – LL)
	<i>Moderators: Bill Givens, Associate Athletics Director – Operations and Championships, United States Naval Academy Tom McKavitt, Associate Athletics Director – Facilities and Maintenance, United States Naval Academy</i>	
2:30-3 pm	CABMA Coffee Break with Exhibitors	(Grand Ballroom D-E – LL)
	<i>Sponsored by Anthony Travel</i>	
2:30-4:30 pm	NAADD Officers and Executive Committee Meeting	(Rosetta – ML)
2:40-3:50 pm	NAAC Officers and Board of Directors’ Meeting	(Sapphire – LL)
3-4 pm	NAIA NACMA Advisory Board Meeting	(Steuben – ML)

Sunday, June 24

3-5 pm	<p>CABMA Round Tables (Grand Ballroom A-B – LL) Best Practices – Financial Document Development (<i>Kathleen McNeely, Chief Financial Officer, NCAA</i>)</p> <p>“Coaching the Coaches” (<i>Stephen Anthony, Associate Athletics Director – Business Services, Valparaiso University</i>)</p> <p>Compliance Issues (<i>James Gibson, Assistant Athletics Director – Business and Finance, University of Montana</i>)</p> <p>Relationship Management with the University Business Office (<i>Barbara Dearing, Associate Athletics Director – Business Operations/Senior Woman Administrator, Portland State University</i>)</p> <p>Travel Contracts and Sponsorships (<i>Jeff Pritsker, Assistant Athletics Director – Business, Portland State University</i>)</p> <p>Utilizing Paciolan Web Reporting for Revenue Projects and Reconciliations (<i>Jared Benko, Athletics Business Manager, University of Arkansas</i>)</p>
3:35-4:35 pm	<p>CEFMA Round Table (Stemmons Ballroom A – LL) Access: Denied – Credentialing</p> <p><i>Sponsored by BigSigns.com</i></p> <p><i>Moderators: Daron Jones, Event Manager, University of Wisconsin</i> <i>Mike Penner, Associate Athletics Director – Event Management and Facilities Scheduling, The Ohio State University</i></p>
3:35-4:35 pm	<p>CEFMA Round Table (Stemmons Ballroom C – LL) Fitting Different “Pegs” in a Round Hole – Scheduling Multi-Purpose Facilities</p> <p><i>Sponsored by EMS Software</i></p> <p><i>Moderator: Greg Cooper, Assistant Athletics Director – Facilities and Event Management, St. Edward’s University</i></p>
3:35-4:35 pm	<p>CEFMA Round Table (Stemmons Ballroom D – LL) What Your DHS Protective Security Advisor Can Do For You</p> <p><i>Moderators: Bill Givens, Associate Athletics Director – Operations and Championships, United States Naval Academy</i> <i>Tom McKavitt, Associate Athletics Director – Facilities and Maintenance, United States Naval Academy</i></p>

Sunday, June 24

3:45-3:55 pm	MOAA Opening Remarks <i>Speaker: Stan Johnson, Executive Director, MOAA</i>	(Khmer Ballroom – 3 rd Floor)
3:55-5 pm	MOAA General Session Microphones and Microscopes – How the Media Portrays Minorities in Athletics <i>Moderator: Floyd Kerr, Athletics Director, Morgan State University</i> <i>Panel: Shon Gables, Anchor/Reporter, WFAA- TV Dallas</i> <i>Calvin Watkins, ESPNDallas.com</i> <i>Tony Wyllie, Senior Vice President – Communications, Washington Redskins</i>	(Khmer Ballroom – 3 rd Floor)
4-4:50 pm	NAAC Keynote Session <i>Sponsored by ACS Athletics</i> <i>Moderator: Kate Hickey, Senior Associate Athletics Director/Senior Woman Administrator, Rutgers University, NAAC President</i> <i>Panel: Britton Banowsky, Commissioner, Conference USA, NCAA Committee on Infractions Chair</i> <i>Kevin Lennon, Vice President of Academic and Membership Affairs, NCAA</i>	(Chantilly Ballroom West – LL)
4-5 pm	NAIA National Administrative Council Executive Committee Meeting	(Travertine – ML)
4-5:30 pm	FCS ADA Football Coaches' Executive Committee Meeting	(Edelweiss – ML)
4:30-5 pm	NACDA Officers, Executive Committee and Past Presidents' Meeting	(Topaz – LL)
4:30-5:30 pm	NAADD Diversity Initiative Program Winners' Orientation Meeting	(Rosetta – ML)
5-6:15 pm	NAAC General Session The New NCAA Enforcement <i>Sponsored by Ice Miller LLP</i> <i>Moderator: Christian Spears, Senior Associate Athletics Director, Northern Illinois University</i> <i>Panel: Rachel Newman Baker, Managing Director of Enforcement – Development and Investigation, NCAA</i> <i>William Benjamin, Director of Enforcement – Football, NCAA</i> <i>LuAnn Humphrey, Director of Enforcement – Basketball, NCAA</i> <i>Julie Roe Lach, Vice President of Enforcement, NCAA</i>	(Chantilly Ballroom West – LL)

Sunday, June 24

5-6:30 pm	MOAA Reception <i>Sponsored by 360 Architecture</i>	(Khmer Ballroom – 3 rd Floor)
5-6:30 pm	CEFMA Networking Reception and Partner Tradeshow	(Atrium I Foyer – LL)
5-7 pm	NACMA Officers and Board of Directors' Meeting	(Madrid – ML)
5:30 pm	NACDA Buses Depart for Cowboys Stadium (NACDA Officers, Executive Committee, Past Presidents and Sponsors Only)	(Jade Entrance – LL)
5:30 pm	NATYCAA Bus Departs for Sonny Bryan's Smokehouse	(Jade Entrance – LL)
5:30-10:30 pm	NAIA National Administrative Council Meeting	(Obelisk A&B – ML)
6-7 pm	NAADD Fundamentals of Athletics Development Reception (Registered Attendees Only) <i>Sponsored by 360 Architecture</i>	(Chantilly Ballroom East – LL)
6-8 pm	NATYCAA Reception <i>Sponsored by Southern Bleacher Company</i>	(Sonny Bryan's Smokehouse)
6-9 pm	NACDA Officers, Executive Committee, Past Presidents and Sponsors' Reception and Dinner <i>Sponsored by AT&T Cotton Bowl Classic</i>	(Cowboys Stadium)
6:30-7:30 pm	NAAC Networking Reception <i>Sponsored by JumpForward</i>	(Chantilly Ballroom West – LL)
6:30-8:30 pm	CABMA Past Presidents' Dinner with Executive Committee <i>Transportation Provided by The BusBank</i>	(Perry's Steakhouse)
7-8:30 pm	NAADD Officers, Executive Committee, Conference Representatives, Past Presidents and Sponsors' Reception (Invitation Only)	(De La Salle – LL)
7-9 pm	NACMA Social Function -- Officers, Board of Directors, Past Presidents, Sponsors and Conference Representatives' Social Reception Included (Invitation Only)	(Wedgwood Ballroom and Foyer – LL)
7-9 pm	MOAA Officers and Board of Directors' Dinner	(To Be Determined)

Monday, June 25

7:30 am-6 pm	ALL Registration/Information	(Chantilly Ballroom Foyer – LL)
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Monday, June 25

7:45-8:15 am	NACMA Basic Training Continental Breakfast/Meet and Greet (Registered Attendees Only)	(Monet Ballroom – ML)
7:45-8:15 am	MOAA Continental Breakfast/Coffee Break <i>Sponsored by J.E. Dunn Construction</i>	(Khmer Ballroom – 3 rd Floor)
7:45-9:15 am	ICLA Board of Directors' Meeting	(Ming – ML)
8-8:15 am	NATYCAA President's Welcome Celebrating 25 Years of Student Academic and Athletics Success <i>Sponsored by BigSigns.com, Daktronics, Inc., GameTapeXchange, My Sports Dreams, Southern Bleacher Company, Summit America Insurance Services and UPS</i> <i>Speaker: Gary Broadhurst, Associate Dean of Athletics and Physical Education, Mohawk Valley Community College, NATYCAA President</i>	(De La Salle – LL)
8-8:45 am	CABMA Lottery Breakfast <i>Sponsored by Paciolan</i>	(Grand Ballroom A-B – LL)
8-9 am	NAADD Fundamentals of Athletics Development Mentoring Breakfast (Registered Attendees Only) <i>Sponsored by 360 Architecture</i>	(Chantilly Ballroom East – LL)
8-10:30 am	CEFMA General Session Storm Crowd: Planning, Preparedness and Multi-Agency Coordination for Severe Weather Threats to Sports Events <i>Sponsored by Contemporary Services Corporation</i> <i>Moderators: Dane Dodd, Corporate National Trainer, Contemporary Services Corporation Harold Hansen, Director of Life Safety and Security, IAVM April Messerly, Director of Athletics Facilities/Operations, West Virginia University</i>	(Stemmons Ballroom B – LL)
8 am-12 nn	NAIA Awards and Statistics Committee Meeting	(Rosetta – ML)
8 am-12 nn	NAIA Championships Committee Meeting	(Steuben – ML)
8 am-12 nn	NAIA Rules and Ratings Committee Meeting	(Travertine – ML)

Monday, June 25

8 am-2 pm	NACDA, NACMA, NAADD, ICLA Exhibit Hall Set-Up	(Trinity Ballroom – LL)
8 am-2 pm	NACDA, NACMA, NAADD, ICLA Exhibit Registration	(Trinity Ballroom Foyer – LL)
8 am-5 pm	NACMA, NAADD, ICLA Collateral Corner Open <i>Sponsored by row27</i>	(Atrium Convention Registration – LL)
8:15-8:30 am	NACMA Basic Training (Registered Attendees Only) Welcome From Our NACMA President, Introduction of Board Members and Past Presidents <i>Speaker: Jamie DiLoreto, Associate Athletics Director – External Operations, Boston College, NACMA President</i>	(Monet Ballroom – ML)
8:15-9 am	NATYCAA Keynote Address A National Perspective on Student-Athletes and the Opportunities Provided Through Technology <i>Sponsored by BigSigns.com, Daktronics, Inc., GameTapeXchange, My Sports Dreams, Southern Bleacher Company, Summit America Insurance Services and UPS</i> <i>Introduction: Jim Forkum, Athletics Director, Santa Rosa Junior College</i> <i>Speaker: Pamela Quinn, Provost – Le Croy Center, Dallas Community College District</i>	(De La Salle – LL)
8:25-8:40 am	MOAA State of the Association <i>Speaker: Sean Frazier, Deputy Athletics Director, University of Wisconsin, MOAA President</i>	(Khmer Ballroom – 3 rd Floor)
8:30-8:55 am	NACMA Basic Training (Registered Attendees Only) Mentoring and Mentorship <i>Moderator: Mary Pink, Associate Athletics Director – Marketing, Iowa State University</i> <i>Panel: Sam Bishop-Green, Director of Marketing and Fan Experience, University of California Berkeley</i> <i>Trip Durham, President, 2D Consulting</i> <i>Tracie Hitz, Chief Marketing Officer, Old Hat Creative</i> <i>Amber Lilyestrom, Associate Athletics Director – Marketing and Communications, University of New Hampshire</i>	(Monet Ballroom – ML)
8:30-9:15 am	NAAC Continental Breakfast <i>Sponsored by ACS Athletics</i>	(Chantilly Ballroom West – LL)
8:30-9:30 am	NACDA Investment Committee Meeting	(Atrium Lobby)

Monday, June 25

- CABMA**
8:45-9:30 am Exhibitor Awards Presentation (Grand Ballroom A-B – LL)
Host: Eric Roedl, Executive Senior Associate Athletics Director, University of Oregon
- MOAA**
8:50-9:50 am General Session (Khmer Ballroom – 3rd Floor)
What's Going On? – Presidential Perspectives on Current Issues in College Athletics
Moderator: Bernard Franklin, Executive Vice President – Membership and Student-Athlete Affairs and Chief Inclusion Officer, NCAA
Panel: Wilson Bradshaw, President, Florida Gulf Coast University
Dan Jones, President, Texas A&M University Commerce
- NACMA**
8:55-9:15 am Basic Training (Registered Attendees Only) (Monet Ballroom – ML)
Social Media and Developing the Brand of YOU
Moderator: Kurt Esser, Associate Athletics Director – External Affairs, University of New Mexico
Panel: Christie Anderson, Assistant Athletics Director – Marketing and Promotions, University of Montana
Eric Nichols, Director of Marketing, University of South Carolina
Mary Pink, Associate Athletics Director – Marketing, Iowa State University
Ayo Taylor Dixon, Assistant Athletics Director – Marketing and Revenue Development, University of South Florida
- NAIA**
9 am-12 nn Experience and Enhancement Committee Meeting (Wyeth – ML)
- NAADD**
9:05-9:20 am Fundamentals of Athletics Development (Registered Attendees Only) (Chantilly Ballroom East – LL)
Welcome and Philosophy of NAADD
Sponsored by 360 Architecture
Speaker: Whit Babcock, Athletics Director, University of Cincinnati, NAADD President
- NATYCAA**
9:15-10:30 am General Session (De La Salle – LL)
Athletes and Aspiration: The Influence of Sports on Student-Athletes Attending Community Colleges
Sponsored by BigSigns.com, Daktronics, Inc., GameTapeXchange, My Sports Dreams, Southern Bleacher Company, Summit America Insurance Services and UPS
Introduction: Doug Spiwak, Athletics Director, Harper College
Speaker: Ashley Knight, Dean of Student Affairs, William Rainey Harper College

Monday, June 25

- NACMA**
9:25-9:45 am Basic Training (Registered Attendees Only) (Monet Ballroom – ML)
Networking Best Practices
- Moderator: Trip Durham, President, 2D Consulting*
Panel: Jeff Bain, Athletics Director, Martin Methodist College
Eric Buskirk, Senior Associate Athletics Director – External Relations, University of California Riverside
Kurt Esser, Associate Athletics Director – External Affairs, University of New Mexico
Brian Hicks, Assistant Athletics Director – Marketing, Xavier University
- NAADD**
9:25-9:55 am Fundamentals of Athletics Development (Registered Attendees Only) (Chantilly Ballroom East – LL)
What's Athletics Development? – The Nuts and Bolts
- Sponsored by 360 Architecture*
- Introduction: Whit Babcock, Athletics Director, University of Cincinnati, NAADD President*
Speaker: Doug Smith, Executive Associate Athletics Director - Development, Baylor University
- NAAC**
9:30-10:20 am Breakout Session (Topaz – LL)
Delivering Bad News & Building Relationships Before Bad News Happens
- Sponsored by Ice Miller LLP*
- Panel: Erika Austin, Assistant Athletics Director – Compliance, Middle Tennessee State University*
Tricia Turley Brandenburg, Senior Associate Athletics Director – Compliance and Student Services, Ohio University
- NAAC**
9:30-10:20 am Breakout Session (Sapphire – LL)
Making an Impact with Campus Partnership
- Sponsored by Lightfoot, Franklin and White LLC*
- Panel: Lindsey Hicks, Assistant Athletics Director – Compliance and Student Services, Northern Illinois University*
Kiera Miller, Compliance Coordinator, Northern Illinois University
Christian Spears, Senior Associate Athletics Director, Northern Illinois University

Monday, June 25

- NAAC**
9:30-10:20 am Breakout Session (Governors Lecture Hall – LL)
What's Your Set Up? Structures and Reporting Lines in Compliance
Sponsored by Bluechip Athletic Solutions
Panel: Jenny Bellomy, Director of NCAA Compliance - Monitoring, Boise State University
Shoshanna Engel, Assistant Provost for Student-Athlete Compliance, Tulane University
Loretta Lamar, Associate Athletics Director – Compliance and Senior Woman Administrator, United States Naval Academy
Lori Smith, Assistant Athletics Director, University of Texas
- NAAC**
9:30-10:20 am Breakout Session (Emerald – LL)
“What I Wish I Would Have Known Back Then...” Making the Move from Director to Senior Administration
Sponsored by The Compliance Group
Panel: Kyle Brennan, Associate Athletics Director – Compliance, University of Utah
Julie Cromer, Senior Associate Athletics Director – Compliance and Senior Woman Administrator, Indiana University
Joey D'Antonio, Senior Associate Commissioner, Big East Conference
Shondell Reed, Senior Associate Athletics Director – Internal and External Operations, Colgate University
Wendy Taylor May, Senior Associate Athletics Director and Senior Woman Administrator, University of California San Diego
- CABMA**
9:30-10:30 am General Session (Grand Ballroom C – LL)
Expect the Unexpected
Speaker: Jim O'Day, Former Athletics Director, University of Montana
- NACMA**
9:45-10:45 am Basic Training (Registered Attendees Only) (Monet Ballroom – ML)
Networking Sessions
- NAADD**
10-10:45 am Fundamentals of Athletics Development (Registered Attendees Only) (Chantilly Ballroom East – LL)
Annual Giving
Sponsored by 360 Architecture
Moderator: Doug Smith, Executive Associate Athletics Director – Development, Baylor University
Panel: Doug Knuth, Senior Associate Athletics Director – External Relations, University of Utah
Zack Lassiter, Senior Associate Athletics Director – External Operations, University of Central Florida

Monday, June 25

- 10-11:30 pm **Northwestern Mutual Life**
Focus Group Meeting (Coral – LL)
- 10:05-10:50 am **MOAA**
Breakout Session (Batik A&B – ML)
Staying Competitive and Relevant in an Ever-
Changing Industry
*Moderator: Peter Roby, Athletics Director,
Northeastern University*
- 10:05-10:50 am **MOAA**
Breakout Session (Cardinal A&B – ML)
Update My Status – Managing and Regulating
Social Media
*Moderator: Janet Judge, President, Sports Law
Associates LLC*
- 10:05-10:50 am **MOAA**
Breakout Session (Dardanelles – ML)
Who am I and Why Should I Know You? –
Networking and Mentoring
*Moderator: Patti Phillips, Chief Executive Officer,
NACWAA*
- 10:30-11:20 am **NAAC**
Breakout Session (Governors Lecture Hall –
LL)
Division II Transfer Regulations and Certification
Process
Sponsored by ACS Athletics
*Moderator: Wendy Taylor May, Senior Associate
Athletics Director and Senior Woman
Administrator, University of California San
Diego*
- 10:30-11:20 am **NAAC**
Breakout Session (Topaz – LL)
Effective Booster Education
Sponsored by Varsity Monitor
*Panel: Andrew Donovan, Director of Compliance
– Education and Communication, Louisiana
State University*
*Katreshia Louis-Verrett, Associate
Athletics Director – Compliance, North
Carolina A&T State University*
*Tom Mitchell, Compliance Director, Purdue
University*

Monday, June 25

- NAAC**
10:30-11:20 am Breakout Session (Emerald – LL)
“What I Wish I Would Have Known Back Then...” Making the Move from Assistant to Director

Sponsored by The Compliance Group

Panel: Blake Barlow, Director – Risk Management and Compliance Services, University of Texas
Jim Curry, Assistant Athletics Director, Florida State University
Lindsey McDonnell, Assistant Athletics Director – Compliance Services, Towson University
Ike Ukaegbu, Director of NCAA Compliance – Rules Education, Boise State University
Courtney Vinson, Assistant Athletics Director – Compliance, University of Central Florida
- CABMA**
10:30 am-12 nn Keynote Session (Grand Ballroom C – LL)
Do You Know “WHO’S” On Your Team?: Stop Networking, Start Connecting

Speaker: Bob Beaudine, Chief Executive Officer, Eastman & Beaudine
- CEFMA**
10:40-11:40 am Round Table (Stemmons Ballroom A – LL)
It Is Not What You Know, But Who...The Campus Relationship Business

Sponsored by Daktronics, Inc.

Moderator: Doug Zipp, Associate Athletics Director – Facilities, Kenyon College
- CEFMA**
10:40-11:40 am Round Table (Stemmons Ballroom C – LL)
Staff Training and Customer Service

Sponsored by GameDay Consulting

Moderator: Tim O’Connell, Senior Associate Athletics Director, University of Dayton
- NACMA**
10:45-11:05 am Basic Training (Registered Attendees Only) (Monet Ballroom – ML)
The Job Search

Moderator: Leslie Wurzberger, Vice President – Event Services, Anthony Travel, Inc.
Panel: Greg Herring, Director of Marketing and Assistant Visiting Professor, York College of Pennsylvania
Becky Parke, Director – Marketing and Communications, Arizona State University
John Phillips, Associate Athletics Director, Embry-Riddle Aeronautical University

Monday, June 25

- NATYCAA**
10:45-11:45 am General Session (De La Salle – LL)
An Academic Progress Report Tool – The California Model

Sponsored by BigSigns.com, Daktronics, Inc., GameTapeXchange, My Sports Dreams, Southern Bleacher Company, Summit America Insurance Services and UPS

Introduction: Jim Forkum, Athletics Director, Santa Rosa Junior College
Speaker: Carlyle Carter, Executive Director, California Commission on Athletics
- NAADD**
10:50-11:35 am Fundamentals of Athletics Development (Chantilly Ballroom East – LL)
(Registered Attendees Only)
Making the Ask

Sponsored by 360 Architecture

Introduction: Doug Knuth, Senior Associate Athletics Director – External Relations, University of Utah
Speaker: Bill Ring, Director of Leadership Gifts, Boston University
- MOAA**
11-11:45 am Breakout Session (Batik A&B – ML)
Staying Competitive and Relevant in an Ever-Changing Industry

Moderator: Peter Roby, Athletics Director, Northeastern University
- MOAA**
11-11:45 am Breakout Session (Cardinal A&B – ML)
Update My Status – Managing and Regulating Social Media

Moderator: Janet Judge, President, Sports Law Associates LLC
- MOAA**
11-11:45 am Breakout Session (Dardanelles – ML)
Who am I and Why Should I Know You? – Networking and Mentoring

Moderator: Patti Phillips, Chief Executive Officer, NACWAA
- NACMA**
11:05-11:25 am Basic Training (Registered Attendees Only) (Monet Ballroom – ML)
I Have the Job, Now What?

Moderator: Dennis Kalina, Senior Associate Athletics Director, Binghamton University
Panel: Megan Allen, Assistant Athletics Director – External Operations and Senior Woman Administrator, Texas A&M University Corpus Christi
Matt Beckman, Assistant Athletics Director – Marketing, Boise State University
Craig Pintens, Senior Associate Athletics Director – Marketing and Public Relations, University of Oregon

Monday, June 25

11:25-11:45 am	NACMA Basic Training (Registered Attendees Only) \$1,000 Idea <i>Moderator: Amber Lilyestrom, Associate Athletics Director – Marketing and Communications, University of New Hampshire</i> <i>Panel: Meaghan Brooks, Director of Group Sales and Fan Development, University of Oklahoma</i> <i>Nicole Imbrogno, Assistant Director of Marketing and Promotions, Duquesne University</i> <i>Sarah Laha, Graduate Assistant, Kansas State University</i>	(Monet Ballroom – ML)
11:30 am-12:30 pm	ICLA Business Lunch and Awards Presentations <i>Sponsored by Signature Announcements</i>	(Wedgwood Foyer – LL)
11:30 am-12:45 pm	NAAC Awards' Presentations Luncheon <i>Sponsored by ACS Athletics</i>	(Chantilly Ballroom West – LL)
11:30 am-1 pm	FCS ADA and Football Coaches Luncheon and Scholarships' Presentation <i>Sponsored by UPS</i>	(Morocco – ML)
11:40 am-12:55 pm	NAADD Fundamentals of Athletics Development (Registered Attendees Only) Mentoring Luncheon <i>Sponsored by 360 Architecture</i>	(Chantilly Ballroom East – LL)
11:45 am-12:35 pm	NACMA Mentor Luncheon (Registered Basic Training Attendees Only)	(Metropolitan Ballroom – ML)
11:50 am-12:50 pm	CEFMA Round Table It Is Not What You Know, But Who...The Campus Relationship Business <i>Sponsored by Daktronics, Inc.</i> <i>Moderator: Doug Zipp, Associate Athletics Director – Facilities, Kenyon College</i>	(Stemmons Ballroom A – LL)
11:50 am-12:50 pm	CEFMA Round Table Staff Training and Customer Service <i>Sponsored by GameDay Consulting</i> <i>Moderator: Tim O'Connell, Senior Associate Athletics Director, University of Dayton</i>	(Stemmons Ballroom C – LL)
12 nn-12:15 pm	CABMA Closing Remarks <i>Speaker: Stacy Martin, Assistant Athletics Director – Business, Kansas State University, CABMA President</i>	(Grand Ballroom C – LL)

Monday, June 25

- MOAA**
12 nn-1:15 pm Luncheon and Keynote Speaker (Khmer Ballroom – 3rd Floor)
Sponsored by NCAA
Introduction: Mario Moccia, Athletics Director, Southern Illinois University
Featured Speaker: Guy Troupe, Former Senior Director of Player and Employee Development, NFL and President/Chief Executive Officer, Troupe21 & Associates, LLC
- NATYCAA**
12 nn-2:30 pm Awards Luncheon (Coronado A – LL)
Sponsored by BigSigns.com, Daktronics, Inc., GameTapeXchange, My Sports Dreams, Southern Bleacher Company, Summit America Insurance Services and UPS
Moderator: Gary Broadhurst, Associate Dean of Athletics and Physical Education, Mohawk Valley Community College, NATYCAA President
Featured Speaker: Jay Miller, Executive Vice President, Texas Rangers Enterprises, Customer Service and Sales
- NACDA**
12:30-1 pm Executive Finance-Management Committee Meeting (Coral – LL)
- CABMA**
12:30-3 pm Executive Committee Meeting (Peridot – ML)
- CABMA**
12:30-4 pm CABMA Exhibit Hall Tear Down (Grand Ballroom D-E – LL)
- NACMA**
12:45-1:15 pm Convention Kickoff (Grand Ballroom A-B – LL)
Speaker: Jamie DiLoreto, Associate Athletics Director – External Operations, Boston College, NACMA President
- ICLA**
12:50-1 pm Meet a Licensing Director and a Licensee (Wedgwood Ballroom – LL)
- CEFMA**
1 pm Buses Depart for Off-Site Tours (TCU/ University of Texas Dallas) – Box Lunch Available on Buses (Jade Entrance – LL)
Sponsored by Carolina Green Corporation

Monday, June 25

1-1:40 pm	NAADD Fundamentals of Athletics Development (Registered Attendees Only) Stewardship Opportunities <i>Sponsored by 360 Architecture</i> <i>Moderator: Bill Ring, Director of Leadership Gifts, Boston University</i> <i>Panel: Julie Hall, Associate Athletics Director, University of California Riverside</i> <i>Josh Rebholz, Associate Athletics Director – Development, UCLA</i> <i>Scarlett Schmidt, Associate Athletics Director and Senior Executive Director of Athletics Development, George Washington University</i>	(Chantilly Ballroom East – LL)
1-2 pm	ICLA General Session What's Hot – Emerging Trends <i>Moderator: David Wilson, Licensing Director, Purdue University</i> <i>Panel: Cathy Grove, Vice President – Licensing and Marketing, Action Custom Sportswear- Hurley</i> <i>Glenn Rice, Director of Licensing and College Sales, Ping Apparel</i>	(Wedgwood Ballroom – LL)
1-2:20 pm	NAAC General Session Presidential Working Group Implementation and Future Initiatives <i>Sponsored by Bluechip Athletic Solutions</i> <i>Moderator: Amy Folan, Executive Senior Associate Athletics Director, University of Texas</i> <i>Panel: Walter Harrison, President, University of Hartford</i> <i>Kevin Lennon, Vice President of Academic and Membership Affairs, NCAA</i> <i>Noreen Morris, Commissioner, Northeast Conference</i> <i>Julie Roe Lach, Vice President of Enforcement, NCAA</i> <i>David Williams, Vice Chancellor for University Affairs and Athletics, Vanderbilt University</i>	(Chantilly Ballroom West – LL)
1-2:30 pm	NACDA Finance-Management Committee Meeting	(Coral – LL)

Monday, June 25

1-4 pm	<p>FCS ADA General Session Updates on DI Certification Program, the FCS Working Group, Deregulation and Branding Initiative</p> <p><i>Sponsored by Borden Perlman Insurance Agency</i></p> <p><i>Moderator: Marilyn McNeil, Athletics Director, Monmouth University, FCS ADA President</i> <i>Panel: Troy Arthur, Director of Diversity and Inclusion, NCAA</i> <i>Tom Burnett, Commissioner, Southland Conference</i> <i>Jeff Jacobs, Founder, Relish</i> <i>Moose Koegel, Athletics Director, Jacksonville State University</i> <i>Kevin Lennon, Vice President of Academic and Membership Affairs, NCAA</i> <i>David Lovell, Associate Director of Championships and Alliances – Presentation, NCAA</i> <i>William Meehan, President, Jacksonville State University</i></p>	(Miro – ML)
1-6 pm	<p>Lone Star Conference Directors of Compliance Meeting</p>	(Lalique – ML)
1:15-2 pm	<p>NACMA Keynote Session Remarkable Service</p> <p><i>Introduction: Kurt Esser, Associate Athletics Director – External Affairs, University of New Mexico</i> <i>Speakers: Jim and John Garcia, Owners, Hospitotally</i></p>	(Grand Ballroom A-B – LL)
1:25-2:25 pm	<p>MOAA General Session The Four Cornerstones of Career Advancement</p> <p><i>Moderator: Paula Jackson, MOAA Board Member</i> <i>Panel: Betsy Alden, President, Alden and Associates</i> <i>Andi Seger, Senior Associate, Alden and Associates</i></p>	(Khmer Ballroom – 3 rd Floor)
1:30-2 pm	<p>NCAA Champions Forum Registration</p>	(Stemmons Ballroom Foyer – LL)
1:30-3:30 pm	<p>DII ADA Officers and Board of Directors' Meeting</p>	(Madrid – ML)

Monday, June 25

1:45-2:30 pm	NAADD Fundamentals of Athletics Development (Registered Attendees Only) Past Presidents Question and Answer Panel <i>Sponsored by 360 Architecture</i> <i>Moderator: Jim Senter, Associate Athletics Director, University of Colorado</i> <i>Panel: Matt Donovan, Senior Associate Athletics Director – Development, University of Indianapolis</i> <i>Tim McMurray, Associate Athletics Director – Development and External Affairs, Southern Methodist University</i> <i>Marija Pientka, Associate Athletics Director, University of Wisconsin</i> <i>Bobby Purcell, Executive Director – Wolfpack Club, North Carolina State University</i>	(Chantilly Ballroom East – LL)
1:45-5 pm	NCAA Champions Forum	(Stemmons Ballroom C – LL)
2-3 pm	CEFMA Athletics Facilities Tour <i>Host: Ross Bailey, Associate Athletics Director – Operations, Texas Christian University</i>	(Texas Christian University)
2-4 pm	NAIA Awards and Statistics Committee Meeting	(Rosetta – ML)
2-4 pm	NAIA Championships Committee Meeting	(Steuben – ML)
2-4 pm	NAIA Rules and Ratings Committee Meeting	(Travertine – ML)
2-4 pm	NAIA Experience and Enhancement Committee Meeting	(Wyeth – ML)
2:15-3:15 pm	NACMA Female Administrators Panel <i>Moderator: Trip Durham, President, 2D Consulting</i> <i>Panel: Renee Baumgartner, Deputy Athletics Director and Chief of Staff, Syracuse University</i> <i>Carrie Blankenship, Assistant Athletics Director – Marketing and Sponsor Services, University of Maryland</i> <i>Jody Mooradian, Senior Associate Athletics Director and Senior Woman Administrator, Boston College</i> <i>Lisa Pearson, Director of Marketing, University of Iowa</i> <i>Corrie Sears, Assistant Athletics Director – Marketing, Virginia Commonwealth University</i>	(Monet Ballroom – ML)

Monday, June 25

- 2:15-3:15 pm **NACMA/ICLA**
General Session (Grand Ballroom A-B – LL)
41 Years of LUV – The Southwest Airlines Story
Introduction: John Phillips, Associate Athletics Director, Embry-Riddle Aeronautical University
Speaker: Dave Ridley, Senior Vice President, Chief Marketing Officer, Southwest Airlines
- 2:30-3:50 pm **NAAC**
General Session (Chantilly Ballroom West – LL)
Monitoring External Influences: Agents, Tutors, Mentors and Boosters
Sponsored by ScoutForce LLC
Moderator: Kate Hickey, Senior Associate Athletics Director and Senior Woman Administrator, Rutgers University, NAAC President
Panel: Brian Battle, Senior Associate Athletics Director – Internal Operations, University of North Carolina Greensboro
William King, Partner, Lightfoot, Franklin & White, LLC
Oronde Taliaferro, Former Assistant Men's Basketball Coach, University of Oklahoma
Steve Webb, Executive Director of Athletics Compliance, Arizona State University
- 2:30-4 pm **Sports Management Institute**
Reception (Milan – ML)
- 2:35-3:20 pm **NAADD**
Fundamentals of Athletics Development (Registered Attendees Only) (Chantilly Ballroom East – LL)
Career Development/Career Advice
Sponsored by 360 Architecture
Moderator: Marija Pientka, Associate Athletics Director, University of Wisconsin
Panel: Davis Babb, Associate Athletics Director – Development, Texas Christian University
Whit Babcock, Athletics Director, University of Cincinnati
Will Broussard, Athletics Director, Southern University
Aaron Leetch, Athletics Director, Whitworth University
- 2:35-3:35 pm **MOAA**
Open Forum (Khmer Ballroom – 3rd Floor)
Moderators: Sharon Beverly, Director of Athletics and Physical Education, Vassar College
Clint Bryant, Athletics Director, Augusta State University
Sean Frazier, Deputy Athletics Director, University of Wisconsin, MOAA President
- 2:45-3:15 pm **NATYCAA**
Corporate Sponsors' Recognition (De La Salle – LL)
Moderator: Ron Case, Athletics Director, Gloucester County College

Monday, June 25

3-4 pm	I-AAA ADA Officers and Executive Committee Meeting	(De Soto – LL)
3:15-4:45 pm	NATYCAA General Membership Business Meeting	(De La Salle – LL)
	<i>Sponsored by BigSigns.com, Daktronics, Inc., GameTapeXchange, My Sports Dreams, Southern Bleacher Company, Summit America Insurance Services and UPS</i>	
	<i>Moderator: Gary Broadhurst, Associate Dean of Athletics and Physical Education, Mohawk Valley Community College, NATYCAA President</i>	
3:20-3:30 pm	NAADD Fundamentals of Athletics Development (Registered Attendees Only) Evaluation Session and Prize Drawings	(Chantilly Ballroom East – LL)
	<i>Sponsored by 360 Architecture</i>	
3:30-4:15 pm	ICLA Speed Networking Session	(Wedgwood Ballroom – LL)
3:30-4:30 pm	NACMA/NAADD Joint Attendee Mixer and Networking Reception	(Grand Ballroom C – LL)
3:30-4:45 pm	DII ADA Membership Reception	(Metropolitan Ballroom – ML)
	<i>Sponsored by Borden Perlman Insurance Agency</i>	
3:35-3:45 pm	MOAA Closing Remarks	(Khmer Ballroom – 3 rd Floor)
	<i>Speaker: Stan Johnson, Executive Director, MOAA</i>	
3:45-4:45 pm	CEFMA Athletics Facilities Tour	(University of Texas Dallas)
	<i>Host: Bill Pettit, Associate Athletics Director – External Relations, University of Texas Dallas</i>	
4-4:30 pm	NCAA Division II Governance Academy (MOAA Grant Recipients Only) Leadership	(Khmer Ballroom – 3rd Floor)
	<i>Speaker: Bernard Franklin, Executive Vice President – Membership and Student-Athlete Affairs and Chief Inclusion Officer, NCAA</i>	
4-6 pm	McLendon Pipeline Meeting	(Manchester – ML)
4-8:30 pm	NACDA, NACMA, NAADD, ICLA Opening Reception and Exhibit Hall Open	(Trinity Ballroom – LL)
	<i>Sponsored by Jostens, Inc. and Mutual of Omaha</i>	

Monday, June 25

- NAAC**
4:10-5 pm Breakout Session (Topaz – LL)
Delivering Bad News & Building Relationships
Before Bad News Happens

Sponsored by Ice Miller LLP

*Panel: Erika Austin, Assistant Athletics Director
– Compliance, Middle Tennessee State
University
Tricia Turley Brandenburg, Senior
Associate Athletics Director – Compliance and
Student Services, Ohio University*
- NAAC**
4:10-5 pm Breakout Session (Emerald – LL)
“What I Wish I Would Have Known Back
Then...” Making the Move from Assistant to
Director

Sponsored by The Compliance Group

*Panel: Blake Barlow, Director – Risk
Management and Compliance Services,
University of Texas
Jim Curry, Assistant Athletics Director, Florida
State University
Lindsey McDonnell, Assistant Athletics Director
– Compliance Services, Towson University
Ike Ukaegbu, Director of NCAA Compliance –
Rules Education, Boise State University
Courtney Vinson, Assistant Athletics Director –
Compliance, University of Central Florida*
- NAAC**
4:10-5 pm Breakout Session (Governors Lecture Hall –
LL)
What’s Your Set Up? Structures and Reporting
Lines in Compliance

Sponsored by Bluechip Athletic Solutions

*Panel: Jenny Bellomy, Director of NCAA
Compliance - Monitoring, Boise State
University
Shoshanna Engel, Assistant Provost for
Student-Athlete Compliance, Tulane University
Loretta Lamar, Associate Athletics Director –
Compliance and Senior Woman
Administrator, United States Naval Academy
Lori Smith, Assistant Athletics Director,
University of Texas*
- NCAA**
4:30-5 pm Division II Governance Academy (MOAA Grant (Khmer Ballroom – 3rd
Recipients Only) Floor)
Debrief and Takeaways
- NCAA**
4:30-5 pm Pathway Program (Stemmons Ballroom A –
LL)
- NCAA**
5-6:15 pm Pathway Program and Champions Forum Dinner (Carpenter Ballroom – LL)

Monday, June 25

5:10-6 pm **NAAC**
Breakout Session (Governors Lecture Hall – LL)
Division II Advanced Progress-Toward-Degree
(PTD) Certification

Sponsored by ACS Athletics

*Panel: Laura Clayton, Assistant Athletics
Director – Compliance, University of West
Georgia
Kathy Heitzman, Associate Athletics Director,
Bloomsburg University*

5:10-6 pm **NAAC**
Breakout Session (Topaz – LL)
Effective Booster Education

Sponsored by Varsity Monitor

*Panel: Andrew Donovan, Director of Compliance
– Education and Communication, Louisiana
State University
Katreshia Louis-Verrett, Associate
Athletics Director – Compliance, North
Carolina A&T State University
Tom Mitchell, Compliance Director, Purdue
University*

5:10-6 pm **NAAC**
Breakout Session (Sapphire – LL)
Making an Impact with Campus Partnership

Sponsored by Lightfoot, Franklin and White LLC

*Panel: Lindsey Hicks, Assistant Athletics
Director – Compliance and Student Services,
Northern Illinois University
Kiera Miller, Compliance Coordinator, Northern
Illinois University
Christian Spears, Senior Associate Athletics
Director, Northern Illinois University*

5:10-6 pm **NAAC**
Breakout Session (Emerald – LL)
“What I Wish I Would Have Known Back
Then...” Making the Move from Director to
Senior Administration

Sponsored by The Compliance Group

*Panel: Kyle Brennan, Associate Athletics
Director – Compliance, University of Utah
Julie Cromer, Senior Associate Athletics
Director – Compliance and Senior Woman
Administrator, Indiana University
Joey D’Antonio, Senior Associate
Commissioner, Big East Conference
Shondell Reed, Senior Associate Athletics
Director – Internal and External Operations,
Colgate University
Wendy Taylor May, Senior Associate Athletics
Director and Senior Woman Administrator,
University of California San Diego*

5:30-6:30 pm **NAIA**
National Administrative Council Executive (Steuben – ML)
Committee Meeting

Monday, June 25

6-7:30 pm	NCAA Champions Forum	(Stemmons Ballroom C – LL)
6:30-8:30 pm	NAAC New Member and New Compliance Professional Networking Dinner	(Iron Cactus – Off Property)
	<i>Sponsored by JumpForward</i>	
6:30-10 pm	NAIA National Administrative Council Meeting	(Rosetta – ML)
7:30-9 pm	CEFMA Officers and Board of Directors' Dinner	(To Be Determined)
7:30-9 pm	NCAA Champions Forum Reception	(Miro Ballroom – ML)

Tuesday, June 26

6 am	NACDA, NACMA, NAADD, ICLA 2 Mile Fun Run	(Hilton Anatole Sculpture Park – LL)
7-7:30 am	NCAA Champions Forum Breakfast	(Stemmons Ballroom A – LL)
7:30-8 am	NACDA Learfield Sports Directors' Cup Committee Meeting	(Coral – LL)
7:30 am-6 pm	ALL Registration/Information	(Chantilly Ballroom Foyer – LL)
7:45 am-12 nn	NCAA Champions Forum	(Stemmons Ballroom B – LL)
7:45 am-12 nn	NCAA Champions Forum	(Stemmons Ballroom C – LL)
8-8:30 am	NCAA Pathway Program Breakfast	(Stemmons Ballroom A – LL)
8-9 am	NACDA, NACMA, NAADD, ICLA Featured Speaker No Loser Talk	(Chantilly Ballroom West – LL)
	<i>Introduction: Dan Guerrero, Athletics Director, UCLA, NACDA President</i>	
	<i>Speaker: Kevin Plank, Founder, President, CEO and Chairman of the Board, Under Armour</i>	
8 am-12:30 pm	NCAA Two-Year Relations Committee Meeting	(Ming – ML)
8 am-5 pm	NACMA, NAADD, ICLA Collateral Corner Open	(Atrium Convention Registration – LL)
	<i>Sponsored by row27</i>	
8:45-11:45 am	NCAA Pathway Program	(Stemmons Ballroom A – LL)

Tuesday, June 26

- NAADD**
9-9:45 am General Session (Grand Ballroom D-E – LL)
What an (this) AD Needs From the Development Team: An Athletics Director's Perspective
Introduction: Stephen Ponder, Senior Associate Athletics Director, Arizona State University
Speaker: Jeff Long, Vice Chancellor – Athletics Director, University of Arkansas
- ICLA**
9-9:45 am General Session (Wedgwood Ballroom – LL)
Bridging the Gap Between Licensing and Athletics Sponsorship
Moderator: David Wilson, Licensing Director, Purdue University
Panel: Renata Hays, Director of Licensing, University of Oklahoma
Cassidy Moore, Vice President – Marketing and Licensing, Original Retro Brand
Jason Parks, Owner, Metro Shoe Warehouse
- CAIDA**
9-10 am Planning Committee Meeting (Opal – LL)
- Division II**
9:10-10:40 am Breakout Session (Metropolitan Ballroom – ML)
Update on Review of Division II Academic Requirements
Moderator: Jenn Fraser, Academic and Membership Affairs, NCAA
Panel: Greg Bamberger, Athletics Director, Kutztown University
Linda Van Drie Andrzejewski, Athletics Director, Wilmington University
- Junior/Community College/NATYCAA**
9:15-10 am Breakout Session (De La Salle – LL)
Historical Aspects of College Athletics...Where We Were 25 Years Ago
Moderator: Gary Broadhurst, Associate Dean of Athletics and Physical Education, Mohawk Valley Community College, NATYCAA President
Panel: Art Becker, Athletics Director, Scottsdale Community College
Bob Bottger, Athletics Director – Retired, St. Louis Community College Meramec
Ron Case, Athletics Director, Gloucester County College
Vin Cullen, Athletics Director – Retired, Rhode Island Community College
- Division III**
9:15-10:30 am Breakout Session (Morocco – ML)
Who's Really on First? – Examining the Complex Issue of Sexual Orientation and Diversity
Introduction: Al Bean, Athletics Director, University of Southern Maine
Speaker: Dave Pallone, Former Major League Umpire

Tuesday, June 26

- 9:15-10:45 am **NACMA**
General Session (Grand Ballroom A-B – LL)
Marketing Super Panel: Leaders in Professional Sports

Moderator: Craig Pintens, Senior Associate Athletics Director – Marketing and Public Relations, University of Oregon
Panel: Mike Alford, Senior Director of Corporate Partnerships and Sales, Dallas Cowboys
Brian Byrnes, Senior Vice President – Sales and Marketing, Oklahoma City Thunder
Becky Kimbro, Vice President – Marketing, Texas Rangers Baseball Club
Kelly Weller, Vice President of Marketing, Communications and Strategic Planning, FC Dallas
- 9-15-11:15 am **NACDA**
Division I Town Hall Meeting (**Division I AD's Only**) – NCAA Presidential Retreat Update: 11 Months on the Job – Are the Working Groups Making Progress? (Chantilly Ballroom West – LL)

Moderator: Kevin Lennon, Vice President of Academic and Membership Affairs, NCAA
Panel: Amy Folan, Executive Senior Associate Athletics Director, University of Texas
Walter Harrison, President, University of Hartford
Ann Millner, President, Weber State University
Noreen Morris, Commissioner, Northeast Conference
David Williams, Vice Chancellor for University Affairs and Athletics, Vanderbilt University
- 10-10:30 am **ICLA**
General Session (Wedgwood Ballroom – LL)
Fair Labor Association Update

Moderator: David Wilson, Licensing Director, Purdue University
Panel: Yu-Lan Duggan, University Program Associate, Fair Labor Association
Craig Westemeier, Assistant Athletics Director – Trademarks and Licensing, University of Texas
- 10-11 am **NAADD**
General Session (Grand Ballroom D-E – LL)
Views of Fundraising from Entry Level to the AD's Chair

Sponsored by Pursuant Sports

Introduction: Kay Hargrave, Senior Associate Athletics Director – Development, Auburn University
Speaker: Chris Del Conte, Athletics Director, Texas Christian University
- 10 am-12 nn **MOAA**
Board of Directors' Meeting (Coral – LL)

Tuesday, June 26

- 10:15-11:15 am **Junior/Community College/NATYCAA** (De La Salle – LL)
Breakout Session
Utilizing Proper Nutrition to Enhance Athletic Recovery

Introduction: John Scarpino, Athletics Director, Seminole State College of Florida
Speaker: Ben Lerner, Founder, Maximized Living, Inc.
- 10:45-11:30 am **ICLA** (Wedgwood Ballroom – LL)
General Session
How to Make a Big Impact on Game Day – Local Fan Shops vs. Large Retailers

Moderator: Renata Hays, Director of Licensing, University of Oklahoma
Panel: Scott Boyles, Owner, Gameday Cloth
Jana Mathena, Owner, Gameday Cloth
Stephen Spiegelberg, Owner, Student Union
- 10:45 am-12 nn **Division III** (Morocco – ML)
Breakout Session
Social Media and the Student-Athlete

Introduction: Al Bean, Athletics Director, University of Southern Maine
Speaker: Janet Judge, President, Sports Law Associates LLC
- 10:45 am-12:15 pm **Division II** (Metropolitan Ballroom – ML)
Breakout Session
Division II Town Hall Discussion: “Are We Providing Access to and Administration of the Best Championship Experience Possible?”

Moderator: Fran Reidy, Athletics Director, Saint Leo University
- 11 am-12:15 pm **NACMA** (Grand Ballroom A-B – LL)
General Session
Senior Staff External Relations Panel

Sponsored by Weldon, Williams and Lick, Inc.

Moderator: Eric Nichols, Assistant Athletics Director – Marketing, University of South Carolina
Panel: Vicky Chun, Senior Associate Athletics Director and Senior Woman Administrator, Colgate University
Justin Doherty, Associate Athletics Director – External Relations, University of Wisconsin
Scott Kull, Associate Athletics Director – External Operations, Texas Christian University
Alan Thomas, Associate Athletics Director – External Operations, University of Georgia

Tuesday, June 26

- 11 am-12:15 pm **NACWAA**
General Session (Khmer Ballroom – 3rd
Challenges and Opportunities of Discontinuing Floor)
Varsity Sports

Moderator: Amanda Braun, Executive Senior Associate Athletics Director, Northeastern University
Panel: Kevin Anderson, Athletics Director, University of Maryland
Sandy Barbour, Athletics Director, University of California Berkeley
Julie Soriero, Department Head/Athletics Director, Massachusetts Institute of Technology
- 11 am-4 pm **NACDA, NACMA, NAADD, ICLA**
Luncheon Head Table Meeting Rooms (Governors Lecture Hall –
Gathering – LL)
(Senators Lecture Hall –
Photo – LL)
- 11:10 am-12:10 pm **NAADD**
Open Forum (Obelisk A&B – ML)
Division I BCS Institutional Development

Moderators: Jennifer Colley, Assistant Athletics Director – Development, University of Texas
Allen Greene, Assistant Athletics Director – Development and Priority Seating, University of Mississippi
- 11:10 am-12:10 pm **NAADD**
Open Forum (Rosetta – ML)
Division I Non-BCS Institutional Development

Moderators: Dermot Coll, Associate Athletics Director – External Relations, United States Air Force Academy
Jim Harris, Senior Associate Athletics Director and Executive Director of Athletics Development, Ohio University
- 11:10 am-12:10 pm **NAADD**
Open Forum (Steuben – ML)
Division I Non-Football Institutional Development
Development

Moderators: David Benedict, Executive Associate Athletics Director, Virginia Commonwealth University
Jennifer Montgomery, Director – Development for Athletics, George Mason University
- 11:10 am-12:10 pm **NAADD**
Open Forum (Travertine – ML)
Football Championship Subdivision Institutional Development
Development

Moderators: Mark Benson, Associate Athletics Director – Development, Old Dominion University
Greg Sundberg, Executive Director – Grizzly Scholarship Association, University of Montana

Tuesday, June 26

- 11:10 am-12:10 pm **NAADD**
Open Forum (Wyeth – ML)
Non-Division I Institutional Development

*Moderators: Jane Baum, Athletics Development Director, Lindenwood University
Paul Cantrell, Varsity Club Coordinator/Athletics Development Officer, Salisbury University*
- 11:30 am-12:30 pm **Junior/Community College/NATYCAA**
Breakout Session (De La Salle – LL)
Enhancing Your Online Presence Through Video-Streaming

*Introduction: Gary Broadhurst, Associate Dean of Athletics and Physical Education, Mohawk Valley Community College, NATYCAA President
Speaker: Mark Krug, Assistant Executive Director – Sports Information and Media Relations, NJCAA*
- 11:45 am-12:30 pm **ICLA**
General Session (Wedgwood Ballroom – LL)
Creating Incremental Business Using Vintage Marks

*Moderator: Cassidy Moore, Vice President – Marketing and Licensing, Original Retro Brand
Panel: Robin Cooper, Assistant Director of Licensing and Trademarks, Indiana University
Bob D'Amelio, Assistant Athletics Director – Sports Marketing, Media Relations and Licensing, Western Michigan University
Marc Donabella, Associate Athletics Director – Marketing and Licensing Specialist, Syracuse University*
- 12 nn-1:30 pm **NCAA**
Pathway Program and Champions Forum Lunch (Carpenter Ballroom – LL)

Tuesday, June 26

- 12:45-2:15 pm **NACDA, NACMA, NAADD, ICLA**
Learfield Sports Directors' Cup Awards Luncheon (Chantilly Ballroom East – LL)
Presented by Ticketmaster
- Video Presentation Provided by Daktronics Creative Services*
- Intercollegiate Highlights Video Provided by Sports Video Group*
- Emcee: Emily Jones, Fox Sports Southwest*
- Presentation of Affiliate Association Awards*
- Presentation of the Michael J. Cleary Merit of Honor Award*
Presenter: Joan Cronan, Women's Athletics Director, University of Tennessee
Recipient: Pat Summitt, Women's Basketball Head Coach Emeritus, University of Tennessee
- McLendon Scholarship Awards' Video*
- Presentation of the 2012 NACDA Hall of Fame Respondent: Nelson Bobb, Athletics Director – Retired, University of North Carolina Greensboro*
- Presentation of Learfield Sports Directors' Cup Trophies*
- 1-6:30 pm **NCAA**
Champions Forum (Stemmons Ballroom C – LL)
- 2-5 pm **NCAA**
Pathway Program (Stemmons Ballroom A – LL)
- 2:15-4 pm **CAIDA**
Meet and Greet Reception (Emerald – LL)
- 2:30-3:05 pm **NACMA/ICLA**
Programming Track (Batik A&B – ML)
Entertainment – Space Optimization
- Moderator: Clint Musslewhite, Director – Entertainment and Promotions, Round Rock Express*
- 2:30-3:05 pm **NACMA/ICLA**
Programming Track (Cardinal A&B – ML)
Entertainment – Working with Your Rights Holder to Create a Win/Win Environment for Fans and Sponsors
- Sponsored by Odds on Promotions*
- Moderators: Sam Bishop-Green, Director of Marketing and Fan Experience, University of California Berkeley*
Linda Thomson, Sports Promotions Specialist, Odds on Promotions

Tuesday, June 26

- 2:30-3:05 pm **NACMA/ICLA**
Programming Track (Dardanelles – ML)
Management and Leadership – Managing Expectations from the Marketing Department at All Levels of an Athletics Department
Moderator: Ron Goch, Assistant Athletics Director – Marketing and Promotions, Weber State University
- 2:30-3:05 pm **NACMA/ICLA**
Programming Track (Edelweiss – ML)
Management and Leadership – Managing Your Coaches and Their Expectations
Moderator: Teri Pierce, Associate Athletics Director – Marketing, University of Texas
- 2:30-3:05 pm **NACMA/ICLA**
Programming Track (Fleur-De-Lis A&B – ML)
Media, PR and Communications – Align Your Organization to Better Manage Social Media
Sponsored by Paciolan
Moderators: Sundeep Dhillon, Social Media Manager, University of California Berkeley
Ryan Pensy, Assistant Athletics Director – Digital Media, Florida State University
Craig Pintens, Senior Associate Athletics Director – Marketing and Public Relations, University of Oregon
Craig Ricks, Vice President of Marketing, Paciolan
- 2:30-3:05 pm **NACMA/ICLA**
Programming Track (Inverness – ML)
Media, PR and Communications – Operation Hat Trick: Create a New Revenue Stream, Make a Difference and Engage Your Fans
Moderators: Amber Lilyestrom, Associate Athletics Director – Marketing and Communications, University of New Hampshire
Dot Sheehan, Senior Associate Athletics Director – External Relations, University of New Hampshire
- 2:30-3:05 pm **NACMA/ICLA**
Programming Track (Lalique – ML)
Revenue Generation – Drive Revenue with Facebook and Twitter
Moderator: Mike Minyard, Director of Marketing and Ticket Sales, Oral Roberts University
- 2:30-3:05 pm **NACMA/ICLA**
Programming Track (Madrid – ML)
Revenue Generation – Leads, Leads, Leads – How and Where to Generate New Ticket Leads
Moderator: Adam Tschuor, Director of Ticket Sales, Ball State University

Tuesday, June 26

NAADD
2:30-3:10 pm Round Table – Session I (Obelisk A&B – ML)
Career Progression (Journey, Planning and
Interviewing)

*Moderator: Dan O’Dowd, Associate Athletics
Director/Executive Director, University of
Louisiana Monroe*

NAADD
2:30-3:10 pm Round Table – Session I (Peridot – ML)
Educating & Engaging Students/Young Alumni

*Moderator: Lee De Leon, Associate Athletics
Director – Development, University of New
Mexico*

NAADD
2:30-3:10 pm Round Table – Session I (Rosetta – ML)
Leveraging Technology to Maximize Online
Donations

Sponsored by Paciolan

*Moderators: Deana Itow, Client Partner,
Paciolan
Brian Powell, Director of the Annual Fund –
Duke Club, James Madison University*

NAADD
2:30-3:10 pm Round Table – Session I (Steuben – ML)
Non-Transactional Development

*Moderator: Bill Brady, Senior Associate Athletics
Director – External Affairs, Long Beach State
University*

NAADD
2:30-3:10 pm Round Table – Session I (Travertine – ML)
Reseating, Seat Equity, Seating Improvement
Plans...What is the Best Strategy and
Approach?

*Moderator: Dirk Katstra, Executive Director of
the Virginia Athletics Foundation/Associate
Athletics Director – External Affairs, University
of Virginia*

NAADD
2:30-3:10 pm Round Table – Session I (Wyeth – ML)
Structure of External Staff and Roles

*Moderators: Blake James, Senior Associate
Athletics Director – External Operations,
University of Miami
Cooper Jones, Senior Associate Athletics
Director – Development, University of North
Texas*

NAIA
2:30-3:30 pm Breakout Session (Miro – ML)
Evaluating the NAIA Letter of Intent

*Moderator: Dennis Green, Manager of
Championship Sports, NAIA
Panel: Barry Brandt, Athletics Director,
Northwestern College
Matt Hanson, Director of Legislative Services,
NAIA*

Tuesday, June 26

- 2:30-3:30 pm **Junior/Community College/NATYCAA**
Breakout Session (De La Salle – LL)
Tips for Success, Survival and Handling Stress

Moderator: Ron Case, Athletics Director, Gloucester County College
Panel: Bill Byrne, Athletics Director, Texas A&M University
Lee McElroy, Athletics Director, University at Albany
Randy Spetman, Athletics Director, Florida State University
- 2:30-4 pm **Division II ADA**
Membership Meeting (Metropolitan Ballroom – ML)

Moderator: Greg Waggoner, Athletics Director, Western State College of Colorado, DII ADA President
Panel: Pat O'Brien, President, West Texas A&M University and Chair, NCAA Division II Presidents Council
Mike Racy, Vice President for Division II, NCAA
- 2:30-4:30 pm **I-AAA ADA**
Membership Meeting (De Soto – LL)
- 2:30-4:30 pm **Southland Conference**
Marketing Meeting (Manchester – ML)
- 2:30-5 pm **NCAA**
Two-Year Relations Committee Meeting (Ming – ML)
- 3-4 pm **Springfield College**
Alumni Social (Sapphire – LL)
- 3-4:30 pm **NCAA**
Division II Female AD's Reception (Topaz – LL)
- 3:15-3:50 pm **NACMA/ICLA**
Programming Track (Batik A&B – ML)
Entertainment – Space Optimization

Moderator: Clint Musslewhite, Director – Entertainment and Promotions, Round Rock Express
- 3:15-3:50 pm **NACMA/ICLA**
Programming Track (Cardinal A&B – ML)
Entertainment – Working with Your Rights Holder to Create a Win/Win Environment for Fans and Sponsors

Sponsored by Odds on Promotions

Moderators: Sam Bishop-Green, Director of Marketing and Fan Experience, University of California Berkeley
Linda Thomson, Sports Promotions Specialist, Odds on Promotions

Tuesday, June 26

- 3:15-3:50 pm **NACMA/ICLA**
Programming Track (Dardanelles – ML)
Management and Leadership – Managing Expectations from the Marketing Department at All Levels of an Athletics Department
Moderator: Ron Goch, Assistant Athletics Director – Marketing and Promotions, Weber State University
- 3:15-3:50 pm **NACMA/ICLA**
Programming Track (Edelweiss – ML)
Management and Leadership – Managing Your Coaches and Their Expectations
Moderator: Teri Pierce, Associate Athletics Director – Marketing, University of Texas
- 3:15-3:50 pm **NACMA/ICLA**
Programming Track (Fleur-De-Lis A&B – ML)
Media, PR and Communications – Align Your Organization to Better Manage Social Media
Sponsored by Paciolan
*Moderators: Sundeep Dhillon, Social Media Manager, University of California Berkeley
Andy Lempart, Director of Digital Marketing, University of California Berkeley
Ryan Pency, Assistant Athletics Director – Digital Media, Florida State University
Craig Pintens, Senior Associate Athletics Director – Marketing and Public Relations, University of Oregon
Craig Ricks, Vice President of Marketing, Paciolan*
- 3:15-3:50 pm **NACMA/ICLA**
Programming Track (Inverness – ML)
Media, PR and Communications – Operation Hat Trick: Create a New Revenue Stream, Make a Difference and Engage Your Fans
*Moderators: Amber Lilyestrom, Associate Athletics Director – Marketing and Communications, University of New Hampshire
Dot Sheehan, Senior Associate Athletics Director – External Relations, University of New Hampshire*
- 3:15-3:50 pm **NACMA/ICLA**
Programming Track (Lalique – ML)
Revenue Generation – Drive Revenue with Facebook and Twitter
Moderator: Mike Minyard, Director of Marketing and Ticket Sales, Oral Roberts University
- 3:15-3:50 pm **NACMA/ICLA**
Programming Track (Madrid – ML)
Revenue Generation – Leads, Leads, Leads – How and Where to Generate New Ticket Leads
Moderator: Adam Tschuor, Director of Ticket Sales, Ball State University

Tuesday, June 26

- NAADD**
3:15-3:55 pm Round Table – Session II (Obelisk A&B – ML)
Career Progression (Journey, Planning and Interviewing)
Moderator: Dan O’Dowd, Associate Athletics Director/Executive Director, University of Louisiana Monroe
- NAADD**
3:15-3:55 pm Round Table – Session II (Peridot – ML)
Educating & Engaging Students/Young Alumni
Moderator: Lee De Leon, Associate Athletics Director – Development, University of New Mexico
- NAADD**
3:15-3:55 pm Round Table – Session II (Rosetta – ML)
Leveraging Technology to Maximize Online Donations
Sponsored by Paciolan
Moderators: Deana Itow, Client Partner, Paciolan
Brian Powell, Director of the Annual Fund – Duke Club, James Madison University
- NAADD**
3:15-3:55 pm Round Table – Session II (Steuben – ML)
Non-Transactional Development
Moderator: Bill Brady, Senior Associate Athletics Director – External Affairs, Long Beach State University
- NAADD**
3:15-3:55 pm Round Table – Session II (Travertine – ML)
Reseating, Seat Equity, Seating Improvement Plans...What is the Best Strategy and Approach?
Moderator: Dirk Katstra, Executive Director of the Virginia Athletics Foundation/Associate Athletics Director – External Affairs, University of Virginia
- NAADD**
3:15-3:55 pm Round Table – Session II (Wyeth – ML)
Structure of External Staff and Roles
Moderators: Blake James, Senior Associate Athletics Director – External Operations, University of Miami
Cooper Jones, Senior Associate Athletics Director – Development, University of North Texas
- NAIA**
3:30-5:30 pm Business Meeting and Reception (Miro – ML)

Tuesday, June 26

- Junior/Community College/NATYCAA**
3:45-4:30 pm Round Table Discussion (De La Salle – LL)
Group Think Exercise: Who Has a Problem...Who Has a Solution?
Moderator: Gary Broadhurst, Associate Dean of Athletics and Physical Education, Mohawk Valley Community College, NATYCAA President
- NAADD**
4-4:40 pm Round Table – Session III (Obelisk A&B – ML)
Career Progression (Journey, Planning and Interviewing)
Moderator: Dan O’Dowd, Associate Athletics Director/Executive Director, University of Louisiana Monroe
- NAADD**
4-4:40 pm Round Table – Session III (Peridot – ML)
Educating & Engaging Students/Young Alumni
Moderator: Lee De Leon, Associate Athletics Director – Development, University of New Mexico
- NAADD**
4-4:40 pm Round Table – Session III (Rosetta – ML)
Leveraging Technology to Maximize Online Donations
Sponsored by Paciolan
Moderators: Deana Itow, Client Partner, Paciolan
Brian Powell, Director of the Annual Fund – Duke Club, James Madison University
- NAADD**
4-4:40 pm Round Table – Session III (Steuben – ML)
Non-Transactional Development
Moderator: Bill Brady, Senior Associate Athletics Director – External Affairs, Long Beach State University
- NAADD**
4-4:40 pm Round Table – Session III (Travertine – ML)
Reseating, Seat Equity, Seating Improvement Plans...What is the Best Strategy and Approach?
Moderator: Dirk Katstra, Executive Director of the Virginia Athletics Foundation/Associate Athletics Director – External Affairs, University of Virginia
- NAADD**
4-4:40 pm Round Table – Session III (Wyeth – ML)
Structure of External Staff and Roles
Moderators: Blake James, Senior Associate Athletics Director – External Operations, University of Miami
Cooper Jones, Senior Associate Athletics Director – Development, University of North Texas

Tuesday, June 26

4-4:50 pm	NACMA Awards' Presentation	(Grand Ballroom A-B – LL)
4-7:30 pm	NACDA, NACMA, NAADD, ICLA Reception and Exhibit Hall Open <i>Sponsored by Balfour, Licensing Resource Group and Strategic Marketing Affiliates</i>	(Trinity Ballroom – LL)
4:45-5 pm	Junior/Community College/NATYCAA President's Closing Remarks <i>Speaker: Gary Broadhurst, Associate Dean of Athletics and Physical Education, Mohawk Valley Community College, NATYCAA President</i>	(De La Salle – LL)
5-6 pm	NATYCAA Officers and Executive Committee Meeting	(Coral – LL)
6:30-9 pm	NCAA Champions Forum Reception and Dinner	(Monet Ballroom – ML)
7:30 pm-Midnight	NACDA, NACMA, NAADD, ICLA Exhibit Hall Tear Down	(Trinity Ballroom – LL)
7:45-10 pm	NACDA, NACMA, NAADD, ICLA Wounded Warrior Salute Concert <i>Presented by Daktronics, Inc.</i>	(Hilton Anatole Sculpture Park – LL)

Wednesday, June 27

7:30-8 am	NCAA Champions Forum Breakfast	(Stemmons Ballroom C – LL)
7:30 am-12:30 pm	NCAA Search Firm Summit	(Carpenter Ballroom – LL)
7:30 am-6 pm	ALL Registration/Information	(Chantilly Ballroom Foyer – LL)
8-9 am	NACDA, NACMA, NAADD, ICLA Featured Session The State of Intercollegiate Athletics in Today's Ever-Changing Environment <i>Presented by New Era Pinstripe Bowl</i> <i>Moderator: Steve Wieberg, USA Today</i> <i>Panel: Taylor Branch, Pulitzer Prize Author and Public Speaker</i> <i>Warde Manuel, Athletics Director, University of Connecticut</i> <i>Marilyn McNeil, Athletics Director, Monmouth University</i> <i>Tim Selgo, Athletics Director, Grand Valley State University</i>	(Chantilly Ballroom West – LL)
8 am-1:30 pm	NCAA Champions Forum	(Stemmons Ballroom A-B – LL)

Wednesday, June 27

- 8 am-5 pm **NACMA, NAADD, ICLA**
Collateral Corner Open (Atrium Convention
Registration – LL)
Sponsored by row27
- 8 am-5 pm **NACDA, NACMA, NAADD, ICLA**
Exhibit Hall Tear Down (Trinity Ballroom – LL)
- 9-10:30 am **NACDA**
General Session (Chantilly Ballroom West –
LL)
Disney's Approach to Leadership Excellence
and Its Role in Collegiate Athletics
*Introduction: Kevin Anderson, Athletics Director,
University of Maryland*
*Speaker: Tom Thomson, Delivery and
Operations Manager, Disney Institute*
- 9:15-10 am **NAADD**
General Session (Grand Ballroom D-E – LL)
Keys to Getting Former Players Involved on
Your Campus
*Introduction: Stephen Ponder, Senior Associate
Athletics Director, Arizona State University*
*Speaker: Darren Woodson, Football Analyst,
ESPN*
- 9:15-10 am **ICLA**
General Session (Wedgwood Ballroom –
LL)
Utilizing Online Stores
*Moderator: Jim McCollough, Vice President –
Sales, J. America Sportswear*
*Panel: Charlie Brodt, Executive Vice President –
Retail, LIDS Sports Group*
*John DeWaal, Director of Marketing, LIDS
Sports Group*
*Bob O'Keefe, Vice President Business
Development, Team Fan Shop*
- 9:15-11:15 am **Division II**
Breakout Session (**Invitation Only**) (Metropolitan Ballroom –
ML)
How to Prepare for the Next Step
*Introduction: Greg Waggoner, Athletics Director,
Western State College of Colorado, DII ADA
President*
*Speaker: Dan Parker, President, Parker
Executive Search*
- 9:20-10 am **NACMA**
Programming Track (Batik A&B – ML)
Entertainment – Get on Your Feet! How to Get
Your Student Section Actively Engaged in Your
Games
*Moderator: Kali Hofer, Event Marketing
Coordinator, University of Notre Dame*
- 9:20-10 am **NACMA**
Programming Track (Cardinal A&B – ML)
Entertainment – Midnight Madness: Best
Practices
*Moderator: Mike Money, Director of Marketing,
Clemson University*

Wednesday, June 27

- 9:20-10 am **NACMA**
Programming Track (Dardanelles – ML)
Management and Leadership – Earning the Right to Be Heard

Moderator: Tim Hall, Athletics Director, University of Missouri Kansas City
- 9:20-10 am **NACMA**
Programming Track (Edelweiss – ML)
Management and Leadership – NCAA Football Activation: Enhancing Game Day Through Branded Programs

Sponsored by NCAA Football

*Moderators: Tiffany Greco, Manager, NCAA Football
Bret Krift, Account Executive – National Sales at IMG College and Marketing Coordinator, NCAA Football at IMG College
Nick Williams, Associate Athletics Director – Marketing, Central Michigan University*
- 9:20-10 am **NACMA**
Programming Track (Fleur-De-Lis A&B – ML)
Media, PR and Communications – Best of NACMA: #Hail State – How a Hashtag Rebranded Mississippi State's Battle Cry

*Moderators: John Cade, Assistant Athletics Director – Media and Public Relations, Mississippi State University
Joe Galbraith, Assistant Athletics Director – Media Relations, Mississippi State University
Chad Thomas, Assistant Athletics Director – Marketing, Mississippi State University*
- 9:20-10 am **NACMA**
Programming Track (Inverness – ML)
Media, PR and Communications – Department Staff and Social Media Policies: Who is Breaking Your News?

Moderator: Ronnie Ramos, Managing Director of Digital Communications, NCAA
- 9:20-10 am **NACMA**
Programming Track (Lalique – ML)
Revenue Generation – Driving Consumer Activity Thru Reward Programs

Sponsored by row27

Moderator: Jason Cole, Co-Founder, row27
- 9:20-10 am **NACMA**
Programming Track (Madrid – ML)
Revenue Generation – Kids Club's – Growing Up So Fast

Moderator: Lauren Taylor, Assistant Marketing Director, Louisiana State University

Wednesday, June 27

- 10:10-10:50 am **NACMA**
Programming Track (Batik A&B – ML)
Entertainment – Get on Your Feet! How to Get Your Student Section Actively Engaged in Your Games
Moderator: Kali Hofer, Event Marketing Coordinator, University of Notre Dame
- 10:10-10:50 am **NACMA**
Programming Track (Cardinal A&B – ML)
Entertainment – Midnight Madness: Best Practices
Moderator: Mike Money, Director of Marketing, Clemson University
- 10:10-10:50 am **NACMA**
Programming Track (Dardanelles – ML)
Management and Leadership – Earning the Right to Be Heard
Moderator: Tim Hall, Athletics Director, University of Missouri Kansas City
- 10:10-10:50 am **NACMA**
Programming Track (Edelweiss – ML)
Management and Leadership – NCAA Football Activation: Enhancing Game Day Through Branded Programs
Sponsored by NCAA Football
Moderators: Tiffany Greco, Manager, NCAA Football
Bret Krift, Account Executive – National Sales at IMG College and Marketing Coordinator, NCAA Football at IMG College
Nick Williams, Associate Athletics Director – Marketing, Central Michigan University
- 10:10-10:50 am **NACMA**
Programming Track (Fleur-De-Lis A&B – ML)
Media, PR and Communications – Best of NACMA: #Hail State – How a Hashtag Rebranded Mississippi State's Battle Cry
Moderators: John Cade, Assistant Athletics Director – Media and Public Relations, Mississippi State University
Joe Galbraith, Assistant Athletics Director – Media Relations, Mississippi State University
Chad Thomas, Assistant Athletics Director – Marketing, Mississippi State University
- 10:10-10:50 am **NACMA**
Programming Track (Inverness – ML)
Media, PR and Communications – Department Staff and Social Media Policies: Who is Breaking Your News?
Moderator: Ronnie Ramos, Managing Director of Digital Communications, NCAA

Wednesday, June 27

- 10:10-10:50 am **NACMA**
Programming Track (Lalique – ML)
Revenue Generation – Driving Consumer Activity Thru Reward Programs

Sponsored by row27 Studios

Moderator: Jason Cole, Co-Founder, row27 Studios
- 10:10-10:50 am **NACMA**
Programming Track (Madrid – ML)
Revenue Generation – Kids Club's – Growing Up So Fast

Moderator: Lauren Taylor, Assistant Marketing Director, Louisiana State University
- 10:10-10:50 am **NAADD**
Round Table – Session IV (Obelisk A&B – ML)
Arm's Race, Donor Bombs and Mid-Level Magic: How to Develop a Comprehensive Fund Raising Strategy for Your Athletics Department

Sponsored by Pursuant Sports

*Moderators: Gary Cole, Executive Vice President – Consulting, Pursuant Sports
Jason Mitchell, Senior Vice President, Pursuant Sports*
- 10:10-10:50 am **NAADD**
Round Table – Session IV (Peridot – ML)
Dual Reports to Athletics and Central Development

Moderator: Steve Novak, Assistant Athletics Director – Athletic Development, Boston College
- 10:10-10:50 am **NAADD**
Round Table – Session IV (Rosetta – ML)
Major Gifts, How it Really Works, How to Get the Meeting, Metrics, Portfolio Management

Moderator: Joe Manhertz, Executive Director of Development, Duke University
- 10:10-10:50 am **NAADD**
Round Table – Session IV (Steuben – ML)
Managing a One Man Shop

*Moderators: Brett Berg, Assistant Athletics Director – Development, University of West Florida
Brandon Raphael, Director of Development, California State Polytechnic University Pomona*
- 10:10-10:50 am **NAADD**
Round Table – Session IV (Travertine – ML)
Bringing Enterprise CRM to College Athletics

Moderator: Barry Faircloth, Associate Athletics Director – External Operations, Wake Forest University

Wednesday, June 27

- 10:10-10:50 am **NAADD**
Round Table – Session IV (Wyeth – ML)
Strategies for Actually Making Asks, from Easy to Impossible

Moderator: Kent Stanley, Senior Associate Athletics Director – Development, Utah State University
- 10:15-11 am **ICLA**
General Session (Wedgwood Ballroom – LL)
Retail Concepts that Actually Work

Sponsored by Signature Announcements, Inc.

Moderator: Bob D’Amelio, Assistant Athletics Director – Sports Marketing, Media Relations and Licensing, Western Michigan University
Panel: Beverly Constable, Vice President of Business Development, Signature Announcements
Doug Lipinski, Associate Athletics Director – Marketing, Grand Valley State University
Diana Nichols, Vice President for Sales, Collegiate Jewel
Cindy Whitley, President, Bonafide Boots
- 10:30 am-12 nn **NACDA**
General Session (Chantilly Ballroom West – LL)
Securing Our Campuses – Is Enough Being Done?
 - Jeanne Clery Act
 - Supervising Our Sports Camps
 - Background Checks
 - Former Student-Athletes on Campus and Their Accessibility to Facilities and Current Student-Athletes
Moderator: Harvey Schiller, Chairman of the Board and CEO, GlobalOptions Group
Panel: Jean Lenti Ponsetto, Athletics Director, DePaul University
Perk Weisenburger, Athletics Director, Ferris State University
Mark Wilson, Director of Camps and Clinics, The Ohio State University
- 11-11:40 am **NACMA**
Programming Track (Batik A&B – ML)
Entertainment – Creating the Fan Experience: Going Beyond Music and Video

Moderators: Whitney Hughes, Marketing Specialist, Gonzaga University
Brian Kohout, Marketing Specialist, Gonzaga University
- 11-11:40 am **NACMA**
Programming Track (Cardinal A&B – ML)
Entertainment – Groups? Are You Maximizing Them?

Moderator: Brian Bowsheer, Director of Marketing and Sales, Marquette University

Wednesday, June 27

- 11-11:40 am **NACMA**
Programming Track (Dardanelles – ML)
Management and Leadership – Better Business
Decisions Through Research

Sponsored by Navigate Research

*Moderator: Stefanie Francis, Co-Founder and
Managing Director, Navigate Research*
- 11-11:40 am **NACMA**
Programming Track (Edelweiss – ML)
Management and Leadership – Leading from
the Middle in College Athletics

*Moderator: Jimmy Delaney, Senior Director –
Marketing and Sales, University of Tennessee*
- 11-11:40 am **NACMA**
Programming Track (Fleur-De-Lis A&B – ML)
Media, PR and Communications – Branding:
Starting from Within

*Moderators: Tami Breymeyer, Director of
Licensing, Kansas State University
Scott Garrett, Assistant Athletics Director –
Ticketing and Fan Strategies, Kansas State
University
Mike Polisky, Senior Associate Athletics Director
– External Affairs, Northwestern University*
- 11-11:40 am **NACMA**
Programming Track (Inverness – ML)
Media, PR and Communications – Marketing
and Media Relations – A Winning Team

*Moderator: Emily Janssen, Director of Strategic
Communications – Marketing, University of
Missouri*
- 11-11:40 am **NACMA**
Programming Track (Lalique – ML)
Revenue Generation – Building Sandcastles in a
Hurricane: Collaborative Revenue Generating

*Moderator: Erika Lerum, Director of Marketing,
University of Tennessee Chattanooga*
- 11-11:40 am **NACMA**
Programming Track (Madrid – ML)
Revenue Generation – Research on Outbound
Ticket Sales Efforts in DI Athletics

*Moderators: Chad McEvoy, Professor – Sport
Management, Syracuse University
Nels Popp, Assistant Professor – Sport
Management, Illinois State University*

Wednesday, June 27

- 11-11:40 am **NAADD**
Round Table – Session V (Obelisk A&B – ML)
Arm's Race, Donor Bombs and Mid-Level Magic:
How to Develop a Comprehensive Fund
Raising Strategy for Your Athletics Department

Sponsored by Pursuant Sports

*Moderators: Gary Cole, Executive Vice
President – Consulting, Pursuant Sports
Jason Mitchell, Senior Vice President, Pursuant
Sports*
- 11-11:40 am **NAADD**
Round Table – Session V (Peridot – ML)
Dual Reports to Athletics and Central
Development

*Moderator: Steve Novak, Assistant Athletics
Director – Athletic Development, Boston
College*
- 11-11:40 am **NAADD**
Round Table – Session V (Rosetta – ML)
Major Gifts, How it Really Works, How to Get the
Meeting, Metrics, Portfolio Management

*Moderator: Joe Manhertz, Executive Director of
Development, Duke University*
- 11-11:40 am **NAADD**
Round Table – Session V (Steuben – ML)
Managing a One Man Shop

*Moderators: Brett Berg, Assistant Athletics
Director – Development, University of West
Florida
Brandon Raphael, Director of Development,
California State Polytechnic University
Pomona*
- 11-11:40 am **NAADD**
Round Table – Session V (Travertine – ML)
Bringing Enterprise CRM to College Athletics

*Moderator: Barry Faircloth, Associate Athletics
Director – External Operations, Wake Forest
University*
- 11-11:40 am **NAADD**
Round Table – Session V (Wyeth – ML)
Strategies for Actually Making Asks, from Easy
to Impossible

*Moderator: Kent Stanley, Senior Associate
Athletics Director – Development, Utah State
University*
- 11 am-4 pm **NACDA, NACMA, NAADD, ICLA**
Luncheon Head Table Meeting Rooms (Governors Lecture Hall –
Gathering – LL)
(Senators Lecture Hall –
Photo – LL)

Wednesday, June 27

ICLA

11:15 am-12:15 pm Open Forum Discussion (Wedgwood Ballroom – LL)

Moderators: Dexter LaMont, Senior Associate Athletics Director – External Relations, Florida Atlantic University
David Wilson, Licensing Director, Purdue University

NACWAA

11:15 am-12:15 pm General Session (Khmer Ballroom – 3rd Floor)

Successful Sport Supervision: Building Programs, Establishing Legacies

Moderator: Vicky Chun, Senior Associate Athletics Director and Senior Woman Administrator, Colgate University
Panel: Keri Gaither, Athletics Director, University of Detroit Mercy
Julie Hermann, Executive Senior Associate Athletics Director and Senior Woman Administrator, University of Louisville
China Jude, Assistant Vice President/Athletics, Queens College

NAIA

11:30 am-12:30 pm Breakout Session (Miro – ML)

Using Social Media to Engage – Getting Beyond Information Dissemination

Introduction: Dennis Green, Manager of Championship Sports, NAIA
Speaker: Austin Price, Athletics Social Media Specialist, Texas Christian University

NACMA

11:50 am-12:30 pm Programming Track (Batik A&B – ML)

Entertainment – Creating the Fan Experience: Going Beyond Music and Video

Moderators: Whitney Hughes, Marketing Specialist, Gonzaga University
Brian Kohout, Marketing Specialist, Gonzaga University

NACMA

11:50 am-12:30 pm Programming Track (Cardinal A&B – ML)

Entertainment – Groups? Are You Maximizing Them?

Moderator: Brian Bowsher, Director of Marketing and Sales, Marquette University

NACMA

11:50 am-12:30 pm Programming Track (Dardanelles – ML)

Management and Leadership – Better Business Decisions Through Research

Sponsored by Navigate Research

Moderator: Stefanie Francis, Co-Founder and Managing Director, Navigate Research

Wednesday, June 27

- NACMA**
11:50 am-12:30 pm Programming Track (Edelweiss – ML)
Management and Leadership – Leading from the Middle in College Athletics
Moderator: Jimmy Delaney, Senior Director – Marketing and Sales, University of Tennessee
- NACMA**
11:50 am-12:30 pm Programming Track (Fleur-De-Lis A&B – ML)
Media, PR and Communications – Branding: Starting from Within
*Moderators: Tami Breymeyer, Director of Licensing, Kansas State University
Scott Garrett, Assistant Athletics Director – Ticketing and Fan Strategies, Kansas State University
Mike Polisky, Senior Associate Athletics Director – External Affairs, Northwestern University*
- NACMA**
11:50 am-12:30 pm Programming Track (Inverness – ML)
Media, PR and Communications – Marketing and Media Relations – A Winning Team
Moderator: Emily Janssen, Director of Strategic Communications – Marketing, University of Missouri
- NACMA**
11:50 am-12:30 pm Programming Track (Lalique – ML)
Revenue Generation – Building Sandcastles in a Hurricane: Collaborative Revenue Generating
Moderator: Erika Lerum, Director of Marketing, University of Tennessee Chattanooga
- NACMA**
11:50 am-12:30 pm Programming Track (Madrid – ML)
Revenue Generation – Research on Outbound Ticket Sales Efforts in DI Athletics
*Moderators: Chad McEvoy, Professor – Sport Management, Syracuse University
Nels Popp, Assistant Professor – Sport Management, Illinois State University*
- NAADD**
11:50 am-12:30 pm Round Table – Session VI (Obelisk A&B – ML)
Arm’s Race, Donor Bombs and Mid-Level Magic: How to Develop a Comprehensive Fund Raising Strategy for Your Athletics Department
Sponsored by Pursuant Sports
*Moderators: Gary Cole, Executive Vice President – Consulting, Pursuant Sports
Jason Mitchell, Senior Vice President, Pursuant Sports*
- NAADD**
11:50 am-12:30 pm Round Table – Session VI (Peridot – ML)
Dual Reports to Athletics and Central Development
Moderator: Steve Novak, Assistant Athletics Director – Athletic Development, Boston College

Wednesday, June 27

11:50 am-12:30 pm	NAADD Round Table – Session VI Major Gifts, How it Really Works, How to Get the Meeting, Metrics, Portfolio Management <i>Moderator: Joe Manhertz, Executive Director of Development, Duke University</i>	(Rosetta – ML)
11:50 am-12:30 pm	NAADD Round Table – Session VI Managing a One Man Shop <i>Moderators: Brett Berg, Assistant Athletics Director – Development, University of West Florida Brandon Raphael, Director of Development, California State Polytechnic University Pomona</i>	(Steuben – ML)
11:50 am-12:30 pm	NAADD Round Table – Session VI Bringing Enterprise CRM to College Athletics <i>Moderator: Barry Faircloth, Associate Athletics Director – External Operations, Wake Forest University</i>	(Travertine – ML)
11:50 am-12:30 pm	NAADD Round Table – Session VI Strategies for Actually Making Asks, from Easy to Impossible <i>Moderator: Kent Stanley, Senior Associate Athletics Director – Development, Utah State University</i>	(Wyeth – ML)
12:45-2:15 pm	NACDA, NACMA, NAADD, ICLA James J. Corbett Awards Luncheon <i>Presented by Coca-Cola Company</i> <i>Corbett Awards Video Provided by CBS College Sports Network</i> <i>Video Presentation Provided by Daktronics Creative Services</i> <i>Emcee: Charles Davis, Fox Sports</i> <i>Presentation of the SportsBusiness Journal AD of the Year Award</i> <i>Presenter: Ross Nethery, Managing Editor, SportsBusiness Journal</i> <i>Presentation of the Under Armour AD of the Year Awards</i> <i>Respondent: Richard Giannini, Athletics Director, University of Southern Mississippi</i> <i>Presentation of the James J. Corbett Memorial Award</i> <i>Presenter: Dan Guerrero, Athletics Director, UCLA, NACDA President</i> <i>Recipient: Frank Windegger, NACDA Past President</i>	(Chantilly Ballroom East – LL)
1:40-3:10 pm	NCAA Champions Forum	(Stemmons Ballroom C – LL)

Wednesday, June 27

- 2:30-2:35 pm **NACDA, NACMA, NAADD, ICLA**
Mentoring Institute (Registered Attendees Only) (Monet Ballroom – ML)
Welcome and Opening Remarks

*Moderator: Joan Cronan, Women's Athletics
Director, University of Tennessee*
- 2:30-3:10 pm **NAADD**
Round Table – Session VII (Obelisk A&B – ML)
Capital Campaigns – Two Models, One Goal

*Moderators: Alicia Rowell, Director of Athletics
Campaigns, University of California Berkeley
Roy Shick, Associate Athletics Director –
Advancement, University of Washington*
- 2:30-3:10 pm **NAADD**
Round Table – Session VII (Peridot – ML)
Engaging Former Athletes: The Participation
Challenge

*Moderators: Tim McMahon, Associate Athletics
Director – External Relations, Hofstra
University
Daniel Solow, Assistant Director of Athletics for
Development, Hofstra University*
- 2:30-3:10 pm **NAADD**
Round Table – Session VII (Rosetta – ML)
Focusing on Women Supporting Women

*Moderators: Jamie Hays-Szelc, Assistant
Director of Development, Marquette University
Brooke Todare, Director – Sun Devil Club
Network, Arizona State University*
- 2:30-3:10 pm **NAADD**
Round Table – Session VII (Steuben – ML)
Get the Biggest Bang for Your Buck

*Moderators: Martin Jarmond, Associate Athletics
Director – Development, The Ohio State
University
Christina Johnson, Director of Athletics
Development, California Baptist University*
- 2:30-3:10 pm **NAADD**
Round Table – Session VII (Travertine – ML)
Pinching Pennies: Creating Unique Donor
Benefits and Experiences Amidst Budget
Challenges

*Moderators: Jennifer Gardner, Associate
Athletics Director – Development, University of
Cincinnati
Amy Heard, Associate Athletics Director, Texas
Tech University*
- 2:30-3:10 pm **NAADD**
Round Table – Session VII (Wyeth – ML)
Small College Athletics Development from the
AD's Perspective

*Moderator: Jim Abbott, Assistant Vice President
for Intercollegiate Athletics, Oklahoma City
University*

Wednesday, June 27

- 2:30-3:30 pm **NACDA**
Officers and Executive Committee Meeting (Topaz – LL)
- 2:30-3:30 pm **ICLA**
General Session (Wedgwood Ballroom – LL)
Creating Opportunities for Former Athletes with Licensees, Scholarships and Community Relations
Moderator: Marc Donabella, Associate Athletics Director – Marketing and Licensing Specialist, Syracuse University
Panel: Mike Ross, Licensing Director, Top of the World
David Wilson, Licensing Director, Purdue University
- 2:30-3:30 pm **NACDA**
Senior Level Administrators Focus Group Meeting (Invitation Only) (Emerald – LL)
- 2:30-4 pm **NACMA**
Open Forum Discussion (Batik A&B – ML)
Division I BCS Institutional Marketing
Moderators: Nicole Jones, Director of Marketing, Wake Forest University
Jon Sirico, Assistant Athletics Director – Sales and Marketing, Auburn University
- 2:30-4 pm **NACMA**
Open Forum Discussion (Cardinal A&B – ML)
Division I Non-BCS Institutional Marketing
Moderators: Rich DeMarco, Assistant Athletics Director – Marketing, Multimedia and Broadcasting, United States Military Academy
Tory Teykl, Director for Marketing, Promotions and Sales, University of Houston
- 2:30-4 pm **NACMA**
Open Forum Discussion (Edelweiss – ML)
Division I Non-Football Institutional Marketing
Moderators: Karen Loiacono, Director of Marketing and Licensing, DePaul University
Kim Mueller, Assistant Athletics Director – Marketing and Sales, Marquette University
- 2:30-4 pm **NACMA**
Open Forum Discussion (Fleur-De-Lis A&B – ML)
Football Championship Subdivision Institutional Marketing
Moderators: Christie Anderson, Assistant Athletics Director – Marketing and Promotions, University of Montana
Rob Emmerich, Associate Athletics Director – External Services, Stony Brook University

Wednesday, June 27

- 2:30-4 pm **NACMA**
Open Forum Discussion (Lalique – ML)
Non-Division I Institutional Marketing
- Moderators: Dawn Ellerbe, Assistant Athletics Director – Marketing and Promotions, California State University East Bay
Nick Feller, Assistant Athletics Director – Marketing and Ticket Sales, University of California San Diego*
- 2:35-3:20 pm **NACDA, NACMA, NAADD, ICLA**
Mentoring Institute (Registered Attendees Only) (Monet Ballroom – ML)
Leadership – “Every Path Has Its Puddle”
- Presenters: Gene Smith, Athletics Director, The Ohio State University
Sheila Smith, Managing Partner, Smith Consulting, International, L.L.C.*
- 3:20-4 pm **NAADD**
Round Table – Session VIII (Obelisk A&B – ML)
Capital Campaigns – Two Models, One Goal
- Moderators: Alicia Rowell, Director of Athletics Campaigns, University of California Berkeley
Roy Shick, Associate Athletics Director – Advancement, University of Washington*
- 3:20-4 pm **NAADD**
Round Table – Session VIII (Peridot – ML)
Engaging Former Athletes: The Participation Challenge
- Moderators: Tim McMahon, Associate Athletics Director – External Relations, Hofstra University
Daniel Solow, Assistant Director of Athletics for Development, Hofstra University*
- 3:20-4 pm **NAADD**
Round Table – Session VIII (Rosetta – ML)
Focusing on Women Supporting Women
- Moderators: Jamie Hays-Szelc, Assistant Director of Development, Marquette University
Brooke Todare, Director – Sun Devil Club Network, Arizona State University*
- 3:20-4 pm **NAADD**
Round Table – Session VIII (Steuben – ML)
Get the Biggest Bang for Your Buck
- Moderators: Martin Jarmond, Associate Athletics Director – Development, The Ohio State University
Christina Johnson, Director of Athletics Development, California Baptist University*

Wednesday, June 27

- 3:20-4 pm **NAADD**
Round Table – Session VIII (Travertine – ML)
Pinching Pennies: Creating Unique Donor Benefits and Experiences Amidst Budget Challenges

*Moderators: Jennifer Gardner, Associate Athletics Director – Development, University of Cincinnati
Amy Heard, Associate Athletics Director, Texas Tech University*
- 3:20-4 pm **NAADD**
Round Table – Session VIII (Wyeth – ML)
Small College Athletics Development from the AD's Perspective

Moderator: Jim Abbott, Assistant Vice President for Intercollegiate Athletics, Oklahoma City University
- 3:25-4:10 pm **NACDA, NACMA, NAADD, ICLA**
Mentoring Institute (Registered Attendees Only) (Monet Ballroom – ML)
Strategies Utilized for Gender Equity and Diversity Hiring

Presenter: Warde Manuel, Athletics Director, University of Connecticut
- 3:30-4 pm **NCAA**
Director of Football Operations Forum (Stemmons Ballroom
Registration Foyer – LL)
- 4-6 pm **Kansas State University**
Athletics Alumni Reception (Morocco – ML)
- 4-6 pm **NCAA**
Director of Football Operations Forum (Stemmons Ballroom C – LL)
- 4:10-4:50 pm **NAADD**
Round Table – Session IX (Obelisk A&B – ML)
Capital Campaigns – Two Models, One Goal

*Moderators: Alicia Rowell, Director of Athletics Campaigns, University of California Berkeley
Roy Shick, Associate Athletics Director – Advancement, University of Washington*
- 4:10-4:50 pm **NAADD**
Round Table – Session IX (Peridot – ML)
Engaging Former Athletes: The Participation Challenge

*Moderators: Tim McMahon, Associate Athletics Director – External Relations, Hofstra University
Daniel Solow, Assistant Director of Athletics for Development, Hofstra University*
- 4:10-4:50 pm **NAADD**
Round Table – Session IX (Rosetta – ML)
Focusing on Women Supporting Women

*Moderators: Jamie Hays-Szelc, Assistant Director of Development, Marquette University
Brooke Todare, Director – Sun Devil Club Network, Arizona State University*

Wednesday, June 27

- 4:10-4:50 pm **NAADD**
Round Table – Session IX (Steuben – ML)
Get the Biggest Bang for Your Buck

*Moderators: Martin Jarmond, Associate Athletics Director – Development, The Ohio State University
Christina Johnson, Director of Athletics Development, California Baptist University*
- 4:10-4:50 pm **NAADD**
Round Table – Session IX (Travertine – ML)
Pinching Pennies: Creating Unique Donor Benefits and Experiences Amidst Budget Challenges

*Moderators: Jennifer Gardner, Associate Athletics Director – Development, University of Cincinnati
Amy Heard, Associate Athletics Director, Texas Tech University*
- 4:10-4:50 pm **NAADD**
Round Table – Session IX (Wyeth – ML)
Small College Athletics Development from the AD’s Perspective

Moderator: Jim Abbott, Assistant Vice President for Intercollegiate Athletics, Oklahoma City University
- 4:15-4:45 pm **NACMA**
Officers and Board of Directors’ Wrap-Up Meeting (Coral – LL)
- 4:15-5 pm **NACDA, NACMA, NAADD, ICLA**
Mentoring Institute (Registered Attendees Only) (Monet Ballroom – ML)
Remaining Student-Athlete-Centric in a Business Environment

Presenter: Chris Plonsky, Women’s Athletics Director and Executive Senior Associate Athletics Director of Men’s and Women’s Athletics External Services, University of Texas
- 5 pm **ICLA**
Buses Depart for the Ballpark in Arlington (Jade Entrance – LL)
- 5:15-5:45 pm **NAADD**
Officers and Executive Committee and Diversity Winners’ Wrap-Up Meeting (Topaz – LL)
- 5:15-7:15 pm **NACDA, NACMA, NAADD, ICLA**
John McLendon Minority Athletics Administrators Hall of Fame Induction Reception (Chantilly Ballroom East – LL)

Presented by IMG
- 5:45-6:30 pm **NAADD**
Officers and Executive Committee Convention Wrap-Up Meeting (Topaz – LL)
- 6-7 pm **NCAA**
Director of Football Operations Forum Dinner (Stemmons Ballroom B – LL)

Wednesday, June 27

6-10 pm	ICLA Reception (ICLA Attendees Only)	(Ballpark in Arlington)
	<i>Sponsored by The Collegiate Licensing Company – an IMG Company</i>	
7-8:30 pm	NCAA Director of Football Operations Forum	(Stemmons Ballroom C – LL)

Thursday, June 28

7:45-8:25 am	NCAA Director of Football Operations Forum Breakfast	(Stemmons Ballroom B – LL)
8:30-9 am	NACDA, NACMA, NAADD, ICLA Mentoring Institute (Registered Attendees Only) Continental Breakfast	(Monet Ballroom – ML)
8:30 am-3 pm	NCAA Director of Football Operations Forum	(Stemmons Ballroom C – LL)
9-9:45 am	NACDA, NACMA, NAADD, ICLA Mentoring Institute (Registered Attendees Only) Sitting in the Chair – What Keeps an Athletics Directors Awake at Night?	(Monet Ballroom – ML)
	<i>Presenter: Dan Guerrero, Athletics Director, UCLA, NACDA President</i>	
9:50-10:35 am	NACDA, NACMA, NAADD, ICLA Mentoring Institute (Registered Attendees Only) Utilizing the Latest Technology/Trends to Improve Your Job and Your Department's Efficiency	(Monet Ballroom – ML)
	<i>Presenter: Barry Loudis, Vice President – Digital Sports Networks, XOS Digital, Inc.</i>	
10:45-11:30 am	NACDA, NACMA, NAADD, ICLA Mentoring Institute (Registered Attendees Only) Working with Your President	(Monet Ballroom – ML)
	<i>Presenter: John Currie, Athletics Director, Kansas State University</i>	
11:20 am-12 nn	NCAA Director of Football Operations Forum Lunch	(Stemmons Ballroom B – LL)
11:35 am-12:20 pm	NACDA, NACMA, NAADD, ICLA Mentoring Institute (Registered Attendees Only) Dealing with Crisis, Conflict and Confrontation	(Monet Ballroom – ML)
	<i>Presenter: Tim Fitzpatrick, Athletics Director, United States Coast Guard Academy</i>	
12:20-1:15 pm	NACDA, NACMA, NAADD, ICLA Mentoring Institute Luncheon (Registered Attendees Only)	(Metropolitan Ballroom – ML)

Thursday, June 28

- 1:15-2 pm **NACDA, NACMA, NAADD, ICLA**
Mentoring Institute (Registered Attendees Only) (Monet Ballroom – ML)
Hiring and Firing Coaches and Staff the Right Way!

*Presenter: Tim Perneti, Athletics Director,
Rutgers University*
- 2:05-2:50 pm **NACDA, NACMA, NAADD, ICLA**
Mentoring Institute (Registered Attendees Only) (Monet Ballroom – ML)
The Role of the AD in Fund Raising and
Experiences Needed Prior to Becoming an AD

*Presenter: Eric Schoh, Athletics Director,
Winona State University*
- 2:55-3:40 pm **NACDA, NACMA, NAADD, ICLA**
Mentoring Institute (Registered Attendees Only) (Monet Ballroom – ML)
Budget Management...Annually and Long Term
Forecasting

*Presenter: Gary Barta, Athletics Director,
University of Iowa*
- 3:40-4 pm **NACDA, NACMA, NAADD, ICLA**
Mentoring Institute (Registered Attendees Only) (Monet Ballroom – ML)
Closing Remarks

*Moderator: Joan Cronan, Women's Athletics
Director, University of Tennessee*

***** End of Program *****

Revised June 14, 2012