

COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA

# **CoSIDA**

***Strategic Communicators for College Athletics***

## **2011 CONVENTION ON THE HORIZON**

ATHLETIC COMMUNICATIONS OF TODAY & BEYOND

### **INSIDE:**

Convention Registration Information

Updated Convention Schedule

More Award Winner Profiles





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## Marco Island Convention on the Horizon



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- TRZ Sports.....



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# **COSIDA NOMINATING COMMITTEE LOOKING FOR BOARD OF DIRECTOR CANDIDATES FOR 2011-12**

## **CoSIDA Members:**

Are you interested in becoming involved in the new direction and initiatives of our national CoSIDA organization?

The CoSIDA Nominating Committee is seeking qualified people who are interested in serving in a leadership role on the Board of Directors for the 2011-12 year and beyond. This is an exciting time for CoSIDA as we move forward with many new initiatives and professional development projects for our membership which we are unveiling throughout the year.

## **We are seeking to fill four Board positions:**

- a College Division Representative from the Central Region
- a College Division Representative from the Northeast Region
- a College Division Southeast Representative
- a Third Vice President from the Northeast Region

Applications should be received no later than Friday, June 10, 2011.

Members may nominate qualified candidates by submitting a resume and/or a limited number of supporting documents to Nominations Committee Chair (and Past CoSIDA President) Charles Bloom at:

Charles Bloom

Associate Commissioner  
Southeastern Conference  
2201 Richard Arrington Blvd. North  
Birmingham, AL 35203  
(205) 458-3000

or via e-mail at [cbloom@sec.org](mailto:cbloom@sec.org)



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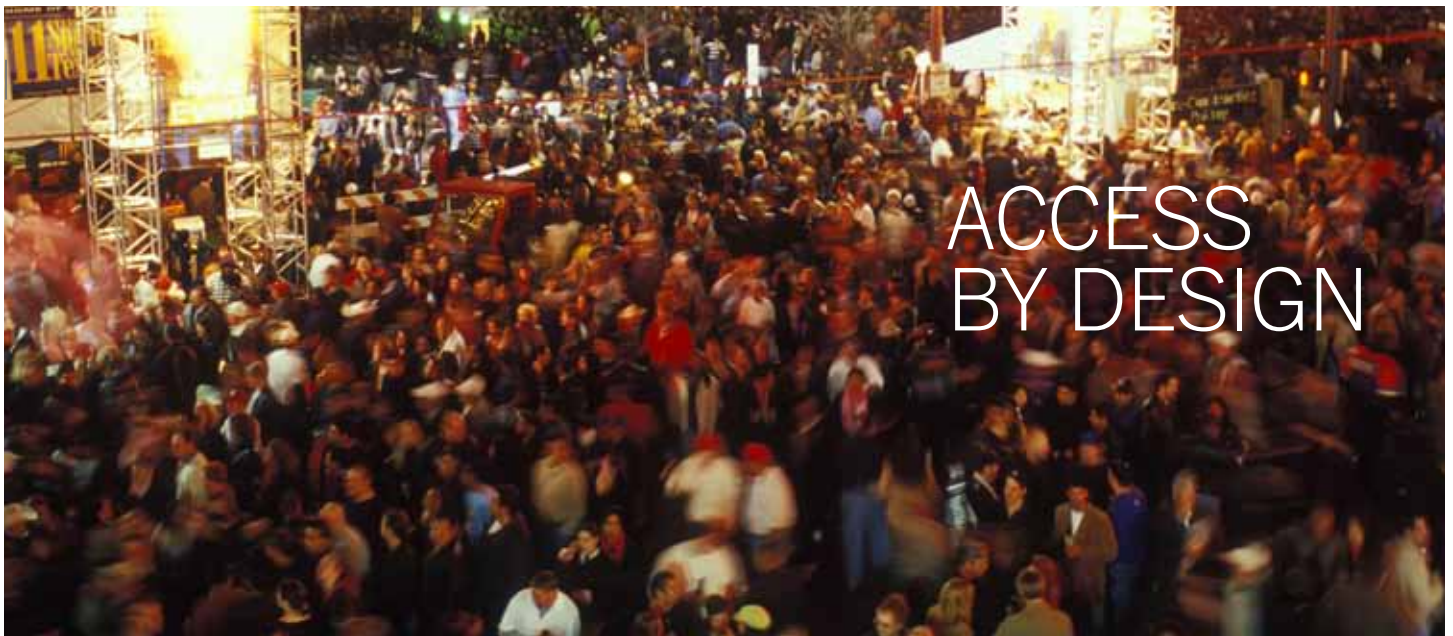
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# 2011 CoSIDA CONVENTION MARCO ISLAND FLORIDA



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UPDATED SCHEDULE as of May 21

# Join us in Marco Island !

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Featured convention presenter **Lou Holtz** is a motivational speaker, ABC and ESPN football analyst and legendary Notre Dame football coach. He will discuss his game plan for successfully gaining influence and success.



**Amy Perko**, Knight Commission on Intercollegiate Athletics Executive Director and a member of the Capital One Academic All-America® Hall of Fame, will deliver the Keynote Address at the June 27 Kickoff Luncheon.



Returning by popular demand for a second consecutive year, **Ben Porritt** is co-founder and managing partner of Outside Eyes - a strategic communications firm. A former spokesman for political campaigns, Porritt is regarded by many political and corporate leaders as one of the nation's top crisis media experts.



CoSIDA welcomes **Jason Falls**, a leading educator, public speaker and thinker in the world of digital communications/marketing and social media. A nationally-recognized practitioner and a former SID and CoSIDA member, Falls will speak on "Strategically Social Athletic Communications" and will present ideas and solutions for managing and measuring your athletic department's social media efforts.



**Malcolm Moran** has nearly 30 years of experience as an award-winning and respected sports journalist at USA Today, The New York Times, Newsday and Chicago Tribune. He currently serves as the inaugural Knight Chair in Sports Journalism and Society at Penn State University and is director of PSU's John Curley Center for Sports Journalism.



**Bob Williams** is the NCAA's chief communications officer. He directs the NCAA's overall communications strategy with an emphasis on communications strategy and works closely with senior leadership at the national office and in the NCAA membership.



**Tina Gust** is the Vice President of Business Development for Minor League Baseball and is responsible for ensuring that the league is maximizing its revenue-generating opportunities and advancing its company initiatives.



**Ronnie Ramos** is the NCAA Managing Director of Digital Communications and is one of the leading figures in creating innovative multimedia solutions within the communications industry.

2011 CoSIDA CONVENTION



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UPDATED SCHEDULE as of May 21

# COSIDA

## Heading to the **SUNSHINE** State

The CoSIDA Convention program committee has established specific “theme days” for the Marco Island Convention.

The breakdown of the Convention programming is below and a full schedule is outlined on the following pages.



---

**DAY 1 - (Sunday, June 26)**

**CoSIDA Committee/Divisional Day**

**DAY 2 - (Monday, June 27)**

**Gaining Influence within  
the Intercollegiate Community**

**DAY 3 - (Tuesday, June 28)**

**Today's Collegiate Communications  
and Role Development**

**DAY 4 - (Wednesday, June 29)**

**Innovative Strategies for a Digital World**

A faint, light green palm tree graphic is visible in the bottom right corner of the page, partially overlapping the text.

# 2011 **CoSIDA** CONVENTION SCHEDULE

UPDATED SCHEDULE as of May 21

**SUNDAY, JUNE 26, 2011**

## **COSIDA COMMITTEE & DIVISIONAL DAY**

- 8:00 a.m. – 9:30 a.m.....CoSIDA 5k
- 8:00 a.m. – 12:00 p.m.....Individual Committee/Board Meetings
- 9:00 a.m.....Marco Island Marriott Beach Resort [Beach and Pool Amenities Open]
- 9:00 a.m. – 10:00 a.m. .... Chapel Service
- 10:00 a.m. – 3:00 p.m. .... Convention Registration [Open]
- 11:00 a.m - 4:00 p.m.....Exhibit Hall [Open]
- 12:00 p.m. – 12:50 p.m..... CoSIDA 2011 Convention Q&A Session  
- Larry Dougherty, President; John Humenik, Executive Director; Divisional Presidents/Chairs;  
CoSIDA Board Officers
- 1:00 p.m. - 1:40 p.m. .... Stat Crew Software Session  
- Shelly Poe, Director of Athletics Communications, The Ohio State University (Moderator)  
- Stat Crew Software  
- CBS Sports Network  
- 10 Foot Wave
- 1:50 p.m. – 3:00 p.m..... NCAA Global Discussion  
- Joe Browning, Senior Associate Director of Athletics, UNC-Wilmington (Moderator)  
- Bob Williams, NCAA, Vice President of Communications
- 2:00 p.m. – 4:00 p.m..... Job Seekers [Open]  
- Lawrence Fan, San Jose State Sports Information Director (Coordinator)
- 3:15 p.m. – 4:45 p.m..... CoSIDA Divisional Meetings  
- All Division I Schools (3:15-4:00)  
- Football Bowl Subdivision schools (4:00-4:45 p.m.)  
- Football Championship Subdivision schools and Division I-AAA (4:00-4:45 p.m.)  
- Division II  
- Division III  
- NAIA  
- Two-Year Colleges
- 5:00 p.m. – 5:50 p.m..... CoSIDA Now!  
- Where CoSIDA is in 2011, Moving Forward  
- Jason Southard, Sports Information Director, Coast Guard (Moderator)  
- Rob Knox, Sports Information Director, Kutztown University (Rising Star recipient)  
- Chevonne Mansfield, Assistant Director of Communications, SWAC (Moderator)  
- Other award recipients
- 5:00 p.m. – 5:50 p.m..... FWAA/USBWA Panel  
- Joe Mitch, Executive Director, USBWA (Moderator)  
- Lennox Rawlings, Winston-Salem Journal, 2011-12 USBWA President  
- Tommy Hicks, Mobile Press-Register, 2010-11 FWAA President



# 2011 COSIDA CONVENTION SCHEDULE

UPDATED SCHEDULE as of May 21

6:00 p.m. – 7:15 p.m. .... Kickoff Reception

- **Headline Sponsor – NFL**
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7:15 p.m. – 10:00 p.m. .... Individual Committee/Board Meetings

## MONDAY, JUNE 27, 2011

### GAINING INFLUENCE WITHIN THE INTERCOLLEGIATE COMMUNITY

8:00 a.m. – 11:00 a.m. .... Registration [Open]

8:00 a.m. – 5:00 p.m. .... Exhibit Hall [Open]  
CLOSED: 12:00 p.m. – 2:00 p.m.

8:00 a.m. – 8:50 a.m. .... Individual Committee/Board Meetings

8:00 a.m. – 8:50 a.m. .... Archiving for the Web - College Division Program

- Bob Lowe (Moderator)
- Dennis Jezek, Sports Information Director, Barry University
- Kevin White, Assistant AD for Communications and Operations, Truman State University

9:00 a.m. – 10:15 a.m. .... Gaining Influence in Intercollegiate Athletics – Identifying Your Steps

- Jason Rich, Assistant Athletic Director for Communications, Siena College (Moderator)
- Ben Porritt, Partner and Senior Strategist, Outside Eyes, Inc.

10:30 a.m. – 11:45 a.m. .... How to Get a Seat in Your Board Room

- Dual sessions featuring University and College Division Panels
- UNIVERSITY DIVISION PANEL**
  - Dan Drutz, Assistant Director of Athletics Communications, St. Peter's College (moderator)
  - Keith Tribble, Director of Athletics, University of Central Florida
  - Ken Kavanaugh, Director of Athletics, Florida Gulf Coast University
  - Scott Stricklin, Director of Athletics, Mississippi State University

#### COLLEGE DIVISION PANEL

- Lori Huffman, Executive Director, Southern California Intercollegiate Athletic Conference (Moderator)
- Jay Jones, Commissioner, Sunshine State Conference
- Jason Fein, Director of Athletics, Drew University
- Pennie Parker, Director of Athletics, Rollins College

12:00 – 2:00 p.m. .... CoSIDA Kickoff Luncheon

- Keynote Speaker: Amy P. Perko, Executive Director, Knight Commission on Intercollegiate Athletics
- AWARDS: Lifetime Achievement, Jake Wade, Trailblazer, University and College Division "Rising Stars"**
- **Sponsors: SIDEARM Sports, Expion, NewTek, CBS Sports Network/Stat Crew, TRZ Sports, Sports Systems**



# 2011 **COSIDA** CONVENTION SCHEDULE

**UPDATED SCHEDULE as of May 21**

- 2:30 p.m. – 3:30 p.m. .... **Gaining Influence through Crisis and Strategic Communications**  
- Christopher Lakos, Associate Sports Communications Director, University of Georgia (Moderator)  
- Ben Porritt, Partner and Senior Strategist; Outside Eyes, Inc.  
- Scott Stricklin, Director of Athletics, Mississippi State University
- 3:40 p.m. – 4:30 p.m. .... **Gaining Influence on Your Campus**  
- Charles Bloom, Associate Commissioner, Southeastern Conference (Moderator)  
- Susan Evans, University Spokesperson, Florida Gulf Coast University  
- Gregory Malfitano, Senior Vice President for Administration, Lynn University  
- Steve Orlando, Director for Print/Online Media, University of Florida News Bureau
- 4:40 p.m. - 5:30 p.m. .... **Advancement in Athletics Communications**  
- Rob Knox, Sports Information Director, Kutztown University (Moderator)  
- Wallace Dooley, Associate Athletic Director for Media Relations, Tennessee State University  
- Kristene Kelly, Assistant Athletics Director, Saint Augustine's College  
- Meredith Long, Deputy Athletics Director for Athletic Communications & Operations, Chowan University  
- DeWayne Peevy, Senior Associate AD/Communications, University of Kentucky
- 6:00 p.m. - 7:30 p.m. .... **ESPN Reception**

## **TUESDAY, JUNE 28, 2011**

### **TODAY'S COLLEGIATE COMMUNICATIONS & ROLE DEVELOPMENT**

- 8:00 a.m. – 8:50 a.m. .... **Individual Committee/Board Meeting**
- 8:00 a.m. – 8:50 a.m. .... **Division III Communications Group**  
- Leah Kareti, NCAA Director of Division III/Associate Director of Membership Services
- 8:00 a.m. – 8:50 p.m. .... **Division II Model SID Office (Strategic Communications Document) Launch: NCAA Division II Website; Updates; NCAA Facebook, Twitter and more**  
- Rich Herman, President, Division II-SIDA, Clarion University (Moderator)  
- Mike Racy, Vice President, NCAA Division II  
- Jill Wilson, NCAA Division II Governance  
- David Pickle, NCAA Managing Director of Publishing  
- Roberta Page, NCAA Director of Championships
- 9:00 a.m. – 9:50 a.m. .... **You ARE Your Own Media Today...Now, What's Next?**  
- John Lewandowski, Associate Athletics Director, Michigan State University (moderator)  
- Ronnie Ramos, NCAA Managing Director of Digital Communications
- 8:00 a.m. – 5:00 p.m. .... **Exhibit Hall [Open]**  
CLOSED: 12:00 p.m. – 2:00 p.m.
- 10:00 a.m. – 10:50 a.m. .... **How Traditional Media Has Evolved**  
- Dennis Jezek, Sports Information Director, Barry University (moderator)  
- Oscar Dixon, AP Assistant Sports Editor, South Region-Atlanta  
- Jorge Rojas, Sports Editor, Miami Herald  
- Tim Stephens, Sports Editor, Orlando Sentinel  
- Tommy Hicks, Mobile Press-Register, 2010-11 FWAAP President



# 2011 **CoSIDA** CONVENTION SCHEDULE

**UPDATED SCHEDULE as of May 21**

- 10:00 a.m. – 10:50 a.m. .... **Working With Your Marketing Department**  
- Julie Work, Director of Communications, NACDA (Moderator)  
- John Phillips, Associate Athletics Director, Embry-Riddle Aeronautical University  
- Ayo Taylor-Dixon, Assistant AD for Marketing and Revenue Development, University of South Florida
- 11:00 a.m. – 11:50 a.m. .... **Publishing Software - College Division Program**  
- Anne Abicht, Director of Media Relations, St. Cloud State University (Moderator)  
- Chad Grubbs, Sports Information Director, Hardin-Simmons University  
- April Emory, Sports Information Director, Elizabeth City State University
- 11:00 a.m. – 11:50 a.m. .... **Bowl Championship Series - University Division Program**  
- Bill Hancock, Bowl Championship Series Executive Director
- 12:00 p.m. – 2:00 p.m. .... **CoSIDA Awards Luncheon**  
**AWARDS: 25-Year Award, Warren Berg, Arch Ward, Bob Kenworthy Community Service**  
**- Sponsors: ASAP Sports, Liberty Mutual Coach of the Year Award, Eclaro Sports, FOX Sports Networks**
- 2:15 p.m. – 3:30 p.m. .... **Lou Holtz, ESPN College Football Analyst, Featured Speaker**  
- A Gameplan for Successfully Gaining Influence  
- Joe Hornstein, Associate Director of Athletics, University of Central Florida (moderator)
- 3:40 p.m. – 4:30 p.m. .... **Is There Anything That Is Off-Limits?**  
- Jamie Weir-Baldwin, Director of Athletic Communications, Michigan State University (moderator)  
- Malcolm Moran, Knight Chair in Sports Journalism and Society; Penn State University  
- Mark Hollis, Director of Athletics, Michigan State University  
- John Lewandowski, Associate Athletics Director, Michigan State University
- 3:50 p.m. – 5:00 p.m. .... **Table Topics**  
- Roy Pickerill, Sports Information Director, Kentucky Wesleyan (moderator)  
**Topics:**  
- NCAA Scoring in College Athletics: Baseball, Basketball, Football, Ice Hockey, Men's and Women's Lacrosse, Softball and Volleyball  
o Jim Wright, NCAA Director of Statistics  
o Gary Johnson, NCAA Associate Director of Statistics  
o Bonnie Senappe, NCAA Assistant Director of Statistics  
- Working with ESPN FTP Function  
o Noel Nash, ESPN Senior Director/Statistics & Analyst  
- Research on Role Advancement/Managerial Roles  
o Clay Stoldt, Chair/Sport Management Department, Wichita State University  
**- Primary Sponsors – Turner Sports, XOS Digital (Collegiate Images)**  
**- Contributing Sponsors – USA Hockey, Rivals/Yahoo! Sports**
- 5:45 – 8:00 p.m. .... **Capital One Hall of Fame Gala**  
**- Featuring induction ceremonies for Capital One Academic All-America Hall of Fame, CoSIDA Hall of Fame and presentation of Dick Enberg Award and Lester Jordan Award**  
**- Title Sponsor – Capital One**  
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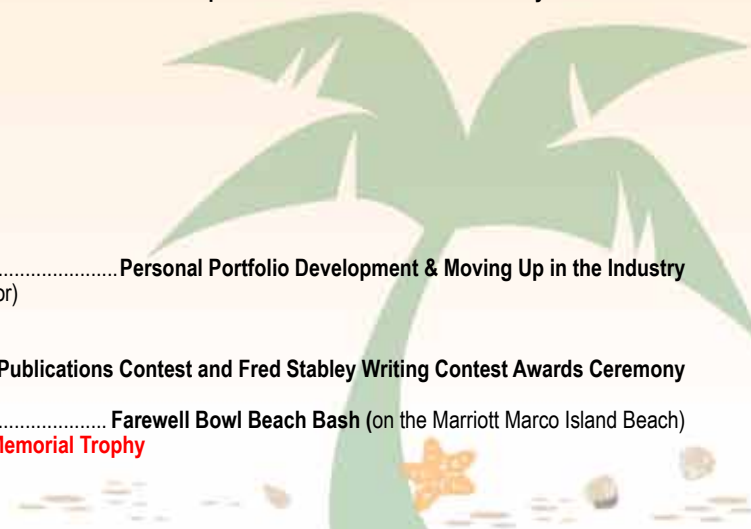
# 2011 **COSIDA** CONVENTION SCHEDULE

UPDATED SCHEDULE as of May 21

**WEDNESDAY, JUNE 29, 2011**

## INNOVATIVE COMMUNICATIONS /TECHNOLOGIES OF THE BUSINESS

- 9:00 a.m. – 12:00 p.m. .... Exhibit Hall [Open]
- 8:00 a.m. – 8:50 a.m. .... CoSIDA Business Meeting
- 9:00 a.m. – 9:50 a.m. .... Strategically Social Athletic Communications:  
**Content Strategy and Measurement in Social Media**  
- Chris Syme, CKSyme.org, Chair – New Media/Technology Committee (moderator)  
- Jason Falls, social media strategist and owner of Socialmediaexplorer.com
- 10:00 a.m. – 10:50 a.m. .... Time Saving Tips and Tools for Doing Social Media  
- Jay Stancil, Sports Information Director, Union College (moderator)  
- Chris Syme, CKSyme.org, Chair – New Media  
- Jason Falls, social media strategist and owner of Socialmediaexplorer.com  
- Dr. Bill Smith, Assistant Athletic Director for New Media; University of Arkansas-Fayetteville
- 11:00 a.m. – 11:50 a.m. .... The Integration of Social Media Within Your Media Practices and Official Website  
- Chris Freet, Associate Director of Athletics, University of Miami  
- Jason Falls, social media strategist and owner of Socialmediaexplorer.com
- 12:00 a.m. – 12:50 a.m. .... Ways to Produce Your Own Television or Radio Broadcast  
- Ronnie Ramos, Managing Director of Digital Communications, NCAA (Moderator)  
- Mark Fratto, Director of Athletics Communications, St. John's University  
- Andrew Gavin, Director of Athletics Communications, Wisconsin-Green Bay
- 12:00 p.m. – 2:00 p.m. .... Community Service Project
- 1:00 p.m. – 1:50 p.m. .... University Division Management Advisory Council Meeting
- 2:00 p.m. – 2:50 p.m. .... Facebook & Twitter: College Division Program  
- Jay Stancil, Sports Information Director, Union College (Moderator)  
- Tom Kolbe, Sports Information Director, University of Tampa  
- Eric Smith, Sports Information Director, Taylor University  
- Chris Syme, CKSyme.org, Chair – New Media/Technology Committee
- 2:00 p.m. – 2:50 p.m. .... Conference Media & Public Relations Directors - University Division Program  
- Charles Bloom, Associate Commissioner for Media Relations, Southeastern Conference (Moderator)  
- Erik Christianson, NCAA
- 3:00 p.m. – 3:50 p.m. .... Career Path for Women in Sports Communication  
- Anne Abicht, Director of Media Relations, St. Cloud State (Moderator)  
- Tina Gust, Vice President, Business Development; Minor League Baseball  
- Courtney Morrison-Archer, Associate Commissioner, Conference USA
- 3:00 p.m. – 5:00 p.m. .... Table Topics: Innovative Solutions for Today's Professional  
- Ken Cherrington, Sports Information Director, Plymouth State (Moderator)  
**TOPICS:**  
\* Teaching Flip Video Cameras  
\* Reviewing Adobe InDesign, Photoshop and other publishing tips  
\* Media guide printing, still necessary, why?  
\* Setting up and maximizing your reach of your FTP site  
\* Dealing with adverse situations/equipment malfunctions  
\* How to train your student office contacts  
**- Sponsored by Turner Sports, XOS Digital (Collegiate Images)**
- 4:00 p.m. – 4:50 p.m. .... Personal Portfolio Development & Moving Up in the Industry  
- Lawrence Fan, Sports Information Director, San Jose State University Moderator)  
- Jay Williams, Vice President, Eclaro Sports
- 4:15 – 5:30 p.m. .... Publications Contest and Fred Stabley Writing Contest Awards Ceremony
- 6:00 – 8:00 p.m. .... Farewell Bowl Beach Bash (on the Marriott Marco Island Beach)  
**- Sponsors: Rose Bowl Game, Fiesta Bowl, Allstate Sugar Bowl, Heisman Memorial Trophy**





The Allstate Sugar Bowl is proud to continue its sponsorship of CoSIDA.

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# 2011 CoSIDA CONVENTION SPEAKERS

## LOU HOLTZ TO HEADLINE CONVENTION SPEAKERS Renowned coach and television personality to discuss his game plan for successfully gaining influence

ORLANDO, Fla. (UCFAthletics.com) – Celebrated for a lifetime in sports and historic accomplishments as a head football coach, Lou Holtz is now regarded as “one of the greatest motivators of our time” and “the best sports speaker ever”. The legendary ESPN sports personality will be bringing his game plan for successfully gaining influence to the 2011 CoSIDA Convention in Marco Island, June 26-29. Holtz’s address will highlight the third day of convention on Tuesday, June 28.

The four-day schedule and workshop features some of the most innovative programming CoSIDA has staged yet, and some of the most eloquent and poignant speakers in the collegiate community. The highlight of the Convention schedule includes the following daily programs:

**Gaining Influence within the Intercollegiate Community  
(Monday, June 27)**

**Today’s Collegiate Communications & Role Development  
(Tuesday, June 28)**

**Innovative Strategies for a Digital World  
(Wednesday, June 29)**

“I am looking forward to getting back to the CoSIDA Convention this summer and speaking with our (college) communications directors and publicists,” said Holtz. “Nearly my whole career there has been someone with me serving in that capacity and I know it to be one of the most vital roles undertaken in an athletics department today.

“Intercollegiate athletics is a massive enterprise,” added Holtz. “There’s great impact through television and sports business, in general, but through organizations such as the NCAA, as large of a commitment has been placed on institutions’ academics, integrity and leadership. The annual training of our communications staffs to effectively provide a game plan for success is paramount.”

Holtz has made a career of inspiring his players and motivating them to be winners. Most notable for taking the Notre Dame Football program and building it into being a national powerhouse, Holtz is the only coach in NCAA history to lead six different programs to bowl games and the only coach to guide four different programs to the final top 20 rankings. Holtz’s humor and humility endear him to audiences as he helps them learn to assess their strengths, work as a team and embrace the values that can help improve any organization. Whether it’s helping people understand what’s important, encouraging people to hold themselves accountable or making leaders of followers, Holtz’s advice



puts audiences on the road to achievement.

“CoSIDA is very fortunate to welcome back one of the top motivational speakers in intercollegiate athletics, Lou Holtz, to our annual Convention,” said Larry Dougherty, 2010-11 CoSIDA President. “There is no one better to speak to our membership on the topic of gaining influence than Lou, and his panel is a tremendous way to kickoff what is sure to be one of the best CoSIDA Conventions in the organization’s history.”

For many years Holtz has been considered among the greatest speaking legends in America today. He speaks on overcoming seemingly impossible challenges by setting your own goals and working to achieve them. He has built a reputation as a motivator, a demanding disciplinarian and

someone who relishes challenges and hard work.

Holtz has authored three New York Times best-selling books *The Fighting Spirit* that chronicled Notre Dame’s 1988 championship season and *Winning Everyday: A Game Plan For Success* (August 1998), which has been published in several languages. His latest book which was released August 15, 2006 is *Wins, Losses and Lessons*, an autobiography of his life and the lessons he has learned, and is also a best seller.

Additionally, he has produced three highly acclaimed motivational videos: *Do Right and Do Right (20 Years Later)*, *Do Right II*, and *If Enough People Care*.

Currently, Holtz serves as a college football studio analyst on ESPN. He appears on *ESPNEWS*, *ESPN College GameDay* programs, *SportsCenter* as well as serves as an on-site analyst for college football games.

Despite never inheriting a winning team, he compiled a 243-127-7 career record that ranked him third in victories among active coaches and eighth in winning percentage. His 12 career postseason bowl victories ranked him fifth on the all-time list. Holtz was recently selected for the College Football Hall of Fame, class of 2008, which places him in an elite group of just over 800 individuals in the history of football who have earned this distinction. Approximate 1 in 5,000 people who played college football or coached it make it into the Hall of Fame.

Twenty-six seasons as a collegiate head coach earned Holtz a sterling reputation for turning pretenders into contenders - for taking football programs and elevating them a level or two on their way to the top 20. But nowhere has he done this as impressively than at Notre Dame. He enhanced that track record quickly, needing only two years to put the Fighting Irish back into a major post-season bowl game for the first time in seven seasons. Holtz proved he could take the Irish back to the ranks of college football’s elite and keep them there on a consistent basis.

# 2011 CoSIDA CONVENTION SPEAKERS

## AMY PERKO IS KEYNOTE SPEAKER

### Executive Director of Knight Commission on Intercollegiate Athletics to speak at June 27 Kickoff Luncheon

Amy (Privette) Perko, noted intercollegiate athletics executive and member of the Capital One Academic All-America® Hall of Fame, will address the College Sports Information Directors of America (CoSIDA) membership as keynote speaker at the upcoming 2011 CoSIDA national convention. The Convention is slated for Sunday-Wednesday, June 26-30 in Marco Island, Florida at the Marriott Marco Island Beach Resort.

Perko, a former standout collegiate basketball scholar-athlete who has spent her career working in the field of collegiate and professional athletics, has served as executive director of the Knight Commission on Intercollegiate Athletics since 2005.

Perko will address CoSIDA Convention attendees at the Kickoff luncheon on Monday, June 27. The Kickoff luncheon keynote address will be followed by featured Convention presenter Lou Holtz, the legendary Notre Dame head coach and ESPN personality, who will discuss his game plan for successfully gaining influence and success. The June 27th workshop programming revolves around the theme of gaining influence within the intercollegiate community.

The Knight Commission on Intercollegiate Athletics is an independent group of university presidents, trustees, faculty and former student-athletes who advocate for governance and policy changes in college athletics to ensure that athletics programs operate within the educational mission of their universities and with academic and fiscal integrity. The Commission is funded by the John S. and James L. Knight Foundation.

As the Knight Commission's spokesperson, Perko frequently presents the Commission's work and recommendations at various meetings including the NCAA's Scholarly Colloquium, Sport Research Institute's Annual Conference and Street and Smith's Intercollegiate Athletics Forum. In June 2010, the commission released its third major report – "Restoring the Balance: Dollars, Values and the Future of College Sports." The report's financial reform recommendations resulted from a nearly two-year examination that included research and a series of public meetings.

Perko will be the most recent of an impressive line of notable and distinguished CoSIDA Convention keynote speakers. At last year's Convention, Ari Fleisher, former White House Press Secretary (2001-03) and the chief executive and principal employee of Ari Fleischer Communications and Ari Fleischer Sports Communications, gave the opening address and then participated in a standing-room only panel on strategic messaging and crisis communications. In 2009, Kevin Sullivan, Assistant to the President for Communications in the White House from July of 2006 who began his PR career as a Purdue University sports information student, addressed the attendees. In 2007, the late NCAA President Dr. Myles Brand spoke at the Convention.

"CoSIDA is honored to have such a distinguished athletics leader and administrator as Amy Perko address our 2011 Convention," noted current CoSIDA President Larry Dougherty of Temple University. "We also are thrilled to welcome an Academic All-American and Academic All-America Hall of Famer as our keynote speaker. As Executive Director of the Knight Commission, Amy has been on the forefront of athletics reform, advocating for policy change and better governance. We know her message to the



CoSIDA membership will be relevant to the pressures and demands in leadership and communication strategies that we all face as professionals in intercollegiate athletics."

CoSIDA is pleased to continue its impressive lineup of keynote convention speakers over the past few years, and to also welcome Lou Holtz as a featured presenter," Dougherty concluded. "Having Amy Perko address our organization is a wonderful testament to CoSIDA, our Convention focus and the work our members do on our campuses and at our conferences."

Perko joined the Knight Commission as associate director in 2003 after previously serving at the National Basketball Association (NBA), the University of Kansas and the NCAA. A Phi Beta Kappa graduate of Wake Forest University, she also is a member of the WFU Hall of Fame in addition to her Academic All-America® Hall of Fame honors.

In 2008, Perko was inducted into CoSIDA's Capital One Academic All-America® Hall of Fame after gaining Academic All-America honors as a sophomore, junior and senior at Wake Forest. The Academic All-America® Hall of

Fame is a highly-selective Hall which recognizes Academic All-America® honorees who have achieved lifetime success in their professional careers and who are committed to philanthropic causes in the communities where they reside. Perko is the first Wake Forest graduate to be inducted into the Academic All-America® Hall of Fame.

At Wake Forest, she earned All-Atlantic Coast Conference (ACC) honors twice and was a three-time selection to the Academic All-America® team, gaining First Team honors as a junior and senior in 1986 and 1987 after named to the third team in 1985. A William Louis Poteat scholar, she graduated summa cum laude in 1987 with a degree in history, earning Phi Beta Kappa honors as well. As a senior, she also received a prestigious 1987 NCAA Postgraduate Scholarship and the university's award for excellence in history. After graduating from Wake Forest, Perko earned a master's degree in sports management from the University of Richmond.

Perko was inducted into the Wake Forest Hall of Fame in 2000, and was honored as a Legend of ACC Women's Basketball in 2005.

Perko began her professional career at the NCAA, starting as a legislative assistant before working as an enforcement representative during her six-year tenure. She then served at the University of Kansas as the Associate Athletics Director and Senior Woman Administrator. Perko left Kansas in 2001 to return to North Carolina when she was the first Team President named by the NBA for one of its men's basketball development teams, the Fayetteville Patriots.

An active member of the Fayetteville, NC community, Perko serves on the community's Child Advocacy Center Board of Directors and is a girls basketball coach. She has previously served as President of the Board of Directors for the Partnership for Children of Cumberland County, an organization that administers grants for early childhood development and education.

Perko is married to Rick Perko and they have two daughters: Anna and Kate.

# 2011 **COSIDA** CONVENTION SPEAKERS

## **BEN PORRITT RETURNS TO COSIDA CONVENTION**

### **Will address attendees on gaining influence and strategic and crisis communications**

For the second consecutive year, CoSIDA will welcome to its annual Convention noted strategic and crisis communications expert Ben Porritt, partner of the Outside Eyes consulting firm specializing in public strategy and crisis management.

As a partner of Outside Eyes, Porritt has worked with companies and brands of varying sizes, advising them on corporate strategy ranging from corporate rollouts and grassroots marketing to brand development and crisis management. He is regarded by many political and corporate leaders as one of the nation's top crisis media experts and has handled high profile crises including the biggest indictment in the history of the U.S. Government, MLB steroid cases and multiple NCAA investigations.

Porritt will address the Convention goes on Monday morning, June 27 on a day entitled "Gaining Influence within the Intercollegiate Community." Porritt kicks off the day's dynamic programming with his talk on "Gaining Influence in Intercollegiate Athletics - Identifying Your Steps."

Porritt has worked with the media on national and regional scale and serves as a regular on-air contributor for MSNBC, FOX and ESPN. He also is a professor of crisis communications at the University of Miami. Prior to joining Outside Eyes, Porritt served as the Press Secretary for the Majority Leader in the House of Representatives, as Deputy Communication Director for Department of Justice, and as Deputy Press Secretary for the 55th Presidential Inaugural Committee.

Last year, Porritt addressed CoSIDA Convention attendees in San Francisco during "Strategic Communications Day." His presentation - to a packed ballroom - focused on strategic communications and crisis communications scenarios, issues and best practices.

"Strategic communications is the hottest commodity in business, sports and politics and those of us who have the drive and skill set can take advantage," said Porritt. "National events like CoSIDA where professionals and insiders can share their best practices is a huge opportunity for anyone in the profession."

Following Porritt's presentation on June 27, a dual session on "How to Get a Seat in the Board Room" follows,



featuring University and College Division panels with select AD's and key athletic leaders.

The CoSIDA Kickoff Luncheon follows with keynote speaker Amy P. Perko, Executive Director of the Knight Commission on Intercollegiate Athletics and a Capital One Academic All-America @ Hall of Famer, giving the opening address. Next, CoSIDA welcomes featured presenter Lou Holtz, ESPN TV broadcaster and legendary coach, who will discuss his game plan for gaining influence.

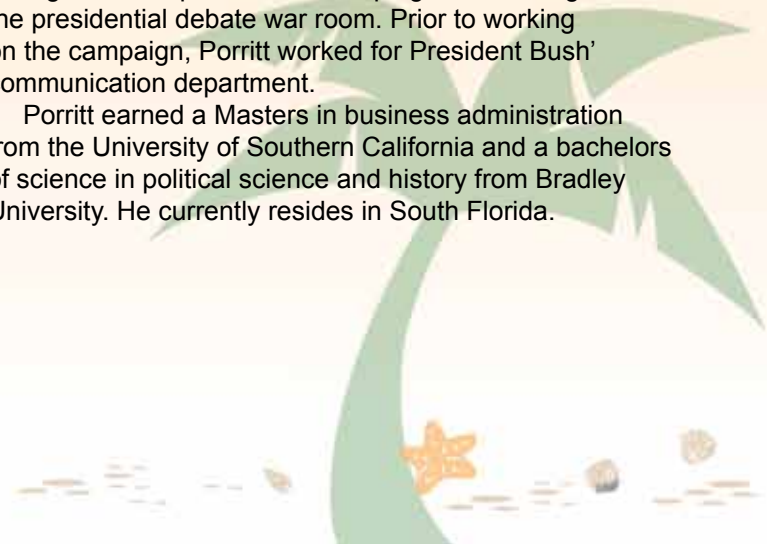
Later Monday afternoon, Porritt return to the address the convention attendees. He will serve on a three-member panel on "Gaining Influence through Crisis and Strategic Communications" along with Scott Strickland, Mississippi State

University Director of Athletics and a former SID, and Dr. Bill Smith, University of Arkansas Assistant AD/New Media who will introduce the panelists.

Prior to his Outside Eyes position, Porritt was a public face of the McCain-Palin campaign, serving as a national spokesman and senior advisor to the candidates during the 2008 presidential election. Porritt also worked for President George W. Bush as a campaign spokesman and as the Press Secretary to the United States House Majority Leader, a position defined by the New York Times as the third most difficult in Washington, DC.

Prior to his service on Capitol Hill, Porritt served in the communications department for the Department of Justice and as Deputy Press Secretary for the 55th Presidential Inaugural Committee. Porritt also served as a spokesman during the 2004 presidential campaign and managed the presidential debate war room. Prior to working on the campaign, Porritt worked for President Bush' communication department.

Porritt earned a Masters in business administration from the University of Southern California and a bachelors of science in political science and history from Bradley University. He currently resides in South Florida.



# 2011 CoSIDA CONVENTION SPEAKERS

## JASON FALLS

### Social media communications and digital marketing strategist to headline CoSIDA Convention “Innovative Communications/Technologies of the Business” programming on June 29

Jason Falls, a leading international and national social media educator, keynote speaker and workshop facilitator and a former athletic media relations professional, will headline the CoSIDA Convention programming during the workshop’s digital/innovative communications day on Wednesday, June 29. The 2011 CoSIDA Convention takes place Sunday-Wednesday, June 26-29 at the Marriott Marco Island Beach Resort in Marco Island, Florida.

Falls was a former member of CoSIDA and Convention attendee while working as an athletics communications staff member at UAB, Birmingham-Southern College, Georgetown College and his alma mater, Morehead State University. In 2009, he launched his own communications and social media strategic communications consulting company – Social Media Explorer - and is the editor of SocialMediaExplorer.com and its companion learning community ExploringSocialMedia.com.

The Pikeville, Ky., native has the unique perspective of leading a national advertising agency’s interactive and social media efforts, working with Fortune 100 brands as a social media strategist and serving as an independent consultant in the social media, communications, PR and digital marketing industries.

“Having spent 12 years as a sports journalist and athletic communications professional, returning to CoSIDA is an exceptional thrill for me,” Falls said. “I’m excited to share some knowledge and ideas with my former colleagues that can help them embrace these emerging technologies and communications channels ... almost as excited as I am to just hang out with old friends and colleagues.”

Falls will address the Convention attendees on the final day of the Convention where programming revolves around “Innovative Communications/Technologies of the Business.” Falls kicks off the morning’s programming with his talk on “Strategically Social Athletic Communications: Content Strategy and Measurement in Social Media.”

He will follow that one-hour presentation by serving on the next two panels. Falls will join Chris Syme, Chair of the CoSIDA New Media/Technology Committee and owner of cksyme.org along with Dr. Bill Smith, University of Arkansas Assistant AD/New Media and moderator Jay Stancil, Union College (Ky.) SID, to discuss “Building Reputation and



Branding in Real Time.”

Falls then pairs with Chris Freet, University of Miami Associate AD of Communications, to discuss “The Integration of Social Media Within Your Media Practices and Website.”

Falls annually conducts numerous corporate training boot camps and seminars with corporations and management teams. His speaking resume includes presentation to IABC World (International Association of Business Communicators), Public Relations Society of America (PRSA), PRSA International, South by Southwest, Blog World & New Media Expos, National League of Cities Annual Conference, General Motors, AMD and the American Marketing Association,

among others.

Falls has advised major, regional and niche brands on digital communications including: NASCAR driver Robby Gordon, University of Louisville Healthcare, Humana, Louisville Slugger, Bionic Gloves, The National Center for Family Literacy and Jim Beam Bourbon. He has been interviewed on social media and digital communications strategies by inEntrepreneur, Inc., CNN Online, PR Week, Das Auto, The Dallas Morning News, Newark Star-Ledger, St. Louis Globe-Democrat and The Wall Street Journal’s online edition. Falls is also a regular contributor to Forbes.com.

Falls joins a distinguished group of speakers and presenters already announced for the 2011 Convention program.

On Tuesday, June 28, Ben Porritt, noted strategic and crisis communications expert and partner of the Outside Eyes consulting firm specializing in public strategy and crisis management, opens the day’s dynamic programming with his talk on “Gaining Influence in Intercollegiate Athletics - Identifying Your Steps.” The CoSIDA Kickoff Luncheon follows with the keynote address given by Amy P. Perko, Executive Director of the Knight Commission on Intercollegiate Athletics and a Capital One Academic All-America Hall of Famer. That afternoon, featured presenter Lou Holtz, ESPN TV broadcaster and legendary coach, will discuss his game plan for gaining influence.

Falls resides in Louisville, Ky., with his wife, Nancy, and children, Grant and Katie.

# OLYMPIC GOLD MEDALIST JACKIE JOYNER-KERSEE SELECTED COSIDA'S 2011 DICK ENBERG AWARD RECIPIENT

## for commitment to the values of education, athletics and academics

TOWSON, Md. – United States Track and Field legend and three-time Olympic gold medalist Jackie Joyner-Kersey has been selected as the recipient of the 2011 Dick Enberg Award, presented by the College Sports Information Directors of America (CoSIDA).



The Dick Enberg Award is presented annually to a person whose actions and commitment have furthered the meaning and reach of the Capital One Academic All-America® Teams Program and/or the student-athlete while promoting the values of education and academics.

Joyner-Kersey will receive the award at the Capital One Hall of Fame Gala on Tuesday, June 28 in Marco Island, Fla., as part of the annual CoSIDA convention and workshop. She will be the 14th individual to be honored with the Enberg Award since the award's inception in 1997.

The Capital One Hall of Fame Gala will honor both the CoSIDA Hall of Fame Class of 2011 and the Capital One Academic All-America® Hall of Fame Class of 2011.

Joyner-Kersey, who ranks among the world's greatest female track and field athletes of all time while specializing in the heptathlon and long jump, won Olympic gold medals in both of those events.

The Enberg Award was created to recognize Enberg's passion and support of the Academic All-America® program for more than 20 years, as well as his dedication to education for more than four decades.

"Jackie Joyner-Kersey personifies what the Enberg Award means to me," Enberg says. "She was committed to her education at UCLA, and throughout her life that passion for providing learning opportunities for disadvantaged youth in her home city of St. Louis has been extraordinarily generous. As an athlete, she ranks with Babe Didrickson Zaharias as one of the greatest female athletes in sport's history, and certainly is one of the most celebrated Olympians of our time. Jackie Joyner-Kersey, simply, is a gold medal winner in the arena and in life."

"I am both humbled and honored to receive this year's Dick Enberg Award," Joyner-Kersey says. "I have the utmost respect for this great man (Dick Enberg) and all of his wonderful work. I was overwhelmed with joy when I learned of my selection. I accept this award with grace and dignity, knowing that Dick Enberg is very special to the world and me. I forever will cherish that I have been chosen for this very special honor."

As one of the most decorated female athletes of all-time, Joyner-Kersey dominated the track and field circuit for 13 years and won three gold, one silver and two bronze medals spanning four Olympic Games during her illustrious career. At the 1984 Olympics in Los Angeles, she won the silver medal in the heptathlon. Four years later, at the 1988 Games in Seoul, Korea, Joyner-Kersey struck gold in both her signature events - the heptathlon (world record) and long jump. She followed that up at the 1992 Games in Barcelona, Spain by winning gold in the heptathlon and bronze in the long jump. In her final Olympic appearance at the 1996 Atlanta Games, she won the bronze medal in the long jump.

In addition, she won a total of four gold medals (two in the heptathlon and two in the long jump) at three different World Championships and finished first in the long jump at the 1987 Pan American Games.

In 2010, Joyner Kersee, a standout track and field and basketball performer at UCLA, was honored with an elite NCAA Silver Anniversary Award. The Silver Anniversary Awards recognize six distinguished former student-athletes on the 25th anniversary of the end of their intercollegiate athletics eligibility.

Sports Illustrated for Women magazine named Joyner-Kersey the Greatest Female Athlete of the 20th Century. On three different occasions (1994, 1987 and 1986), she was honored by Track & Field News as the World Athlete of the Year. She also named as the top American five times (1994, 1992, 1991, 1987 and 1986).

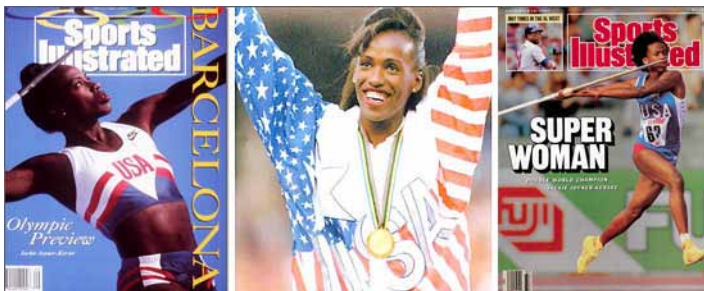
Joyner-Kersey received the Jesse Owens Award in both 1986 and 1987. She still holds the world record in the heptathlon (7291 points) and is the American record holder in both the heptathlon and long jump (24-7).

On December 3, 2004, she was inducted into the U.S. Track and Field Hall of Fame. The March 2002 issue of Ebony included her on its list of the Top 10 Greatest African-American Women Athletes.

At UCLA, Joyner-Kersey starred in both track & field and women's basketball from 1980-to-1985. A four-year starter on the Bruins' basketball team, she is still listed among the school's career leader in scoring average, rebounding and assists.

The inaugural recipient of the Humanitarian Athlete of the Year, Joyner-Kersey is known worldwide for her interest in aiding others. She has helped to build the Jackie Joyner-Kersey Youth Center Foundation in her hometown of East St. Louis, Ill., that has raised more than \$12 million. She serves as the chairperson of the St. Louis Sports Commission and is co-founder of Jackie Joyner-Kersey Racing (NASCAR).

In 2007, she along with several notable athletes, founded Athletes for Hope, a charitable organization of professional athletes who get involved in charitable causes and inspire millions of non-athletes to volunteer and support the community.



## PREVIOUS DICK ENBERG AWARD WINNERS

- 2010: Tom Hansen, Pacific 10 Conference
- 2009: Steve Smith, Michigan State
- 2008: Chuck Lee, Verizon
- 2007: Pat Summit, Tennessee
- 2006: President Gerald Ford, Michigan
- 2005: Father Theodore Hesburgh, Notre Dame
- 2004: Ted Leland, Stanford
- 1997: Dick Enberg
- 2003: Tom Osborne, Nebraska
- 2002: Alan Page, Notre Dame
- 2001: Donna Shalala, University of Miami (Fla.)
- 2000: Bill Russell, San Francisco
- 1999: Dean Smith, North Carolina
- 1998: John Humenik, CoSIDA

## ABOUT CAPITAL ONE

Capital One Financial Corporation ([www.capitalone.com](http://www.capitalone.com)) is a financial holding company whose subsidiaries, which include Capital One, N.A. and Capital One Bank (USA), N. A., had \$122.2 billion in deposits and \$197.5 billion in total assets outstanding as of December 31, 2010. Headquartered in McLean, Virginia, Capital One offers a broad spectrum of financial products and services to consumers, small businesses and commercial clients. Capital One, N.A. has approximately 1,000 branch locations primarily in New York, New Jersey, Texas, Louisiana, Maryland, Virginia and the District of Columbia. A Fortune 500 company, Capital One trades on the New York Stock Exchange under the symbol "COF" and is included in the S&P 100 index.

Capital One, an NCAA Corporate Champion, began its affiliation with college sports with the sponsorship of the 2001 Capital One Florida Citrus Bowl (now the Capital One Bowl) and ESPN's Capital One Bowl Week. In 2010, Capital One launched the Capital One Cup, a prestigious new program rewarding NCAA Division I athletics programs for their cumulative on-field performance across multiple men's and women's sports. In addition, Capital One sponsors the ABC College Football Halftime Report, Capital One All-America Mascot Team, all 88 NCAA Championships including the Division I Men's and Women's Basketball Championships, and numerous other collegiate athletics programs.

For more information about the Academic All-America® Teams program, please visit [www.cosida.com](http://www.cosida.com).

# CoSIDA CONVENTION 2011

## Marriott Marco Island Resort & Spa

### JUNE 26-29

# 2011 CoSIDA SPECIAL AWARDS HONOREES ANNOUNCED

Numerous members of the College Sports Information Directors of America (CoSIDA) organization will receive national awards for outstanding achievements when the organization holds its annual national convention June 26-30 at Marco Island, Fla.

Among the honors, the organization will recognize its top athletic communications personnel as the newest members of its Hall of Fame. Additionally, other awards recognizing emerging leaders, community service and lifetime achievement awards will be presented.

Five current and former sports communications professionals will be inducted into the CoSIDA Hall of Fame at a Hall of Fame Gala dinner and ceremony on Tuesday, June 28. This CoSIDA Hall of Fame honor is presented to members of CoSIDA who have made outstanding contributions to the field of college sports information.

Members of the 2011 Hall of Fame Class include **Charles Bloom**, Southeastern Conference; **Rich Herman**, Clarion University; **Paul Madison**, Western Washington University and **Mark Beckbach**, Ohio Wesleyan University. **Dan McDonald**, the former sports information director at Northwestern State (La.) and Southwestern Louisiana, was selected by the Veterans Selection Committee. The

other five were selected by a vote of over 90 CoSIDA Hall of Famers.

At that same Gala event on June 28, the newest class of the Capital One Academic All-America @ Hall of Fame also will be inducted. (Those Academic All-America Hall of Famers will be announced at a later date.)

The Arch Ward Award is presented annually to a CoSIDA member who has made outstanding contributions to the field of college sports information, and who, by his or her activities, has brought dignity and prestige to the profession. Immediate past president, **Justin Doherty** of the University of Wisconsin, was voted the 2011 top university division professional and will receive the Arch Ward Award in June.

The college division also recognizes ad top professional of the year with the Warren Berg Award. **Rich Herman** of Clarion University, who is also being inducted into the Hall of Fame class of 2011, has been recognized with this award. It is presented annually to a college-division member who has made outstanding contributions to the field of college sports information and who, by his or her activities, has brought dignity and prestige to the profession.

In other awards, **Dr. Bill Smith** of the University of Arkansas will be honored for his community service with the Bob Kenworthy Community Service Award, presented annually to a CoSIDA member for civic



Beckbach



Bloom



Herman



Madison



McDonald

involvement and accomplishments outside the athletic communications profession.

Long-time University of Tennessee Associate Athletics Director for women's media relations **Debby Jennings** will be recognized with the Trailblazer Award. This honor is presented annually to an individual who is a pioneer in the profession and who has mentored and helped improve the level of ethnic and gender diversity within CoSIDA.

CoSIDA also recognizes its youthful talent with the Rising Star Awards. This award is presented to both a University Division and a College Division member with 10 years of service or less whose work at their institution and service, dedication, energy and enthusiasm to the profession make that individual a "rising star" in sports information.

**Rob Knox** of Kutztown University was the college division choice and **Chevonne Mansfield** of the Southwestern Athletic Conference (SWAC) was chosen as the university division recipient.

CoSIDA's Lester Jordan Award is presented to an individual for exemplary service to the Academic All-America Award program and the promotion of the ideals of being a student-athlete. This year's recipient is **Kevin Ruple** of Baldwin-Wallace College, who has served as a long-time coordinator on the Academic All-America Committee.

Three members, **A. John Pearson** of Kansas Collegiate Athletic Conference and **Walt Riddle** of St. Leo University and **Mike Moran**, formerly of the United States Olympic Committee, will be recognized with the Lifetime Achievement Award. This award is presented to CoSIDA members who have served at least 25 years in the profession (as of June 2011) who are retiring or leaving the profession.



**Doherty**



**Jennings**



**Smith**



**Ruple**



**Mansfield**



**Knox**



A member of the media is also annually recognized at this event. ESPN/ABC analyst **Lee Corso** has been selected as the Jake Wade Award winner. Named for the acclaimed North Carolina sports journalist and former UNC SID, this award is presented annually to an individual who has made an outstanding contribution in the media to the field of intercollegiate athletics.

In addition to the special award winners and Hall of Fame induction, the organization also recognizes those who have completed 25 years in the profession. The following individuals will receive a 25-year plaque at the convention:

**Dave Beyer**, Mercer University;  
**Kent Cherrington**, Plymouth State

University; **Jim Daves**, University of Virginia; **Brian DePasquale**, University of Albany; **Ann King**, The Sage Colleges; **Tom Kroeschell**, Iowa State University; **David Moross**, Colorado College; **Thomas Nelson**, St. Cloud State University; **Diane Nordstrom**, University of Wisconsin; **Walt Riddle**, Saint Leo University and Joe Seil, Nazareth.

*Individual news releases/feature articles on each honoree are being posted over the next few months on the CoSIDA website ([www.CoSIDA.com](http://www.CoSIDA.com)) and several of these articles appear in this Digest. More features will appear in the June E-Digest as well.*

# 2011 CoSIDA AWARD WINNERS

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## **HALL OF FAME**

Mark Beckenbach, Ohio Wesleyan  
Charles Bloom, Southeastern Conference  
Rich Herman, Clarion  
Paul Madison, Western Washington  
Dan McDonald, Louisiana-Lafayette

## **ARCH WARD AWARD**

Justin Doherty, Wisconsin

## **WARREN BERG AWARD**

Rich Herman, Clarion

## **JAKE WADE AWARD**

Lee Corso, ESPN & ABC

## **TRAILBLAZER AWARD**

Debby Jennings, Tennessee

## **BOB KENWORTHY COMMUNITY SERVICE AWARD**

Dr. Bill Smith, Arkansas

## **RISING STAR AWARDS**

Rob Knox, Kutztown  
Chevonne Mansfield, SWAC

## **LESTER JORDAN AWARD**

Kevin Ruple, Baldwin-Wallace

## **LIFETIME ACHIEVEMENT AWARD**

Mike Moran, USOC  
A. John Pearson,  
Kansas Collegiate Athletic Conference  
Walt Riddle, St. Leo

## **25-YEAR AWARDS**

Dave Beyer, Mercer  
Kent Cherrington, Plymouth State  
Jim Daves, Virginia  
Brian DePasquale, Univ. at Albany  
Ann King, The Sage Colleges  
Tom Kroeschell, Iowa State  
David Moross, Colorado College  
Tom Nelson, St. Cloud State  
Diane Nordstrom, Wisconsin  
Joe Seil, Nazareth  
Walt Riddle, Saint Leo

# CoSIDA Hall of Fame

## MARK BECKENBACH, Ohio Wesleyan University

CLEVELAND, OH (4/5/11) — In a profession where the turnover rate is extremely high, Ohio Wesleyan University Sports Information Director Mark Beckenbach has proven that longevity and stability does exist.

Beckenbach, who has been the SID at OWU since 1984, recently was selected for induction into the College Sports Information Directors of America's (CoSIDA) Hall of Fame. The induction ceremony will take place during CoSIDA's annual national workshop, held June 26-30 in Marco Island, Fla.

When Beckenbach was a freshman in college in 1978, very few NCAA Division III colleges and universities had established sports information departments in place. However, Beckenbach did not let this stop him from pursuing the profession as he, along with six to eight other OWU students, operated a student-run SID department on the Delaware, Ohio, campus.

Thirty-three years later, you can still spot Beckenbach front and center at most, if not all, Ohio Wesleyan home athletic events.

At its roots, and in an age where the Internet was just beginning to take shape, the sports information field was performed at the Division III level as a means to compile and track statistics as well as to write and distribute pre- and post-game press releases to local media outlets.

Beckenbach's career aspirations began to develop during his junior year at OWU as he was promoted to Student Sports Information Director. Along with the everyday rigors that college students experience, he was spending his free time, which most students often utilize for fun and recreation, managing and operating the university's student-run sports information department.

"To have passion, to have a dream and to have a purpose in life for many people is rare. Mark Beckenbach's passion is OWU athletics and he has dedicated his life to the coaches and student-athletes of Ohio Wesleyan University," said Roger Ingles, current OWU athletic director and former head baseball coach. "We are eternally thankful for the high level of professionalism and expertise Mark brings to his position. We are thrilled to see him recognized by CoSIDA in this manner."

Following graduation, he stepped away from OWU for a brief two-year stint as the Sports Information Director at DePauw University in Greencastle, Ind., but returned to Delaware in the fall of 1984 and accepted the full-time position as Sports Information Director at OWU.

Since his arrival back on campus 27 years ago, he has been responsible for the publicity of OWU's 23 intercollegiate athletic teams, performing the everyday tasks that are demanded by an institution's SID, including writing and distributing press releases, historical research, media guide production, compiling in-game statistics, archiving statistics, press box management, etc., etc., etc.

"Mark has been known to wear many hats at Ohio Wesleyan and the coaches and administration appreciate his continued diligence and dedication to his profession and in keeping Ohio Wesleyan athletics in the forefront of Division III sports news," expressed Cyndi Holliday, the 17-year OWU volleyball coach and senior woman administrator.

The longtime SID has literally witnessed the profession change before his eyes. No longer are stats compiled via paper and pencil, but rather with advanced computerized software. And, the days of faxing and mailing press releases to the local media outlets have since dissipated as a simple click of the computer mouse can now have real-time information sent to the media or posted on the internet in a matter of seconds.

As well as putting in more than 30 years of service at OWU, he is also the senior SID in the North Coast Athletic Conference and is one of very few individuals who have been actively involved with the NCAC since its creation in the 1984-85 academic year. In 1997, he helped develop the NCAC SID Association (NCAC-SIDA) and has served as the President of the organization since 1999. Beckenbach has assisted the conference in numerous avenues throughout his career, including maintaining and updating NCAC historical records.

"Mark has been a leader amongst NCAC sports information directors since the conference began," commented Keri Alexander Luchowski, the Acting Executive Director of the NCAC. "He is a valuable resource both to his colleagues and to the Conference as a whole. This honor is richly deserved and we are thrilled for Mark."



Beckenbach also has extended his reach into the field far past just the campus of Ohio Wesleyan and the NCAC as he continues to serve on numerous national committees and panels. Most notably, he has served on the CoSIDA Academic All-America Committee since 1990 and was recently named the panel's co-chair prior to the 2010-11 academic year, after serving terms as associate chair (2007-11), vice chair (1999-2006), national coordinator (1994-99) and district coordinator (1990-94).

"For close to 30 years, Mark Beckenbach has been one of the finest sports information

directors in Ohio and in small college athletics," stated Baldwin-Wallace College SID and fellow CoSIDA Hall of Fame member, Kevin Ruple. "His efforts as an SID, innovator and leader in CoSIDA's Academic All-America program have been invaluable to the sports information profession and to small college athletics in the state of Ohio and the Great Lakes Region. As a member of the CoSIDA Hall of Fame, I am pleased to welcome Mark to the group. His talents and efforts make him a more than worthy recipient of this honor."

Beckenbach also devoted his time to service on a pair of football All-America selection committees earlier in his career, including serving the Football Gazette (1992-2004) and the Champion Division III SIDs (1998-2003).

His service, hard work and dedication to the industry has not gone unnoticed from his colleagues as he has collected numerous individual and lifetime achievement awards throughout his career.

CoSIDA, which annually awards SIDs for their work on athletic department publications, has recognized 60 of Beckenbach's pieces with a publication award, including 16 Best in Nation Media Guide honors in men's lacrosse (1991, 1992, 1996, 2000 and 2001), baseball (1991, 1992, 1993 and 1996), men's golf (1991, 1992, 1993 and 1995), men's soccer (1991), women's soccer (1993) and women's lacrosse (2001). In addition, he has also earned four Best In Nation Media Guide Cover awards in men's golf (1992 and 2008), men's lacrosse (1990) and Football (2009).

Along with the prestigious distinction of being a member of this year's CoSIDA Hall of Fame class, he was also awarded the Lester Jordan Award in 2006 for his service to the Academic All-America program, and was presented with the CoSIDA 25-year service award in 2008. The Lester Jordan Award is named after the founder of the CoSIDA Academic All-America program and the longtime Southern Methodist University SID.

"On behalf of the conference's SIDs past and present, I would like to congratulate Mark on this richly-deserved honor," said Hugh Howard, current SID at the College of Wooster. "From operating a one-man sports information shop at Ohio Wesleyan for almost 30 years, to serving as the NCAC's record keeper, to his committee work for the CoSIDA Academic All-America program, Mark has made a tremendous impact on this profession. He performs all of the various sports information duties at a very high level, but more importantly, he does so with a friendly, outgoing presence toward his peers."

**Bret Billhardt, the Assistant to the Executive Director of the NCAC,**

# CoSIDA Hall of Fame

## CHARLES BLOOM, Southeastern Conference

Charles Bloom has been a member of the sports information community for 30 years and has served as an active member of CoSIDA since 1985.

He is a Past President and a former board member whose innovative thinking has factored into the development and implementation of some of CoSIDA's recent major initiatives, including creation of the Executive Director position and the partnership with NACDA.

The Associate Commissioner (Media and Public Relations) at the Southeastern Conference currently serves as the Chair and Board liaison with University Division Management Advisory Committee.

"I am delighted to learn of Charles' induction into the CoSIDA Hall of Fame and pleased to know that his profession appreciates him as much as we do in the Southeastern Conference," SEC commissioner Mike Slive said. "Charles is a warm, caring and thoughtful man with high energy and considerable talent. He is highly respected by all who work with him including his colleagues, journalists, editors, public relations professionals and the by the many charitable organizations who benefit from his generous spirit.

"On behalf of all of us in the Southeastern Conference we congratulate Charles and thank him for all he has done for us and for his chosen profession."

Bloom has been at the SEC since 1995 and has risen from director of media relations to assistant commissioner to his current position. In those roles he has served as the conference office's primary media contact for football, the media director for the conference's football championship game and men's basketball tournament as well the conference administrator for baseball. He assisted in the development of the Bowl Championship Series, with the creation of its standings formula and media policies, and later served as its Media Relations Director.

He has kept the SEC at the forefront of emerging media trends with the development and implementation groundbreaking of social media strategies and an internet media policy. He has fostered publicity campaigns such as the SEC Sportsmanship Award, voted on annually by the conference's athletics directors to student-athletes to showcase acts of positive character and sportsmanship. He also assisted in the coordination and use of a game clock at the 2010 SEC Baseball Tournament, an initiative which has been adopted by the NCAA Baseball Rules Committee for use in all college games.

Before he joined the SEC, he spent seven years at East Carolina University, where he graduated from the university's Supervision Institute. As Sports Information Director and later Assistant Athletics Director for Media



Relations he created the school's media relations office policies and procedures manual an external affairs mission statement.

He also was an Assistant Sports Information Director at the University of Mississippi and Louisiana State University. He began his career as an undergraduate student assistant at Nevada-Las Vegas and as an undergraduate and graduate student at the University of South Carolina.

Bloom is married and a father of two and is an active member of numerous professional organizations and community service projects.

# CoSIDA Hall of Fame Warren Berg Award

## **RICH HERMAN, Clarion University**

CLARION, Pa. – For the past 31 years, Rich Herman has sat proudly atop the perch in the Clarion University of Pennsylvania (nickname: Golden Eagles) sports information office.

In February 2011, though, he was knocked off that perch, but only temporarily and figuratively. Hearing he had been selected as one of the 2011 inductees into the CoSIDA Hall of Fame was simply too much for him to comprehend. The usually verbose Herman was in a rare position, at a loss for words.

Herman's qualifications for the Hall of Fame are, to borrow an overused cliché, truly a case where actions speak louder than words. His effort on behalf of CoSIDA and Division II SIDs in particular made him a virtual lock, a "no-brainer" if you will, as a new member of his profession's Hall of Fame.

And, fittingly, in the same year his peers voted him in their Hall of Fame, they also voted him the top athletics media professional of the year (for the college division) by naming him the Warren Berg Award winner. This award is presented annually to a college-division member who has made outstanding contributions to the field of college sports information and who, by his or her activities, has brought dignity and prestige to the profession.

The fourth Pennsylvania State Athletic Conference SID to earn the distinction of being a CoSIDA Hall of Famer, Herman will join former conference mentors and close personal friends Paul Newman of Edinboro (2000), John Carpenter (Slippery Rock, 1989) and East Stroudsburg's Pete Nevins (1987) in the elite group when he is inducted Tuesday, June 28, at the 2011 CoSIDA Convention in Marco Island, Fla.

Herman's qualifications for the Hall of Fame are extensive.

In his role as Clarion's athletic communication professional, Herman has earned 19 citations from CoSIDA for award-winning publications. He has also served as a Vice-Chairman of CoSIDA's Publications Contest Committee since 1990.

A top promoter of student athletes, Herman has promoted 85 football All-America performers alone in the last 27-years. Herman received the NCAA Division I Wrestling "SID Of The Year" award from the National Wrestling Media Association in 1999.

Herman is currently serving his second year as president of D-II SIDA after serving three years as the organization's first vice president. Under his leadership, D-II SIDA has secured an unprecedented strong connection with the NCAA office and in particular NCAA D-II president Mike Racy.

Eric McDowell of Union College (NY), the Chair of the College Division Management Advisory Committee, nominated Herman for the Warren Berg Award.

"This is a most fitting time for Rich to be selected, both to the Hall of Fame and for the Warren Berg Award," said McDowell. "He is completing his term as the President of the NCAA Division II SID Association, and I have seen first hand the remarkable job that he has done in his term. He has developed professional relationships with Mike Racy (the NCAA Vice President for Division II), and other NCAA leaders and officials, to assist the organization in everything from branding to score reporting. His attendance at the NCAA conventions has featured scheduled appearances at conference commissioner meetings as well as private sessions to enhance his colleagues. His efforts helped lead Mike to provide support for the expansion of CoSIDA's Academic All-America program. I knew what Rich has meant to Clarion, and I appreciate the administration at Clarion for supporting him for his endeavors during his term as president for Division II SIDs. I also appreciate him for his long-time friendship, respect and dedication to all of us in CoSIDA."



Racy was asked by McDowell to provide a letter of support for Herman's nomination for the Berg Award. He took time out from his hectic schedule to provide the letter that very same week.

"In the past 12 months, Rich has provided guidance and support to the Division II governance staff as we developed a Division II strategic communications toolkit," commented Racy. "Rich is currently actively involved in the development of a communications toolkit, phase two. Additionally, the development and implementation of the Division II Academic All-American program could not have been possible without

Rich's guidance. Rich's leadership skills are unsurpassed. He has a style that encompasses the entire group that he is dealing with. He manages each situation and issue with a calm assurance that lets each and every person know that he can handle anything that may arise. He does so with humility and grace that few others possess."

Prior to serving as the national head of D-II SIDs, Herman was the Pennsylvania State Athletic Conference's football SID from 1985-93 and vice president of the conference's SID group from 1988-92.

Herman was also a charter member of the Clarion University Sports Hall of Fame in 1989, has served on the hall's selection committee for the last 23 years and as the committee chair on two occasions (1994-97, 2003-10)

Away from the office, Herman was elected to two, four-year terms on Clarion Borough Council (2001-2009), served as chair of Public Safety committee and as a member of both the borough's recreation committee and civil service commission (1996-2001). He gave official testimony to the Pennsylvania House Committee on Government in reference to borough non-taxable properties in 2008.

A native of Ellwood City, Pa., Herman was a three-sport (baseball, golf and basketball) athlete and all-star catcher (can you imagine trying to get to home plate when he's blocking it!) at Lincoln High School.

Herman went on to earn four letters as a catcher on the Point Park College baseball team that won three NAIA district titles and placed fourth at the 1974 NAIA College Baseball World Series in 1974.

A Dean's list student, he graduated in 1976 with a B.A. Degree in Journalism & Communications.

From 1976-80 Herman worked in Radio, Public Relations and was the Assistant SID at Edinboro prior to coming to Clarion in August of 1980.

Clarion's head baseball coach for 11 seasons (1989-99) after serving as an assistant coach from 1980-87, Herman led the Eagles to numerous NCAA individual honors and NCAA, PSAC and school records. He also served on the NCAA D-II East Region Baseball Committee from 1993-95.

Rich and wife Paula reside in Clarion, Pa.

# CoSIDA Hall of Fame

## PAUL MADISON, Western Washington University

Paul Madison felt that, from an early age, his long career in sports information at Western Washington University was pre-ordained.

"All of my coaches at Ferndale (Wash.) High School were former Western coaches. One of them knew that I had a real interest in sports, but no athletic skills," Madison chuckles. "When I was registering for classes my first year, he asked me if I would help keep statistics for the football team. That was a life-changing event for me."

That coach must have known how to scout talent as Madison is being honored not only for his long career in sports information, but also for being one of the best at his craft. The 44-year veteran at WWU is one of five members of the 2011 class of the College Sports Information Directors of America (CoSIDA) Hall of Fame. Madison will be inducted at the organization's Hall of Fame Gala on June 28 in Marco Island, Fla. during CoSIDA's annual Convention activities.

After his work in high school, Madison's coaches recommended him to handle statistics for the athletics program at WWU, located in Bellingham, Wash., just 20 minutes south of the Canadian border. Within three months after Madison began his freshman year in 1966, the graduate assistant handling the sports information duties decided the work wasn't for him.

While already passionate about the job, Madison was somewhat overwhelmed when he was asked to assume the sports information duties as a first-year student. "I talked to a senior athlete who I trusted, and he said I should go for it. I did, and it was the best thing that could have happened to me."

It also helped out financially. At the time, tuition at WWU was \$88 per quarter. His wage as sports information director was \$80 per month.

Upon earning his degree in journalism from WWU in 1971, Madison left for a short time to work for a recreation center in Spokane, Wash. He returned to Western after six months, first working as the part-time sports information director before being elevated to full-time status in 1974. The move was a win-win proposition.

"It is a most deserving award for Paul," said WWU Director of Athletics Lynda Goodrich. "It certainly recognizes his numerous years of outstanding service not only to WWU, but to the sports information profession. Our coaches and athletes have always admired Paul and have been grateful for the hard work he puts in on their behalf."

Madison has been able to chronicle the highs and lows of the Western athletic program over four decades. Among the highlights was the selection of WWU basketball player Grant Dykstra for the 2006 V Foundation Comeback Award and six straight NCAA Division II national titles by the women's rowing program. He promoted a catch by football receiver Chris Moore, which won an ESPY Award for "best college catch" in ESPN's first ever awards show back in 1992. Madison then campaigned for nearly 16 years to have the award delivered into Moore's hands.

Madison also guided the WWU media relations efforts after the death of a star men's basketball player in 1990, just a day after the Vikings had clinched a NAIA district playoff spot.

Through it all, Madison has been recognized as a professional of the highest degree by his colleagues in the Northwest.

"Paul is truly the one of the classiest, hardest working and most dedicated individuals in the profession," said Jonathan Gordon, assistant athletic director for media relations at arch-rival Central Washington University. "I consider Paul to be one of my



best friends in the profession, and someone I can turn to if I am in need of advice – professional or personal."

"His knowledge of not only the Vikings, but for most of Northwest small college athletics over the past 35 years, is encyclopedic," said Frank McDonald, former SID at Seattle Pacific University and current member of the media relations staff with the Seattle Sounders. "Through it all he has been a model of character, being thorough and thoughtful of all of those involved. Yes, he's just doing his job, but what matters most is that he cares."

"For the past 40 years, Paul has been the constant not only for Western Washington University athletics, but for the region's sports information directors as well," said Bob Guptill, publicity director for the Great Northwest Athletic Conference (GNAC). "The contributions he has made to Viking athletics go way beyond his duties as a sports information director, providing helpful advice to the administrators and coaches he has worked with as well as his leadership to all the SIDs throughout the region."

In addition to his work at WWU, Madison served nine years as chair of the GNAC sports information directors, one year as an at-large representative on the CoSIDA Board of Directors and two terms as Area I representative on the NAIA-SIDA Executive Committee. He spent five years as publicity director for the Evergreen Conference, three years as the SID for the Northwest Women's Basketball League and one season promoting the Washington Intercollegiate Basketball Association.

In 1993, Madison was honored by NAIA-SIDA with the Ike Pearson Award, presented annually to honor outstanding contributions within the profession.

Working with other sports information professionals has been a big reason for Madison's long stay at WWU. "Sports information is the greatest thing ever in that we always have each other's back," Madison said. "I have never known of another professional where people are so willing to help one other. It's very special."

Another thing that has kept Madison going is the opportunity to promote the success of his alma mater.

"Western has had so many stories to tell with its student-athletes and coaches, as well as our program overall," Madison said. "I feel so blessed that I have been the one who has been able to get these stories told."

"Each day, I wake up looking forward to going to work."

Joining Madison as members of the 2011 induction class of the CoSIDA Hall of Fame are Charles Bloom of the Southeastern Conference, Rich Herman of Clarion University, Mark Beckenbach of Ohio Wesleyan University and Dan McDonald, former sports information director at Northwestern State (La.) and Southwestern Louisiana.

*by Blake Timm, Pacific (Ore.) Sports Information Director*

# Trailblazer Award

**DEBBY JENNINGS, University of Tennessee**

When sharing stories of how her long affiliation with the University of Tennessee began, Debby Jennings has jokingly said that her parents dropped her off to attend college in Knoxville in the fall of 1973, and they never came back to pick her up.

That her loving parents, Jack and Mae Jennings, may have executed a perfect drop-and-run with their daughter and high-tailed it back to their home in Connecticut at the time makes for a humorous and memorable anecdote.

It's that sort of wit and creative storytelling that has enabled Debby Jennings to enjoy a highly-decorated 34-year career in college sports information/media relations, spending every moment serving the university where her folks left her all those years ago.

Since 1977, when she accepted a graduate assistant position as the school's first sports information director for women's athletics, Jennings has been the only person to lead the Lady Vol Sports Information/Media Relations Office. Quite impressively, she established an office where there wasn't one, and she became a pioneer in a field where there were few women at the time. She did so while asking for nothing but a fair shake.

Jennings, an Associate Athletics Director for Media Relations at UT since 1998, can reflect on a career that began as a one-person "shop" and gradually developed into an extended family of full-time, graduate, undergraduate and volunteer staff members through her three decades at Rocky Top. Many of those folks are CoSIDA members and have found success following the instinctual roadmap and compass-like principles their mentor instilled in them.

A 1977 UT journalism graduate, Jennings' keen ability to convey her ideas through words and images has resulted in either her or staff members garnering nearly 400 CoSIDA publications awards for media guides, game programs or posters. In turn, those publicity pieces have resulted in thousands of story ideas that wound up in print or on the air during radio, television or internet broadcasts.

While she once handled day-to-day media activities for every women's sport Tennessee sponsored, Jennings' primary responsibilities during the past 25 years have revolved around the eight-time NCAA champion Lady Vol basketball team and hall of fame coach Pat Summitt. The UT SID has been crucial in telling the world those stories, and clearly she has been instrumental in her own right in helping that sport, the student-athletes and coaching staff earn the media coverage they enjoy today.

Despite Jennings' daily pursuit of recognition and accolades for others, her own personal excellence has not gone unnoticed. The CoSIDA Hall of Fame opened its doors to her in 2002 as its third female inductee. She also was enshrined into the Greater Knoxville Sports Hall of Fame in 2009 and into the Tennessee Sports Writers Association Hall of Fame in 2010.

After becoming the first SID to win the WBCA's Mel Greenberg Award for lifelong contributions to women's basketball



in 1995, and the first female president of the Southeastern Conference sports information directors from 2000-02, Jennings became only the second woman to earn the prestigious CoSIDA Arch Ward Award in 2008. The Arch Ward is given to a University division member of CoSIDA for outstanding contributions to the athletic communications profession, and who by his or her activities, has brought dignity and prestige to the profession.

All of those firsts and pioneer moments have no doubt been special to Jennings and her close-knit family, which convenes in Knoxville, Atlanta or at the beach when her busy schedule allows.

However, it is what she has done with the chance she was given, the example she has provided and the opportunities that have been created for others, that have led her to most-deservedly become CoSIDA's 11th recipient of the Trailblazer Award.

*by Eric Trainer, Tennessee Associate Director of Media Relations*

# 25-Year Award

## **Brian DePasquale, University at Albany**

Brian DePasquale serves as the University at Albany's Associate Athletics Director for Communications and Media Relations and will receive a 25-Year Award from CoSIDA during the 2011 Convention taking place at the Marriott Marco Island Beach Resort in June.

DePasquale is responsible for the publicity and promotion of the school's 19 varsity sports, producing a television and radio package for football and basketball, managing the development of the athletic web site ([www.ualbanysports.com](http://www.ualbanysports.com)), and publicizing the New York Giants football training camp which is held at Albany's facilities.

Prior to joining the Albany athletics department in 1994, DePasquale previously served as assistant sports information director at Colgate University (1988-94), sports information director at Drexel University (1985-88), and information director for the East Coast Conference (1983-85).

DePasquale has worked at numerous United States Golf Association (USGA) championships, including the U.S. Open from 1993-2010. He also served as a press officer at the 1992 XVI Winter Olympic Games in Albertville, France.

He received a B.A. in journalism and a master's degree in athletic administration from The Ohio State University.



***by Ann King, Sports Information Director at  
the Sage Colleges***

# 25-Year Award

## Tom Kroeschell, Iowa State University

Tom Kroeschell, the Associate Athletics Director for Communications at Iowa State University, will be recognized for 25 years of service June 28 at the College Sports Information Directors of America (CoSIDA) national convention in Marco Island, Fla.

Kroeschell is completing his 25th year at ISU and has become an icon in the State of Iowa for several reasons.

First, although it is tough to replace an icon, that is exactly what Kroeschell had to do when he replaced the legendary Jim Duncan as the “Voice of the Drake Relays”. And in doing so, he has become somewhat of an icon himself.

Jim Duncan was a man of many hats, on the track and off, and he was most famous as the Voice of the Drake Relays. The golden voice was also heard throughout the years at various Iowa State High School and NCAA championships.

Kroeschell, who was a student of Duncan’s at Drake University, said of the man he succeeded, “You know how some people are a jack of all trades and master of none? He was a jack of all trades and a master of all of them.”

That Kroeschell could ease into his position as the new ‘Voice’ came from the respect he had for his former instructor.

“When you’d imitate Jim Duncan, everybody knew,” said Kroeschell. “You could even do a bad Jim Duncan and people would still know who you’re doing.”

But Kroeschell has made his niche known in another realm as well. For the past 25 years he has been mat-side making the names associated with Iowa State wrestling a “Who’s Who” of the sport.

From Cael Sanderson’s 159-consecutive college match wins and four NCAA titles to coach Jim Gibbons and ISU’s Olympian wrestlers, Kroeschell has been the one consistent presence as ISU’s wrestling contact.

He was profiled in January on the NCAA’s website. In that article he said:

“I first experienced wrestling at Drake, but I really didn’t get addicted until I came to Iowa State,” said Kroeschell, an Illinois native who graduated from Drake University in Des Moines, Iowa, in 1982. “I love the sport,” he said. “The NCAA Wrestling Championships is one event I’m going to go to long after I’m done doing this. What I love about wrestling is that the people you meet, you see them every year at certain events. It’s not always about the wins and losses. The relationships, the friends I’ve made around wrestling, that’s something you can’t put a price on.”

Kroeschell joined the Iowa State staff in August of 1985, having come to Ames from Northwestern University where he assisted with football and men’s basketball operations, in addition to primary work with the women’s basketball and volleyball teams. The Park Ridge, Ill., native started his sports information career at Drake University in 1982.



As head of the athletic communications office, Kroeschell is the primary media contact for football, wrestling and track. He also oversaw the coordination of Iowa State’s athletic hall of fame.

He served as media coordinator for two NCAA Wrestling and Cross Country Championships, as well as Big Eight and Big 12 Conference track and field and wrestling championships. In August 1991, he served as a press officer for the U.S. team at the World Track and Field Championships in Tokyo. He was a track announcer for the 1996 and 1997 NCAA Outdoor Track and Field Championships and the 1997 Big 12 Conference Outdoor Track and Field Championships.

He succeeded Duncan as the announcer for the Drake Relays in 1989, and is the announcer at the Iowa high school boys’ and girls’ state track meets. He received special recognition in 1998 at the Iowa Association of Track Coaches Hall of Fame ceremonies.

Tom and Beth Kroeschell have two children (Liza, Robbie).

*by Tamara J. Flarup, University of Wisconsin  
Chair of the CoSIDA Special Awards Committee*

# 25-Year Award

## Tom Nelson, St. Cloud State University

A quick wit, a terrific sense of humor, a creative streak, and the willingness to work hard on behalf of St. Cloud State University student-athletes personify Tom Nelson, a 2011 CoSIDA 25-Year Award recipient.

Nelson has been an assistant director of athletic media relations at St. Cloud State since 1996.

A regular attendee of the CoSIDA Workshop, Nelson enjoyed a long tenure on the Site Selection Committee and has served on several local and regional committees.

His contributions to the sports communications profession over the years have been many. He is a master at identifying special stories, introducing them to the mass media and shining a bright, positive spotlight on St. Cloud State's student-athletes.

This winter Nelson generated national media attention for the Husky baseball program with his promotion of Kent Koch, a second baseman and team captain, elected Mayor of his hometown in Minnesota.

Nelson is the office "techie" and website coordinator, introducing new technology and training co-workers on programs that have helped St. Cloud State athletics keep pace with social media and website uses.

"Not only has Tom done a great job promoting Husky Athletics, he has also been a mentor to the young people who have worked in our office over the years," said Anne Abicht, St. Cloud State Director of Athletic Media Relations. "Several of our student workers and graduate assistants have gone on to careers in the sports communications field and were positively influenced by the experience of working with Tom."

Nelson has served as a media coordinator at numerous USA Hockey Player Development Camps and has been the media steward for the Minnesota State High School League (MSHSL) Class AA baseball tournament since 1997.

Nelson previously worked at Aurora University and St. John's University (Minn.) before making the move to St. Cloud State.

He is a 1983 graduate of North Central College in Naperville, Ill. Nelson, his wife Colleen, and children Lauren and Patrick reside in St. Cloud.



***by Anne Abicht, St. Cloud State University Director of Athletic Media Relations/CoSIDA Board member***

# Lifetime Achievement Award 25-Year Award

## Walt Riddle, Saint Leo University

Walt Riddle, who currently serves as the Athletic Marketing Coordinator at Saint Leo University, will be recognized at CoSIDA this summer with the 25-Year Award and the Lifetime Achievement Award.

He assumed his latest role in the Saint Leo Athletic department in August of 2006, after serving as the Sports Information Director at Saint Leo.

In his current role, Riddle has increased the marketing efforts of the Athletic Department and has developed partnerships in excess of \$75,000. Additionally, Walt serves as the Chair of the Saint Leo Hall of Fame Committee and the Saint Leo Green and Gold Booster Club.

Riddle's affiliation with Saint Leo began in 1989 when he came to Saint Leo from the Sports Department of the Tampa Tribune to return to his true passion, college sports. In his early career after leaving Ohio State, Walt served as a sports writer for several papers in North Carolina where he was recognized by the North Carolina Tennis Federation for his reporting on tennis at the local, state and national level. Walt developed his management skills and abilities as the Sports Editor for the Columbia, South Carolina daily, the Columbia Record where he had a staff of four full-time writers.

He was honored by the College Football Coaches Association in 1969 for the paper's reporting on college football. While a sports writer for the Tampa Tribune, Riddle covered local and state-wide athletics and received five state awards for his reporting.

Riddle joined the Saint Leo staff as Sports Information Director in August, 1989. He fulfilled the traditional duties of the SID, preparing media guides and press releases for the college's 10 intercollegiate sports. Walt also counseled coaches and student-athletes on how to handle media interviews and served as the coordinator of operations for campus athletic events.

Walt did it all for Saint Leo.

While serving as SID he caught the attention of officials from Sunshine State Conference (SSC) who lured him to Orlando to serve as Assistant Commissioner. Riddle was with the conference for 11 years and was instrumental in taking the transition from a split office to the Orlando-based conference office of today. He played a key role in taking the conference office through the process of modernization with the use of computer generated statistical programs and he handled all SID duties for the SSC. He chaired the SSC Hall of Fame Committee and helped to produce one of the nation's largest NCAA



Division II television packages.

His commitment to Saint Leo University brought Riddle back to the university in 2001, when he returned to the SID position, which he held for five years before stepping into his new role as Athletics Marketing Coordinator.

Riddle's work with the Sunshine State Conference and its member institutions led to his induction in the SSC Hall of Fame as a member of the Class of 2005.

Active within CoSIDA, Riddle served on CoSIDA's board of directors from 2000-2003 and served as a co-chair of the 1999 workshop in Orlando.

Riddle resides in Ridge Manor with his wife, Diane, and their pet labradoodle, Molly. The couple has two sons, Scott and David, and three granddaughters, Brittney, Brooke, and Courtney.

*By Ann King,  
The Sage Colleges Sports Information Director*

**PETER METZELAARS, DR. CAROL LALLY SHIELDS, DR. RANDAL PINKETT, DR. JULIE BREMNER ROMIAS, DR. MEGAN NEYER TO BE INDUCTED INTO CAPITAL ONE ACADEMIC ALL-AMERICA® HALL OF FAME**

BETHLEHEM, Pa. - A pair of former Academic All-America® basketball selections, Peter Metzelaars, '82 of Wabash College and Dr. Carol Lally Shields, '79 of the University of Notre Dame, join former Rutgers University track & field star Dr. Randal Pinkett, '94, women's volleyball standout Dr. Julie Bremner Romias, '94 of UCLA and NCAA Champion diver Dr. Megan Neyer, '86 of the University of Florida as this year's inductees into the Capital One Academic All-America® Hall of Fame as selected by the College Sports Information Directors of America (CoSIDA).

The five newcomers join 112 members of the Capital One Academic All-America® Hall of Fame as selected by CoSIDA, which was created in 1988. They will be inducted into the Hall of Fame at CoSIDA's annual workshop in Marco Island, Florida on June 28.

"The Capital One Academic All-America® Hall of Fame truly represents the 'Best of the Best' and the Class of 2011 truly lives up to this moniker," said Larry Dougherty, Temple University Associate Athletic Director and 2010-11 CoSIDA President. "These five individuals performed at the highest level, both in their sports as well as in the classroom, as student-athletes at their respective institutions. They have gone on to continue to excel in their chosen fields and within their communities. It is with great pride that CoSIDA honors them as the newest members of the Capital One Academic All-America® Hall of Fame."

**Peter Metzelaars**, Wabash College, '82: An Academic All-America® selection in 1982, Peter Metzelaars was an outstanding two-sport student-athlete at Wabash. As a senior, Metzelaars led the Little Giants to the NCAA Division III Men's Basketball Championship, earning Tournament Most Valuable Player honors in addition to being named the Division III Men's

Basketball Player of the Year. A Small College All-American, he set several NCAA Tournament records and established the NCAA Division III record for career field goal percentage (72.4 percent), which is still second best today.

Metzelaars also earned Kodak Small College All-American honors at tight end for the Wabash football team in 1981. During his football career, Metzelaars' caught 77 passes for 1,196 yards and nine touchdowns while helping Wabash to a 32-3-1 record as a tight end. He is the only Wabash athlete to have his jersey retired (basketball jersey number 10). Metzelaars is a member of the Wabash Hall of Fame and was selected to the National Association of Basketball Coaches 2007 Silver Anniversary Team.

In 1982, the Seattle Seahawks drafted Metzelaars in the third round of the NFL draft, and he enjoyed a 16-year playing career as a member of the Seahawks, Buffalo Bills, Carolina Panthers and Detroit Lions. Metzelaars played in four Super Bowls with Buffalo and holds the NFL record for most games played by a tight end at 235. In his career, he caught 383 passes for 3,686 yards and 29 touchdowns.

Metzelaars was involved with numerous local charities throughout his NFL career, and he and his wife Barbara were named the 1995 Western New York Citizens of the Year for their charitable work in the Buffalo community. He is currently the offensive line coach for the Indianapolis Colts and was a member of the Colts coaching staff that won Super Bowl XLI.

**Dr. Carol Lally Shields**, Notre Dame, '79: On an annual basis, the Academic All-America Hall of Fame® honors a worthy candidate whose college career preceded the Academic All-America® program in their particular sport. The eligible candidate's academic and athletic achievements must meet minimum criteria



**Neyer**



**Metzelaars**



**Romias**



**Pinkett**



**Shields**

# 2011 Capital One **ACADEMIC ALL-AMERICA** Hall of Fame

for selection to the Academic All-America Hall of Fame®.

Former Notre Dame basketball star Dr. Carol Lally Shields is this year's honorary inductee. As a senior in 1979, Dr. Lally Shields became the first woman to win the Byron Kanaley Award in 1979, which is presented to a senior student-athlete for excellence in athletics, academics and leadership. It is the highest honor bestowed to a student-athlete at Notre Dame.

As a junior, she led the Irish in scoring at 10.7 points per game in the first year of the varsity program. Dr. Lally Shields averaged 12.8 points per contest in her senior year. She was the team's most valuable player in 1978-79, and was also the 1979 Rockne Student-Athlete Award winner for excellence in academics and athletics after earning Dean's List honors in all eight semesters.

Dr. Lally Shields is currently an Ocular Oncologist at the Wills Eye Institute, America's first eye hospital, located in Philadelphia, Pa. Throughout her professional career, Dr. Lally Shields had earned numerous awards, including The Retina Research Award of the Retina Society in 2006 to honor and support an active researcher in the field of retinal disease. Dr. Lally Shields has been recognized as a top doctor in Philadelphia by the *Philadelphia Magazine* annually since 1994. She was the first woman recipient of the Donders Award given to an ophthalmologist of international acclaim by the Netherlands Ophthalmological Society.

She has been a member of the American Medical Association since 1980 and part of the American Academy of ophthalmology since 1984. Dr. Lally Shields is a member of 18 different associations and boards and has helped organize an annual Easter Egg Hunt for over 500 children since 1995.

**Dr. Randal Pinkett**, Rutgers University, '94: An Academic All-America® in 1993, Dr. Randal Pinkett was a standout performer on track at Rutgers and also earned a Walter Byers Graduate Scholarship.

After graduating from Rutgers, Dr. Pinkett was the first African American to receive a Rhodes Scholarship at Rutgers. He went on to earn a Master of Science in Computer Science from the University of Oxford in 1996, a Master of Science in Electrical Engineering, a Master of Business Administration from Massachusetts Institute of Technology in 1998 and a Doctor of Philosophy in Media Arts and Sciences from MIT in 2001. He was awarded Entrepreneur of the Year Award by the National Society of Black Engineers and the National Urban League's Business Excellence Award.

He has been active in community service including serving as a spokesman for Autism Speaks, New Jersey Reads and Junior Achievement of New York. Dr. Pinkett also serves as a member of the board of directors for New Jersey Public Policy Research Institute, the non-profit Technology Enterprise Network and the National Visionary Leadership Project.

Dr. Pinkett is the chairman and CEO of BCT Partners. He is an entrepreneur and author of *Black Faces in White Places: 10 Game-Changing Strategies to Achieve Success and Find Greatness*, who also appeared on the fourth season of *The Apprentice*, winning the reality television show.

**Dr. Julie Bremner Romias**, UCLA, '94: A two-time Academic All-America® selection in 1992 and 1993, Dr. Julie Bremner Romias was an American Volleyball Coaches Association First Team All-American in 1993 as well as the Pacific-10 Conference Player of the Year. She was a 1992 Volleyball Magazine second-team All-American and a two-time AVCA All-Pacific Region, All-Pac-10 and Pac-10 Player of the Week honoree as well as a three-time Pac-10 All-Academic selection.

Dr. Bremner Romias was the starting setter for the 1991 NCAA Champion Bruins and the 1992 NCAA runner-up squad. She started her playing career at Notre Dame in 1988. She was also a member of the U.S. National Team in 1989 and 1990. In 1997, she was selected as one of UCLA's 25 greatest players on the 25th anniversary of the volleyball program's first national championship. Dr. Bremner Romias earned both an NCAA Postgraduate Scholarship and a NACDA/Disney Scholarship after her senior season at UCLA.

While attending medical school, Dr. Bremner Romias became a victim's rights advocate for athletes being abused by their coaches. She also organized clothing drives and volunteered at the Venice Family Clinic during medical school and residency. Dr. Bremner Romias played on the 4-on-4 pro beach volleyball team sponsored by Nike and Norelco and did volleyball clinics for inner city kids in conjunction with that team. She has competed for the last eight years on the AVP tour and has been ranked as high as 9th nationally.

A 1998 graduate of the UCLA Medical School, Dr. Bremner Romias did her family medicine residency at the Santa Monica/UCLA hospital. She is an active member of the American and California Academies of Family Physicians and has received national awards for quality care in Diabetes, and from the American Heart and Stroke Associations for delivery of Quality Cardiovascular and Stroke Care. Dr. Bremner Romias is currently a doctor at the Kaiser Permanente West Los Angeles Medical Center.

**Dr. Megan Neyer**, Florida, '86: A two-time Academic All-America® selection in 1983 and 1986 in the women's at-large program, Dr. Megan Neyer is the winningest diver in the history of the Southeastern Conference and NCAA Championships while competing at Florida. Dr. Neyer swept the one-meter and three-meter diving titles in each of her four seasons in the SEC and NCAA championships and was the 1986 NCAA Diver of the Year.

An eight-time All-American, Dr. Neyer led Florida to the 1982 NCAA Championship. Outside of the college ranks, she

## 2011 Capital One **ACADEMIC ALL-AMERICA** Hall of Fame

was the 1980 U.S. Olympic Trials three and ten-meter diving champion, the 1981 and 1982 World Diver of the Year, 1982 World Springboard champion and a 15-time U.S. Diving champion from 1981 through 1988. Dr. Neyer was named the NCAA Most Outstanding Diver of the Quarter Century in 2006, and she was inducted into the International Swimming Hall of Fame in 1997.

In the spring of 2011, Dr. Neyer will work with World Fit – U.S. Olympians Against Child Obesity started in 2009 by Gary Hall, Sr. to encourage middle school children to do an organized walk every school day for six weeks following Spring Break at St. Thomas More school in Decatur, Ga. She has worked on numerous committees including the Organization Change Alliance from 2002 to 2008 and the U.S. Diving Techniscience Committee from 1997 until 2000.

Dr. Neyer is the founder of Neyer Performance Strategies, LLC, a company that specializes in individual, team and organizational performance with businesses and athletic teams. Her work helps firms enhance performance and productivity, select and retain employees, as well as facilitating effective leadership development. The firm also consults on holistic health and wellness.

CoSIDA established the Capital One Academic All-America® Hall of Fame in 1988 with the purpose to honor former college student-athletes who have excelled in their professions and made substantial contributions to their community. To be eligible for the Hall of Fame, a candidate must have been an Academic All-America® team member who graduated at least ten years prior to nomination.

For more information about the Academic All-America® Teams program, please visit [www.cosida.com](http://www.cosida.com).



### **About Capital One**

Capital One Financial Corporation ([www.capitalone.com](http://www.capitalone.com)) is a financial holding company whose subsidiaries, which include Capital One, N.A. and Capital One Bank (USA), N. A., had \$122.2 billion in deposits and \$197.5 billion in total assets outstanding as of December 31, 2010. Headquartered in McLean, Virginia, Capital One offers a broad spectrum of financial products and services to consumers, small businesses and commercial clients. Capital One, N.A. has approximately 1,000 branch locations primarily in New York, New Jersey, Texas, Louisiana, Maryland, Virginia and the District of Columbia. A Fortune 500 company, Capital One trades on the New York Stock Exchange under the symbol "COF" and is included in the S&P 100 index.

Capital One, an NCAA Corporate Champion, began its affiliation with college sports with the sponsorship of the 2001 Capital One Florida Citrus Bowl (now the Capital One Bowl) and ESPN's Capital One Bowl Week. In 2010, Capital One launched the Capital One Cup, a prestigious new program rewarding NCAA Division I athletics programs for their cumulative on-field performance across multiple men's and women's sports. In addition, Capital One sponsors the ABC College Football Halftime Report, Capital One All-America Mascot Team, all 88 NCAA Championships including the Division I Men's and Women's Basketball Championships, and numerous other collegiate athletics programs.

### **FOR MORE INFORMATION:**

**Mark Fleming, Moravian College**

**([sportsinfo@tmoravian.edu](mailto:sportsinfo@tmoravian.edu))**

**(610) 861-1472**

**Capital One Academic All-America® Hall of Fame Committee Coordinator**

# CAPITAL ONE ACADEMIC ALL-AMERICA HALL OF FAME® MEMBERS

## Class of 2011

Dr. Megan Neyer, Florida '86  
Peter Metzelaars, Wabash '82  
Dr. Randal Pinkett, Rutgers '94  
Dr. Julie Bremner Romias, UCLA '94  
Dr. Carol Lally Shields, Notre Dame '79 \*

## Class of 2010

Anita DeFrantz,  
Connecticut College '74\*  
Adonal Foyle, Colgate '99  
Dr. James Kovach, Kentucky '78  
Dewey Selmon, Oklahoma '76

## Class of 2009

Tom Clark, Mount Vernon Nazarene '87  
Diane Dietz, Michigan '82  
Julie Roe Lach, Millikin '97  
Dr. Patrick Tyrance, Nebraska '90  
Karch Kiraly, UCLA '83\*

## Class of 2008

Dr. Kenneth Caldwell, Citadel '79  
Nancy Hogshead-Makar, Duke '86\*  
Karen Jennings, Nebraska '93  
Rebecca Lobo, UConn '95  
Amy Privette Perko, Wake Forest '87

## Class of 2007

Julie Foudy, Stanford '94  
Joe Girardi, Northwestern '86  
Lance Pilch, Air Force '93  
Amy Sullivan Nordmann,  
Washington (Mo.) '94  
Steve Smith, Stanford '81\*

## Class of 2006

Dr. Robert Burger, Notre Dame '81  
Dr. Hilarie Cranmer, Hofstra '88  
Michael Gminski, Duke '80  
Timothy Green, Syracuse '86  
Dr. Joseph H. Taylor, Haverford '63\*

## Class of 2005

Cormac Carney, UCLA '83  
Ken Dryden, Cornell '69\*  
Dr. Claudia Henemyre Harris,  
Western Maryland '92  
John Paxson, Notre Dame '83  
Tracy Warren, Trenton State '87

## Class of 2004

Terry Hoage, Georgia '84  
Dave Rimington, Nebraska '83  
Rolf Benirschke, UC Davis '77\*  
Dylann Duncan Ceriani,  
Brigham Young '88  
Gill Beck, Appalachian State '78

## Class of 2003

Kip Corrington, Texas A&M '87  
Chris Howard, Air Force '91  
Donna Lopiano, SCSU '68\*  
Kim Mulkey-Robertson, La Tech '84  
Steve Young, BYU '84

## Class of 2002

Richard Balzhiser, Michigan '52  
Susan Cassidy, Molloy College '86  
Raymond Shafer, Allegheny '38\*  
John Stockton, Gonzaga '84  
Susan Walsh, UNC '84

## Class of 2001

Lynn Barry, William & Mary '81  
Cris Collinsworth, Florida '81  
Gary Hall, Sr., Indiana\*  
John Hall, Vanderbilt '55  
Jennifer Trosper, M.I.T. '91

## Class of 2000

Danny Ainge, BYU '92  
Regina Cavanaugh Murphy, Rice '87  
Oliver Luck, WVU '82  
Pablo Morales, Stanford '87  
Sherwood Rowland,  
Ohio Wesleyan '48\*

## Class of 1999

Val Ackerman, Virginia '81  
John Fowler, Jr., UCLA '78  
Chad Hennings, Air Force '88  
Jeannie Henningsen, Buena Vista '87  
Jolanda Jones, Houston '89

## Class of 1998

Leigh Curl, UConn '85  
Bernie Kosar, Miami '85  
Marv Levy, Coe '50\*  
Jack Mildren, Oklahoma '72  
Jack Sikma, Illinois Wesleyan '77

## Class of 1997

Todd Blackledge, Penn State '83  
Tracy Caulkins Stockwell, Florida '85  
Dick Enberg, Central Michigan '57\*  
Tim Foley, Purdue '70  
Ellen Mayer-Sabik, Cornell '84

## Class of 1996

Wade Mitchell, Georgia Tech '57  
Ron Perry, Holy Cross '80  
Bob Thomas, Notre Dame '74  
Byron White, Colorado '38\*  
Carlton Young, Villanova '83

## Class of 1995

Doug Collins, Illinois State '81  
Bob Elliott, Arizona '77  
Michelle Johnson, Air Force '81  
Pat Richter, Wisconsin '64

## Class of 1994

Anne Donovan, Old Dominion '83  
Rich Mayo, Air Force '61  
Lee Roy Selmon, Oklahoma '75  
Bill Walton, UCLA '74  
John Wooden, Purdue '32\*

## Class of 1993

Raymond Berry, SMU '55  
Dave Casper, Notre Dame '74  
Jim Grabowski, Illinois '66  
Kermit Washington, American '73

## Class of 1992

Alan Ameche, Wisconsin '55  
Steve Eisenhauer, Navy '54  
Randy Gradishar, Ohio State '74  
Lynette Woodard, Kansas '81

## Class of 1991

Terry Baker, Oregon State '63  
Joe Holland, Cornell '78  
David Joyner, Penn State '72  
Brock Strom, Air Force '59

## Class of 1990

Lester Jordan, SMU\*  
Steve Taylor, Delaware '78  
Joe Theismann, Notre Dame '71  
Howard Twilley, Tulsa '68  
Jamaal Wilkes, UCLA '74

## Class of 1989

Carlos Alvarez, Florida '72  
Willie Bogan, Dartmouth '71  
Steve Bramwell, Washington '67  
Joe Romig, Colorado '63  
Jim Swink, Texas Christian '57  
John Wilson, Michigan State '53

## Class of 1988

Bill Bradley, Princeton '65  
Pete Dawkins, Army '59  
Pat Haden, USC '75  
Tom McMillen, Maryland '74  
Donn Moomaw, UCLA '54  
Merlin Olsen, Utah State '62

\* Honorary inductee

# 2011 ECAC-SIDA AWARDS ANNOUNCED

## CoSIDA members to be honored for outstanding achievements

by Jim Seavey, Massachusetts Maritime Academy  
Sports Information Director & Compliance

The 56th Annual Eastern College Athletic Conference Sports Information Directors Association (ECAC-SIDA) Awards Dinner will take place on Thursday, June 9, 2011 at the RIT Inn & Conference Center in Rochester, N.Y., as five individuals will be honored by the organization for their career achievements.

Temple University's Larry Dougherty, the 2010-11 CoSIDA President, and Nazareth College's Joe Seil will receive the Irving T. Marsh Service Bureau Awards, while Skidmore College's Bill Jones is the recipient of the Pete Nevins Award for Distinguished Achievement.

J.C. DeLass of WYSL Radio in Rochester, N.Y. will receive the ECAC-SIDA Media Award, while Jessica Lockerby of the Rensselaer Polytechnic Institute has been selected as the recipient of the Bill Esposito Award.

Complete biographies and additional information on each of this year's recipients follows as well as a description of each award.

The Irving T. Marsh Awards are given annually to a University (Division I or II) and College Division (Division III, NAIA) or Junior College ECAC Sports Information Directors Association member who, in the opinion of the ECAC-SIDA membership and Executive Board, has exhibited excellence in the field of sports information. The awards are presented annually at the spring workshop. First presented in 1966, the awards are named after Irving T. Marsh, the ECAC Service Bureau founder and director until his retirement in 1973.

After honoring one person from 1966 through 1990, the Marsh Award was expanded to its present format in 1991. See list of previous recipients.

### LARRY DOUGHERTY TEMPLE UNIVERSITY

(IRVING T. MARSH AWARD – UNIVERSITY DIVISION)

Temple University Associate Athletic Director for Athletic Communications Larry Dougherty has been named the recipient of the 2011 Irving T. Marsh Service Bureau Award (University Division), as voted by ECAC-SIDA.

Currently the president of the College Sports Information Directors of America (CoSIDA), Dougherty joins his father, the late Andy Dougherty, as the only father-son combination to win the Marsh Award. Andy, who served as the SID at Saint Joseph's from 1972-81 and is a member of the university's hall of fame, won the Marsh Award in 1982.



Dougherty is in his eighth year at Temple and his fourth year on the CoSIDA Board. At Temple, Dougherty oversees the athletic communications and publications of the institution's 24-sport NCAA Division I program.

Dougherty joined the Owls' staff after serving 15 years in the media relations office at Saint Joseph's University in Philadelphia, the last eight as the school's assistant athletic director for media relations. Prior to SJU, he served as the SID at Nicholls State for one year and as the information director of the East Coast Conference for two years.

Active in regional and national organizations, Dougherty has served as the president of Philly-SIDA (2003-10) and on the ECAC-SIDA Executive Board (2006-08). He chaired the local organizing committee for the 2004 and 2009 ECAC-SIDA Workshops and the 2005 CoSIDA Workshop held in Philadelphia.

Dougherty earned both his bachelor's (1982) and executive MBA (1994) degrees from Saint Joseph's. He has taught courses in sports public relations at Temple University since 2005.

### JOE SEIL NAZARETH COLLEGE

(IRVING T. MARSH AWARD - COLLEGE DIVISION)

Joe Seil, longtime athletic department administrator at Nazareth College, has been recognized as the 2011 recipient of the Irving T. Marsh Service Bureau Award (College Division), presented by the Eastern College Athletic Conference-Sports Information Directors of America (ECAC-SIDA).

Seil is in his 25th year as sports information director of Nazareth College, where he also serves as assistant athletic director. A native of Rochester, Seil was a sports

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writer for four years before taking over as SID at Nazareth in 1986. As a daily promoter of the college's 23-team athletic program, Seil has won more than a dozen best-in-the-nation citations for publication excellence from the College Sports Information Directors of America (CoSIDA).

He has served on local organizing committees for two ECAC-SIDA conventions (1999 and 2011) and one CoSIDA national workshop (2002) and has been invited to serve as a panelist at several national conventions.

His duties at Nazareth also include serving as chairman of the Sports Hall of Fame committee and as Master of Ceremonies for the annual induction dinner. He also has done play-by-play and color commentary for local radio broadcasts of Nazareth basketball and lacrosse.

Other experience includes working in the press tent at several major golf tournaments hosted at Oak Hill Country Club, including the 1990 U.S. Open, the 1995 Ryder Cup, 2003 PGA Championship and the 2008 Senior PGA Championship.

Seil resides in the Rochester suburb of Brighton with his wife, Judy and sons Tim and Andy.

**BILL JONES**  
**SKIDMORE COLLEGE**  
(PETE NEVINS AWARD)

Bill Jones is in his 28th year in the sports information field, including 27 years as the sports information director at Skidmore College in Saratoga Springs, N.Y.

The ECAC-SIDA Executive Board unanimously approved the creation of the Pete Nevins Award for Distinguished Achievement in 2007. That year, Pete Nevins, the long-time sports information director at East Stroudsburg University who was a legend in the industry for over 30 years, passed away.

The award is presented to an individual in recognition of his or her advancement of the field of athletic communications and advocacy for intercollegiate athletics. The winner must have served at least 25 years in the sports information field, and be either a current or former member of ECAC-SIDA. The award will be presented at the discretion of the ECAC-SIDA Executive Board, and only one winner can be named per year. See list of previous Nevins Award recipients.

Jones received his B.A. in 1983 from the State University of New York at Plattsburgh. He started in the sports information field as a student intern in the Plattsburgh State Sports information office in 1982 and was hired as the Plattsburgh State SID right after graduation in July of 1983.

The move to Skidmore came in 1984, when he was hired as sports information coordinator and special events assistant. After one year, the position became full-time sports information.

Jones is a 27-year member of the Eastern College Athletic Conference Sports Information Directors Association (ECAC-SIDA) and the College Sports Information Directors of America (CoSIDA).

He received ECAC-SIDA's 2004 Irving T. Marsh College Division Award for his contributions to sports information. A past president of ECAC-SIDA, he served seven years on its board of directors. He was the ECAC-SIDA workshop chairman and host for the 1995, 2001, and 2008 events held in Saratoga Springs.

A member of the CoSIDA Academic All-America Committee since 1992, Jones became a national coordinator in 2001. He served on the CoSIDA Computer Committee from 1987-1991. Jones has been part of 24 CoSIDA and ECAC-SIDA panel and table topic presentations.

In addition to his work at Skidmore, Jones was the media coordinator for the New York State Public High School and Federation Boys Championship Basketball Tournaments from 1987-1992, receiving the 1992 NYSPHSAA Service Award.

Active in the community, Jones is a member of the Division Street Elementary School Shared Decision Making Team and is past president of the school's Parent Teacher Organization. He served on the Saratoga Youth Hockey Board of Directors and has been involved in both youth hockey and Little League baseball in various volunteer roles, including Little League All-Star coach. He received the 2001 Saratoga Convention and Tourism Bureau Hometown Hero Award for hosting the ECAC-SIDA workshops.

Jones is a native of Elmira, N.Y. and a 1979 graduate of Elmira Southside High School. He lives in Saratoga Springs with his wife, Vicky and sons, Zack (15) and Ryan (11).

**J.C. DeLASS**  
**WYSL RADIO**  
(MEDIA AWARD)

J.C. DeLass has been station manager at WYSL-AM (1040) / 92.1 FM since 2001, supervising all aspects of programming, production, promotion and sales/marketing.

J.C. is also the primary play-by-play announcer for WYSL's extensive college sports coverage, broadcasting over 120 local college sporting events each year including all University of Rochester basketball and football games, as well as St. John Fisher College basketball, SUNY Geneseo basketball, Roberts Wesleyan College basketball, the Wendy's College Classic basketball tournament, Nazareth College lacrosse and more.

J.C. has more than 25 years of radio and television broadcasting experience and has been honored twice as Rochester's top sports broadcaster (2005 at WYSL and 1990 at WROC-TV).

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He is a native of Ontario, N.Y. and a graduate of SUNY Geneseo.

J.C. and his wife, Michele live in Penfield, N.Y. with their two daughters Gabrielle and Karleigh.

Presented annually, the ECAC-SIDA Media Award is bestowed upon an individual in either print or electronic media "for outstanding coverage of eastern intercollegiate athletics." The recipient is selected by the ECAC-SIDA Executive Board. See list of previous Media Award winners.

## **JESSICA LOCKERBY**

### **RENSELAER POLYTECHNIC INSTITUTE**

**(BILL ESPOSITO AWARD)**

Rensselaer Polytechnic Institute (RPI) student Jessica Lockerby has been named the 2011 Bill Esposito Award recipient.

The Bill Esposito Award is presented to a graduating college senior who wishes to pursue a career in athletic communications. The Award is named to honor the memory of one of the true patriarchs of the sports information profession. See list of previous Esposito Award recipients. Bill Esposito served as the Sports Information Director at St. John's University in New York for 25 years. He served as a past-President of ECAC-SIDA in 1972-73 and was the organization's Irving Marsh Award recipient in 1973. He was inducted into the CoSIDA Hall of Fame in 1984. Bill Esposito passed away in 1995.

A senior from Grafton, Vt., Lockerby has worked as a student assistant in the RPI sports information office since the start of the 2008-09 season. Among the wide range of duties she has taken on over the past three years include inputting game statistics, website maintenance, desktop publishing and writing feature stories.

Lockerby dove head-first into learning the Stat Crew statistical program, which allows for live in-game scoring of sports and the ability to produce live statistics for fans around the globe. She quickly became the primary inputter for a number of RPI teams, including football, field hockey, soccer, lacrosse, ice hockey, baseball and softball.

She has also played a key role in the development and content management of the Athletics website ([www.rpiathletics.com](http://www.rpiathletics.com)). In addition to inputting rosters and schedules for all 23 varsity sports, she has written student-athlete biographies, cropped action and still photos for individual player pages and helped collaborate and establish the RPI Athletics online Hall of Fame.

An electronic media, arts and communication (EMAC) major, Lockerby has lent her desktop publishing skills in a number of ways, including the development and design of various media guides. In addition, she has also produced game notes for sports, including men's hockey and football, and has designed a number of championship programs, including for the 2010 NYSCTC Cross Country

Championships and the 2010 & 2011 NYSCTC Outdoor Track & Field Championships.

Lockerby has written a number of feature stories for the athletics' website and as a reporter for The Polytechnic, the campus' student newspaper. One of her stories received national attention as her feature on three women's hockey players' journeys from Alaska to Troy was highlighted on the NCAA website. Lockerby has also served as a volunteer and primary scorer at several major events throughout the Capital Region, including the 2010 NCAA Division I Men's Hockey East Regionals, the 2010 ECAC Hockey Championships and the 2010 Albany Cup basketball games between Siena and Albany.

In addition to her tenure at Rensselaer, Lockerby has also interned with a number of organizations over the past two years. She served as an intern in Corporate Outreach at ESPN in the summer of 2010, where she helped in a number of capacities, including coordination of volunteer efforts for the company's employees. Additionally, she spent the summer of 2009 with the State of New York in the Family Planning Advocates office.

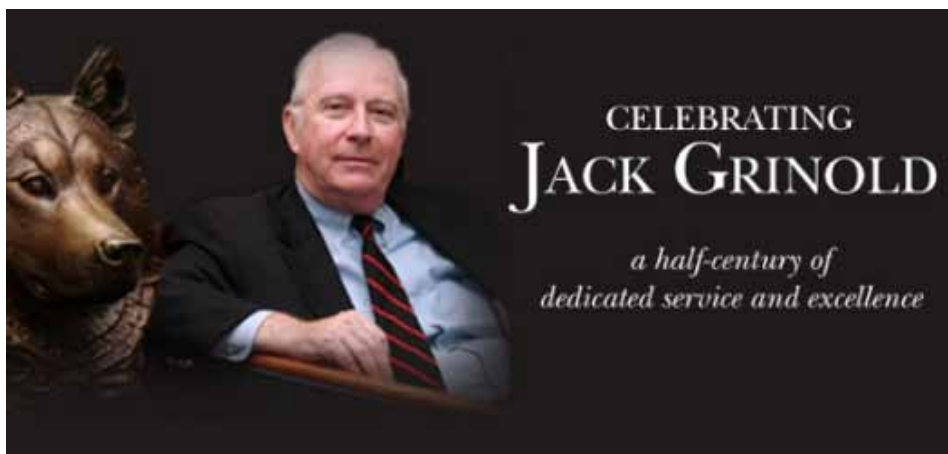
Lockerby will graduate in May of 2011 with a bachelor of science in EMAC. She is currently exploring employment opportunities within the athletic communications field.

### **ABOUT ECAC-SIDA**

For more than 55 years, the members of ECAC-SIDA have been instrumental in shaping the course of collegiate athletic communications efforts on the local, regional and national levels. For more information on ECAC-SIDA, visit [www.ecacsida.com](http://www.ecacsida.com).

# JACK GRINOLD

## NORTHEASTERN UNIVERSITY TO HONOR HALL OF FAMER FOR A HALF-CENTURY OF SERVICE TO ATHLETIC COMMUNICATIONS



*graphic courtesy of Northeastern Athletics*

The Northeastern University athletics department has unveiled plans to honor its legendary sports information director, John P. “Jack” Grinold, for his nearly half-century of dedicated service.

Northeastern will hold a gala celebration on Saturday, Sept. 10, at the school’s historic Matthews Arena. Additional information, along with event registration, is now available on the athletics department’s website at [www.goNU.com/GrinoldTribute](http://www.goNU.com/GrinoldTribute).

Grinold, now the associate athletics director for communications, first joined the university in 1962 and is widely regarded as the dean of New England sports information directors. Over his nearly five decades on Huntington Avenue, he has developed a wide-ranging, innovative athletic communications office. Often called “the innovator of innovators,” he shaped the careers of countless sports information professionals—including many who benefited from an internship program he established within the department.

At various points during his tenure with the university, Grinold has managed sports information, sports marketing, ticketing, and radio and television packaging. In 1985, he was elected to the Northeastern University Athletics Hall of Fame, becoming the first non-athlete or coach to receive the honor. And, in 1998, as part of Northeastern’s centennial celebration, he was chosen as one of the 100 individuals responsible for the institution’s growth and success.

Grinold has an impressive record of accomplishment in the field of sports publicity. He has been recognized several

times by the national organization for college athletic communications, the College Sports Information Directors of America (CoSIDA). He was inducted to the CoSIDA Hall of Fame in 1994, and in 1999 received the organization’s Community Service Award. He has been awarded more than 25 CoSIDA Citations of Excellence for various university publications.

In 2003, Grinold was inducted to the New England Basketball Hall of Fame and in 2009 to the Massachusetts Hockey Hall of Fame. He was the first recipient of the New England Information Publicity Plus Award in 1971, and earned the ECAC Service Bureau Award in 1979. Additionally, in 2009, he received the ECAC Commissioner’s Award, and in 2010 the ECAC-SIDA Award for Distinguished Achievement.

Grinold’s impact reaches far beyond the Northeastern campus. His long-time, dedicated service includes: secretary of the New England Writers Association since 1964; chairman of the New England Writers Association football and hockey banquets since 1964; and executive director and former president of the Eastern Massachusetts Chapter of the National Football Foundation and Hall of Fame, now known as the Jack Grinold Chapter. From the latter, he received the Contribution to Amateur Football Award in 1994, and in 1996 the National Foundation honored him with its Chapter Leadership Award.

Grinold served as chairman of CoSIDA’s Committee on Committees. Additionally, he has served as a press steward for the

Eastern Sprints for 33 years and was press steward at the venue of rowing and canoeing at the 1984 Olympiad in Los Angeles. He also is the secretary of Boston’s celebrated Beanpot hockey tournament.

He was honored by Boston University as the first non-media person to be the recipient of the Scarlet Quill Award and was the first-ever recipient of the Gridiron Club of Greater Boston’s John Baronian Award for lifetime contribution to football in 1997.

Grinold’s expertise is not limited to college athletics. He is a recognized sports historian and has appeared on numerous radio and television shows, including *Costas Coast to Coast*. He has appeared on SportsChannel, ESPN, NESN and WABU, discussing the early days of sports in Boston.

Away from sports, he is a life member of the Boston Athenaeum and has been elected to the Colonial Society of Massachusetts and the Massachusetts Historical Society, where he served on the Art Committee. He served on the Community Advisory Board to the trustees of WGBH-TV, and is currently vice president of the Victorian Society of New England, where he also chairs the Preservation Awards Committee, and is a former director of the Gibson House Museum.

Additionally, he has written a history of the Hampshire House (formerly Bayard Thayer mansion) and contributed to *Preview*, the bi-monthly publication of the Museum of Fine Arts, and the prestigious *New England Quarterly*.

Grinold is a member of the Class of 1957 at Bowdoin College and the Class of 1953 at Browne and Nichols Country Day School. He also spent time in the United States Merchant Marine.

In 2008, Grinold and his wife, Cathy, established a \$1 million endowment at Northeastern that will benefit men’s rowing. Additionally, the athletics department is raising funds to endow the Grinold Family Scholarship for student-athletes.

To register for the Sept. 10 tribute event, or to make a gift to the Grinold Family Scholarship, visit [www.goNU.com/GrinoldTribute](http://www.goNU.com/GrinoldTribute).

# MICHAEL MACEACHERN

## 2011 IKE PEARSON AWARD RECIPIENT



KANSAS CITY, Mo. – The National Association of Intercollegiate Athletics (NAIA) is proud to announce that Michael MacEachern, Sports Information Director at SCAD Savannah (Ga.), is the recipient of the 2011 Clarence “Ike” Pearson Award. The honor is named for the former statistical crew chief for the NAIA Division I Men’s Basketball National Championship and is given annually to an outstanding NAIA Sports Information Director.

The award, in its 35th year, will be presented at the Ike Pearson Awards Luncheon on June 25 at the annual NAIA-Sports Information Directors Association (NAIA-SIDA) Convention in

Ave Maria, Fla. Ave Maria University will host this year’s event.

“I am very humbled and grateful to be honored as this year’s Ike Pearson Award winner,” said MacEachern. “It’s amazing to be included among some of the profession’s best sports information directors. I would like to thank all the support I have received from our administration, coaches, staff and student-athlete-athletes at SCAD Savannah the past 10 years.”

The native of Charleston, S.C., is in his 10th year of serving as Sports Information Director at SCAD Savannah. With his duties, he oversees all publicity and media relations matters concerning the athletics department. He maintains statistics, updates records and writes press releases for 20 intercollegiate athletic programs. He is the department’s webmaster for [www.scadathletics.com](http://www.scadathletics.com), which received the NAIA’s top honor in 2007-08 as the country’s best website.

The College Sports Information Directors of America (CoSIDA) and NAIA-SIDA have recognized MacEachern’s publications 22 times. MacEachern is very active within both professional organizations, which were formed to help with today’s communication issues. He has served as the 2006 NAIA Men’s Soccer National Championship Media Coordinator and the 2007 NAIA Softball National Championship Assistant Media Coordinator. MacEachern also worked as a press steward for the baseball venue at the 1996 Summer Olympic Games in Atlanta.

MacEachern was elected to the NAIA-SIDA Board as the Second Vice President in 2009. He is in line to become President of NAIA-SIDA in 2013. MacEachern also serves as the chairperson of the NAIA-SIDA Publication Contest Committee.

MacEachern came to SCAD after serving as the Sports Information Director for five years at NCAA Division II Lenoir-Rhyne College in Hickory, N.C. He was the Sports Information Director for eight years at NCAA Division I the University of South Carolina at Spartanburg (now the University of South Carolina Upstate), and served one year as Assistant Sports Information Director at NCAA Division I The Citadel in Charleston, S.C.

A 1987 graduate of the College of Charleston (S.C.), MacEachern earned a bachelor’s degree in business administration at C of C. While there, he served as a student assistant in the sports information office for three seasons.

A longtime member of CoSIDA, MacEachern has served as a national coordinator on CoSIDA’s Capital One Academic All-America® Committee since 1988. He served four seasons as the national coordinator for NCAA Division II men’s soccer statistics.

MacEachern is the official scorekeeper for the Savannah Sand Gnats, the Class A minor-league affiliate of the New York Mets. He also was an official scorekeeper for the Hickory (N.C.) Crawdads, the Class A minor-league affiliate of the Pittsburgh Pirates, for three seasons. MacEachern has covered local sports as a newspaper stringer for both the Herald-Journal in Spartanburg, S.C., and the Hickory Daily Record.

MacEachern has a 7-year-old Labrador-mix dog (Roddy) and lives on Whitemarsh Island, Ga.

“Michael has been a mentor, a journalist, a Webmaster and the utmost professional,” said Dawn Harmon, Wolverine-Hoosier Athletic Conference Sports Information Director and former NAIA Sports Information Director, in her recommendation letter. “Many times during my tenure with the NAIA national office, I turned to Michael for guidance and he never steered me wrong. Michael is always the first to volunteer his help whenever and wherever needed; I often wonder when he sleeps.”

### ABOUT NAIA-SIDA

NAIA-SIDA is the professional association for sports information directors with the NAIA. The Clarence “Ike” Pearson Award is the association’s highest honor and recognizes its honoree for accomplishments and service performed over a career. Criteria for nomination include at least five years as a member of NAIA-SIDA and outstanding service to the profession and the NAIA at the conference and national levels.

### ABOUT THE “IKE” PEARSON AWARD

The Clarence “Ike” Pearson Award was first given in 1977. MacEachern’s legacy joins an impressive list of former winners that include: Melvin Schreves, Elon College (N.C.); Gene Warren, Pembroke State University (N.C.); Stan Green, Harding University (Ark.); Don Briggs, University of Nebraska-Kearney; Dr. D.L. Ligon, Midwestern State University (Texas); Fred Nuesch, Texas A&I University; Andy Solomon, Winthrop University (S.C.); Kevin Keys, Liberty Baptist College (Va.); Tim Petermann, University of Wisconsin-Eau Claire; Mac Sisson, Ouachita Baptist University (Ark.); Gary Spitzer, Pembroke State University (N.C.); Walt McAlexander, Lubbock Christian University (Texas); Larry Smith, Arkansas Tech University; Larry Scott, Minnesota State University-Moorhead; Bobby Hall, Wayland Baptist University (Texas); Reed Richmond, Tarleton State University (Texas); Paul Madison, Western Washington University; Jerry Hanson, Briar Cliff College (Iowa); Bill Boote, Northwestern College (Iowa); Bob Guptill, Central Washington University.

Also: Gary Pine, Azusa Pacific University (Calif.); Mark Bankert, Malone College (Ohio); David Fillmore, Evangel College (Mo.); Mark Womack, Cedarville College (Ohio); Russ Blunck, Western Oregon University; Ray Fink, Oklahoma Baptist University; Ken Isaak, Fresno Pacific University (Calif.); Jeff Raymond, Westmont College (Calif.); Scott Cummings, McKendree University (Ill.); Sam Ghrist, Eastern Oregon University; A. John Pearson, Kansas Collegiate Athletic Conference; Dave Parsons, Mount Vernon Nazarene University (Ohio); Candy Sullinger, College of the Ozarks (Mo.); Jay Stancil, Union College Ky.)

### ABOUT THE NAIA

The National Association of Intercollegiate Athletics (NAIA), headquartered in Kansas City, Missouri, is the governing body for athletics programs at its nearly 300 colleges and universities throughout the United States and Canada. The long-held mission of the NAIA is to promote the education and development of well-rounded students and productive citizens through intercollegiate athletics. The Association offers equitable access and opportunities for participation in its 23 national championship events held annually throughout the country.

Today, the NAIA strengthens its commitment to student-athletes and strives to enrich their college experience by supporting academic achievement and character development. NAIA Champions of Character is the association’s innovative flagship program designed to instill character values in student-athletes, coaches and youth in the communities it serves. To learn more visit [www.NAIA.org](http://www.NAIA.org).

# FIVE

## Questions With Brad Sutton

Associate Athletic Director for Public Relations and Marketing, Southern Methodist University

**1. Talk about your career path. Where have you been and who are the people who have influenced you?**

Mine has not been the most traditional path. My undergraduate degree is in music education and I just was lucky enough to find this profession while searching for a way to get involved in something I love – college athletics.

Chris Walker (now Associate A.D./Development at Washington State) took me under his wing at Florida State and got me into the business, and then Brooks Downing (now President of BEST Collegiate) really helped me develop as a professional while I was at Kentucky. Those two have probably been my biggest influences, but I'd also have to give Dave Plati, Tony Neely and Rob Wilson credit as well. Those guys are veterans who really showed me what it takes to be a P.R. pro.

Since I've been at SMU, I've really been given an opportunity to grow. I can't thank our A.D., Steve Orsini, enough for that. I've gone from "just" being the SID to overseeing all public relations, marketing, licensing, broadcasting and game production while also serving as sport administrator for men's and women's golf, track & field and cross country. I have truly been blessed.

**2. You've worked in some of the larger sports information offices in the country and are now in one of Division I's smaller shops. How does that change your approach to the job?**

I think working in an office of this size really requires you to be more involved in all processes and gives you exposure to every facet of what goes on in a PR office. There can't be too much specialization. With 17 sports and only one full-time employee, we've faced some challenges, but I'm proud of what we've been able to accomplish. I have to give a tremendous amount of credit to Herman Hudson, our Director of Public Relations, as there's no way this office would be as successful without him. We've



worked together for eight years now and I like to think we complement each other's strengths, which is why we've been able to accomplish so much. We also just added a new full-time assistant director, so we're looking forward to accomplishing even more.

**3. What are the best ways you have found to utilize social media?**

Social media has changed the way people get news. In the past, people had to come to your site to get news, but now, through Facebook, Twitter and the like, you can take the news to them.

We even found it to serve as a distribution channel of sorts. Two seasons ago, we had a soccer player score a 95-yard goal. It was incredible. We got the clip off our video feed and posted it to YouTube. We don't have access to fiber or satellite here on campus, so we alerted the media and sent them the links. The video went viral and aired on SportsCenter's Top Ten and ABC Morning News among other outlets. It's been viewed nearly 500,000 times now!

**4. What goals do you set in your job and how do you measure your success?**

I think we have two sets of constituents – internal and external. I want to make sure that we can balance the two and do our best keeping both sides happy. If, at the end of the season, my coaches, administration, our fans and the media are happy with our work, then I think we've had a successful year.

**5. What have been your favorite moments as an SID?**

I still think the best part of working in college athletics is the interaction with student-athletes. So for me, my favorite memories are when former players stop by to visit and just say thanks for the positive impact I've had on their lives. That's more rewarding than anything else out there.

Five Questions Interviews conducted by:  
Larry Happel  
Associate Director of Marketing/Media Relations  
and Sports Information Director  
Central College

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# MIKE MAHON

## FORMER DRAKE SID AND CoSIDA HALL OF FAMES

### ADDED TO ELITE DRAKE RELAYS OFFICIALS WALL OF HONOR

DES MOINES, Iowa- Former Drake sports information director Mike Mahon is one of four officials who have been added this year to the Drake Relays Officials Wall of Honor including Mike Holderness, Bill Patton and John Wolff.

The Wall of Honor was established in 1993, thanks to the family of Ray McAdam, a 40-year Relays official who died in 1993. His son, Scott, has been a Drake Relays official since 1969 and currently serves as chief judge of throwing events.

Mahon was sports information director at Drake from 1988 to 2010, serving as media coordinator for the Drake Relays. He also served local media coordinator for the 2008 NCAA Outdoor Track and Field Championships as well as the 2010 USA Track and Field Championships.

During his tenure, Mahon earned a reputation across the country for running one of the top press box operations for track and field. He also was instrumental in development of a new mixed zone and auxiliary press area during the renovation of Drake Stadium in 2008.

He was chairman of the 1996 Drake Relays executive committee.

In 2006, Mahon became the first college sports information director to receive the Sam Skinner



Award by the Track and Field Writers of America. The award honors the memory of Sam Skinner, a longtime San Francisco-based journalist, and is presented to an individual who has shown exemplary cooperation with the media in track and field.

He has served as a U.S. Olympic Committee press officer for U.S. track and field teams at the 1992, 1996 and 2004 Olympics as well as the 1991, 1999 and 2003 Pan American Games.

The West Des Moines, Iowa, native also served as sports information director at the University of South Dakota from 1977 to 1988 and was inducted into the CoSIDA Hall of Fame in 1995.





Far from the stadium lights  
and the roar of the crowd  
come the moments when  
real coaching happens.



More than a million college football fans voted for the football coach they thought best demonstrated responsibility, integrity and excellence, on and off the field. In partnership with the College Football Hall of Fame, Liberty Mutual presents the award annually to the college football coach who best demonstrates responsibility, integrity and excellence, on and off the field.

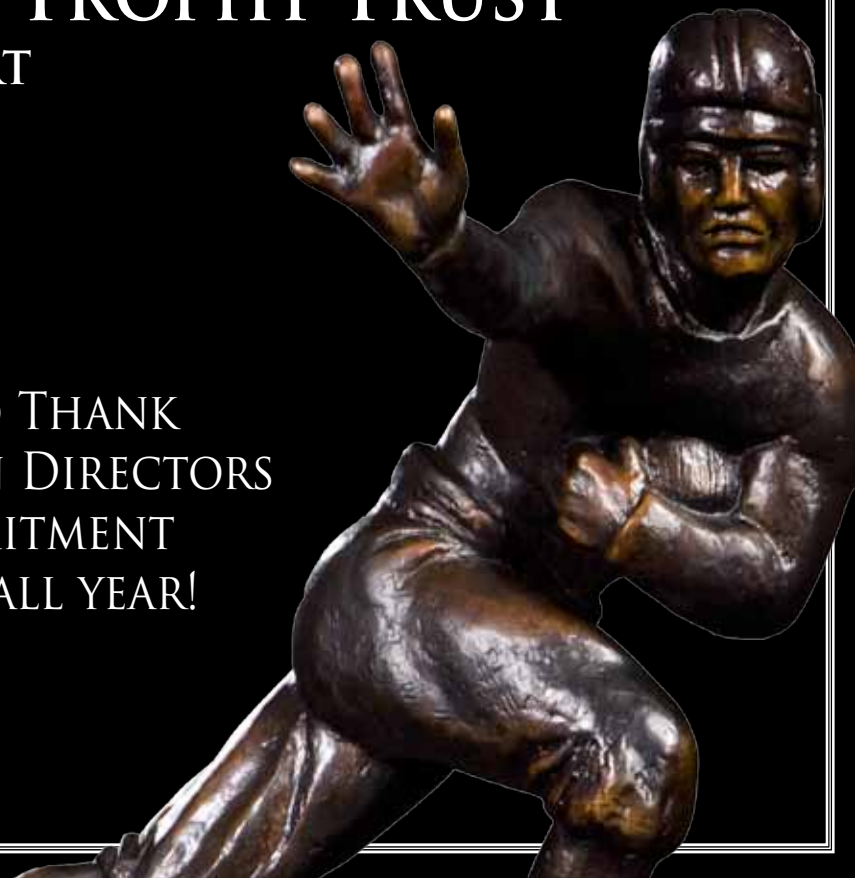


For more information on the Liberty Mutual Coach of the Year Award, visit [www.coachoftheyear.com](http://www.coachoftheyear.com).

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# THE HEISMAN TROPHY TRUST IS PROUD TO SUPPORT CoSIDA

WE APPLAUD AND THANK  
SPORTS INFORMATION DIRECTORS  
FOR THEIR COMMITMENT  
AND HARD WORK ALL YEAR!



# BOB BROOKS

## MTSU's first-ever sports information director dies at 79

Bob Brooks, the first sports information director at Middle Tennessee State, died in his sleep at his Tulsa, Okla., home. He was 79.

Brooks, a Chattanooga native, was MTSU's sports information director from 1959-69. He also served as athletic director at Austin Peay and Oral Roberts University.

After graduating from MTSU (then MTSC) in 1957, Brooks was hired by Gene Sloan, the university's head of public relations, as the school's first SID. To that point, there had never been a public relations employee dedicated only to athletics.

Brooks was a close friend and former classmate of MTSU basketball player and coach Ken Trickey. Brooks worked as SID at MTSU for more than a decade until he followed Trickey to Oral Roberts in 1969. Brooks and Trickey were both inducted into the Oral Roberts Athletic Hall of Fame in 2009.

Brooks worked in intercollegiate athletics for 30 years. He served as Oral Roberts athletic director from 1976-83. In 1979, he was instrumental in creating the Midwestern Cities Conference, the forerunner of the Horizon League, and served as the conference's first president.



Brooks served as Austin Peay athletic director for six years before returning to Oral Roberts in 1991 as associate athletic director under Trickey. After another 18-month stint as athletic director, Brooks served on the committee that brought Bill Self to Oral Roberts in 1993.

He is survived by his wife of 56 years, two sons, two daughters and four grandchildren.



## CoSIDA Members:

Your participation needed for important strategic influence study

CoSIDA is seeking your anonymous participation in a survey on strategic influence in college sports public relations.

A link to this online survey has been e-mailed to you by CoSIDA.

### Questions?

#### Contact:

Larry Dougherty,  
2010-11 CoSIDA President  
larrydoc@temple.edu

John Humenik,  
CoSIDA Executive Director  
jhumenik@bellsouth.net

### SURVEY LINK:

[http://etrial.qualtrics.com/SE/?SID=SV\\_81CTV1lrKAAc3CO](http://etrial.qualtrics.com/SE/?SID=SV_81CTV1lrKAAc3CO)

# STEVE COLQUITT

## Georgia assistant sports communications director receives 2011 SWIMMING World Sports Information Director of the Year honor

*from the CoSIDA New Media/Technology Committee*

PHOENIX, Arizona - SWIMMING World is proud to announce its fifth annual Sports Information Director of the Year award. Georgia's Steven Colquitt is the 2011 honoree for the award.

SIDs are the experts who can make life so much easier for media members within sports. This type of public relations professional is even more necessary in sports like swimming that don't get the usual amount of media attention that football, baseball or basketball do at the national level. The great SIDs are the ones that are always finding ways to make sure that their constituents get the credit they deserve.

With these concepts in mind, Swimming World considered not only how well SIDs facilitated our own media requests throughout the year but also how they worked to promote their own programs in ways outside of Swimming World.

Additionally, we are willing to take nominations from coaches and athletics departments, and that was one of the keys to Colquitt winning this year. When an Olympic coach like Jack Bauerle approaches you, and asks you to seriously consider his SID for the award, that speaks volumes. Bauerle and the Georgia Bulldogs all enjoy their time with Colquitt, and he has worked hard with superstars like Allison Schmitt being on campus.



### GEORGIA HEAD COACH JACK BAUERLE:

*We are all exceptionally proud of Steve to win this prestigious award from Swimming World. He works extremely hard not just during the collegiate season but during the long course season as well. He has been great for our team.*



### GEORGIA SENIOR ASSOCIATE ATHLETIC DIRECTOR - SPORTS COMMUNICATIONS CLAUDE FELTON:

*Steve is the consummate professional who is devoted to his family, dedicated to his work, and loyal to the organization. He's unselfish and is always willing to help others in any way. The coaches with whom he works have great admiration for him and also appreciate the work he does on behalf of their sports as well as that of the University of Georgia*

**Other SIDs were named honorable mention for the award based on their strong professional work.**

## 2011 HONOREES

### COLLEGIATE RANKS

Niall Adler (Stanford), Jerry Emig (Ohio State), Travis Feldhaus (Texas), Paul Goldberg (Southern California), Blake Grimsley (Arizona), Justin Kischefsky (Navy), Kendra Lee (Auburn), Brad Marquardt (Texas A&M), Doug Meffley (Northwestern), Todd Mounce (Tennessee), Kyle Niblett (Florida), Katharine Palmer (Virginia), Melanie Schneider (Indiana).

### NATIONAL GOVERNING BODY RANKS

Jamie Fabos Olsen (USA Swimming), Yana Ivanova (Swimming South Africa), Karen Linhart (USA Swimming), Jennifer Lowery (USA Diving), Greg Mescall (USA Water Polo), Taylor Payne (USA Synchro), Martin Richard (Swimming Canada), Lachlan Searle (Swimming Australia).

# DONNY NADEAU

## RECEIVES 2010-11 MIAC MIKE AUGUSTIN AWARD

WINONA, Minn. – Recognition from peers is often the highest praise one can receive in any given profession, and that was the reaction of Saint Mary's University sports information director (SID) Donny Nadeau upon learning that he is the 2010-11 recipient of the Mike Augustin Award. The Minnesota Intercollegiate Athletic Conference (MIAC) SIDs unanimously selected Nadeau for the honor based on his outstanding contributions and years of service to both Saint Mary's and the conference.

The award, named in memory of the late Mike Augustin, a longtime sportswriter at the St. Paul Pioneer Press, is presented annually to recognize outstanding contributions to MIAC athletic programs and student-athletes. Recipients are chosen each year by the conference SIDs and, in 2010-11, they fittingly bestowed the honor to Nadeau, a respected colleague and friend.

"After I got the call about the award, I quickly called my wife and tried to explain to her just how special this honor is, mostly because it was my peers who nominated me to receive it," Nadeau said. "She was, of course, proud of her husband, but to be honest, not nearly as proud as I am to be able to accept this honor.

"I am in a great profession and there is no group of individuals that I would rather be associated with."

Nadeau is the ninth recipient of the Mike Augustin Award, and the first since 2007-08. He is the second SID to receive the honor, and the first SID in the award's history to be selected as a recipient for his work in his current position. Jerry Pyle (Concordia College) is the other former SID to receive the honor in 2002-03, as the other seven honorees were media members, broadcasters or announcers.

The Mike Augustin Award was first awarded in 1999. Augustin, the award's namesake, was an articulate friend, follower and advocate of the MIAC. He respected Division III institutions, student-athletes and coaches. He died after a sudden illness in December of 1997.

Nadeau has been the driving promotional force behind Cardinal athletics since the start of the 1994-95 academic year and, in a constantly evolving industry, his promotion of Saint Mary's teams, coaches and student-athletes has been second-to-none. After starting a career in print journalism – Nadeau spent 10 years as a sports copy editor, reporter and editor for the La Crosse (Wis.) Tribune, the Austin Daily Herald and the Winona Daily News – he made the switch to sports information, and has long been one of the model SIDs in the MIAC and all of NCAA Division III.

At Saint Mary's, Nadeau is responsible for all aspects of sports information, including statistics, press releases, media relations, print materials, promotions and more. In addition, he is also the Web master of SMU's athletic Web site ([www.saintmarys-sports.com](http://www.saintmarys-sports.com)) and a member of the University magazine editorial staff. He has also emphasized technology as well as any MIAC SID, supplementing his abundance of written online content with innovative videos, digital media guides and social media.

Nadeau is also an active member of the College Sports Information Directors of America (CoSIDA), and he has earned national recognition for his coverage of Cardinal athletics. His honors include second in the district (event coverage) and third nationally (athlete profile) in CoSIDA's Fred Stabley Jr. Writing Contest.

"[Nadeau] is one of the real pros in our business," St. Thomas SID Gene McGivern said. "His work ethic and passion for Saint Mary's and the MIAC really shine through. He sets the bar high for fellow sports information directors to try and match. I especially admire his organizational skills and the creativity he brings to his job and his writing."

"Donny Nadeau is as good a sports information director as you will find in college athletics and beyond that he is an even better human being," added Gustavus SID Tim Kennedy. "I am proud to call him my colleague and friend.

"[Nadeau] is as passionate about his work as anyone I have ever met. He is always willing to make the extra effort to make sure the job is done right and he is the first in line to help when anyone in the conference is in need. He is also a gifted writer, who brings the excitement of Division III Athletics to life in his stories."

Nadeau receives equally high praise from his colleagues and friends within the Cardinal athletic department. Saint Mary's athletic director Nikki Fennern and head men's hockey coach Bill Moore also sang the praises of their SID for his tireless work effort and exceptional talents. The both echoed the same sentiment – that Saint Mary's athletics just wouldn't be the same without Nadeau driving the promotional bus.

"[Nadeau] is the most dedicated and hard-working person with whom I have had the privilege of working," Fennern said. "From his care and concern for each individual student-athlete to his ability to holistically recognize the accomplishments of the department and university, [Nadeau] selflessly enters his work with passion, dedication and eternal pride.

"He continually provides fans of SMU athletics up-to-the-minute updates on results



and accomplishments of the Cardinals. He has made the extraordinary and cutting edge aspects of sports information the norm at SMU. I cannot express enough my gratitude and appreciate for the countless hours of outstanding work he does to recognize our student-athletes."

"In my three years at Saint Mary's University, I have never heard the word 'no' come out of [Nadeau's] mouth when I have asked for something to be done," Moore added. "I have been lucky to have [Nadeau] as a friend for the past 40 years. He is the most dedicated person that I know. He never wants any recognition for what he has done, but our program is much better because of him. We are very lucky to have Donny at SMU."

In recent years, Nadeau has continued to work at an impossibly high level while also facing a significant personal challenge. He was diagnosed with a condition called choroideremia, which is a degenerative eye condition that Nadeau said is: "stealing my vision slowly over time." In an industry where observation is essential, Nadeau's workload has become more challenging, but the volume and quality of his content hasn't wavered a bit.

"What I find really amazing is learning that Donny has had some major challenges with his eyesight in recent months and years," McGivern said. "From the outside, it sure seems like he hasn't missed a beat. He's handled his situation with grace and poise. I hope to be reading those SMU e-mail updates with his name on the top for years and years to come."

Even with his condition, Nadeau expects to remain an integral member of the Saint Mary's family for a long time – as part of a partnership that began during his days as an SMU student in the 1980s. Nadeau's bond to the institution is evident, and his family's connection with Saint Mary's is intrinsically deep. He met his wife, Deede, at the school and both are 1985 grads. His two sons are also members of the Cardinal athletic family, which led to some of his favorite memories as both a father and an SID.

"My time at Saint Mary's has been such a memorable experience – and it goes so much deeper than just the past 16 years as SMU's SID," Nadeau said. "I graduated from this awesome institution in 1985, met and married my best friend and college sweetheart, Deede, and have had the chance to be a proud father who got to watch from the press box as both my sons – first Andy, and now Joey – donned the red, white and blue Saint Mary's sweater as members of the Cardinal hockey team."

The other career highlight for Nadeau centers on his interaction with the revolving door of student-athletes that have come through Saint Mary's during his tenure in the athletic department. The opportunity to promote and interact with young people during such an influential time in their lives is something he truly cherishes, and has made his job eternally rewarding.

"I have been given the opportunity to meet so many amazing student-athletes – to watch them come in as wide-eyed freshmen and leave as mature, young adults is pretty special," Nadeau said. "I can honestly say that I'm excited to come to work every day – I bet there aren't too many people around who can say, 'I love my job,' the way I do."

In addition to the announcement of the honor, both Saint Mary's and the MIAC plan to publicly honor Nadeau for the Mike Augustin Award. Fennern said he would receive recognition at an SMU athletic awards event this fall, and MIAC Executive Director Dan McKane said the conference will honor Nadeau at the 2011 MIAC Men's Hockey Showcase in late October. Nadeau has volunteered his sports information talents to the Showcase since its inception.

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## **New CoSIDA Position Available: Director of Internal Operations/Treasurer**

Background: On April 28th, the CoSIDA Board of Directors unanimously approved the establishment of a full-time Director of Internal Operations/Treasurer position. The person in this new role will coordinate all organizational aspects of the annual CoSIDA Convention, coordinate all of CoSIDA online processes, data bases and directories as well as other business-based and administrative duties. In addition, the person will serve as CoSIDA's Treasurer. Dave Wohlhueter has served admirably as CoSIDA's Treasurer for the last 34 years, and Wohlhueter informed the Board of Directors that he will be retiring from that post at the conclusion of the 2012 convention in St. Louis.

CoSIDA is now soliciting applications and will conduct interviews in the upcoming weeks. The hope is to bring a person into this post before this year's June Convention so the new Director of Internal Operations can shadow Wohlhueter on advance Convention preparations, view his on-site duties and then work closely with him throughout the 2011-12 academic year to become familiar with a variety of duties that Wohlhueter has performed in an exemplary manner for a long period of time.

Research into this new CoSIDA position was conducted by a committee of CoSIDA Board members and leaders, which presented a transition plan to the Board. The Committee was chaired by Nick Joos (Baylor University), who served as CoSIDA President in 2008-09. Joos will receive all applications for this new position as well.

### **DIRECTOR OF INTERNAL OPERATIONS/TREASURER**

CoSIDA, a 2700-plus membership organization of the nation's communications and information directors for intercollegiate athletics, is seeking a qualified person to fill a new position - Director of Internal Operations/Treasurer - by mid-June to assist the organization in carrying out a variety of duties and roles as it relates to the organization at-large as well as its membership and leadership.

#### **Primary Coordinating Duties**

- \* Coordinate day-to-day organizational accounting matters
- \* Manager of organization's annual convention
- \* Coordinate all aspects of membership dues process
- \* Coordinate all aspects of organizational directories (online and pdf versions)
- \* Coordinate all aspects of membership data base(s)
- \* Coordinate all aspects of convention registration process, both online and on-site
- \* Organization's point person in dealing with membership based issues/questions as it relates to all aspects of the organization's data bases, directories and online processes
- \* Coordinate convention hotel registration process
- \* Coordinate all convention related master schedules for the Board, hotel, and membership
- \* Coordinate invoicing for CoSIDA's Career Center/Jobs Center as well as other organizational matters
- \* Serve as organization's Treasurer
- \* Prepare appropriate financial reports
- \* Prepare all appropriate tax based reports
- \* Endowment/investment fund management (with financial management firm currently used)
- \* Work with Executive Director on assigned sponsorship/fund-raising matters
- \* Work with Executive Director to fulfill sponsorship inventory
- \* Work with Director of External Affairs on specific assigned web-related duties and content for CoSIDA.com
- \* Work with Director of External Affairs relative to updating the membership on appropriate matters for duties that this post oversees
- \* Complete assigned special projects by the Board
- \* Develop new ideas and concepts that are appropriate for assigned duties
- \* Work with Committee chairs and divisional leadership Presidents/Chairs as appropriate

#### **Qualifications**

- Bachelor's degree required
- Background in intercollegiate athletics desired with communications work preferred
- Solid communications and writing skills
- Excellent word processing and computer skills including familiarity/knowledge with working with a web management/administrator company
- Basic understanding of financial and accounting practices
- Solid organizational skills with ability to develop and meet project timelines and deadlines
- Ability to work independently and multi-task

Salary: Range of \$40,000 to \$50,000. There are no medical or retirement benefits provided with this position at this time. This is a position where you would be able to work from home - without relocating.

#### **Application Process**

Application Deadline: May 23, 2011, but could be extended based on the quantity and quality of the application pool.

Please provide, via email, the following to Nick Joos, Committee Chair, at [Nicholas\\_Joos@baylor.edu](mailto:Nicholas_Joos@baylor.edu)

- A letter of application explaining your interest in the position and your background and skill set with regard to meeting the requirements for this position.
- At least two letters of recommendations from your list of overall references (a minimum of five total)
- Any work samples that you feel demonstrate your ability to carry out the requirements of this position.

#### **Start Date:**

The leadership of CoSIDA is hopeful that a qualified person can be hired by June 15th so that person can attend the annual CoSIDA Convention In Marco Island, Fla., from June 24-30 to participate in Board meetings, work the convention with current CoSIDA Treasurer Dave Wohlhueter and hold organizational planning meetings at the convention with CoSIDA Executive Director John Humenik, Director of External Affairs Barb Kowal and other CoSIDA leadership.

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# RICKY CLEMONS

## A Living Legend, Sports Communications Trend Setter and Barrier Breaker

written by Mabel Simon, contributing writer to the Howard University student newspaper, *The Hilltop*  
<http://www.thehilltoponline.com>

In 1983 Alois “Ricky” Clemons, a young, ambitious, African-American sports information director at Howard University, decided that he wanted to expand his horizons and work in a broader playing field. He ended up accomplishing more than he ever thought he would achieve, and currently serves as the director of development for the John H. Johnson School of Communications.

Clemons approached Howard’s track and field coach William Moultrie, who, at the time, was also coaching the East Team for the 200-meter dash for the United States Olympic Committee Sports Festival games; and asked how could he get involved with the Sports Festival Games.

Moultrie told him to write a letter to Mike Moran. Moran had already hired his staff for the year, but suggested that he come down and volunteer. Clemons accepted the offer and traveled to Colorado Springs, Co., where he became the first African-American sports information director to serve as press liaison at the Sports Festival Games.

As a volunteer, Clemons worked with several other sports information directors from large schools, but he “never saw being the only Black man as a problem.”

“I mainly wanted to show that I could do the work,” Clemons said. “At the time I viewed this position as a way for me to reach my career goals, not to break any color barriers.”

But Clemons did break the color barrier at the Sports Festival in 1983, and his strong work ethic placed him in the position to break another color barrier in 1984.

In December 1983, Clemons was still serving as the sports information director at Howard University, and he had traveled to Los Angeles with the men’s basketball team which was scheduled to play against UCLA. At the time, there was a lot of construction going on at the LA airport. Clemons inquired about the construction and learned that the airport was preparing for the Olympics. At that moment Clemons decided that working for the Olympics was his next goal.

After making a few calls Clemons, was offered a summer position with the 1984 Los Angeles Olympic Games, but he was in for a surprise the night of the Howard and UCLA game.

“I was happy with my summer position. I had no idea I was going to be given this opportunity. It was more than I ever thought I was going to achieve,” Clemons said.

After the game, Richard Perelman, the press chief for the 1984 Olympics, told Clemons that he wanted him to move to Los Angeles and work for the 1984 Olympics Committee full-time. Eager to accept the offer, Clemons took a leave of absence for a year from Howard and moved his family to Los Angeles. He served as the Venue Press Chief for Track and Field and Boxing.

Ed Hill, current CoSIDA Board of Directors member who was hired by Clemons as the Howard University Sports Information Director in 1986 said, “I think a person has to have a lot of self confidence to be able to leave everything and explore an opportunity to work for the Olympics or any other job of that



magnitude, and Ricky has always had that confidence. He’s always had ambitions to do something new or that hadn’t been done before. He left for Los Angeles and he didn’t doubt himself.”

Deemed “The Man for All Seasons” by Sam Lacy, the National Baseball Hall of Fame Inductee and sports editor of The Baltimore Afro-American newspaper for his barrier-breaking career in sports media, Clemons went on to accomplish many legendary achievements in the industry.

In 1991, Clemons became one of the first African-American faces in the commissioner’s office as the business and international public relations manager for Major League Baseball.

He had a 10-year career with Major League Baseball, where he also served as the director of public relations in the commissioner’s office and the vice-president of The National League in 1994.

Shaun Powell, author of “Souled Out?” and former student of Clemons, said, “Mr. Clemons gave me my first introduction to sports journalism and learning from him was just tremendous. Anytime you can step in and lead the way it is a tremendous privilege and honor. When you can serve as an example or set a standard, it shows your self worth.”

Hill says Clemons has paved the way for other people aspiring for success in the sports media industry.

“We are better served as a result of him being here,” Hill said.

While Clemons understands the impact of his accomplishments, he also realizes that there were others before him that helped pave the way as well.

“It was fun to break those barriers, but I’m only standing on the shoulders of those who came before me such as my mentor Sam Lacy, Rick Roberts, Louie Martin, and Ofield Dukes,” Clemons said.

# Stat Crew Q&A for CoSIDA Members:

## *New product line, costs, system integration, timelines discussed*

To: CoSIDA Members

Fr: Shelly Poe (Ohio State University),  
CoSIDA 3rd Vice President

Re: Addressing questions on Stat Crew new product line,  
timetables, costs, integration with older products

A number of you have contacted both CoSIDA and Stat Crew in recent weeks to inquire about rumors surrounding a "Next Generation" product Stat Crew is developing.

We asked several dozen of our CoSIDA members to give us their list of questions, and with the generous help of Monica Pellman at Stat Crew and her colleagues with both CBS Interactive and the software developer 10 Foot Wave, here are answers to a number of your inquiries:

- **Will the Next Generation product mean a big change in our budget? One-time or annually?**

Next generation is subscription, or license, which is renewable annually, generally along a regular academic calendar, similar to what we have followed in the past, i.e. renewal in the summer for the upcoming academic year. Schools need to budget for this subscription renewal each year, similar to other professional subscription services used by the SID.

- **Are there any changes in hardware required?**

Same computer hardware requirements - PC and printer. Internet connection is NOT required for scoring a game, but is required for utilizing any StatCloud functions. No other special, additional hardware required.

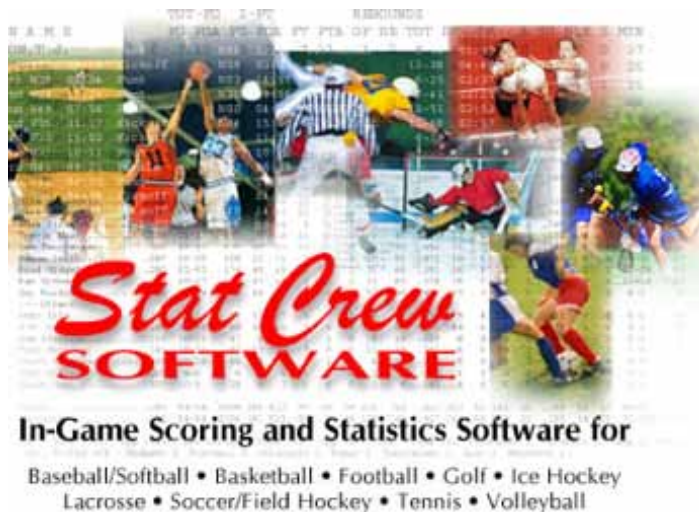
- **Will all sport programs be upgraded at once?**

Based on feedback from the Stat Crew Advisory Panel and our general user base, we have established the release schedule as follows:

- Basketball & soccer will be available for sale in June.
- The football beta will be available at the end of July
- The baseball beta will be available at the end of February, 2012
- The volleyball beta will be available at the end of April, 2012
- Other sports to follow based on season

This schedule means that within the next two academic years, all sports will be available for purchase. We believe this phased roll-out gives us time to properly test the in-game scoring software, and it also gives schools time to plan, build a budget for next generation, while not losing any current functionality for stats data management.

Also, based on feedback and ongoing concerns related to the TAS-FTP and its ability to serve more than two data recipients, we have decided to launch the cloud-based services at the end of July for both the current software and Next Gen users. This will provide unlimited, real-time access to the data while also simplifying the process of setting up and managing events. We are excited about this advancement and know it will immediately improve your Stat Crew experience.



- **Will the "legacy software" continue to work/be supported by Stat Crew?**

The current (legacy) Stat Crew software has a limited lifespan. We will continue to sell and support the legacy software until the next generation solution is adopted by our customers. The upgrade of legacy software will include Xml activation good for a year, (July-July) same as in the past, and also includes on-going maintenance and updates throughout the year, same as in the past. Pricing stays the same--\$165 per sport per upgrade, \$400 for new software

- **Are the price points for the next generation established?**

Pricing has been one of the largest challenges with the planning of Next Gen due to concerns that increased pricing would be cost-prohibitive to many programs. To that end, we believe that the proposed subscription model will lower ongoing costs and enable subscribers to capitalize on upgrades year over year.

**The new pricing model is as follows:**

- Next Gen Software subscription
- \* \$195 per sport per year
- \* A (tbd) one-time set-up fee for new clients (not using our software) —this new software fee will not apply to most NCAA/CoSIDA members, since most already use Stat Crew
- \* \$75 per year subscription for StatCloud-only access, for schools using legacy software only

Finally, we are also working closely with our development partner, 10 Foot Wave, to create packages bundling their in-stadium products with Stat Crew. We are still finalizing these bundles and will provide you with additional information in the near future.

- **What's included in the subscription?**

In-game scoring software, for local install and operation, all StatCloud features — roster and schedule maintenance, real-time data backup and storage, all reports for game, season, career, conference, live stats (Xml, HTML), scoreboard and monitor interface.

**• Will we have to retrain our game-day inputters/operators?**

Game-time scoring in the next gen is being designed to match as closely as possible the keystroke entry currently used in Stat Crew. There are differences in the way the screens look, obviously (no more DOS screens, for one). Also there are new features for utilizing the cloud to access/update rosters, and access scoring software updates before game-time.

**• Will our conference offices/NCAA mandate changes that we can't immediately afford?**

The XML data file created in the next gen software for NCAA reporting will be the same as the XML file currently created by Stat Crew. Schools should see no change in the reporting requirements for conference or NCAA stats. There are no pre-arrangements for conference or NCAA mandate of next generation purchase.

**• Explain the primary purposes of this update. Why is this better than what we are using now? What specific benefits will it provide, especially for D2 and D3 members with limited resources?**

The next generation subscription gives you access to the latest scoring software, which will run on the latest Windows operating systems (no more DOS constraints), and it also gives you access to latest "cloud" technology for automatically sharing game stats with opposing teams, conferences and the NCAA and providing real-time data backup and storage, and interfacing with scoreboards, monitors, etc. For the "small-shop" SID office, next gen helps to streamline, simplify processes for stats data management and distribution.

**• Explain the "cloud" technology that appears to be a main component of the new software. How does it work? How will statistics get from the cloud to our websites, both school and conferences?**

Think of the cloud as a customized web site available to each school that will house all the stat data (www.tech.statcrew.com for example). Before the season you will be able to manage teams, rosters and schedules. During games the next generation client will relay stats to the cloud and once the game is marked complete they will be shared with opponents and conferences. Rather than sending an opponent a file, they will simply be able to see their stats from an away game when they log in to their web site. And you will see the stats from your away games in your stats web site.

The cloud will also support uploading of game files for teams that are not yet on the next generation for backward compatibility. In addition the cloud will handle sending "live" stats to your desired FTP location/s. Schools will control their server space, and control who has access to it. Stats data will be stored in database format, giving SID more flexibility in creating reports, managing data, etc. The cloud will also support live integration to school OAS web sites through web services in a future release.

**• Will this software work with the various versions of Windows?**

Yes, the next generation runs on native 64-bit Windows 7, no need for Virtual PC or "XP mode" downloads from Microsoft.

**• Will we be able to score a game and/or generate reports without access to the Internet?**

Yes

**• Will the new software be a "point and click" system or will input actions be the same as they are now (keycode oriented)?**

Keystroke entry, same as the legacy software.

**• Will there be training seminars or powerpoints available?**

We plan to demo the next gen tools, including the in-game scoring software, and the StatCloud technology, at ECAC-SIDA Convention (June 7-10 in Rochester, NY) and CoSIDA Convention (June 26-29 in Marco Island, Fla.) this summer.

**• Will we be able to generate (at a minimum) the same reports we can at this time?**

Yes, same reports.

**• Has Stat Crew and CBS Interactive communicated these changes with ALL of the website providers out there, especially in terms of live stats capabilities?**

The Xml data format will not change with next generation software. We will have more detail about how the third party organization will access the Xml feed at a later time.

**• What about interfacing with FTP clients? Can we still send XML files to the live stats portals, as well as game viewers?**

The current TASFTP tool will be replaced with a new tool for live stats through the cloud. Schools will still have control over who has access to the data. This new ftp tool will be included as part of the next generation subscription (no additional purchase required). It will also be included in the "StatCloud-only" subscription, and will allow unlimited data recipients. There will be new options available for live stat portals and game viewers release at the same time the StatCloud is released this summer.

**• What happens if one school (the visiting team) has the old software, while the other (home team) is using the new version?**

Yes, there will be backward compatibility, so that schools can share files (BPK packed file for example in basketball), the same as schools have done in the past, even if one school is using the next gen software and opponent is not. Same backward compatibility applies with the conference office software.

**• What if schools don't upgrade?**

Even if schools do not purchase the next generation subscription right away, we still want to make it easy for schools to take advantage of the "StatCloud."

For a \$75 "StatCloud-only" subscription, schools will have their own StatCloud (www.tech.statcrew.com for example) for uploading schedules and rosters, sharing packed game files with opponents/conference office, and for running "live" stats to your desired FTP locations.

**• When are we going to get access to this software?**

Subscription service will be available for purchase this summer. More specific release dates and how-to-order details will follow.

Should any of you have further questions, please contact Monica Pellman at Stat Crew 513/771-4192



# More news. More topics. More for you.

College sports are always fun—and sometimes complicated. If you want reliable information about the issues surrounding intercollegiate athletics, visit the redesigned NCAA.org.

**You'll get more than the score.**

The new [NCAA.org](http://NCAA.org). Kicks off summer 2010.



NCAA is a registered trademark of the National Collegiate Athletic Association.

# facebook® & twitter

## **CAPITAL ONE ACADEMIC ALL-AMERICA® PROGRAM ENHANCES PUBLICITY WITH SOCIAL MEDIA ACCOUNTS Facebook • Twitter**



The Capital One Academic All-America® program has entered the world of social media. Now you can follow the AAA program on Twitter ([www.twitter.com/aaacosida](http://www.twitter.com/aaacosida)) or become a fan on Facebook at [www.facebook.com/aaacosida](http://www.facebook.com/aaacosida).

Through the efforts of Mark Adkins (Wartburg College - [mark.adkins@wartburg.edu](mailto:mark.adkins@wartburg.edu)) who serves as the Academic All-America® Committee's director of new media, both outlets offer another way to keep up with deadlines and team announcements while offering an opportunity to honor those AAA student-athletes honored in the past.

Catch up on all of the latest Capital One Academic All-America news by following the program on Twitter and Facebook today!



### **YOUR THREE WAYS TO FOLLOW ALL COSIDA NEWS VIA SOCIAL MEDIA COMMUNICATION CHANNELS:**

**CoSIDA on Twitter - [twitter.com/CoSIDAnews](http://twitter.com/CoSIDAnews):**  
<http://twitter.com/CoSIDAnews>

This is the official source for CoSIDA news and updates. Each tweet has been either an informational message to CoSIDA members or a link to an article/feature as CoSIDA monitors the latest communications/PR news and intercollegiate athletic sports communication news.

**CoSIDA's Capital One Academic All-America® program on Twitter:**  
<http://twitter.com/aaacosida>

**CoSIDA's Capital One Academic All-America® program on Facebook:**  
[www.facebook.com/aaacosida](http://www.facebook.com/aaacosida)

# 2010-11 CoSIDA Directory: Online, PDF Versions

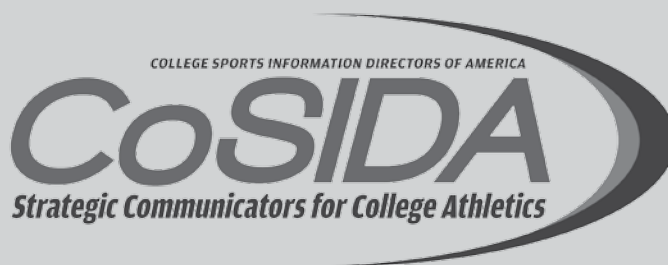
The CoSIDA 2010-11 Directory has been updated and released. It is available in both an online version as well as a PDF version that can be downloaded. We would encourage each school to contact and alert their respective media agencies and representatives to make them aware of the online version as well as distribute the PDF version. This PDF version of the 2010-11 CoSIDA Directory was compiled based on information provided to CoSIDA by individual institutions/organizations as of October 1, 2010.

**PLEASE NOTE:** If there are inaccuracies, it is due to those schools/organizations not following up with repeated requests by CoSIDA to update their directory information prior to the release of this document. If you find inaccurate information for your school/organization we ask you to please go to CoSIDA.com and do the following:

- select the Membership link; at the pull-down menu, select "Update Your Directory Information"
- individuals can update their personal information here; to update your school/organization information, you MUST be the custodian of your account
- If you don't have custodial status, you can request that information on the page noted above. If you require assistance, use this link: <http://cosida.com/contact.aspx>.

## CoSIDA ANNUAL MEMBERSHIP, WORKSHOP ATTENDANCE

<i>Year</i>	<i>Site</i>	<i>Membership</i>	<i>Workshop</i>
2010	San Francisco	2497	614
2009	San Antonio	2563	553
2008	Tampa	2397	832
2007	San Diego	2216	920
2006	Nashville	2143	726
2005	Philadelphia	1946	783
2004	Calgary	1961	496
2003	Cleveland	1954	780
2002	Rochester	1888	748
2001	San Diego	1877	1065
2000	St. Louis	1855	980
1999	Orlando	1839	1195
1998	Spokane	1812	609
1997	New Orleans	1825	1060
1996	Boston	1803	1056
1995	Denver	1772	903
1994	Chicago	1804	1030
1993	Atlanta	1810	987
1992	Lexington	1706	989
1991	San Francisco	1669	915
1990	Houston	1627	947
1989	Washington, D.C.	1467	1122



<i>Year</i>	<i>Site</i>	<i>Membership</i>	<i>Workshop</i>
1988	Kansas City	1361	855
1987	Portland	1426	701
1986	Nashville	1360	836
1985	Boston	1341	904
1984	St. Louis	1304	714
1983	San Diego	1170	610
1982	Dallas	1077	651
1981	Philadelphia	984	639
1980	Kansas City	944	495
1979	Chicago	593	458
1978	Atlanta	510	415
1977	Los Angeles	550	312
1976	Cincinnati	671	335
1975	Houston	623	303

# COSIDA CALENDAR

## UPCOMING MEMBERSHIP SCHEDULE AND DEADLINES

### MAY

#### Thursday, May 19

Announcement of Capital One Academic All-District At-Large Teams; CoSIDA members with First Team All-District honorees must update student-athlete information by Monday, May 23 (noon Eastern) for Academic All-America® ballot (voted on by AAA Committee, CoSIDA Board of Directors)

#### Friday, May 20

Capital One Academic All-District MEN'S & WOMEN'S TRACK/CROSS COUNTRY BEGINS; voting deadline is Tuesday, May 31 at 6 p.m., ET

#### Tuesday, May 24

Announcement of Academic All-America® Baseball Teams (1st/2nd/3rd Teams from University & College Divisions)

#### Thursday, May 26

Announcement of Academic All-America® Softball Teams (1st/2nd/3rd Teams from University & College Divisions)

### JUNE

#### Thursday, June 2

Announcement of Capital One Academic All-District Men's & Women's Track/Cross Country Teams; CoSIDA members with First Team All-District honorees must update student-athlete information by Monday, June 6 (noon Eastern) for Academic All-America® ballot (voted on by AAA Committee, CoSIDA Board of Directors)

#### Tuesday, June 7

Announcement of Academic All-America® Men's At-Large Teams (1st/2nd/3rd Teams from University & College Divisions)

#### Thursday, June 9

Announcement of Academic All-America® Women's At-Large Teams (1st/2nd/3rd Teams from University & College Divisions)

#### Tuesday, June 21

Announcement of Academic All-America® Men's Track/Cross Country Teams (1st/2nd/3rd Teams from University & College Divisions)

#### Thursday, June 23

Announcement of Academic All-America® Women's Track/Cross Country Teams (1st/2nd/3rd Teams from University & College Divisions)

#### Sunday, June 26-Wednesday, June 29

CoSIDA Annual Convention  
(Marco Island Marriott Beach Resort, Marco Island, FL)

## 2010-11 SCHEDULE FOR ACADEMIC ALL-AMERICA® NOMINATIONS AND SELECTIONS

Program	M/W Soccer	Volleyball	Football	M/W Basketball	Baseball/ Softball	M/W At-Large	Track/Cross Country
Nomination Forms Available	Fri. Oct. 1	Tues. Oct. 5	Tues. Oct. 5	Tues. Jan. 4	Tues. Apr. 5	Tues. Apr. 19	Tues. May 3
<b>Nomination Deadline</b>	<b>Tues. Oct. 12</b>	<b>Tues. Oct. 19</b>	<b>Tues. Oct. 19</b>	<b>Tues. Jan. 18</b>	<b>Tues. Apr. 19</b>	<b>Tues. May 3</b>	<b>Tues. May 17</b>
DCs Finalize Ballots	Fri. Oct. 15	Fri. Oct. 22	Fri. Oct. 22	Fri. Jan. 21	Fri. April 22	Fri. May 6	Fri. May 20
District Ballot Voting Deadline	Tues. Oct. 26	Tues. Nov. 2	Tues. Nov. 2	Tues. Feb. 1	Tues. May 3	Tues. May 17	Tues. May 31
Academic All-District® Team Release Date	Thurs. Oct. 28	Thurs. Nov. 4	Thurs. Nov. 4	Thurs. Feb. 3	Thurs. May 5	Thurs. May 19	Thurs. June 2
Updating Deadline for First-Team All-District Selections	Mon. Nov. 1	Mon. Nov. 8	Mon. Nov. 8	Mon. Feb. 7	Mon. May 9	Mon. May 23	Mon. June 6
NC OKs National Ballot	Tues. Nov. 2	Tues. Nov. 9	Tues. Nov. 9	Tues. Feb. 8	Tues. May 10	Tues. May 24	Tues. June 7
National Ballot Voting Deadline	Tues. Nov. 9	Tues. Nov. 16	Tues. Nov. 16	Tues. Feb. 15	Tues. May 17	Tues. May 31	Tues. June 14
AAA Teams to Vice-Chair	Wed. Nov. 10	Wed. Nov. 17	Wed. Nov. 17	Wed. Feb. 16	Wed. May 18	Wed. June 1	Wed. June 15
Academic All-America® Team Release Date(s)	Tues. Nov. 16 (men) Thurs. Nov. 18 (women)	Mon. Nov. 22	Tues. Nov. 23	Tues. Feb. 22 (men) Thurs. Feb. 24 (women)	Tues. May 24 (men) Thurs. May 26 (women)	Tues. June 7 (men) Thurs. June 9 (women)	Tues. June 21 (men) Thurs. June 23 (women)

NOTE: Academic All-America team release dates are subject to change depending on ESPN availability.

*College Sports Information Directors of America*  
**Future Workshop Sites**



**2011**  
**Marco Island**  
**Marriott Marco Island**  
**Resort & Spa**



**2012**  
**St. Louis**  
**Renaissance**

**2013**  
**2014**  
**2015**  
**ORLANDO**

**Orlando**  
**World Center**  
**Marriott Resort and**  
**Convention Center**



The National Football League would like to thank the  
CoSIDA Membership for all that it does to help us  
throughout the year

## *Contact Information*

# **THE 2010-11 COSIDA BOARD OF DIRECTORS**

<i>Office</i>	<i>Name</i>	<i>Office Phone</i>	<i>Fax Number</i>	<i>Email</i>
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Third Vice-President	Shelly Poe Ohio State	(614) 247-7023	(614) 292-8547	poe.45@osu.edu
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At-Large Representative	Ed Hill Howard	(202) 806-7184	(202) 806-9595	ehill1950@aol.com
At-Large Representative	Kent Brown Illinois	(217) 244-6533	(217) 333-5540	kwbrown3@illinois.edu
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College Division Rep. South	Bob Lowe TBA	(336) 908-0723		robertbrianlowe@gmail.com
College Division Rep. At-Large	Rob Knox Kutztown	(610) 683-4182	(610) 683-4676	Knox@kutztown.edu
College Division Rep. At-Large	Dave Wrath Augustana (Ill.)	(309) 794-7265	(309) 794-7525	davewrath@augustana.edu
College Division Rep. Central	Anne Abicht St. Cloud State	(320) 308-2141	(320) 255-2099	aabicht@stcloudstate.edu
College Division Rep. Northeast	Geoff Hassard SUNY-Oneonta	(607) 436-2106	(607) 436-3088	hassargi@oneonta.edu
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Past President	Nick Joos Baylor	(254) 710-3043	(254) 710-1369	nicholas_joos@baylor.edu
Past President	Charles Bloom Southeastern Conference	(205) 458-3010	(205) 458-3030	cbloom@sec.org
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Director of External Affairs	Barb Kowal	(512) 739-1234	(512) 739-1234	barbkowal@cosida.com



# THANK YOU CoSIDA

AND ALL YOUR MEMBERS, FOR THE YEAR-ROUND  
SUPPORT AND COMMITMENT.

**ESPN**

