



2011 COSIDA NATIONAL CONVENTION

Daily Schedule Overview

As of June 20, 2011

COSIDA COMMITTEE & DIVISIONAL DAY (SUNDAY, JUNE 26, 2011)

7:30 a.m. – 9:30 a.m.	CoSIDA 5K Fun Run/Walk (Registration & payment required; 7:30-8:00 a.m. Check-in area at Wedding Gazebo; Race/Walk starts at 8:00 a.m.)	Beach Front
9:00 a.m. – 10:00 a.m.	Chapel Service	Islands Ballroom J
9:00 a.m. – 10:00 a.m.	Special Awards Committee Meeting	Capri Salon 3
9:00 a.m. – 11:00 a.m.	NCAA Statistics & Records Advisory Board Meeting	Everglades
9:00 a.m. – 11:30 a.m.	Sunshine State Conference Meeting	Capri Salon 10
10:00 a.m. – 12:00 p.m.	NAIA Communications Directors Meeting	Islands Ballroom H
10:00 a.m. – 3:00 p.m.	Convention Registration [Open]	Islands Ballroom Foyer
10:00 a.m. – 11:00 a.m.	Fred Stabley Writing Contest Committee Meeting	Capri Salon 4
11:00 a.m. – 5:00 p.m.	Exhibit Hall [Open]	Islands Ballroom A, B & E
11:00 a.m. – 12:00 p.m.	FAME (Female Athletic Media Executives) Meeting	Islands Ballroom J
11:00 a.m. – 12:00 p.m.	Convention Program Committee Meeting	Capri Salon 9
11:00 a.m. – 12:00 p.m.	Academic All-America Committee Meeting	Islands Ballroom F
11:00 a.m. – 12:00 p.m.	Goodwill Committee Meeting	Capri Salon 3
11:30 a.m. – 12:00 p.m.	Job Seekers Committee Meeting	Captiva
12:00 p.m. – 12:50 p.m.	CoSIDA 2011 Convention Q&A Session	Islands Ballroom C & D
	- Speakers: Larry Dougherty, 2010-11 CoSIDA President; John Humenik, CoSIDA Executive Director; Divisional Chairs; CoSIDA Board Officers	
1:00 p.m. – 1:40 p.m.	Stat Crew Software Session	Islands Ballroom C & D
	- Moderator: Shelly Poe, Director of Athletics Communications, Ohio State	
	- Panelists: Monica Pellman, Stat Crew Software Service Manager; Brett Crossley, 10 Foot Wave Vice President of Marketing	
1:50 p.m. – 3:00 p.m.	NCAA Global Discussion	Islands Ballroom C & D
	- Moderator: Joe Browning, Senior Associate Director of Athletics, UNC-Wilmington	
	- Featured Speaker: Bob Williams, NCAA Vice President of Communications	
2:00 p.m. – 4:00 p.m.	Job Seekers	Captiva
	- Coordinator: Lawrence Fan, Sports Information Director, San Jose State	
3:15 p.m. – 4:45 p.m.	CoSIDA Divisional Meetings	
	- All Division I Schools [3:15 p.m. – 4:00 p.m.]	Islands Ballroom F
	- FBS [4:00 p.m. – 4:45 p.m.]	Islands Ballroom F
	- FCS and Division 1-AAA [4:00 p.m. – 4:45 p.m.]	Islands Ballroom J
	- Division II	Islands Ballroom C & D
	- Division III	Capri Salons 1 & 6
	- NAIA	Islands Ballroom H
	- Two-Year Colleges	Everglades
5:00 p.m. – 5:50 p.m.	CoSIDA Now! ... Where CoSIDA is in 2011-12, Moving Forward	Islands Ballroom C & D
	- Moderator: Jason Southard, Sports Information Director, Coast Guard	



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5:00 p.m. – 5:50 p.m.	<ul style="list-style-type: none"> - Panelists: Rob Knox, Sports Information Director, Kutztown (Rising Star); Chevonne Mansfield, Assistant Director of Communications, SWAC (Rising Star) 	FWAA/USBWA Panel	Capri Salons 1 & 6
	<ul style="list-style-type: none"> - Moderator: Joe Mitch, USBWA Executive Director - Panelists: Tommy Hicks, <i>Mobile Press-Register</i>, FWAA 2010-11 President; Lenox Rawlings, <i>Winston-Salem Journal</i>, USBWA President 2011-12 		
6:00 p.m. – 7:15 p.m.	<ul style="list-style-type: none"> - Headline Sponsor: NFL - Major Sponsors: Turner Sports, Discover Orange Bowl, XOS Digital (Collegiate Images), USA Hockey, Rivals/Yahoo! Sports - Contributing Sponsors: Wuerffel Trophy, Lott Trophy, Football Bowl Association, NCAA Football, Disney Sports, USA Basketball - Supporting Sponsors: National Football Foundation and College Hall of Fame, Football Writers Association of America, Big 12 Conference, American Football Coaches Association, Big East Conference, Southeastern Conference, Good Karma Broadcasting, CollegePressBox.com, U.S. Basketball Writers Association, American Baseball Coaches Association, Licensing Resource Group, Florida Citrus Sports, Horizon League, Big Ten Conference, Big Ten Network, Atlantic Coast Conference, Lindy's Publications, Cotton Bowl Classic, Paul Hornung Award, Sporting News, ARA Sportsmanship Award, Pac-12 Conference, National Fastpitch Coaches Association, Summit Group, Learfield Communications, National Association of Basketball Coaches, Conference USA, Atlantic 10 Conference, MyTeambook.net 	Kickoff Reception	Sunset Terrace
7:15 p.m. – 8:15 p.m.		New Media/Technology Committee Meeting	Capri Salon 4
7:30 p.m. – 8:30 p.m.		College Division Management Advisory Council Meeting	Everglades
8:00 p.m. – 9:00 p.m.		Publications Contest Committee Meeting	Capri Salon 9

GAINING INFLUENCE WITHIN THE INTERCOLLEGIATE COMMUNITY (MONDAY, JUNE 27, 2011)

8:00 a.m. – 11:00 a.m.	Registration [Open]	Islands Ballroom Foyer
8:00 a.m. – 5:00 p.m.	Exhibit Hall [Open (<i>Closed: 12:00 p.m. – 2:00 p.m.</i>)]	Islands Ballroom A, B & E
8:00 a.m. – 9:00 a.m.	Membership Services Committee	Everglades
8:00 a.m. – 9:00 a.m.	Scholarship Committee	Captiva
8:00 a.m. – 8:50 a.m.	<ul style="list-style-type: none"> - Archiving for the Web – College Division Program - Moderator: Bob Lowe - Panelists: Dennis Jezek, Sports Information Director, Barry; Kevin White, Assistant AD for Communications & Operations, Truman State 	Islands Ballroom C & D
9:00 a.m. – 10:15 a.m.	<ul style="list-style-type: none"> - Gaining Influence in Intercollegiate Athletics – Identifying Your Steps - Moderator: Jason Rich, Assistant Athletic Director for Communications, Siena 	Islands Ballroom C & D



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10:30 a.m. – 11:45 a.m.	- Featured Speaker: Ben Porritt, Partner and Senior Strategist; Outside Eyes, Inc. How to Get a Seat in Your Board Room (University Division) Islands Ballroom C & D
	- Moderator: Dan Drutz, Asst. Dir. Athletics Communications, St. Peter's
	- Panelists: Ken Kavanagh, Director of Athletics, Florida Gulf Coast; Scott Stricklin, Director of Athletics, Mississippi State; Keith Tribble, Director of Athletics, UCF
10:30 a.m. – 11:45 a.m.	How to Get a Seat in Your Board Room (College Division) Capri Salon 1 & 6
	- Moderator: Lorin Huffman, Executive Director, Southern California Intercollegiate Athletic Conference
	- Panelists: Jason Fein, Director of Athletics, Drew; Jay Jones, Commissioner, Sunshine State Conference; Pennie Parker, Director of Athletics, Rollins
12:00 p.m. – 2:00 p.m.	Kickoff Luncheon Islands Ballroom F, G, H & J
	- Keynote Speaker: Amy P. Perko, Executive Director of the Knight Commission on Intercollegiate Athletics
	- Sponsors: SIDEARM Sports, Expion, NewTek, CBS Sports Network/Stat Crew, TRZ Sports/TEAMLINe, Sports Systems
	- Awards: Lifetime Achievement Award, Jake Wade Award, Trailblazer Award, University and College Division Rising Star Awards
2:30 p.m. – 3:30 p.m.	Gaining Influence through Crisis and Strategic Communications Islands Ballroom C & D
	- Moderator: Dr. Bill Smith, Assistant Athletic Director for New Media, Arkansas
	- Panelists: Ben Porritt, Partner and Senior Strategist; Outside Eyes, Inc.; Scott Stricklin, Director of Athletics, Mississippi State
3:40 p.m. – 4:30 p.m.	Gaining Influence on Your Campus Islands Ballroom C & D
	- Moderator: Charles Bloom, Assoc. Commissioner Media Relations, Southeastern Conference
	- Panelists: Malcolm Moran, saraKnight Chair in Sports Journalism and Society, Penn State; Gregory Malfitano, Senior Vice President for Administration, Lynn; Steve Orlando, Director for Print/Online Media, University of Florida News Bureau
4:40 p.m. – 5:30 p.m.	Advancement in Athletics Communications Islands Ballroom C & D
	- Moderator: Rob Knox, Sports Information Director, Kutztown
	- Panelists: Wallace Dooley, Associate Athletic Director for Media Relations, Tennessee State; Kristene Kelly, Assistant Athletics Director, Saint Augustine's; DeWayne Peevy, Senior Associate AD/Communications, Kentucky
6:00 p.m. – 7:30 p.m.	ESPN Reception Sunset Terrace
7:30 p.m. – 9:30 p.m.	BCSIDA Meeting Captiva

TODAY'S COLLEGIATE COMMUNICATIONS & ROLE DEVELOPMENT (TUESDAY, JUNE 28, 2011)

8:00 a.m. – 8:50 a.m.	Division III Communicators Meeting Capri Salons 1 & 6
	- Moderator: Eric McDowell, Assistant AD/Sports Information, Union (NY)



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8:00 a.m. – 8:50 a.m.	<ul style="list-style-type: none"> - Guest Speaker: Leah Kareti, NCAA Director of Division III/Assoc. Dir. of Membership Services Division II "Model SID Office" Islands Ballroom C & D - Strategic Communications Document Launch; NCAA D-II Website; NCAA Facebook; Twitter - Moderator: Rich Herman, Sports Information Director, Clarion; President, Division II – SIDA - Panelists: Mike Racy, Vice President; NCAA Division II; Jill Willson, 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.	<p>You ARE Your Own Media Today...Now, What's Next? Islands Ballroom C & D</p> <ul style="list-style-type: none"> - Moderator: John Lewandowski, Associate Athletics Director, Michigan State - Featured Speaker: Ronnie Ramos, NCAA Managing Director of Digital Communications
8:00 a.m. – 5:00 p.m.	Exhibit Hall [Open (<i>Closed: 12:00 p.m. – 2:00 p.m.</i>)] Islands Ballroom A, B & E
10:00 a.m. – 10:50 a.m.	<p>How Traditional Media Has Evolved Islands Ballroom C & D</p> <ul style="list-style-type: none"> - Moderator: Dennis Jezek, Sports Information Director, Barry - Panelists: Oscar Dixon, Assistant Sports Editor, <i>Associated Press</i> South Region-Atlanta; Tommy Hicks, <i>Mobile Press-Register</i>, FWAA 2010-11 President; Jorge Rojas, Sports Editor, <i>Miami Herald</i>
10:00 a.m. – 10:50 a.m.	<p>Working with Your Marketing Department Capri Salons 1 & 6</p> <ul style="list-style-type: none"> - Moderator: Julie Work, NACDA Director of Communications - Panelists: John Phillips, Associate Athletics Director, Embry-Riddle; Ayo Taylor-Dixon, Assistant AD for Marketing and Revenue Development, USF
11:00 a.m. – 11:50 a.m.	<p>Publications & Software – College Division Program Islands Ballroom C & D</p> <ul style="list-style-type: none"> - Moderator: Anne Abicht, Director of Media Relations, St. Cloud State - Panelists: Aaron DeWall, Creative Director, Nevada; NaDean Schroeder, Asst. Athletics Director for Media and Public Relations, Minnesota State-Moorhead
11:00 a.m. – 11:50 a.m.	<p>Bowl Championship Series – University Division Program Capri Salons 1 & 6</p> <ul style="list-style-type: none"> - Moderator: Joe Hornstein, Associate Director of Athletics for Communications; UCF - Featured Speaker: Bill Hancock, Executive Director; Bowl Championship Series
12:00 p.m. – 2:00 p.m.	<p>CoSIDA Awards Luncheon Islands Ballroom F, G, H & J</p> <ul style="list-style-type: none"> - Sponsors: ASAP Sports, Liberty Mutual Coach of the Year Award, Eclaro Sports, FOX Sports Networks - Awards: 25-Year Award, Warren Berg Award, Arch Ward Award, Bob Kenworthy Community Service Award
2:15 p.m. – 3:30 p.m.	<p>A Gameplan for Successfully Gaining Influence Islands Ballroom C & D</p> <ul style="list-style-type: none"> - Moderator: Joe Hornstein, Associate Director of Athletics for Communications; UCF - Featured Speaker: Lou Holtz, ESPN College Football Analyst, Acclaimed Speaker & Best-Selling Author
3:40 p.m. – 4:30 p.m.	<p>Is There Anything That Is Off-Limits? Islands Ballroom C & D</p> <ul style="list-style-type: none"> - Moderator: Jamie Weir-Baldwin, Dir. of Athletic Communications, Michigan State - Panelists: Malcolm Moran, Knight Chair in Sports Journalism and Society, Penn State; John Lewandowski, Associate Athletics Director, Michigan State
3:50 p.m. – 5:00 p.m.	Table Topics Capri Salons 1 & 6



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- **Primary Sponsors:** Turner Sports, XOS Digital (Collegiate Images)
- **Contributing Sponsors:** Discover Orange Bowl, USA Hockey, Rivals/Yahoo! Sports
- **Moderator:** Roy Pickerill, Sports Information Director, Kentucky Wesleyan
- NCAA Scoring in College Athletics (Baseball, Basketball, Football, Ice Hockey, Men's and Women's Lacrosse, Softball and Volleyball)
 - o **Presenters:** Jim Wright, NCAA Director of Statistics; Gary Johnson, NCAA Associate Director of Statistics; Bonnie Senappe, NCAA Assistant Director Statistics
- Working with the ESPN FTP Function;
 - o **Presenter:** Noel Nash, Senior Director/Stats & Analysis, ESPN
- Research on Role Advancement/Managerial Roles
 - o **Presenter:** Clay Stoldt, Chair/Sport Management Department, Wichita State

5:45 p.m. – 8:00 p.m.

- Capital One Hall of Fame Gala Islands Ballroom F & G
- **Title Sponsor:** Capital One
 - **Contributing Sponsor:** NCAA
 - **Emcee:** Rece Davis, ESPN Broadcaster
 - **Awards:** CoSIDA Hall of Fame, Capital One Academic All-America Hall of Fame, Lester Jordan Award and Dick Enberg Award
 - **Attendance Note:** All Convention registrants are invited to attend at no additional cost

INNOVATIVE COMMUNICATIONS /TECHNOLOGIES OF THE BUSINESS (WEDNESDAY, JUNE 29, 2011)

8:00 a.m. – 12:00 p.m.

Exhibit Hall [Open] Islands Ballroom A, B & E

8:00 a.m. – 8:50 a.m.

CoSIDA Business Meeting Islands Ballroom C & D

9:00 a.m. – 9:50 a.m.

Content Strategy and Measurement in Social Media Islands Ballroom C & D

- **Moderator:** Chris Syme, Director, CKSyme.org; Chair, New Media/Technology

- **Featured Speaker:** Jason Falls, Owner, Socialmediaexplorer.com

10:00 a.m. – 10:50 a.m.

Timesaving Tips and Tools for Doing Social Media Islands Ballroom C & D

- **Moderator:** Jay Stancil, Sports Information Director, Union (KY)

- **Panelists:** Chris Syme, Director, CKSyme.org; Jason Falls, Owner, Socialmediaexplorer.com;

Dr. Bill Smith, Assistant Athletic Director for New Media, Arkansas

11:00 a.m. – 11:50 a.m.

The Integration of Social Media/Your Media Practices & Official Website Islands Ballroom C & D

- **Moderator:** Ronnie Ramos, NCAA Managing Director of Digital Communications

- **Panelists:** Jason Falls, Owner, Socialmediaexplorer.com; Chris Freet, Associate Director of Athletics, Miami (FL)

12:00 p.m. – 12:50 p.m.

Ways to Produce Your Own Television Broadcast Islands Ballroom C & D

- **Moderator:** Scottie Rodgers, Associate Director for Communications; Ivy League



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1:00 p.m. – 2:00 p.m.	<ul style="list-style-type: none"> - Panelist: Mark Fratto, Director of Athletics Communications, St. John's; Ben Fairclough, Senior Director of External Affairs; BIG EAST; Philip Nelson, SVP - Strategic Development, NewTek 	University Division Management Advisory Council Meeting	Islands Ballroom H & J
2:00 p.m. – 2:50 p.m.	<ul style="list-style-type: none"> - Moderator: Jay Stancil, Sports Information Director, Union (KY) - Panelists: Tom Kolbe, Sports Information Director, Tampa; Eric Smith, Sports Information Director, Taylor; Chris Syme, Director, CKSyme.org 	Facebook & Twitter – College Division Program	Islands Ballroom C & D
2:00 p.m. – 2:50 p.m.	<ul style="list-style-type: none"> - Moderator: Charles Bloom, Associate Commissioner for Media Relations, Southeastern Conference - Featured Speaker: Erik Christianson, NCAA Director of Public and Media Relations 	Conference Media & Public Relations Directors – University Div. Program	Islands Ballroom H & J
3:00 p.m. – 3:50 p.m.	<ul style="list-style-type: none"> - Moderator: Anne Abicht, Director of Media Relations, St. Cloud State - Panelists: Tina Gust, Vice President, Business Development, Minor League Baseball; Courtney Morrison-Archer, Assistant Commissioner for Public Affairs, Conference USA 	Success Path for Women in Sports Communications	Islands Ballroom H & J
3:00 p.m. – 5:00 p.m.	<ul style="list-style-type: none"> - Sponsors: Turner Sports, XOS Digital (Collegiate Images) - Moderator: Kent Cherrington, Sports Information Director; Plymouth State - Video In The Palm Of Your Hand (Kristin Duffy, St. John's); Photoshop Tips (Aaron DeWall, Nevada); Media Guide Printing, Still Necessary, Why? (Margaret Belch, Miami; Scott Cummings, McKendree); Maximizing Your FTP Site (Ben Fairclough, BIG EAST); How to Train Your Student Office Contacts (Geoff Hassard, Oneonta) 	Innovative Solutions (Table Topics)	Capri 1 Salons & 6
4:00 p.m. – 4:50 p.m.	<ul style="list-style-type: none"> - Moderator: Lawrence Fan, Sports Information Director, San Jose State - Guest Speaker: Jay Williams, Vice President, Eclaro Sports 	Personal Portfolio Development & Moving Up in the Industry	Islands Ballroom C & D
4:15 p.m. – 5:30 p.m.		Publications Contest and Fred Stabley Writing Contest Awards Ceremony	Islands Ballroom H & J
6:00 p.m. – 8:00 p.m.	<ul style="list-style-type: none"> - Sponsors: Rose Bowl Game, Fiesta Bowl, Allstate Sugar Bowl, Heisman Memorial Trophy 	Farewell Bowl Beach Bash, on the Marriott Marco Island Beach	Quinn's Beach