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2012 CoSIDA CONVENTION

JUNE 23 - 26

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2012 **CoSIDA** CONVENTION REGISTRATION INFORMATION

Saturday-Tuesday, June 23-26, 2012
RENAISSANCE GRAND HOTEL

St. Louis, Mo. • 800 Washington Avenue • St. Louis, Missouri 63101

PREREGISTRATION FEES: \$195 for CoSIDA members and \$195 for spouses, friends and children. \$280 for non-CoSIDA members. Deadline for the pre-registration is June 1, 2012. Everyone who wishes to attend any of the events must be registered. These registration fees have held steady at same price point for the last three years. Go directly to the Convention registration site, coordinated by Sports Systems, <http://www.sportssystems.com/clients/cosida/>

HOTEL ROOM RATES: Per night, the hotel room rate is \$162.50 for single/double. If you require reservations for triple (3-person) and quad rooms (4 people) they are at the following rates: triple \$182.50; quads \$202.50. As part of the CoSIDA Convention package, Convention attendees will receive wireless in-room discounts and will enjoy a reduced daily parking fee.

Direct link to Convention room reservations -

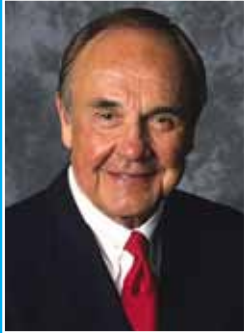
https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=5149591

GENERAL HOTEL WEBSITE:

<http://marriott.com/hotels/travel/stldt-renaissance-st-louis-grand-hotel/>

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THESE ARE JUST A FEW OF THE PRESENTERS, SPEAKERS AND PANELISTS THAT WILL BE AT THE 2012 CoSIDA CONVENTION



Dick Enberg



Ozzie Smith



Rece Davis



Don Ranly



Malcolm Moran



Ronnie Ramos



Carol Stiff



Kevin DeShazo



Erik Christianson



James Laurinatis



Laura Gentile

Twitter hashtag -- #cosida12

COSIDA WOULD LIKE TO THANK THE FOLLOWING FOR THEIR SUPPORT OF THE 2012 ST. LOUIS CONVENTION



2012 CoSIDA CONVENTION SCHEDULE

Schedule of Events Tentative as of April 7

see schedule online at:

<http://cosida.com/workshops/convention12.aspx>

Saturday, June 23

CoSIDA 5K Fun Run/Walk (TBA)

8 am-Noon: Exhibit Hall setup

9 am-Noon: Committee meeting times available

10 am-3 pm: **Registration**

Noon-12:50 pm: **CoSIDA Past Presidents Roundtable: how the profession has changed and what values have remained the same**

Presenters: tba

Moderator: Pete Moore (Syracuse; 2001-02 CoSIDA President)

1 pm: Exhibit Hall open

1:15-2:15 pm: **Panel session: Sourcing: Anonymous sources, social media as sourcing; Do journalists even fact-check any more?**

Presenters: John Paquette (Big East Conference); others TBA

2:30-5 pm: Divisional sessions

6-7:15 pm: **Welcome/Kickoff Reception in Exhibitor Hall**

7:30-10 pm: Committee and divisional meetings if needed

Sunday, June 24

8 am: CoSIDA Chapel

8-11 am: Registration

9-10 am: **Town Meeting - CoSIDA Today and Beyond**

Moderator: Shelly Poe

10 am-Noon: Exhibit Hall open

10:15-11:45 am: **Social media training – how to school your athletes and coaches in what they need to know – including privacy issues, fake accounts** -- Kevin DeShazo at Field House Media as panel lead

Noon-1:45 pm: **Kickoff Luncheon**

(Awards presented: 25-Year, Trailblazer, Kenworthy Community Service, Keith Jackson, College Division Rising Star, University Division Rising Star)

2-5 pm: Exhibit Hall open

2:15-4 pm: 2:15: **Paperless game notes? How to service the media and public in an online age** – led by Chris Yandle, Baylor – other panelists: Ted Gangi, CollegePressBox.com; Chris Freet, Miami (Fla.)

3:15: **ESPN panel – It Started With Title IX: Addressing Bias and Stereotypes In Coverage** – panelists include Carol Stiff, Vice President, Programming & Acquisitions (NCAA, WBB) & Laura Gentile, Vice President, espnW

4:15-5 pm and 5 pm-5:45 pm: **Skill Set sessions**; these sessions will be repeated back-to-back so registrants can attend two sessions if they like

1) Scoring volleyball statistics and the new reporting structure for 2012: How to score volleyball and what you will be required to report starting in the fall of 2012

Presenters: April Goode (Virginia Tech) and Ian Schraier (Molloy)

2) Campus historical events – how getting athletics involved in campus milestone events can be a plus for your office and your professional reputation on campus - Clark Teuscher (North Central College) and Matt Turk (Cal State Bakersfield)

3) Health & wellness for the CoSIDA professionals: Nutrition, physical activity, weight issues explored and ways to become healthier

Presenter: Dr. Bryan Smith (Southern Illinois-Edwardsville); moderated by Eric Hess (Southern Illinois-Edwardsville)

6-7:30 pm: **ESPN Reception**

7:45-10 pm: Committee and divisional meetings if needed

Monday, June 25

8-8:30 am: **Annual CoSIDA Business Meeting**

8:30-9:45 a.m.: Tell Me A Story: Writing in the digital age: Dr. Don Ranly, Missouri School of Journalism

10:00-10:45 am: **Panel session: Case study of Penn State crisis coverage**

Presenters: Malcolm Moran (Penn State College of Communications Knight Chair in Sports Journalism and Society and 2012 Jake Wade Award recipient) and Penn State journalism students

10 am-noon: Exhibit Hall open

10:50-11:50 am: **Skill Set sessions** (these will not repeat)

1) Digital video production and editing tips

Presenters: Dave Smoller (Kansas State) and others TBA from the Collegiate Athletics Internet/Digital Association (CAIDA) partnership with CoSIDA

2) Presentation of survey data concerning our membership
Presenters: Clay Stoldt (Chair, Wichita State Sport Management program); Joe Moore (Central Missouri Department of Communications)

3) Digital photography and editing (presenters TBA)

Noon-1:45 pm: **CoSIDA Hall of Fame Luncheon**

(Awards presented- CoSIDA Hall of Fame, Esposito Award, Lifetime Achievement Award)

2-4:30 pm: Exhibit Hall open

2-3 pm: **Panel discussion: The Capital One Academic All-America® program with Dick Enberg:** The award-winning sportscaster Enberg, a long-time ardent supporter of the Academic All-America® program, will discuss the growth of the AAA program and his involvement and memories surrounding CoSIDA's signature program; new Academic All-America Hall of Famers also will be invited to take part

3:15-4:45 pm: **NCAA panel session: Social media and content marketing**

Presenters: Ronnie Ramos, NCAA Managing Director of Digital Communications, Dana Thomas, NCAA Digital Communications, and others

5:45- 8:15 pm: **Capital One Special Awards Gala**

CoSIDA awards presented before dinner (Arch Ward, Jake Wade, Warren Berg, Lester Jordan)

Dinner from 6:25-7:05 pm

Capital One Academic All-America® Hall of Fame Induction/Enberg Award presentation follows

Tuesday, June 26

7-7:50 am: Committee and divisional meetings (if needed)

8-9 am: Divisional programming

9-10 am: **Panel session: Using social media in crisis communications**

Presenters: Chris Syme (Chair, CoSIDA New Media/Technology Committee and Dr. Bill Smith (Arkansas)

Note: This panel also is being presented at the national CASE Convention

10 am-2 pm: Exhibit Hall open

10-11 am: **Panel session: Working with student-athletes and SAAC: SAAC representatives from all divisions discuss communications challenges from their perspective**

Presenters: SAAC student-athletes (tba); coordinated by Eric McDowell (Union College-N.Y., CoSIDA 3rd VP); moderated by James Laurinaitis, St. Louis Rams Pro Bowl linebacker & Ohio State graduate

11 am-Noon: **Panel session: Reporter's roundtable**

Presenters: tba

Noon-1:30 pm: **CoSIDA Goodwill Committee Community Service Project** (tba)

1:45-2:50 pm: **Panel session: Digital media discussion: Video, editing, best equipment for the price, next steps forward in digital communications, how to utilize your video staff (game films and/or feature productions)**

Presenters: members of CAIDA (Collegiate Athletic Internet/Digital Association)

3-3:45 pm and 3:45-5 pm: **Skill Set sessions;** these sessions will be repeated back-to-back so registrants can attend two sessions if they like.

1) Baseball/softball scoring

Presenters: Kevin Juday (Elmhurst College)

2) Financial planning: What you need to think about and what questions to ask

Coordinated by Chuck Yahng (Maryville); presenter(s) tba

3) Starting an athletics magazine: Do's, don'ts and best practices from schools who have developed magazine projects

Presenters: Brian Mason (Wisconsin) and others tba

4) More table topics (tba)

6:15-6:45 pm: **Ozzie Smith presentation to CoSIDA attendees** (Busch Stadium)

6:45-7:30 pm: **Farewell Party/Reception**- food and beverage served (Busch Stadium)

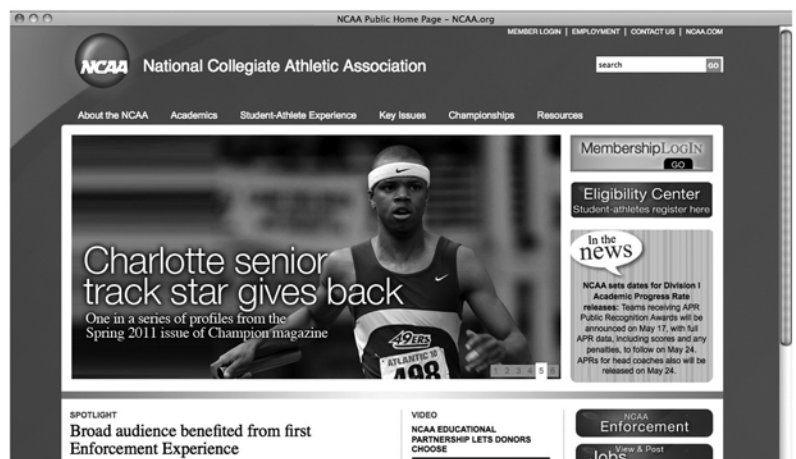




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NCAA.org. You'll get more than the score.



2012 CoSIDA CONVENTION

Frequently Asked Questions

What are the dates and location for the 2012 CoSIDA Convention?

The 2012 Convention will take place Saturday-Tuesday, June 23-26, at the Renaissance Grand and Suites Hotel in St. Louis, Mo. (800 Washington Ave.). To see updated convention information as it becomes available, please visit <http://cosida.com/workshops/convention12.aspx>

How do I register for the 2012 CoSIDA Convention?

There are two ways – you may register in advance via ONLINE registration ONLY from Feb. 1 through June 1; or you may register in person at the Renaissance June 23-24. If you choose to register in-person, you will pay a higher on-site registration fee.

In addition to online registration, can I do a mail-in convention registration in advance and pay by check?

No. CoSIDA has moved to an online registration system the past few years and all transactions are done online via credit card payment only.

If I choose to register in-person at the Convention, how do I do it and where? Can I use a credit card then or do I need to pay by check?

On-site registration will take place at the Renaissance at the CoSIDA registration desk (follow signs in hotel) Saturday and Sunday, June 23-24, beginning Saturday morning at 10:00 a.m.. After Monday, please see Treasurer Dave Wohlhueter in the CoSIDA Office to register.

On-site registration fees may be paid for by CHECK or CASH ONLY. No credit cards, please.

What are the costs for convention registration?

Costs if you register online in advance: CoSIDA members (\$195.00); spouses, friends and children (\$195.00); non-CoSIDA members (\$280.00). Advance registration ends on Friday, June 1, 2011 at midnight Pacific time.

Costs if you plan to pay on-site registration in St. Louis as a walk-up registrant: CoSIDA members (\$225.00); spouses, friends and children (\$225.00); non-CoSIDA members (\$325.00).

Please remember that everyone who wishes to attend any of the 2012 Convention events (workshops, social events, luncheons/Special Awards Gala) must be registered.

NOTE: If someone is coming to the Convention ONLY for one of the luncheons or the Special Awards Gala to support an award winner, that is a special exception. They do not need to register for the full Convention. They may contact Treasurer Dave Wohlhueter (dpw5@cornell.edu) for payment information for those events.

What is the deadline for registering online for the 2012 Convention?

Friday, June 1, 2012 at midnight Pacific time.

After that date, you will have to register in-person at the Renaissance beginning on Saturday, June 23. You also will incur higher registration costs when you do a walk-up registration (see registration costs listed above).

What is the refund policy for online registration?

There will be no refunds on preregistration monies unless a reasonable request is made at least one week before the beginning of the convention. Deadline for refunds is Saturday, June 16. Please make refund requests to Treasurer Dave Wohlhueter (dpw5@cornell.edu).

Can I also pay my 2012-13 CoSIDA membership dues during this online registration process?

You are encouraged to pay 2012-13 dues during the spring and summer, and can pay your dues during Convention registration if you wish in a separate transaction.

REMEMBER- when you register for the 2012 Convention, you are paying for Convention-associated costs only – the Convention fee DOES NOT cover your 2012-13 membership dues. Membership dues are a separate charge.

On the CoSIDA online registration page, click on the link which says: "Want to pay 2012-13 CoSIDA membership dues?" That will link you back to CoSIDA.com where you may log on and pay for your 2012-13 membership.

Remember: if you are the CUSTODIAN of your organization's directory, you can go online and pay dues for all staff members as well as update your organization and personal information at any time.

Can I also reserve my Renaissance hotel room during this online registration process?

Yes. From the Sports Systems online registration form, look for the link which says "Reserve your Renaissance hotel room." You will be redirected to our hotel registration page where you will receive the special CoSIDA Convention room rate of \$162.50 per night. This amazing room rate for the property will be offered three days prior to the start of the Convention and three days after (June 20-29), if space is available.

Can I register staff and family members at the same time I register myself?

In fact, we encourage you to do ALL your registrations at once. If you begin a registration process and have to put it in "draft mode" and return later, the Sports Systems will send you an email reminding you that you have NOT completed registration.

What is the process I do if I want to register myself and then more people from my organization or family under one credit card?

1. If you are registering a group under ONE credit card: Fill out general information about the school/organization on the first page, select the type of attendees (CoSIDA member, non-member, family member/spouse/friend), and enter your credit card information. You must add yourself as an attendee if you are attending.

Once you press the “continue button” on this page, your credit card will be charged for everyone in your group. PLEASE DO NOT CLICK THE BUTTON TWICE OR YOU WILL BE DOUBLE-CHARGED. USE the “back” buttons if you want to go and review information. After your credit card is processed for the number and type of registrants, you will be taken to a screen to add individual attendees information.

Important: You will not be able to move to the next screen until your fully complete each registrant’s information. If you do not fill this section out, your registration will be “pending” and you will not be fully registered – even though your credit card will be charged.

All information on attendees MUST be filled out completely. Please do not exit the system before you review the individual registrant page to make sure all your attendees are listed. Your registration will be marked “pending” in the online system unless all individual registrants have been recorded.

2. After entering all attendees, you will be shown a “Finish” button. Click to see a recap of your request and the credit card charged amount. You will then be sent a confirmation email.

3. For example: you want to register four people (yourself, two staff members and your spouse). On page one of the registration form, please pay attention to every field and enter the correct number of people on this front page ... wait for it to finish processing and then go to the next page to enter attendees. Enter each one individually then after you have entered all four, click the “Finish” button and look for your confirmation email. It will show the proper total under the list of attendees in each area. Please make sure that the amount of people entered on page one and the credit card charge for those people equals the number of people you enter on page two. In order to properly register every member of your organization, their names MUST be placed on the second registration page.

What if I individuals from my school/organization will be paying by separate credit cards, or if someone wants to pay for spouse/children on his/her personal credit card?

You can do two registrations with two separate credit cards during the same transaction, but you must do a separate registration for each of these groups. After using credit card #1, there will be a link at the end of this process to take you back to the start so that you may use credit card #2. Please use this link. Do not click the “back button” on your browser or you may be double-charged.

How do I get a confirmation receipt?

To get confirmation receipts:

1. When you have completed your registration, print the final screen OR

2. Use the email confirmation as your receipt. You will receive your confirmation email/receipt and other information after you finish this process. Please make sure dpw5@cornell.edu is in your approved list of emails in your SPAM-blocker folder.

To ensure email delivery of the confirmation receipt – check your SPAM blockers. Please make sure willroleson@cosida.com is in your approved list of emails in your SPAM-blocker folder, or else you may not receive the email confirmation.

If I complete my registration and later discover that I want to add another registrant – using the SAME credit card that I used previously – what are my steps?

Once you have closed out a transaction, pressed “Finish” and received a confirmation email, that transaction is completed. You cannot go back and edit it/amend it; you will have to go into the system and do another registration process, following all the steps above.

You must use an alternate email address if you do a second registration for others or family members. If you try to use the same email for the second registration, it will tell you to use a different one.

What if I start the registration process and have to leave it incomplete? Will I be timed out? Can I save it and return later? How do I later access the partially-completed registration?

If you save your work and leave the registration after the first page where you do your credit card processing, 30 minutes later you will receive an email from Sports Systems telling you that your registration is “incomplete” and that you need to complete it. Please follow the directions on the email and use that link to log back in and finish your registration. DO NOT begin another registration process; this will lead to a double-billing on your credit card.

What if I've saved my incomplete registration and then return to the Sports Systems and inadvertently start another registration process?

Again – if you’ve started a registration and receive an email stating that your registration is incomplete, please log back in and complete THAT registration. DO NOT begin another registration process; this may lead to a double-billing on your credit card and double-registrations for you and your group.

What if I find that I have been double-charged for registrations? How can I avoid this happening?

If you have an incorrect charge to your credit card, IMMEDIATELY contact CoSIDA Treasurer Dave Wohlhueter (dpw5@cornell.edu, phone: 607-273-5891). We will attempt to refund your credit card transaction IF we receive the request within hours of the incorrect total, and we will work with you to refund your money if necessary. Our first priority will be to cancel the credit card transaction and have you go back in and do your registration.

If that is not possible, then Dave will send you a refund via check once you provide him your pertinent mailing information.

What if I have additional questions?

Contact CoSIDA Treasurer Dave Wohlhueter (dpw5@cornell.edu) if you have an improper charge or need a refund.

Contact Director of Internal Operations Will Roleson (willroleson@cosida.com) if there is a registration form technical error or if you need to make a name change or have other questions.

The CoSIDA ONLINE RESOURCE LIBRARY is now open

The CoSIDA online Resource Library opened on May 3 and is available to all CoSIDA members and other athletic professionals. This new searchable, subject-categorized directory can be found here: <http://cosida.com/resourcelibrary/landingpage.aspx>.

In today's ever-changing complex world of communications, developing, planning and communicating your message effectively is critical.

The CoSIDA Resource Library is designed to be a growing resource which provides best practices, articles, white papers, commentary, tutorials, videos, how-to's, tips and tools for athletics communications professionals and other leaders in collegiate athletics. We are providing this Resource Library with the intention to help all athletic professionals develop the strategies and effective communications expertise to achieve their vision and promote their organizations.

The library includes CoSIDA's collection of downloadable publications and articles such as case studies, best practices and how-to's in all areas of athletic communications. The Resource Library also offers links to past CoSIDA continuing education sessions which are available on-demand .

The Resource Library will be ever-changing, with new information added as needed, especially as the area of digital communications changes and evolves rapidly.

The project was initiated by CoSIDA Executive Director John Humenik and Director of External Affairs Barb Kowal. The CoSIDA Membership Services Committee, headed by chair Blake Timm, Sports Information Director at Pacific (Ore.), was heavily involved in the collection of publications and articles.

Timm and Kowal developed the online structure and sub-categories.

This concept was also reviewed with groups outside of CoSIDA, especially the national athletic director associations, so that the Resource Library can be helpful to them as it relates to such library concepts as crisis planning and crisis management. Kowal and Humenik have worked with Dutch Baughman, Executive Director of the D1-AAAD Association, after he had indicated there was a strong desire for AD's to work with CoSIDA in this type of a resource manner.

"The Resource Library has been a collaborative effort between CoSIDA's staff members and the Membership



Services Committee, led by (External Affairs Director) Barb Kowal and Committee chair Blake Timm, and thanks to both groups for the effort in building such a comprehensive reference library," noted CoSIDA President Tom Di Camillo (Pacific West Conference). "We hope our CoSIDA members will visit this resource center, and we anticipate interest from other athletic leaders, such as athletic directors, marketing directors, etc., will be interested in our topics. We believe the information on strategic communications planning and crisis management, for example, will be especially useful to athletic administrators. In meetings and discussions with ADs and commissioners, they've expressed the desire to have access to such a resource, and we are happy to provide this information in a comprehensive, one-stop fashion."

"The sports information business has always been a share and share alike business," noted Timm. "We're always ready and willing to share tricks of the trade with our fellow professional. The goal of the CoSIDA Membership Resource Library is to be an extension of that sharing and make it available in one easy to find location."

"The members of the Membership Services Committee have put a great deal of time and effort into building the base of the library, but the true authors of this resource are the CoSIDA leadership. We want this to be a resource for our members and for other athletic leaders, such as AD's and marketing directors, to visit. Active membership participation will keep the Library a living document," Timm concluded.



CoSIDA NOMINATING COMMITTEE LOOKING FOR 2012-13 BOARD OF DIRECTORS CANDIDATES

CoSIDA Members;

Are you interested in becoming involved with your national CoSIDA organization?

The CoSIDA Nominating Committee is seeking qualified individuals who are interested in serving in a leadership role on the Board of Directors for the 2012-13 year and beyond. There is tremendous momentum for our organization and we need members who have passion for our profession to serve CoSIDA.

Applications should be received no later than Friday, May 25, 2012.

We are seeking to fill six Board positions:

- Third Vice President from the West Region
- College Division Representative West (Steve Flegel#)

States in the West Region include: Alaska, Alberta, Arizona, British Columbia, California, Colorado, Hawaii, Idaho, Kansas, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oklahoma, Oregon, Saskatchewan, South Dakota, Texas, Utah, Washington, Wyoming, Yukon Territory.

- College Division Representative At-Large (Greg Goings*)
- College Division Representative At-Large (Dave Wrath)
- At-Large Representative At-Large (John Paquette)
- At-Large Representative At-Large (Joe Browning)

* Since Greg Goings filled the remainder of a term (Rob Knox), he may be elected to his own three-year term.

Since Steve Flegel is filing out a term (Chris Day), which has one year left, he must be elected to the position at the Convention but it will still expire in 2013. At that point, he could be elected to his own three-year term.

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) Nick Joos BY MAY 25 at:

Nick Joos
Executive Associate A.D/External Affairs
Baylor University
1500 South University Parks Drive
Waco, Texas 76706
(254) 710-3043
Or via email at Nicholas_Joos@baylor.edu.

VOLUNTEERS NEEDED FOR U.S. OLYMPIC TRIALS

The University of Oregon is seeking volunteers with media relations expertise to work at the 2012 U.S. Olympic Trials – Track & Field.

The event will be held June 22-July 1, 2012, at Historic Hayward Field in Eugene, Ore.

Volunteers will assist in a number of areas, including serving with USATF staff in the mixed (inter-view) zone, acting as liaisons with the media in both the media tribune and the media work tent, and assisting USATF staff in marshalling photographers, among myriad other duties that will arise during the Trials.

Free housing in university dormitories MAY be available; also many (but not all) meals will be provided.

Interested individuals should contact Greg Walker, UO Associate Director, Media Services (gswalker@uoregon.edu/541-346-2252).

For more information, go to: www.tracktown12.com.



SIGN UP FOR TEXTCASTER'S COSIDA CONNECTIONS TEXT MESSAGING SERVICE

Stay connected to CoSIDA with CoSIDA CONNECTION, provided by Textcaster. Get time-sensitive information from CoSIDA sent via text message and/or email message delivered directly to your mobile phone, wireless PDA or pager.

Note: Textcaster text messaging and email service is a new - and a second service - of CoSIDA digital communications. CoSIDA will continue to use its Constant Contact-based email system to message the members. When you go to the link, you are signing up for this additional service.

You will receive calendar/date reminders, any last minute changes to all CoSIDA activities and web site updates instantly to your wireless device.

• [CoSIDA members](#)

[Sign-Up NOW for the CoSIDA Connection text-messaging service!](#)

<https://my.textcaster.com/asa/Default.aspx?ID=986eb192-19de-427d-a7d8-878fa795a569>

2012 CoSIDA CONVENTION ST. LOUIS

<http://www.cosida.com/workshops/convention12.aspx>



**June 23-26
ST. LOUIS
RENAISSANCE
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4-Diamond/4-Star
Luxury Hotel
800 Washington Ave.,
St. Louis MO 63101

OZZIE SMITH

TO ADDRESS CoSIDA IN ST. LOUIS

By Eric McDowell

(Union College N.Y. Assistant AD/Sports Information),
CoSIDA 3rd Vice President

As CoSIDA looks forward to the 2012 Convention in St. Louis, a sports icon in the Gateway City looks forward to addressing the membership on the final evening of the convention.

St. Louis Cardinal legend Ozzie Smith, considered to be the greatest defensive shortstop in the history of Major League Baseball and a member of the Baseball Hall of Fame, will be the guest and provide his unique presentation and story to the CoSIDA Convention attendees at the final social event and farewell function on Tuesday, June 26. That event is scheduled to take place in Busch Stadium, home of the 2011 World Series Champion St. Louis Cardinals.

“Ozzie is a legendary figure in the City of St. Louis, not only for his remarkable playing career, but also for his generous and tireless charitable efforts in the community,” said Eric McDowell, CoSIDA 3rd Vice President, of Union College (NY). “As statisticians, we all know about the numbers that Ozzie recorded on the field. Our members will now learn more about Ozzie’s story before he became one of the best to ever play his position in his sport.”



When Eric McDowell was the Assistant AD/SID at Cal Poly, San Luis Obispo, he met Ozzie when the former Mustang star returned to campus as the program was moving to NCAA Division I. Ozzie is still the Mustang standard bearer for most career stolen bases with 110, career at-bats (754) and twice stole a school-record 44 bases in a season. Smith earned All-American honors in 1976 and twice was named to the All-California Collegiate Athletic Association first team. He played at Cal Poly from 1974 through 1977, before embarking on a professional career for the ages.



OZZIE SMITH BIOGRAPHY

Ozzie Smith is known in baseball as “The Wizard” and the best defensive shortstop of all time. He was inducted into the Baseball Hall of Fame in 2002.

Ozzie retired from baseball in 1996 after playing 19 years in the major leagues, the first four years with

the San Diego Padres and the final 15 with the St. Louis Cardinals. His nickname describes the way he played shortstop—he performed magic with his glove and performed in the infield with amazing acrobatic agility.

Ozzie broke countless records during his 19 years in the majors:

- All-time assist leader at shortstop with 8,375 assists
- All-time leader at turning double plays, with 1,590
- 13 consecutive Rawlings Gold Glove Awards, signifying the best at his position
- Started at shortstop for 10 consecutive years in the All Star Game, and was the Number One vote getter overall for the 1987 and 1988 All Star Games.

Other noteworthy baseball accomplishments include:

- Earned his 2,000th hit in 1992, finishing his career with 2,460 hits
- Consistently one of the toughest hitters to strike out and in 1994 joined his friend Eddie Murray as the only two active players with 17 straight 100-hit seasons.
- Was named to the All Century 100 Best Baseball Players of the 20th Century by Major League Baseball.
- Selected as the shortstop on the 50 year Anniversary Rawlings Gold Glove Team

Off-the-Field Accomplishments:

- 2001 recipient of the “Walter Payton Sweetness Award”, a Victor Award given to an athlete who has contributed to his community as well as being recognized in his particular sport.
- 1995 recipient of the Roberto Clemente Award, the humanitarian award of Major League Baseball
- 1994 recipient of the Branch Rickey Award, personifying “Service Above Self”
- 1992 St. Louis Man of the Year, a prestigious civic award never before given to an athlete.
- 1986 Father of the Year Honors Group Award
- 1983 NAACP Image Award for Sportsmanship, Humanitarianism, and Community Involvement.

Ozzie’s charitable endeavors almost always benefit children, and he has spent countless hours assisting various charities such as Multiple Sclerosis, The Variety Club, Ronald McDonald House, Annie Malone Children’s Home, The Boys Club of St. Louis, and Kids in the Middle. Currently, Ozzie serves as President of the Gateway PGA Foundation, an organization that reaches out to inner city youth via mentoring and golf programs.

Since retirement from baseball Ozzie succeeded Mel Allen as host of “This Week in Baseball,” was the color analyst for Cardinal broadcasts in 1997-1999, and served as the baseball analyst for CNN/NI, a joint venture between CNN and Sports Illustrated from 1999 to 2002.

Ozzie proudly operated a restaurant in St. Louis, Ozzie’s Restaurant and Sports Bar at Westport Plaza, which closed its doors in October, 2009 after 21 years in business.

Currently, Ozzie serves as the Education Ambassador to the National Baseball Hall of Fame, a position created expressly for him. Ozzie served in 2007, 2008 and 2009 as the honorary chairman

of the AFLAC High School Baseball Classic, showcasing the top high school baseball players from across the country and benefits pediatric cancer research. He also has corporate affiliations with John Hancock Financial Services and Bank of America.

In 1998, 1999 and 2001 Ozzie was cast in three theatrical productions at The Municipal Theatre in St. Louis. He had a cameo role in “Damn Yankees” in 1998. In 1999 he sang and tap danced in “The Munny Goes British” a musical revue based on songs from various Broadway musicals, and in 2001 he starred as The Wizard in The Munny’s production of “The Wizard of Oz.”

In 2005, the CD, “Oh Say Can You Sing” was released featuring Ozzie singing the Sam Cooke song, “Cupid.” The CD includes 10 other Major League Baseball players singing their own versions of popular songs. Proceeds from this project go to the players’ designated charities.

Ozzie has three children and makes St. Louis his home because he feels a deep responsibility to give back to the community that has so enriched his life.



THANK YOU CoSIDA

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

ESPN



DICK ENBERG AWARD

The late Joe Paterno named as the 2012 recipient

Joe Paterno, who guided The Pennsylvania State University to 409 victories during his 46-year head coaching tenure from 1966 through 2011, will be posthumously honored as the recipient of the 2012 Dick Enberg Award, presented by the College Sports Information Directors of America (CoSIDA).

Coach Paterno's son, Jay, will accept the honor on his family's behalf as part of the third annual Capital One Special Awards Gala on Monday, June 25th at CoSIDA's annual convention in St. Louis, Mo.

Established in 1997, the Dick Enberg Award is given annually to a person whose actions and commitment have furthered the meaning and reach of the Academic All-America® Teams Program and/or the student-athlete while promoting the values of education and academics.

Joe Paterno was voted as the recipient of the Dick Enberg Award by CoSIDA's Special Awards Committee in March 2011 but was unable to attend last summer's convention and workshop in Marco Island, Fla. to receive the honor. He was planning to appear at this year's event in St. Louis before passing away in January after a battle with lung cancer.

"I'm sincerely pleased that the Paterno family will accept the Enberg Award on behalf of Coach Joe Paterno," Enberg said of this year's honor. "The award was established to recognize those that embody my passion and commitment to academics and athletics. Coach Paterno's amazing record in that regard speaks of his greatness as a national leader in sport and education, and I'm deeply honored that his name will be associated with the meaning of this award."

After 16 years as an assistant coach in State College, Paterno was rewarded in 1966 with the head coaching responsibilities surrendered by the retiring Rip Engle, his college coach at Brown who appointed him to the Penn State staff in 1950 as an enthusiastic 23-year old. Over a half century later, Paterno ranks as the career wins leader among major college coaches, passing his longtime friend, Florida State's Bobby Bowden, for that mark.

During Paterno's tenure, Penn State had 79 first-team All-Americans, 16 National Football Foundation Scholar-Athletes, 37 first-team Capital One/CoSIDA All-Americans® (47 overall) and 18 NCAA Postgraduate Scholarship winners. Penn State has had at least one Academic All-America® in nine of the past 10 years, with 13 first team honorees since 2006,

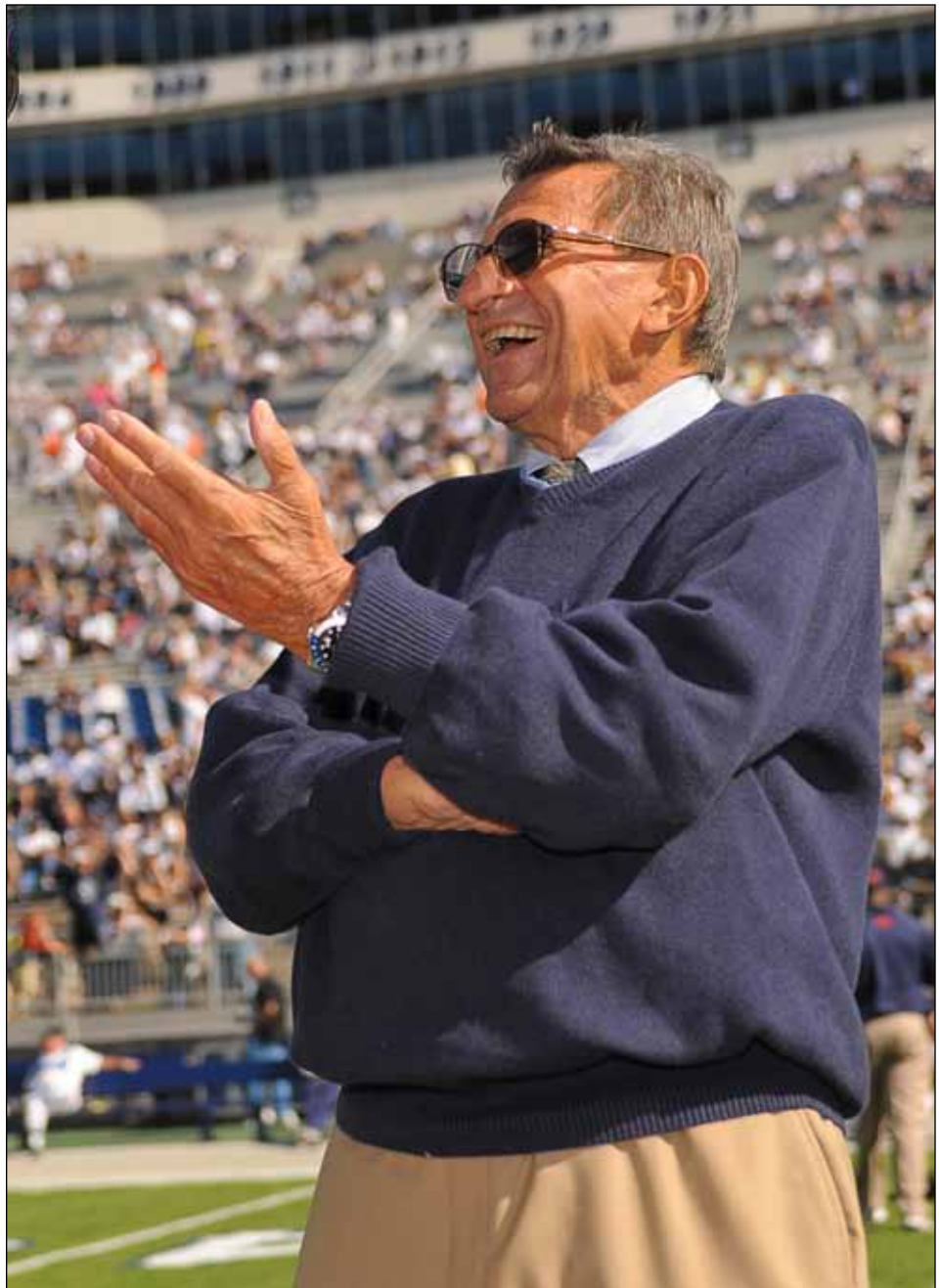


Photo Credits: Mark Selders/Penn State Athletic Communications

including All-America linebacker Paul Posluszny, who was selected the 2006 CoSIDA Academic All-America® of the Year in Division I football and was a two-time first team Academic All-America®.

"On behalf of everyone in the Paterno and Penn State family we are honored by Joe Paterno's selection as the 2012 Dick Enberg Award recipient," Jay Paterno said. "It is recognition of a life of integrity and a career built on an unyielding

pursuit of academic, athletic and personal excellence in his life and the lives of his student-athletes. As my father would have been quick to point out this award is only possible because of outstanding student-athletes, assistant coaches, and academic support staff. Joe Paterno and his staff built a model program, a national leader evidenced by nearly 50 Academic All-America selections and unsurpassed team success in the classroom and on the field.

"It is an honor for my father to be associated with a great professional in Dick Enberg as well as the distinguished previous winners," Jay Paterno concluded.

Joe Paterno's coaching portfolio included two National Championships (1982, 1986); five undefeated, untied teams; 23 finishes in the Top 10 of the national rankings; an unprecedented five AFCA Coach-of-the-Year plaques, and more than 350 former players who have signed National Football League contracts, 33 of them first-round draft choices.

Throughout his career, Paterno always concentrated on seeing that his student-athletes attended class, devoted the proper time to studies and graduated with a meaningful degree. He often said he measured team success not by athletic prowess but by the number of productive citizens who make a contribution to society.

"Coach Paterno's commitment to achieving success on the football field with players who competed just as intensely in the classroom was unwavering and unparalleled," former Nittany Lion standout Todd Blackledge, a first team Academic All-America and 2001 Academic All-America Hall of Fame inductee, said of his college mentor. "He was a teacher first and a coach second, and his legacy should never be measured by wins or championships, but by the thousands of well-rounded contributors to society that he helped to mold and develop."

In 2007, Paterno was inducted into the National Football Foundation and College Football Hall of Fame. The five-time National Coach-of-the-Year was selected for induction in 2006, and was joined two more legendary coaches -- Bobby Bowden and John Gagliardi -- as the first active coaches or players to be inducted into the Hall of Fame.

The American Football Coaches Association presented Paterno with its highest honor in 2002, the Amos Alonzo Stagg Award. The award honors those "whose services have been outstanding in the advancement of the best interests of football."

In 1998, he was the initial winner of the Eddie Robinson Coach-of-the-Year Award, which recognizes an active college coach who is a role model to students and players, an active member of the community and an accomplished coach.

In December 2007, Patrick and Candace Malloy honored Paterno's contributions to the University by committing \$5 million to create the Malloy Paterno Head Football Coach Endowment at Penn State.

In an exceptional display of generosity and affection for Penn State, Paterno; his wife, Sue, and their five children announced a contribution of \$3.5 million to the University in 1998, bringing Paterno's lifetime giving total to more than \$4 million. The gift was believed to be, Penn State



Vice President for Development Rod Kirsch said, "the most generous ever made by a collegiate coach and his family to a university."

The Paterno gift endows faculty positions and scholarships in the College of the Liberal Arts, the School of Architecture and Landscape Architecture, the University Libraries and supported two building projects -- a new interfaith spiritual center and the Penn State All-Sports Museum, both on the University Park campus. The museum opened in 2002 and the spiritual center was dedicated in 2003.

Paterno was actively involved with the Special Olympics Pennsylvania Summer Games, held each June on the University Park campus. In 2008, the Paternos were inducted into the Special Olympics Pennsylvania Hall of Fame, and since his passing Special Olympics has received over \$80,000 in anonymous donations in the name of Joe Paterno.

The Paternos announced a \$1 million pledge in 2009 for the Mount Nittany Medical Center. Their gift is part of the most ambitious fundraising effort in the Medical Center's history and helped support a three-floor, 42,000-square foot expansion of Centre County's primary health facility, which was completed in 2010.

"Coach Paterno had many admirable qualities, including his sincere belief in the essence of the Academic All-America® program," John Humenik, CoSIDA's Executive Director and 1998 Enberg Award recipient, said of this year's honor. "I was introduced to him by a Penn State staff member in 1997, and I will never forget how he asked me to sit down with him

to talk in-depth about various aspects of the Academic All-America program, how significant it was to him and Penn State and how important it was for those of us in CoSIDA's leadership to continue to push forward with elevating its public awareness.

"He expressed what a noble thing CoSIDA was doing on behalf of intercollegiate athletics with its dedicated efforts with regard to the program and what it has come to mean to so many like himself," Humenik continued. "He was a true advocate for this program and its mission and it's why Coach Paterno is such a wonderful choice for this year's Enberg Award."

Paterno becomes the fourth major college coach to receive the Dick Enberg Award, joining Pat Summitt of the University of Tennessee (2007), Dr. Tom Osborne of the University of Nebraska (2003) and Dean Smith of the University of North Carolina (1999).

2012 CoSIDA SPECIAL AWARDS HONOREES ANNOUNCED

Numerous members of the College Sports Information Directors of America (CoSIDA) organization will receive national awards for outstanding achievements and induct its 2012 Hall of Fame class when the organization holds its 55th annual convention June 22-26 at the Renaissance Grand Hotel in St. Louis.

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

Seven current and former sports communications professionals will be inducted into the CoSIDA Hall of Fame at a luncheon and ceremony on Monday, June 25. This CoSIDA Hall of Fame honor is presented to members of CoSIDA who have made outstanding contributions to the field of college athletic communications.

Members of the 2012 Hall of Fame Class include **Kennan Timm** of UW-Oshkosh; **Tom Di Camillo**, current 2011-12 CoSIDA president who serves as Central Arizona College Director of Public Relations and Assistant Commissioner for the Pacific West Conference; **Lawrence Fan**, San Jose State University Athletics Media Relations Director; **Debbie Copp**, Director of Athletic Publications at the University of Oklahoma; **Sue Edson**, Syracuse University Assistant Director of Athletics for Communications; and the late **Charles "Chuck" Prophet**, the former director of sports information of at Mississippi Valley State. **Fred Huff**, the former sports information director at Southern Illinois-Carbondale, was selected by the Veterans Selection Committee. The other six were selected by a vote of nearly 70 CoSIDA Hall of Famers.

The newest class of the Capital One Academic All-America Hall of Fame also will be honored in St. Louis, and those inductees will be announced later in April.

At a luncheon on June 25, CoSIDA will recognize six members 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 2012) who are retiring or leaving the profession. Those members include **Peter Schlehr** of Towson University; **Phil Haddy** of the University of Iowa; **Wallace Dooley, Jr.**, formerly of Tennessee State University; **Bill Turnage** of Florida Southern College; **Mike Mahon** of Drake University; and **Bob Condron** of the U.S. Olympic Committee (USOC).

Condron, the USOC Media Services Director for the last 28 years, will also be awarded the Keith Jackson Eternal Flame Award named for the longtime broadcaster which recognizes an individual or an organization who has made a lasting contribution to intercollegiate athletics demonstrating a long and consistent commitment to excellence and support of CoSIDA and its mission.

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. Hall of Fame honoree **Lawrence Fan** will be recognized with this award at the Capital One Special Awards Gala taking place Monday evening, June 25.

Hall of Fame Class of 2012



Debbie Copp



Tom Di Camillo



Sue Edson



Lawrence Fan



Fred Huff



**Chuck Prophet
(deceased)**



Kennan Timm



(continued on page 16)

The June 25 Capital One Awards Gala also includes recognition of **Malcolm Moran**, the Jake Wade Award winner. The former award-winning USA Today, New York Times, Newsday and Chicago Tribune reporter of 30 years is now the John S. and James L. Knight Chair in Sports Journalism and Society at Penn State University. The award he is receiving is named for the acclaimed North Carolina sports journalist and former UNC SID Wade. This award is presented annually to an individual who has made an outstanding contribution in the media to the field of intercollegiate athletics.

Jack Neumann from the University of Calgary as the Warren Berg Award winner, will also be recognized that evening as the top professional in the college division. The 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.

Also earning recognition that evening will be **Dave Wohlhueter**, former Cornell SID who also serves as CoSIDA treasurer, as the Lester Jordan Award honoree and recipient of the prestigious Distinguished Service Award. Wohlhueter is only the second recipient of the Distinguished Service Award, joining Fred Nuesch (Texas A&M-Kingsville - retired) who received it in 2002.

The Lester Jordan Award is presented to an individual for exemplary service to the Academic All-America Award program and for promotion of the ideals of being a student-athlete. As mentioned previously, the new 2012 Capital One Academic All-America Hall of Fame class (to be announced later in April) also will be honored during the Awards Gala.

In other awards, **Shelly Poe** of Auburn University and CoSIDA second vice president, 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.

Jeff Nelson of Penn State University will be recognized with the Bill Esposito Backbone Award. This award is presented to a member displaying sound judgment and unusual courage in taking a stand in intercollegiate athletics contrary to public opinion and sentiment, or, who displays



Lawrence Fan



Jack Neumann



Malcolm Moran



Bob Condron



Shelly Poe



Jeff Nelson



Rich Herman



Dave Wohlhueter



Maurice Williams



Kimberly Wenger

sound judgment and unusual courage in guiding their institution through difficult public relations situations.

Rich Herman of Clarion University will be honored for his community service with the Bob Kenworthy Community Service Award, presented annually to a CoSIDA member for civic involvement and accomplishments outside the athletic communications profession.

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 fewer whose work at their institution and service, dedication, energy and enthusiasm to the profession make that individual a "rising star" in sports information. **Maurice Williams** of Hampton University was the university division choice and **Kimberly Wenger** of the Centennial Conference was chosen as the college division recipient.

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:

Shirley Jones Hill, Southern Mississippi; **Bob Noss**, Wright State; **Mark Bankert**, Malone University; **Michael MacEachern**, Young Harris College; **Joe Dier**, Mississippi State; **Roy Pickerill**, Kentucky Wesleyan; **Bernadette "Bernie" Cafarelli**, Notre Dame; **Robert Wilson**, Florida State; **Bill Wagner**, DePauw University; **Dave Geringer**, UMass-Dartmouth; **B.L. Elfring**, Southern Maine; **John Lewandowski**, Michigan State; **Chuck Sadowski**, University of Bridgeport; and **Herb Vincent**, LSU.

Congratulations to all the 2012 CoSIDA Award winners!



2012 CoSIDA AWARD WINNERS

**Presentations at the
CoSIDA Convention
St. Louis, Mo.,
June 23-26**

HALL OF FAME

Debbie Copp, Oklahoma
Tom Di Camillo, Pacific West Conference
Sue Edson, Syracuse
Lawrence Fan, San Jose State
Fred Huff, Southern Illinois
Chuck Prophet (deceased), Mississippi Valley State
Kennan Timm, Wisconsin-Oshkosh

ARCH WARD AWARD

Lawrence Fan, San Jose State

WARREN BERG AWARD

Jack Neumann, Calgary

JAKE WADE AWARD

Malcolm Moran,
Penn State University
Knight Chair in Sports Journalism and Society

KEITH JACKSON AWARD

Bob Condron, United States Olympic Committee

TRAILBLAZER AWARD

Shelly Poe, Auburn

BILL ESPOSITO AWARD

Jeff Nelson, Penn State

BOB KENWORTHY COMMUNITY SERVICE AWARD

Rich Herman, Clarion

RISING STAR - University Division

Maurice Williams, Hampton

RISING STAR - College Division

Kimberly Wenger, Centennial Conference

LESTER JORDAN AWARD

Dave Wohlhueter, Cornell (retired), CoSIDA Treasurer

25-YEAR AWARDS

- Mark Bankert, Malone
- Bernadette “Bernie” Cafarelli, Notre Dame
- Joe Dier, Mississippi State
- B.L. Elfring, Southern Maine
- Dave Fischer, USA Hockey
- Bud Ford, Tennessee
- Dave Geringer, UMass Dartmouth
- Shirley Jones Hill, Southern Mississippi
- John Lewandowski, Michigan State
- Michael MacEachern, Young Harris
- Bob Noss, Wright State
- Roy Pickerill, Kentucky Wesleyan
- Chuck Sadowski, Bridgeport
- Herb Vincent, LSU
- Bill Wagner, DePauw
- Robert Wilson, Florida State



LIFETIME ACHIEVEMENT AWARDS

- Bob Condron, United States Olympic Committee
- Wallace Dooley, Jr., Tennessee State
- Phil Haddy, Iowa
- Mike Mahon, Drake
- Peter Schlehr, Towson
- Bill Turnage, Florida Southern

2012

AWARDS PRESENTATION SCHEDULE

Sunday - June 24

Noon

Kickoff Luncheon

- 25-Year Awards
- Trailblazer Award
- Kenworthy Award
- Keith Jackson Award
- Rising Star Awards

Monday - June 25

Noon

CoSIDA Hall of Fame

- Luncheon**
- Lifetime Achievement Awards
- Esposito Award
- CoSIDA Hall of Fame
- Inductions

Monday - June 25

5:50 p.m.

Capital One

Special Awards Gala

- Jake Wade Award
- Arch Ward Award
- Warren Berg Award
- Lester Jordan Award
- * * *
- Enberg Award
- Capital One Academic
- All-America® Hall of Fame
- Inductions



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.

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

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LESTER JORDAN AWARD

Dave Wohlhueter, Cornell (retired)

by Dan O'Connell, Towson University
 Director of Athletics Media Relations
 CoSIDA Academic All-America®
 Committee Vice-Chair of Publicity

ITHACA, N.Y. - Although nobody can verify this fact, Dave Wohlhueter may have filled out more Academic All-America® ballots than anyone else.

From the time he became the sports information director at Bucknell in 1967 to this day, he has been an advocate of the Academic All-America® program and a very active participant.

Even though he retired as the Director of Sports Communications at Cornell in 1998, he continues to cast his ballots regularly in his role as treasurer of the College Sports Information Directors of America (CoSIDA).

For his exemplary service, dedication and support of the Capital One Academic All-America® program and the promotion of the ideals of being a student-athlete, Wohlhueter is the 2012 winner of the Lester Jordan Award.

"For a long time I maintained a perfect voting record," says Wohlhueter, who has been the treasurer of CoSIDA since 1977. "Then, I missed a ballot a few years ago and I was really disappointed. The Academic All-America® program is CoSIDA's masterpiece. It is so beneficial to have this program so identified with CoSIDA. It gives us so many chances to honor deserving student-athletes."

The award is named in honor of Lester Jordan, the founder of the Academic All-America® teams. The former SID at Southern Methodist University, he retired from his position at SMU in 1969 at the age of 65. He joined the SMU staff in 1936 to chair the journalism department. Six years later, he was persuaded to add the sports information director duties.

A charter member of CoSIDA and the first recipient of its Distinguished Service Award, he is an honorary member of the Capital One® Academic All-America Hall of Fame. The Lester Jordan Award was presented for the first time in 1994.

"Throughout his long involvement with CoSIDA, Dave has been a true advocate of the Academic All-America® program," says Dick Lipe of Bentley, the chair emeritus of the Academic All-America® Committee. "Before we made the move to on-line voting, he was writing countless checks to district coordinators to cover the expenses they incurred.

"His commitment to the program is also evident by his voting record which always near 100 percent," added Lipe. "Not only does he vote on virtually every ballot, his



ballot is usually one of the first submitted. The 2012 Lester Jordan Award is a well-deserved honor for Dave."

Mark Beckenbach of Ohio Wesleyan, the co-chair of the Academic All-America® Committee, says that Wohlhueter has always been a tremendous advocate for the program.

"Dave has been a friend of the Academic All-America® committee for many years and he is one of the CoSIDA board members who is most dedicated to the program and its ideals," says Beckenbach. "His voting record is impeccable -- year after year, a perfect 25-for-25 on national ballots.

"Since the advent of the on-line nomination and voting system, I've had the privilege of working much more closely with Dave," Beckenbach says. "The implementation of the on-line system added many deadline-related membership tasks to Dave's workload, but he has taken care of those with breathtaking speed and efficiency, allowing the process to keep on schedule."

The SID at Bucknell from 1967 to 1977, Wohlhueter moved on to Cornell in 1977. In 1998, he retired as the SID at Cornell after 33 years in the profession.

However, Wohlhueter is one of the busiest retirees you will ever find. He has been serving as the treasurer of CoSIDA for 35 years and continued his role after retirement.

At the CoSIDA Workshop each year, he fills several roles. He is the CoSIDA treasurer, the unofficial CoSIDA greeter, and he is virtually a maître'd of the workshop, solving any potential problems with the host hotel.

After 35 years in the role of treasurer, the Colden, N.Y. native will retire from his

current role after the workshop in St. Louis.

"I started to gain an appreciation for this tremendous program when I was working at Bucknell," recalls Wohlhueter. "We started a tradition of having a lot of Academic All-America® selections and Brad Tufts continued that when he became the SID. I think Bucknell is ranked among the top ten schools for having the most.

"It's been tremendous to watch the growth of the program," he adds. "For a while, we only had a few teams and we had a tobacco company as our sponsor, if you can believe that. In the early 1980's, I think we added the At-Large teams and the program exploded."

According to Wohlhueter, "We have had some great sponsors over the years and the program is in very good shape with the current sponsor, Capital One. I believe it's a great thing that we have expanded again. The expansion makes it possible for us to recognize so many deserving student-athletes."

In 1970, as the SID at Bucknell, Wohlhueter had his first Academic All-America® first team selection, first baseman David Hill of the Bison baseball team.

"It makes me laugh when I think back to that award," he recalls. "David was a tremendous student. He graduated with a perfect 4.0 G.P.A. But, he only batted .198, I think. He would never make the first team today."

At Cornell, he continued his success of nominating Academic All-America® candidates. During his 21 years at the Ivy League school, 36 Cornell student-athletes earned Academic All-America® notice. Even more impressively, two of them were inducted into the Academic All-America® Hall of Fame. Former All-Ivy tailback Joe Holland, '78 of Cornell was inducted into the Academic All-America® Hall of Fame in 1991. In 1997, Dr. Ellen Mayer-Sabik, '84, a former gymnast, was also inducted into the Hall of Fame.

A 1960 graduate of Ithaca College, Wohlhueter earned his bachelor of science degree in television-radio broadcasting. Upon graduation, he served as sports director and advertising representative for radio station WDOS in Oneonta. In 1965, he returned to his alma mater as the SID. Two years later, he joined the staff at Bucknell.

Inducted into the CoSIDA Hall of Fame in 1986 and the Ithaca Hall of Fame in 1987, he was also honored as the winner of CoSIDA's Arch Ward Award in 1992 and a Lifetime Service award in 1998. In 2007, he was the winner of the Bob Kenworthy Community Service Award.

He resides in Ithaca with his wife, Susan.

KEITH JACKSON AWARD & LIFETIME ACHIEVEMENT AWARD

Bob Condron, United States Olympic Committee

by Mike Mahon,
formerly of Drake University

Bob Condron, who retired from the U.S. Olympic Committee on Jan. 26, 2012, as longtime director for media and public relations, will be honored as recipient of the prestigious Keith Jackson Eternal Flame Award as well as a CoSIDA Lifetime Achievement Award this summer at the national convention in St. Louis, Mo.

The Keith Jackson Eternal Flame Award is presented to an individual who, or an organization which, has made a lasting contribution to intercollegiate athletics, has demonstrated a long and consistent commitment to excellence and has been a loyal supporter of CoSIDA and its mission.

Keith Jackson is widely known as the "voice of college football" after his more than 40 years of work, covering college football for ABC. Jackson has also had a long association with CoSIDA including serving as the keynote speaker at the 1995 CoSIDA Workshop in Denver.

Condron is only the eighth recipient of the prestigious Jackson Award, as the honor is not automatically presented each year. He is the first Keith Jackson recipient since former NCAA President Myles Brand (deceased) was honored in 2009.

Condron will be recognized for his 28 years of service to the USOC from 1983-2012 in addition to serving as the Assistant Athletic Director and Sports Information Director at Southern Methodist University from 1971-83 and assistant sports information director at Texas Tech from 1968-71.

The Waco, Texas native was inducted into the College Sports Information Director's Hall of Fame in 2004 and was honored by the All-American Football Foundation with a Lifetime Achievement Award in 1999.

"All who know Bob realize that



he is the definition of this award's criteria," said Peter Kowalski, former CoSIDA president (1997-98), who now serves as director of championship communications for the U.S. Golf Association. "No PR person I have worked with has more a sense of people and situation than Bob and no one understands the service angle better than him. He is internationally known as an unparalleled PR guy. He maintains relationships and that is why he is truly deserving of the award, which reflects a commitment to intercollegiate athletics."

Condron joined the USOC on Jan. 2, 1984, planning and directing the media services for Team USA and U.S. delegation for 15 Olympic Games since the 1984 Games in Los Angeles. He has also served at seven Pan American Games, 11 U.S. Olympic Festivals and countless Olympic Trials, World University Games, Paralympic Games, World Cups and international championships.

He has directed the Olympic Games accreditation process for United States media for the past 10 years, developing a relationship with the Associated Press Sports

Editors (APSE) in deciding what U.S. organizations get what credentials to cover the Olympics.

Condron was instrumental in fulfilling a blueprint Mike Moran had in mind when he served as longtime managing director for media and public relations for the U.S. Olympic Committee from 1978-2003.

"He was my first hire and grasped what I had in mind when we brought him aboard. Bob has a great personality and was very much admired by writers and broadcasters," said Moran, who was inducted into the 2005 CoSIDA Hall of Fame. "Our goals were to make it easier for writers and broadcasters to cover the Olympics. The by-product was to create a lot more publicity and exposure for American athletes. The world was very different at that time (1984) because the Olympic athletes didn't get very much coverage until every fourth year when the games came along. In between there was very little."

Condron recruited thousands of sports information personnel and professional volunteers to travel the world as press officers for the USOC working Olympic Games, World Championships, Pan American Games and U.S. Olympic Festivals.

"Bob did so much for CoSIDA members during his time at the U.S. Olympic Committee," added Rick Brewer, the longtime sports information director at North Carolina who served as president of CoSIDA in 1995-96. "In his role in media relations he was able to get numerous SIDs the experience of participating in the Olympic Games.

"I think one reason Bob was always anxious to get SIDs on his staff was he was at heart still an SID himself. I don't believe he ever lost his love for working on a college campus. His knowledge of the sports information profession made him realize SIDs could make up the hardest-working staff he could have."

Moran lauded the preparation and

work Condrón did in making a top-notch operation look professional, smooth and seamless.

Over the years, Condrón kept fine-tuning the media services setup at the Olympics, helping the USOC media staff earn the reputation as the best in the world. Through his leadership, Condrón made sure the USOC was a world wide leader in utilizing various media technological innovations to spread the word of Team USA in a positive manner. He helped prepare Team USA's athletes with interview seminars and media summits in advance of the Olympics.

"Bob was sensitive to the media's needs at the Olympics and interjected a tremendous amount of humor and personal amount of attention," Moran added. "It was such a relief to know that whenever there were huge obstacles for the media to overcome at the Games, Bob would always be there for them in trying to solve problems.

"The U.S. media enjoyed covering the Olympics because they all knew Bob would produce basically a home away from home. You could go to the USOC press office for a conversation, help, get an interview or whatever you needed. It made the media's job easier and made countless friends for the U.S. around the world. This friendship lasted well beyond the Games for the USOC and for this country."

Condrón's knowledge, easy manner and sense of humor made him one of the most popular individuals with sports media in the United States and around the world,

"There is no more decent human being on this earth than Bob," said highly respected Olympic journalist Phil Hersh of the Chicago Tribune. "And he manages to stay that way no matter the stress, personal or professional, or the situation. No one gets more accomplished with less drama than Bob. For three decades, he has been the go-to-guy for everyone in the U.S. media covering the Olympics."

Condrón has been a member of the International Olympic Press Committee (IOC) Press Commission since 2003, a committee that approves and counsels Olympic Organizing

Committees on media operations and services for the Olympic Games. He was one of only two USOC staff members serving on an IOC Commission, the other being CEO Scott Blackmun who was appointed last year to an IOC Commission.

He has been named to various special committees by the IOC, including the awarding of media accreditation to the 205 National Olympic Committees (NOCs) for the 2008, 2010, 2012 and 2014 Olympic Games; a committee which studied the IOC's information distribution for the Olympic Games; and was named chair of a committee on restructuring the operations of media mixed zones and venue interview opportunities at the Games.

"Bob Condrón has been a pillar of the Olympic movement for more than 25 years," said Anthony Edgar, head of media operations for the International Olympic Committee. "The U.S. media, and I personally will sorely miss his straight talking Texas style and irreplaceable experience in London 2012. There is none more deserving than Bob for this prestigious recognition."

Condrón was the United States delegate for the Association of International Sports Press for six years, in addition to organizing the AIPS International Congress in New York City in 2004.

From 1984-99 during his tenure at the USOC Condrón was active in the production of The Olympian magazine, progressively serving as assistant editor, managing editor, editor and editorial director.

Condrón is a member of the national board of directors of the Texas Tech University College of Mass Communications where he graduated in 1968 with a bachelor's degree in business administration. He was a member of the first graduate class in journalism at Texas Tech and later completed post graduate work at Southern Methodist University. In 1999, Condrón was named an Outstanding Alumni of Texas Tech's School of Mass Communications, and in 2009 he was inducted into the College of Mass Communications Hall of Fame.

Following graduation from Texas Tech, Condrón was a sportswriter for the Lubbock Avalanche-Journal (1967-69) before pursuing his career in sports media relations.

Condrón serves on numerous sport and media advisory committees and has been a volunteer media official for The International Golf tournament in Castle Rock, Colo., for nine years. He was also a volunteer official for the Byron Nelson Golf Tournament in Dallas for eight years and was a member of the USGA's media staff for the 2011 U.S. Women's Open in Colorado Springs. He will join the USGA staff this summer for the U.S. Men's Open in San Francisco. He has been involved in many of the NCAA championship tournaments and events, including basketball, track and field, golf, soccer, swimming and tennis. While at SMU, he served as media director for the 1982 Cotton Bowl game and the 1980 Holiday Bowl game.

Condrón served as mentor for several aspiring professionals in the sports media relations field including former CoSIDA Presidents Maxey Parrish (1998-99) and Alan Cannon (2002-03). Parrish was an assistant SID under Condrón at SMU and is now an adjunct professor at Baylor.

"I was fortunate to be a 17-year high school senior when Bob was the SID at SMU. One of the things I appreciate the most about Bob was how he trained and then trusted his assistants and interns," said Cannon, who is the associate athletic director for media relations at Texas A&M.

"He made sure you were well-prepared, but then let you do your job.

"He will be missed by many media members and many CoSIDA members, but he has left an indelible mark on our profession for many years to come."

Bob's son, Mark, is a senior producer for The Golf Channel in Orlando, Fla.

In the past three years Bob has lost a wife (Betty Jane) and a son (Chris) but will begin chapter two in his retired life with a marriage to Lynette Ryden of Colorado Springs this month.

ARCH WARD AWARD & COSIDA HALL OF FAME

Lawrence Fan, San Jose State

by Jack Neumann,
University of Calgary

San Jose State University Sports Information Director Lawrence Fan is a double recipient of two major awards that will be presented at the College Sports Information Directors of American (CoSIDA) Convention taking place in St. Louis, Mo., June 22-26.

Fan, who joined San Jose State in July 1980, will be inducted into the CoSIDA Hall of Fame and also will receive the prestigious Arch Ward Award that goes to a CoSIDA member who has made an outstanding contribution to the field of college sports information, and who by his or her activities has brought dignity and prestige to the profession.

Fan will receive both these awards on Monday, June 25. He will be inducted into the CoSIDA Hall of Fame along with six others during the CoSIDA Hall of Fame luncheon. Later that evening, he will receive his Arch Ward honor during the Capital One Special Awards Gala (see schedule, below).

Lawrence has been in the profession since 1977 when he served as SID at Frostburg State College. While completing his master's degree at Western Illinois University, he served as a volunteer in the sports information office working for CoSIDA Hall of Famer Larry Heimburger. From 1978 to 1980, Fan was SID at La Salle College.

"Lawrence Fan has been one of the finest people I have had the privilege to work with these past eight years as the Athletic Director at San Jose State University. He is a remarkable historian of all things related to Spartan Athletics and a true gentleman when it comes to working with coaches, media & student-athletes. It has been a real honor to have Lawrence Fan as a part of my administration," states San Jose State University Athletic Director Tom Bowen.

The San Francisco native is the first CoSIDA member of Chinese descent named to the Hall of



Fame. Active in many facets of the organization through the years, he has attended every Workshop since 1977.

Since 1994, he has coordinated the Job Seekers Committee at the annual Workshop. With the assistance of committee members from all three NCAA Divisions and the NAIA, he organizes and manages job fair activities. He initiated and managed an email service for more than 10 years that today has evolved into the very popular CoSIDA Career Center email blast – the communications tool keeping the membership informed about job vacancies and movement within the profession. Many current athletic communications professionals owe their positions to his dedication to the Job Seekers Committee.

In addition to his duties at San Jose State, he has worked at many NCAA Basketball Tournaments in the West. He was the media coordinator for the 1991 NCAA Men's Golf Championship, the 1997 NCAA Men's Basketball West Regional and the 1999 Women's Soccer College Cup.

"At San Jose State, Lawrence Fan continues to build a great legacy of dedicated service and loyalty to his university and to CoSIDA. His unparalleled work ethic and unwavering integrity has brought dignity and prestige to our profession. Lawrence truly cares and it shows by

the daily example he sets for others," says former CoSIDA President and CoSIDA Hall of Fame member Langston Rogers, Senior Associate Athletic Director Emeritus at the University of Mississippi.

Fan is respected throughout the Bay Area as a consummate professional with a tremendous work ethic and dedication to doing the best job possible for student-athletes and administration at SJSU.

Former SJSU broadcaster and current Oakland Athletics lead announcer Ken Korach states, "In my 30 years in broadcasting, I've never worked with anyone more professional than Lawrence Fan. He has a passion for his work and for collegiate athletics. Ask any member of the media, and they will confirm that Lawrence is a tireless worker who goes out of his way to provide information and assistance. It would be impossible to count how many broadcasts I've done that were enhanced by Lawrence's help. I am thrilled that my good friend is receiving such a richly deserved honor."

In addition, he has been a mentor to numerous SIDs and other media professionals either in sports information or corporate communications. He has been the primary contact for football and men's basketball as well as many other Spartan sports during his tenure at SJSU.

In 2007, Lawrence was the recipient of the CoSIDA 25 Year Service Award and served on the CoSIDA Board as an at-large member from 2007 to 2009. He also has participated in various panels at CoSIDA Workshops that he has attended.

He joins ABC-TV's Donn Bernstein (1982 inductee) as graduates of San Francisco's Lowell High School to be named to the CoSIDA Hall of Fame. Like Bernstein, Fan is a University of California graduate.

WARREN BERG AWARD

Jack Neumann, Calgary

by Paul Carson, former University of Toronto Sports Information Director

Jack Neumann, former long-time sports information director at the University of Calgary, has become the first Canadian-based SID to receive the prestigious Warren Berg Award from the College Sports Information Directors of America (CoSIDA).

The Warren Berg Award is bestowed annually to a college division member of CoSIDA who has made outstanding contributions, as well as brought dignity and prestige, to the profession. The award will be presented at the Capital One Awards Gala on Monday evening, June 25, at the 2012 CoSIDA Convention in St. Louis.

Neumann directed Calgary's sports information program from 1978 until 2006 and currently works on contract in alumni development for the university's Dinos Athletics department.

"Hiring Jack Neumann was the best thing I ever did," commented former Calgary athletic director, Dr. Dennis Kadatz. "The Dinos are his family and he always works with tremendous passion, loyalty and commitment. I recall sending Jack to his first CoSIDA Convention in 1980 with instructions to make friends and establish contacts, and he certainly did."

After joining CoSIDA in 1978, Neumann became the first Canadian to serve on the Board of Directors (1990-92) and to be named to the CoSIDA Hall of Fame (2004). That year, he served as local chairperson for the annual convention, the first time CoSIDA has convened outside the United States.

As current CoSIDA 3rd vice-president Eric McDowell (Union College N.Y.) recalled, "Jack is an emotional, proud and caring individual, and he was a gracious and marvelous host in his beloved city. He worked tirelessly to provide us with an experience to remember."



Dennis O'Donnell (University of Rochester), the 2010 Warren Berg Award recipient, added, "Jack's 2004 social program was the best that we have ever enjoyed—at least since 1984 when I joined the organization."

Neumann's extensive CoSIDA committee service includes: College Division Management Council (2008-11), Site Selection for 13 years (1992-1999, 2001-05), Program Committee for the 2005-2012 Conventions and the Special Awards Committee (since 2006). He is the recipient of six CoSIDA publications awards, and has presented five papers and conducted four panels at various CoSIDA events since 1985. St. Louis will mark his 27th CoSIDA Convention.

In Canada, Neumann was active in the formation of the Association of Canadian University Sports Information Directors (ACUSID) in 1980; he then served as its Vice-President (1982-83) and President (1983-84). In 2004, he helped to organize a major national conference of Canadian SIDs in Calgary in conjunction with the CoSIDA convention.

"Jack is the loudest one-man band I've ever met," said Allan Maki,

a veteran Calgary-based columnist with The Globe and Mail. "As an SID, he would call constantly with story ideas, using the power of personal conversation to generate more coverage for university sports. He's a 'hands on, people-person' who doesn't hide his enthusiasm for what he's doing. But he always puts the school, the Dinos teams and the student-athletes first; it's never about him."

In Calgary, Neumann has received numerous university and community recognition awards, including: the University of Calgary Dinos Football 5th Quarter Distinguished Service Award (2000), the Order of the University of Calgary (2005) for outstanding contribution to the university over a period of time – the first individual from Athletics to receive such recognition, an Alberta Sports Hall of Fame Special Achievement Award (2006) and the University of Calgary Distinguished Football Alumni Award (2008, the only time the award has not been given to a former player). The University of Calgary has an endowed athletic scholarship in his name.

A plaque in his honor has been placed outside the entrance to main seating area in McMahon Stadium Press Box in recognition of his 30 years' service to covering university football and his contribution as a reporter for the games of the Canadian Football League's Calgary Stampeders.

A native of Saskatoon, Saskatchewan, and a double graduate of his hometown University of Saskatchewan with degrees in Commerce (1969) and Economics (1970), Neumann was employed as a revenue accountant in the oil industry before joining the University of Calgary.

"When I saw how much enthusiasm he brought to a volunteer PR role with a local junior hockey team," said Kadatz, "it didn't matter that he had no prior experience in university sport; he was clearly the best person for the job."

JAKE WADE AWARD

Malcolm Moran, Knight Chair in Sports Journalism and Society

by Joe Hornstein,
CoSIDA 1st Vice President

Malcolm Moran, the award-winning and respected sports journalist, has been selected by the College Sports Information Directors of America (CoSIDA) as the 2012 winner of the Jake Wade Award. This award is presented annually to an individual who has made an outstanding contribution in the media to the field of intercollegiate athletics.

The award is named for Jake Wade, the widely acclaimed sports journalist and national magazine contributor for the Charlotte Observer and Sports Information Director at the University of North Carolina from 1946-62.

Moran will receive his award during the national CoSIDA Convention taking place at the Renaissance Grand Hotel in St. Louis (June 23-26). Moran will receive his honor during an awards luncheon on June 25.

Moran joins a long list of notable sports journalists in receiving this prestigious honor, which was first bestowed in 1958 to Bert McGrane of the Des Moines Register.

"Looking at that list is a humbling experience," Moran said. "I see friends and colleagues, people whose work inspired me to become involved in the business, and some of the most influential names in the history of the industry. It is an honor to be among them."

For the past six years, Moran has been the inaugural John S. and James L. Knight Chair in Sports Journalism and Society with the College of Communications at Penn State University. Moran's role as director of the John Curley Center



for Sports Journalism, the first of its kind when it was founded in 2003, calls for him to establish and maintain connections with professional sports journalism organizations across the nation.

In 2007, Moran was presented with the Curt Gowdy Print Media Award for outstanding lifetime coverage of basketball by the Naismith Memorial Basketball Hall of Fame. He is a past president of the United States Basketball Writers Association and a member of its Hall of Fame. The Curley Center helps the USBWA organize "Full Court Press," an annual seminar and scholarship competition for college students held during the NCAA Men's Final Four.

Moran launched his daily newspaper career as a sports reporter at Newsday in 1977, where he covered high school, college and professional sports. He worked at The New York Times from 1979 to 1998 as a reporter and columnist before joining

the Chicago Tribune in 1998. In 2000, he moved to USA Today where, in addition to his coverage of college basketball and football, he wrote feature articles on professional and college sports.

In his distinguished and diversified career as a sports journalist, Moran has covered 26 bowl games with national championship implications, 26 men's basketball Final Fours, 16 World Series, 11 Super Bowls, several NCAA conventions and two Olympic Games.

Moran lives in State College, PA with his wife, Karla Hudecek, and their 15-year-old twins, T.J. and Katie.

TRAILBLAZER AWARD

Shelly Poe, Auburn

by Jeff Hodges, North Alabama
Assistant Athletic Director
CoSIDA Secretary/E-Digest Editor

Shelly Poe didn't feel like she was doing anything that unusual. Doors opened, opportunities for advancement came and her career in the sports information profession took off. Now looking back, some 24 years after becoming the youngest person and only female at that time to head the SID office of a Division I-A football school, Poe has a better perspective on a career that has earned her the College Sports Information Directors of America's 2012 Trailblazer Award.

The Trailblazer Award is presented annually to an individual who is a pioneer in the field of sports information and who has mentored and helped improve the level of ethnic and gender diversity within CoSIDA. Poe will be the 12th recipient of the Trailblazer Award on Sunday, June 24 at the Kickoff Luncheon for CoSIDA's 2012 Convention in St. Louis, Mo.

Currently the Assistant Athletic Director for Football Communications at Auburn University, Poe's career in sports information has included high profile jobs at West Virginia University and Ohio State University, in addition to a long tenure of service to CoSIDA.

"Shelly has been one of the nation's top sports information directors for many years, and certainly a trailblazer," said CoSIDA Hall of Famer Fred Nuesch, who served as the organization's secretary for a quarter century. "At West Virginia her office was one of the best in the country and she continued to be one of the most recognized in her field while at Ohio State. No one has done anymore in the advancement of sports information than Shelly, no matter the gender."

For her part, Poe credits several individuals who showed confidence in her early in her career for clearing a path for her professional advancement.

"There have been a lot of wonderful people who have opened doors for me and I have been able to walk through them," Poe said. "From the very start, women in the business like Joyce Aschenbrenner, Linda Venzon and Mary Jo Haverbeck, gave me a lot of encouragement, and so did many of the male SIDs.

"And there were so many people at West Virginia in the 1980s who believed in me," she added. "Our athletic director, Fred Schaus, was a tremendous individual who was not afraid to make unconventional decisions, and our football



coach Don Nehlen and men's basketball coach Gale Catlett knew me and were ready to give it a try. Other coaches that I had worked with as an assistant SID also really went to bat for me and insisted I try it - Kittie Blakemore (women's basketball), Dale Ramsburg (baseball) and Linda Burdette (gymnastics), and without them it never would have happened. They were the real pioneers - seeing potential in someone that did not fit the traditional mold at the time of an SID.

"There didn't seem to be any doubt in their minds that I could do it," Poe said. "I guess I wasn't surprised as much at that time to get the job as a female as I was at my age (24)."

Poe began covering sports while still in high school. A native of Morgantown, W.V., and a National Merit Scholar, Poe started writing about sports while attending University High School. She covered girls' basketball games on a part-time basis for *The Dominion Post*.

Poe then worked four years as a student assistant at West Virginia University and graduated with honors from WVU's Perley Issac Reed School of Journalism. Poe joined the WVU athletic staff as assistant sports information director in 1985 and in April, 1988, she was named the Mountaineers' sports information director at age 24, the youngest person and only female at that time to head the SID office of a I-A football school.

During her time with West Virginia football, she worked with worked with 14 bowl teams, nine consensus All-Americans, finalists for the Heisman

Trophy, Rimington, Outland, Doak Walker, Lombardi, Butkus and Nagurski awards, 47 NFL draft picks and 34 NFF scholar-athletes.

Poe was inducted into the CoSIDA Hall of Fame in 2002, becoming the first-ever WVU publicist and just the fifth female to receive that honor in the organization's history. She also served as President of the National Collegiate Baseball Writers Association, becoming the first female to hold that post.

Poe served as official scorer for the women's Final Four in Charlotte in 1995 and chief press officer for shooting sports at the 1987 Pan American Games in Indianapolis.

For almost five years, Poe was responsible for handling the communications and public relations for Ohio State University football. She served as chief liaison with the media and coordinated media operations for home football games at Ohio Stadium. At Ohio State, she had the great fortune to work with winners of the Ronnie Lott, Jim Thorpe, Butkus and Nagurski awards, a NFF scholar-athlete and Arthur Ashe award winner, and teams that played in the Rose, Fiesta and Sugar bowls and the BCS championship game. She also served as host media coordinator for the 2012 NCAA Rifle Championships and the 2012 Men's Basketball Second and Third Rounds.

On March 21 she began her role as assistant athletic director of football communications at Auburn University.

An at-large member of CoSIDA's Board of Directors from 1999-2003, Poe currently serves the organization as Second Vice President, and is just the fourth female to serve in the officer's rotation.

"I am fortunate to have worked all these years in a people business," Poe said. "I have had so many students that have gone on to great things and that's exciting. It is also exciting to see the student-athletes that you have worked with over the years go on to be successful in whatever field they go into. When you see that they have it together, you can feel like you hopefully played some small part in that."

Poe said the other rewarding part of the profession is that it never gets boring.

"This job is not a routine thing," she said. "Every day there are new ideas, new technologies and new challenges and it is exciting to be part of that."

BOB KENWORTHY AWARD

Rich Herman, Clarion

by Bob McComas, Slippery Rock University Sports Information Director

We did it again. We as an organization stopped Rich Herman, Division II's version of the Energizer bunny, dead in his tracks and caused him to become speechless and more than a little emotional.

It happened a year ago when he was informed of his impending induction into the CoSIDA Hall of Fame and receipt of the Warren Berg Award given to an outstanding College Division SID.

And it happened again this spring, when the longtime (32 years) Clarion University SID learned CoSIDA's Special Awards Committee had selected him as the 2012 recipient of the Bob Kenworthy Community Service Award.

The award is presented annually to a CoSIDA member for civic involvement and accomplishments outside of the sports information office and named in honor of a true gentleman who served many years as SID at Gettysburg College.

Having his name added to the impressive list of Kenworthy Award recipients was reason enough to be overwhelmed, Rich said when he learned of the newest honor to be bestowed upon him. The award is named for Bob Kenworthy, former Gettysburg College SID and CoSIDA Hall of Famer. [See list of previous Kenworthy Award recipients.]

To receive the award named in honor of a CoSIDA Hall of Famer and man for whom Rich, like many of us in our profession, has the utmost respect as a mentor and role model ...

"That really means a lot," Herman said. "I don't know what else to say except, I am truly honored to receive this award.

Knowing him as we do, we're sure Rich will have a lot more to say when



he receives his award June 24 as part of the annual CoSIDA Convention in St. Louis, Mo.

Herman's actions over the years have spoken louder than even his booming voice can, if that's possible.

He served on the Clarion (Pa.) Borough's Civil Service Commission from 1996-2001 and was elected to two four-year terms on the borough council (2001-2009). He also served as the borough's Chair of Public Safety and on the borough's recreation committee.

Never one to avoid the opportunity to speak and express his convictions, Herman gave official testimony to the Pennsylvania House of Representatives' Committee on Government and on statewide cable TV from the steps of Capitol in Harrisburg in reference to non-taxable properties.

In his role as Clarion's chief athletics communications spokesman, Herman has won 19 CoSIDA citations for award-winning publications and has coordinated the promotion of 87 Golden Eagles football All-America student-athletes.

Prior to his 2011 honors as a CoSIDA Hall of Fame inductee and

Berg Award winner, Herman received the 1999 NCAA Division I "SID Of The Year" award from the National Wrestling Media Association.

Herman served a two-term term (2009-11) as president of D2SIDA after being the organization's first vice president from 2006-09 and was vice president of the Pennsylvania State Athletic Conference SID organization from 1988-92. He served as the conference's football SID from 1985-93.

Currently a vice chairman of CoSIDA's Publications Contest Committee (1990-2011), "Herm" was a charter member of the Clarion University Sports Hall of Fame, served on the board from 1989-2011 and was its chair from 1994-97 and again from 2003-11.

As a student-athlete, Herman was a four-year letterman as a catcher on the Point Park College baseball team that won three District 18 titles and placed fourth at the 1974 NAIA College Baseball World Series. A Dean's List student, he graduated in 1976 with a B.A. Degree in journalism & communications.

Herman got his start in the SID profession in 1980 as a graduate assistant at Edinboro University under CoSIDA Hall of Famer Paul Newman. One year later, he was hired as Clarion's SID.

In addition to serving as SID, Herman was Clarion's head baseball coach for 11 years (1989-99) and assistant coach from 1980-87. He served on the NCAA Division II East Region Baseball Committee from 1993-95.

Rich and wife Paula reside in Clarion, Pa.

RISING STAR AWARD

Maurice Williams, Hampton

by Ed Hill, Howard University/
CoSIDA Board of Directors

Maurice Williams, Director of Sports Information at Hampton since 2007, has been named the 2012 College Sports Information Directors of America (CoSIDA) University Division Rising Star.

The Rising Star Award is presented annually to a university division and a college division member with 10 years of full-time service or less in the profession for service, dedication, energy and enthusiasm that make the individual a “rising star” in sports information.

Williams serves in numerous capacities there and is a very valuable asset to the athletics program. His duties include serving as the primary media contact for football, men’s basketball, men’s and women’s golf and softball while also handling in-game statistics for all of the university’s teams. He is also the secondary contact for all other sports at the University.

The tireless Williams is also responsible for all content and material on the Universities Athletic website HamptonPirates.com. His office writes and edits all athletic publications, including game programs and media guides, and coordination all press conference and interviews with Hampton student-athletes, coaches and staff.

In addition, he serves as the game-day program editor for both football and men’s and women’s basketball, handles all credential requests for Hampton football and both basketball teams, and oversees Hampton’s athletics website.

Williams also aids with the fundraising and marketing activities for Hampton athletics as well as home



game operations. He is also a member of the Hampton University Athletics Hall of Fame Committee and the editorial board for the Hampton Sports Journal.

During Williams’ tenure at Hampton, the university has been instrumental on the selection of 16 student athletes being named All-American selections, six football players signing with NFL teams, 20 Arthur Ashe Jr. Sports Scholars and one Arthur Ashe Jr. Male Sports Scholar of the Year (Marcus Dixon, 2008).



Prior to becoming the Director of Sports Information at Hampton, Williams served in the same capacity at Shaw University. Prior to his time at Shaw, he spent five years at Livingstone College as a student assistant and as an intern.

While at Shaw, Williams helped coordinate the publicity efforts for the school’s 14 intercollegiate athletics and served as the primary contact for all of the University’s sports. Williams also assisted in the Marketing and Promotions efforts while at Shaw.

He currently holds memberships with CoSIDA and the Black College Sports Information Director’s Association (BcSIDA). At CoSIDA, Williams serves on both the Committee-on-Committees Committee and the Academic All-Americans Committee.

Williams is a native of Allendale, S.C. and a 2005 graduate of Livingstone College, where he earned a bachelor’s degree in English.

RISING STAR AWARD

Kimberly Wenger, Centennial Conference

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

Kimberly Wenger, Associate Director of the Centennial Conference, has been named the recipient of the 2012 CoSIDA Rising Star Award for the College Division. The Associate Director of the Centennial Conference, Wenger will be honored at the 2012 CoSIDA workshop on June 24 in St. Louis.

"I am truly honored to have been selected for the Rising Star award," Wenger said, and added, "I am so appreciative of my colleagues who nominated me for this honor. There are so many hardworking and dedicated individuals working in this profession that it is a very humbling experience that CoSIDA's Special Awards Committee chose me for this award."

"Kim is a very worthy choice for the Rising Star Award," noted Steve Ulrich, Commissioner of the Centennial Conference. He added, "She is highly-respected among not only the Conference's sports information directors, but also among the Division III conference SIDs. Kim has been a spokeswoman at the national level for the profession and has great things in store for her. All of us in the Centennial Conference are proud of her accomplishments."

A graduate of Lock Haven University, Wenger earned her bachelor of arts degree in journalism and mass communications in 1999. She first entered the profession as an intern with the Pennsylvania State Athletic Conference (PSAC) for the summer after graduation and then accepted an internship position at Longwood College, now known as Longwood University, for a year. Wenger went on to spend two years on the staff of Kutztown University as a graduate assistant. She worked with the Golden Bears' 21 NCAA Division II athletic teams in the sports



information office, while also assisting the Director of Athletic Advancement in the planning and publicity of on-campus promotions for athletics. She also garnered her Masters' degree in electronic media from Kutztown in December of 2003.

Wenger was hired as the Assistant Director of the Centennial Conference in July, 2002. She served as a staff liaison with selected coaches' committee and at selected Centennial Conference Championships. Wenger assisted in all aspects of the sports information and media relations for the league's 24 NCAA Division III sports. In addition to her role in the office, Kim has served as the staff liaison to the NCAA for statistics and as the Conference's Student-Athlete Advisory Committee (SAAC) liaison.

Wenger was promoted to the role of Associate Director of the Centennial Conference in the summer of 2008. In her new role, she assists Centennial Conference members with both NCAA and Centennial compliance issues. She has also been active as a representative at Commissioner and NCAA meetings. Wenger also was instrumental in the creation and oversight of the

Centennial Conference's SAAC Annual Leadership Workshop (Wenger is pictured with SAAC members, right) and her expertise was also tapped to coordinate the hiring officials for the 15 conference championship events.

In 2011, she was named as a NCAA site representative for the first round of the 2011 NCAA Division III Women's Lacrosse Championships hosted by Messiah College, and also worked the 2010 NCAA Division II and NCAA Division III Women's Lacrosse Championships held at Gettysburg College.

In the summer of 2011, she was selected to attend and graduated from the prestigious NCAA/NACWAA Institute for Administrative Advancement and was the recipient of the NCAA Division III Scholarship to attend the 2011 West Institute in Denver.

Active in the profession, Kim was tapped for the Division III-SIDA Board of Directors in 2009 and serves in her capacity as a conference representative. Wenger served as the Vice Chair of CoSIDA's NCAA Legislation Services Committee in 2010-11 after a seven-year stint on the committee. She currently serves on CoSIDA's Membership Services Committee. Wenger was selected to serve on the NCAA Advisory Board for Statistics and Records, a committee she served for three years, culminating with her selection as committee chair in 2010-11.

More recently, she was selected by her colleagues this past summer to lead the Conference Assistant Sports Information Directors Committee and is serving as the chair for the 2011-12 academic year.

A native of Pen Argyl, Pennsylvania, Kim is married to Keith Wenger. The couple resides in Lancaster, Pennsylvania with their two children, Jakob and Makenna, ages four and two

HALL OF FAME

Debbie Copp, Oklahoma

by Ann King, *The Sage Colleges*

Debbie Copp has been an assistant in the University of Oklahoma Communications Office since 1977 and during that time she has most certainly distinguished herself for her attention to detail, professionalism and compassion for the student-athletes and coaches she has served. With that in mind, Copp, the OU athletics department's Director of Publications, has been selected for induction into the College Sports Information Directors of America (CoSIDA) Hall of Fame and will join the 2012 class at the Hall of Fame luncheon on June 25 in St. Louis, MO at the annual CoSIDA convention.

Throughout her career, Copp has garnered the attention of her peers for her outstanding work. In 2008, she was named the recipient of the 2008 Bob Kenworthy Community Service Award by CoSIDA. That award came on the heels of her 25-year award, which she earned from CoSIDA in 2001.

Speaking of the Hall of Fame selection, Copp said "I am absolutely overwhelmed with this honor and would like to thank the current Hall of Fame members and the friends, who were involved in making my nomination and the upcoming induction possible."

She added, "When I received the Bob Kenworthy Award in 2008, I thought that would be the highlight of my professional career. Four years later, I am to be inducted into the Hall of Fame and that has left me speechless, a place I don't often visit."

Former Oklahoma football Academic All-America student-athlete Dewey Selmon - himself a 2010 CoSIDA Capital One Academic All-America Hall of Fame inductee - said of Debbie, "I could go on and on about Debbie's accomplishments. But what I really want you to know is her heart and compassion."



"I first met Debbie as a member of the football team at the University of Oklahoma," Selmon continued. "She was continually supportive, enthusiastic, and interested in contributing to my success both off and on the field. It has been over 30 years since I donned a Sooner football uniform. But Debbie remains continually supportive, enthusiastic, and interested in contributing to my

success. It is amazing to me that when I had a daughter playing basketball for OU, Debbie was there with the same enthusiasm she had when I was playing. I am only one of hundreds of athletes that Debbie has supported throughout her life; she has been a constant advocate for student-athletes. And when Debbie Copp is in your corner, she is in your corner for life!"

Brad Lund, owner of SOLDOUT Strategies noted of Debbie, "Ms. Copp was my direct supervisor during my stint as a student assistant at Oklahoma from 1984 thru 1989. Dozens and dozens of student assistants benefited from her tutelage - none more than I."

"Debbie not only paved the way for my career in professional sports, but she had a sincere desire for me to succeed in my personal life as well," Lund concluded. "I would be hard pressed to find someone that had a more positive influence on my collegiate experience than Debbie."

Copp noted, "I know so many of the current Hall of Fame members and have worked with a number of them. Many I consider my friends and it is very humbling to be joining their ranks."



One of the most important people in my professional career, the late Harold Keith, is a member of this group and I never expected to be honored in the same way he was."

She has been active in CoSIDA since the 1970s, serving as the CoSIDA Committee on Committees' chairperson the past six years. Copp has also been active on the special awards, publicists for women's sports, publications awards, and computer committees. She has welcomed women and minorities into the profession and mentored many as an active member of FAME.

She joined the Sooner staff as a student in 1975 during the first year that women's athletics were a part of the department. Copp went to full-time status in 1977 and has worked events in 19 of the 21 sports that OU sponsors. She moved into her current position in 1990. As the Director of Publications for Oklahoma Athletics, she has worked on numerous award-winning publications including national award winners for football, post-season, softball, track and field, soccer, men's and women's basketball, and wrestling media guides. She also has received writing awards from the organization.

For the last six years, Copp has coordinated the award nominations for the department. In that time, OU has produced two NCAA Top VIII Award winners; one NCAA Sportsmanship Award winner; four NACDA McLendon Memorial Minority Scholarship winners (\$10,000 each); three NCAA Postgraduate Scholarship winners (\$7,500 each); two Wooden Citizenship Cup winners; four Big 12 Sportsmanship Award winners; one Big 12 Athlete of the Year, and one NCAA Inspiration Award winner.

Additionally, two former student-athletes have been inducted in the CoSIDA Academic All-America Hall of Fame while others have been honored with OU Regents Award for their contributions to the University. Several Sooner athletic staff members also have received national awards as well in that time period.

"None of this would ever have been possible without the many incredible opportunities that I have

been given by the University of Oklahoma, my alma mater and only "grown up" world employer I have ever had," Copp stated. "I truly am Sooner born and bred and it is because of that this award has become a reality for me."

Copp worked three Olympic Festivals as a press officer for the U.S. Olympic Committee and has assisted local charitable organizations, including Cleveland County Habitat for Humanity Women Build and the American Cancer Society. Beyond her work assignments, Copp has a long-standing tradition of community service both on campus and in the city of Norman.

A proud graduate of Oklahoma and almost a life-long resident of Norman, she is active in a number of organizations and campaigns including:

On campus activities:

- She has served as chair of the Staff Senate twice, recording secretary of the Senate once, president of her employee member group three times and received the staff merit award twice.
- Served on the search committee for the Dean of College of Journalism & Mass Communications.
- Serves as a Staff Senate representative on the Employee Benefits Committee, served on the Publications Board for nine years and was a presidential appointee to the Speakers Bureau for six years.
- Serves on the Campus Campaign (OU employee fundraising campaign) including a number of years as the staff co-chair
- Serves on Board of Visitors for the College of Arts & Sciences and has served on the Board of Visitors for the Sam Noble Oklahoma Museum of Natural History.
- Served on the Board of Directors of the 'O' Club Oklahoma letterwinners association.

In the Norman community:

- She is currently serving as chair of the Board of Directors of the Women's Resource Center and is in her second stint on that board. She previously served on the board for eight years,

including one year as board chair. WRC operates the Norman Shelter for Battered Women, the Rape Crisis Center and a counseling and referral service for women.

- Chaired the fund-raising committee for Women's Resource Center for seven years and for 17 years has coordinated an annual event that raises more than \$10,000 annually for the Center.
- She is a member of the Chamber of Commerce, and serves on one committee.
- Has helped with the publicity efforts for the Cleveland County Habitat for Humanity Women Build and the local American Cancer Society's Daffodil Days and Relay for Life.
- Was a board member and officer on LinkNorman, an initiative that promoted community dialogues.
- She is an active participant in the annual Secret Santa program for children in DHS system.

Copp offered final thoughts on her Hall of Fame honor.

"This career and profession is not one that will make you wealthy in monetary terms, but the riches I have received are without compare," stated Copp. "I would like to congratulate the other inductees in the Class of 2012 and again say thank you to all those who were involved in my receiving this amazingly wonderful honor."

HALL OF FAME

Tom Di Camillo, Pacific West Conference

by Dan Drutz, Saint Peter's College Associate Director of Athletics for Communications

Tom Di Camillo, who serves as the assistant commissioner of the Pacific West Conference and the public relations director for Central Arizona College, will be inducted into the College Sports Information Director's of America (CoSIDA) Hall of Fame on June 25, 2012 during the organization's annual convention in St. Louis.

DiCamillo also was honored at the 2008 CoSIDA convention workshop with the Warren Berg Award.

Each year CoSIDA inducts members into its Hall of Fame who have made outstanding contributions to the field of college sports information. All hall of famers are nominated by members of the organization and then voted upon by members of the Special Awards Committee and the CoSIDA Hall of Fame.

"I can't think of a better person or professional to be inducted into the CoSIDA Hall of Fame," said Dan Drutz, former West Chester University student assistant and current associate director of athletics for communications at Division I Saint Peter's College. "Under Tom's tutelage at West Chester I was able to begin a career in athletics communications that has taken me where I am today. I would not be as successful in my career without Tom."

In July of 2011, Di Camillo assumed the role of president of CoSIDA, becoming the first non-Division I president to serve in the organization's leadership position since Warren Berg nearly 50 years ago. He will preside over the organization's final independent workshop in St. Louis before CoSIDA holds its yearly program in conjunction with the NACDA Convention beginning in 2013.

"I am really in awe of this honor," Di Camillo said. "It is surreal – I never thought about being in a hall of fame. I am speechless – which is sort of a



novelty for me. I get a lot of credit for promoting Division II, but really there are so many more people that did so much more – Dan Pambianco, Dennis Jezek, Rich Herman, Greg Wright, Walt Riddle, Jim Seavey, Eric McDowell, Ray Simmons, Roy Pickerill, John Alosi, Josh Leiboff, Sara Meier, Bob Guptill, Scott Lowe, M.L. Starke, Matt Newberry, Jeff Hodges, Jeff Ligney, Bob McComas, Dan Drutz, Greg Goings, Paul Madison, David Sherwood – these are just some of the names."

Di Camillo gives the most credit to his mentor, the late Pete Nevins of East Stroudsburg University, and to Dickie Greenwood, Ted McCue and the late Bill Vansant who were beside him as volunteers at West Chester University for 16 years.

"I still think about Pete all the time," he said. "I miss him so much. If I had one person who could be there, it would be him."

Above all, his wife, Lynette, and daughter, McKenna, have been supportive and instrumental in his career.

"These two women keep me sane and are my best friends," he said. "I can't express how they make me feel when I walk in the door – the stress of

the jobs just diminishes. They are the two loves of my life."

DiCamillo is in his sixth year at the Pacific West Conference where he has helped promote the rebirth of the 14-school conference. In his role he coordinates the promotion of the Pac-West's 15 sports, including men's and women's track & field, men's tennis and women's golf that will be added in 2012-13. He has played a role in the league's expansion during his tenure, which began with seven teams in 2006-07 and will grow to 14 next year.

Di Camillo's full-time position is serving as the public relations director for Central Arizona College – a two-year community college located in Pinal County between the metropolitan areas of Tucson and Phoenix.

"My two bosses, Dr. Doris Helmich, the president of Central Arizona College, and Bob Hogue, the commissioner of the PacWest, have been extremely encouraging and supportive in taking on the role of CoSIDA president and to expand my leadership skills," Di Camillo said. "Without that support, I could not have done this."

Di Camillo joined CAC in January of 2007 as the media and marketing specialist before being promoted to his current role in the fall of 2008. He oversees a full-time staff of five employees along with several part-time positions and is responsible for CAC's publicity, marketing and community events at its 10 locations. Central Arizona College serves all of Pinal County, an area roughly the size of the state of Connecticut.

During his tenure at CAC, Di Camillo was instrumental in helping the college pass a nearly-\$99 million general obligation bond designed to expand four of CAC's current locations and build two new campuses from the desert floor in the San Tan Valley and in the city of Maricopa.

For more than 16 years DiCamillo coordinated all of the publicity for West Chester University's 24-sport varsity

athletic programs as the Pennsylvania institution's director of sports information.

For more than two decades, Di-Camillo has been a sports information director at the NCAA Division II level. His dedication to the profession, passion for Division II, and commitment to CoSIDA began in September of 1990 when he was named the director of sports information at his alma mater, at the age of 25.

As the SID at West Chester, DiCamillo was a one-person shop coordinating publicity for the second-largest NCAA Division II program in the nation. He was a founding organizer of the West Chester University Athletic Hall of Fame, taking a lead role in guiding its growth from its inception.

DiCamillo also developed, managed and actually broadcast an extensive schedule of athletic events over the Internet and on local radio for Golden Ram Athletics during his career, including football, basketball, baseball, soccer and lacrosse. He also oversaw the redesign of the athletic logos and developed extensive distribution lists for the media and alumni to

promote Golden Ram athletics.

While at West Chester, Di Camillo had the opportunity to host numerous NCAA II post-season events, including the NCAA Division II Lacrosse National Championship.

He is most proud of his students who created careers in the sports industry - Meaghann Schulte, formerly the assistant director of the Big 5; Dan Drutz, the associate director of athletics for communications at Saint Peter's (NJ); Tom Machamer, the assistant athletic director at Immaculata; Sean Kane, a senior producer at Comcast Sports in Philadelphia; Leigh Matejkovic, former SID at Neumann College; Alison Luberski, formerly the assistant SID at American University; and Michele Greth, former publicists with NASCAR drivers Sterling Marlin and Ryan Newman.

Di Camillo's commitment and belief in Division II athletics led to his developing the first e-mail distribution list for Division II sports information directors. He also created the first Division II Football Press Box List as a way to promote Division II football.

For more than a decade Di Camillo coordinated the annual Division II Sports Information Directors meeting at CoSIDA. The CoSIDA Board recognized his leadership skills and appointment him to a one-year term on the board as a College Division Representative in 2002-03. He then was chosen for a full three-year term from 2004-06.

Di Camillo has won several CoSIDA Writing Awards and served on the Workshop Committee Program for nearly a decade. From August of 2000 until June of 2006, Di Camillo was a sports writer for Engle Publishing & Printing in Lancaster, Pa., producing five weekly columns on high school athletic events in the region.

From September of 1989 until arriving at West Chester University in September of 1990, Di Camillo was the sports editor for the Coatesville Record, a 7,000-circulation daily newspaper in Coatesville, PA.

A two-time graduate of West Chester University of Pennsylvania, Di Camillo earned his undergraduate degree in liberal studies in 1989 and his M.S.A in sports administration in 2004.



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HALL OF FAME

Sue Edson, Syracuse

*by Larry Dougherty, Temple University
Senior Associate AD/Communications
2010-11 CoSIDA Past President*

Sue Edson, who is in her 22nd year in the athletic communications office at Syracuse University serving the last six as an assistant director of athletics, will be inducted into the CoSIDA Hall of Fame as part of its 2012 Class on June 25 at an awards ceremony held in conjunction with the organization's annual convention.

"We congratulate Sue on this fine achievement. It is nice that her peers have recognized her service to the sports industry. We send our hearty congratulations," commented Syracuse University Director of Athletics Dr. Daryl Gross.

"To have my name linked with the public relations professionals who are in the CoSIDA Hall of Fame is special," said Edson, who joins Larry Kimball (1994) as the only Syracuse SIDs to earn the honor. "The rewards for working with student-athletes, coaches and administrators to promote the accomplishments of our program and serving as a mentor for the student assistants who work in our office are many, and the opportunity to do this at my alma mater is exceptional. I am thrilled to share this honor with my family, including Rob, Thomas and Tracey, our families and friends, and my mentors, who have been my backbone in this journey."

One of the top athletic communications professionals at the collegiate level, Edson is responsible for the athletic communications operation, which disseminates information for all varsity sports to appropriate organizations, manages the department website, SUAthletics.com, and acts as a liaison between the media and the SU coaching staffs and student-athletes, in addition to participating in department initiatives and administrative responsibilities.

"When I think of Sue, the first thing that comes to mind is that she loves Syracuse University," said John Paquette, BIG EAST associate commissioner and current CoSIDA Board member. "Sue is a very effective communications professional on every level. She is cooperative, friendly and cares deeply about her staff. Sue also cares about our profession. She has been very involved in FAME and works diligently to help young people in their pursuit of



careers in athletic communications. When Syracuse hosts an NCAA Championship, all of her people come back to work for her. That is special."

It is not the first honor for Edson, who began her career at SU in 1990 as an assistant sports information director before became the director of athletic communications in 1997. In June 2006 she received the Eastern College Athletic Conference-Sports Information Directors Association (ECAC-SIDA) Irving T. Marsh Award for excellence in the field of sports information and in 2007 she was recognized with the '40 Under 40' honor for her significant contributions in the workplace and in the community.

Edson has also won multiple CoSIDA publications awards, including "Best in the Nation" awards for her 1994 men's lacrosse media and 1993-94 crew and rowing guides. In addition, the 1994-95 men's basketball guide was voted fifth in the nation and the 1997-98 guide finished seventh nationally.

Edson has served as the media coordinator for the NCAA Men's Basketball Tournament events held in Syracuse, including the 2000, 2002, 2005 and 2010 East Regional Championships.

"I remember walking into the media room at the 2002 NCAA Regional and being greeted by Sue, who always, I mean always, had the most genuine uplifting smile," said Lenn Robbins, New York Post columnist and 2011-12 FWAA President.

"She also looked like she was ready to give birth to her second child. I asked what in the world was she doing (here). And she told me she was doing what she loves.

There are a lot of really talented and dedicated people in this business. And there are a lot of really wonderful and warm people. And then there are people like Sue who are talented and dedicated and wonderful and warm. She is a Hall of Fame pro and a Hall of Fame person. I'm lucky to work with her."

A person who has given back to the profession, she served on the ECAC-SIDA Board of Directors for eight years, including as president in 2002-03. Edson also was a member of The BIG EAST Conference Swimming & Diving Championship Committee for two years.

An educator as well, Edson teaches a sports public relations class as an adjunct professor in the Newhouse School, a post she has held since 1994. In 1995, she served as a trainer for the University's improving quality course, SUIQ. In 1996-97, Edson was a leader for a Junior Girl Scout troop in Syracuse.

A 1990 Syracuse graduate with a dual degree in broadcast journalism from the Newhouse School and policy studies from the Maxwell School. Edson served stints as editor-in-chief, assistant sports editor and chair of the board of directors of SU's award-winning student newspaper, The Daily Orange.

An active member of the Jamesville, NY community where she resides with her husband, Rob, and two children, Thomas and Tracey, she is a member of the Jamesville Elementary School Parent Teacher Group, a board member for the Dimples Awareness Foundation (which aims to help bring awareness to dimpling as a sign of breast cancer), and also serves as a division coordinator and coach for the Jamesville-DeWitt youth basketball and softball organizations.

HALL OF FAME

Kennan Timm, Wisconsin-Oshkosh

by Tim Peterman, UW-Eau Claire
Sports Information Director

“Longevity in a profession, although honorable, is not synonymous with greatness. It is not Mr. Timm’s 25-plus years in the sports information field that qualifies him for this award, but it is his significant contributions to the profession.”

That statement about CoSIDA Hall of Famer Kennan Timm was made by Todd Clark who had what he calls “the distinct honor to work with Mr. Timm, both as a student learning the profession and as a counterpart at an institution within the same conference” for 14 years.

Timm’s contributions to the profession include serving as the host media relations director for 19 NCAA Division III championship events in six different sports, as well as over 50 NCAA Division III regional tournaments. In 2007, Timm became the first Division III sports information director to host two national championship events on the same weekend. That spring, UW-Oshkosh hosted the finals for both baseball and track and field.

In all, Timm has served as the host media coordinator for the finals of NCAA Division III Championships in baseball (2000-2009), women’s basketball (1996), men’s and women’s cross country (1999, 2011), men’s and women’s indoor track and field (1994, 1997, 2001), men’s and women’s outdoor track and field (2007-08) and women’s volleyball (1996).

Clark said that Timm’s “infectious enthusiasm for his work, his integrity, his commitment and loyalty to the people and institution he serves, his willingness to go beyond expectations, and his genuine caring for others make him an outstanding sports information director.”

Lynn King, who was the UW-Oshkosh athletics director from 1988 to 1990 and has been at Division I Drake University and the University of Pacific since, said “Kennan is at the top of the list of SIDs that I’ve ever worked with.” King said one of Timm’s strengths is his “work ethic.” He was “unstoppable” recalled King. “He covered me. The background info he provided made me look good.” Two other traits that characterize Timm, according to King, are his professionalism and his loyalty. “He cared so deeply for the university,” recalled King.

Former UW-Oshkosh Athletics Director Allen Ackerman (1991-2010) called Timm “a dream to have as an SID.” Ackerman said Timm “bleeds Gold and Black (the school colors)” and “always makes sure the athletes and coaches are nomi-



nated for every possible award that they are deserving of.” Current AD Darryl Sims said that Timm “has raised the bar very high.”

As a credit to Timm and the efforts of others, the NCAA Division III baseball championship has been held in Appleton since 2000 and for the first 10 years was co-hosted by UW-Oshkosh and Lawrence University.

Lawrence SID Joe Vanden Acker says that “coaches single him out for praise in their post-game press conferences when they are asked questions pertaining to the event in Appleton.”

Former UW-Stevens Point SID and now Neenah (Wis.) High School Athletics Director Jim Strick said “Kennan has been the driving force in transforming the baseball tournament into one of Wisconsin’s premier annual sporting events.” Anthony Holman, Assistant Director of Championships for the NCAA, says “While it is true there are many that work to make our baseball championship successful, none do more than Kennan. He has been the ‘glue’ that has kept all of the efforts together.”

Tim Petermann, the long-time SID at UW-Eau Claire, said that Timm operates on the maxim that “No amount of genius can overcome a preoccupation with detail.” One of Timm’s protégés, Dan Lukes of St. Norbert College, echoed the same when he said “Kennan does not leave media members, or visitors to UW-Oshkosh’s web site, wanting for information. Even though there is no such thing as ‘too much’ information, Kennan leaves no stone unturned when it comes to any of UW-Oshkosh’s

programs.”

Dave Johnson, one of his peers at UW-La Crosse, said Timm “has always been easy to talk to and readily available with encouragement and advice.” Vanden Acker acknowledged that “Kennan is a humble man who is always quick to thank the people with which he works.”

Timm began his career as a student at the University of Wisconsin-La Crosse and took over as the school’s full-time sports information director in 1982. Timm returned to his hometown in 1985 to become the sports information director at UW-Oshkosh, a position he has held since.

Timm already owns one major CoSIDA award, receiving the Warren Berg Award at the 2009 convention in San Antonio, Texas. He has also collected 12 CoSIDA publication awards.

While at UW-Oshkosh, Timm has been in charge of publicizing one of the most successful athletics programs in the country. UW-Oshkosh has captured 29 NCAA Division III titles since Timm’s arrival. His tenure at UW-La Crosse included the promotion of three national championship teams and the hosting of one national championship event.

Timm has organized and chaired three major fundraising activities at UW-Oshkosh, including the Titan Extravaganza Party, which has raised over \$190,000 for the athletics department in 20 years. A Titan Getaway Raffle he created brought in more than \$57,000 from 1991-97.

Timm has seen five of his former student assistants continue in the sports information profession. Among them are Clark, former UW-La Crosse Sports Information Director and current Director of Communications for the Wisconsin Interscholastic Athletic Association; Lukes, current St. Norbert College Sports Information Director; and Becky Bohm, former University of Minnesota Associate Sports Information Director.

In 1984, Timm was a member of the media relations staff for wrestling at the Summer Olympics in Los Angeles, Calif. He has been the official statistician for the Wisconsin high school football all-star game since 1985 and the official scorer for the state’s high school baseball tournament since 1998. Timm also served three years as a spotter for WBAY-TV when the station broadcasted Green Bay Packer preseason football games.

Timm and his wife, Janis, reside in De Pere with their children, Jennifer (14) and Cory (11).

25-YEAR AWARD

Mark Bankert, Malone

by Mike Leggert, Malone Assistant Sports Information Director

Mark Bankert, Associate Athletic Director/Sports Information Director at Malone University will receive the CoSIDA (College Sports Information Directors of America) 25-Year Award at the CoSIDA Convention in St. Louis, Missouri in late June.

Bankert has been the sports information director at the Canton, Ohio school since 1987 and was the first full-time SID at Malone. (Malone is moving from the NAIA and is transitioning to NCAA Division II status will be a full member in 2013). He also serves as the Associate Athletic Director.

Graduating from The Ohio State University in 1984 with a bachelor's degree in business administration and from Ohio University in 1986 with a master's degree in sports administration, Bankert is involved in the publicizing of the College's 20 intercollegiate sports, handles home game administrative duties and assists the AD in the daily operations of the athletic department. He is also a part-time instructor at Malone, teaching several sports management internship classes.

Bankert completed an internship with the Cleveland Browns in 1985 as part of his master's degree program. He also worked for the NFL's public relations department at the 1985 and 1986 Super Bowls and worked the 1984 Pro Bowl for the Pro Football Hall of Fame.

He has attended 23 of the 25 CoSIDA workshops (missing San Francisco in both 1991 and 2010) since joining the sports information profession and was on the CoSIDA Ethics committee for many years.

Charlie Grimes, who served as the Pioneers' track and field coach for 11



seasons prior to becoming Malone's athletic director in 2008, knows firsthand the many contributions Bankert has made to his institution and profession over the years.

"Mark has faithfully served our staff and student athletes with diligence, compassion, and outstanding character," commented Grimes. "He is an excellent example to our community in his caring and professional manner. We are very proud of Mark in reaching this milestone, and deeply appreciate how he makes Malone University better every day."



Bankert has been very involved nationally with the NAIA Sports Information Directors Association, having served on the NAIA-SIDA Executive Board for over 10 years, including serving as President in 1998 and 1999. In addition, he was named the NAIA Sports Information Director of the Year (receiving the Clarence "Ike" Pearson Award) in 1998.

In 2007, Bankert was named Malone's Outstanding Administrative Employee of the Year and also earned the University's Distinguished Service Award that year as well. In 2008, he was inducted into the Malone Athletic Hall of Fame, becoming the first administrator elected as the award formerly was open to only athletes or coaches.

Mark and his wife, Colleen, of 23 years, have three children – Rebecca (21), Joel (19) and Joshua (17).

25-YEAR AWARD

Bernadette “Bernie” Cafarelli, Notre Dame

by *Debbie White, Senior Associate AD/External Relations, Old Dominion*

Bernadette Cafarelli celebrates a quarter century of service in the sports information profession this year, having spent the last 18 years at the University of Notre Dame, most currently an Assistant Athletic Director for Media Relations.

“Bernie” began her career in sports information at the College of William and Mary, serving from 1984-87 as an assistant SID. She moved on to Providence College in 1987 to become the assistant director of marketing, promotions and media relations.

She joined the Irish sports information office as an assistant director in September 1994, was promoted to associate director in 1999 and later to sports information director in 2003. Cafarelli oversees the day to day operation of the media relations office and staff, as well as publicity material for Notre Dame’s Olympic sports teams. She works primarily with the Fighting Irish men’s basketball team and serves as co-editor of both the football game program and the athletic department’s annual report.

“I have been blessed to have been part of this profession for more than 25 years and I am grateful for the friendships that I have had with so many wonderful individuals,” says Cafarelli. “CoSIDA has certainly been a major part of my life; the relationships with my colleagues are something that I greatly cherish. My love of sports has allowed me to pursue a profession where I have been able to impact the lives of young people. I am most grateful for the remarkable student-athletes and coaches who have filled my life with so



many unforgettable memories.”

Cafarelli has been a long-standing and recognized member of the CoSIDA Academic All-America® Committee since 1988 and currently serves as the committee’s co-chair and director of external relations. She received the Lester Jordan Award from CoSIDA in 2000 for her outstanding contributions to the Academic All-American program. She serves as a member of the NCAA Men’s Basketball Final Four Media Relations

Committee and is completing a three-year appointment on the Big East Academic Affairs Committee and the CoSIDA University Division Management Advisory Committee as the Football Bowl Subdivision representative for independent schools

A native of Schenectady, NY, she earned an undergraduate degree from Notre Dame in American studies in 1983 and a master’s degree in sports administration from Ohio University in 1984.



25-YEAR AWARD

Joe Dier, Mississippi State

by Tammy Bocclair, CoSIDA Special Awards Committee former CoSIDA President (2003-04)

Joe Dier, a mainstay in Mississippi State athletics since 1978, will be recognized by the College Sports Information Director of America (CoSIDA) this June for his 25 years of exceptional service to college athletic communications.

Dier, 58, has been affiliated with Mississippi State athletics and MSU baseball since 1978 - eight years as editor of the sports publication *Dawgs' Bite* and since 1986 as a member of the MSU Athletics Department staff. Dier followed two CoSIDA Hall of Famers, the late Bob Hartley (inaugural class), and Bo Carter (2005) as MSU's third full-time sports information director in November, 1986, serving as the primary media contact for all 15 Mississippi State sports.

He is currently in his 14th season as the primary media relations contact for Mississippi State baseball and volleyball.

"Joe is a true media relations professional, in every sense of the word," Mike Nemeth, Senior Associate Athletics Director of Media Relations and Corporate Development, said. "He has a deep love for Mississippi State and has dedicated his professional life to serving others, administrators, his coaches and student-athletes, and the news media."

Dier coordinated media



activities for MSU's appearance in the 1991 Liberty Bowl has served as media coordinator for five MSU-hosted NCAA regional baseball tournaments. He was named to the board of directors of the National Collegiate Baseball Writers Association (NCBWA) in 2005 and in 2008-09 served as the organization's president. He is also a charter member of the MSU Chapter of the National Football Foundation & College Football Hall of Fame. He

also previously served as the sports editor at two Mississippi newspapers, the Yazoo City Daily Herald and the Starkville Daily News.

Dier is a native of Baton Rouge, La., and a 1975 graduate of Mississippi State University. The son of a career Air Force chaplain, he traveled extensively in his youth, following family military assignments in Washington, British Columbia, Oregon, Alabama, Florida, Okinawa, Mississippi and Alaska.

He is married to the former Kim Monroe of Starkville and they are the parents of a son, Reed Burton, a junior at Mississippi State University.



25-YEAR AWARD

B.L. Elfring, Southern Maine

by Sheila Stevenson, Rowan University SID

In August 1995, B.L. Elfring returned to his home state when he accepted the position of sports information director at the University of Southern Maine after spending 15 years at the University of Massachusetts-Lowell. Elfring started his sports information career as a work-study student at his alma mater, the University of Maine, in 1978 under the able hand and watchful eye of his mentor, Bob Creteau.

This summer, Elfring will receive his 25-Year Award from the College Sports Information Directors of America (CoSIDA) during CoSIDA's national convention. There are 13 individuals receiving the 25-year honor on Sunday, June 24 in St. Louis, MO.

Since he has been at Southern Maine, Elfring has been promoted twice and currently his title is assistant director of athletics for NCAA compliance and athletic media relations. He is responsible for the public relations and eligibility for 22 athletic teams.

"B.L. is in a special category of professionals that has limited membership," stated University of Southern Maine athletic director Al Bean. "He displays a commitment, dedication and work ethic that is second to none and continues to amaze me some 17 years after he first joined our staff. B.L. is the consummate professional, always prepared, on top of his game and committed to advancing the profession and supporting his colleagues in the trenches.

"He is a solid, well-grounded, man of strong principles and ethics, and deeply respected by his peers, colleagues, and student-athletes," continued Bean. "B.L. is one of the finest and most capable professionals I have ever had the pleasure of working with in my 29 years in collegiate athletics. We are fortunate to have a man of his experience, skill and dedication as a part of our administrative staff at the University of



Southern Maine."

Prior, Elfring had been the sports information director at the University of Massachusetts Lowell for 13 years (1982-1995). He also served as the sports information intern for two years before taking over the head job. In addition, Elfring worked at the University of Maine as a radio production aid/sports information assistant for a year after his graduation from UM in 1979.

Elfring is highly regarded by the sports information directors in his conference.

"B.L. has been a leader in our profession for several decades, first at UMass Lowell and now at the University of Southern Maine," said Plymouth State University sports information director Kent Cherrington. "He has been the ultimate sports information professional. I always love when our teams play against Southern Maine, because if I'm at the game or the tournament I know I will get top-notch treatment, and if not, I know I can count on receiving everything in a timely and efficient manner. He is a wonderful friend and colleague and is a true credit to our profession."

Elfring has been in the business so long that students who are now sports information directors have the utmost respect for him.

"I have known B.L. since I was a student at Southern Connecticut State University in 1986 and he was the SID at the University of Lowell," commented Western Connecticut State associate athletic director Scott Ames. "He was very helpful back then when I was visiting as a student worker for the legendary Rick Leddy. Twenty-five years later, he remains one of the first people I call when I need advice. Both he and I are now colleagues in the Little East Conference and we have compliance duties to go along with our SID responsibilities. He is great to get the correct interpretation from and I am proud to call him friend."

Along with CoSIDA, Elfring is a member of the Eastern College Athletic Conference Sports Information Directors Association and the National Collegiate Baseball Writers Association (NCBWA). He oversees the NCBWA Region I Player and Pitcher of the Year Selection Committee. Elfring also coordinates the New England Division II and III Football Records. He has been the coordinator for the New England Division II and III hockey records (1981-1983) and the ECAC Division II Baseball All-Stars (1988-95). He was a member of the CoSIDA Legislative Liaison Committee from 1989-92.

Elfring has hosted numerous NCAA Regional and National Championship Tournaments and five ECAC Championship Tournaments. He has received numerous CoSIDA Publication Awards for his men and women's basketball brochures. Elfring was the recipient of the 2002 ECAC Irving T. Marsh Award for outstanding contributions to the sports communications field and received the 2001 University of Southern Maine Professional Staff Award.

25-YEAR AWARD

Shirley Jones-Hill, Southern Mississippi

by **Debbie Davis, Conference USA Associate Director of Communications**

When one thinks about Southern Miss Athletics and, specifically, the sports information department only one name comes to mind, Shirley Jones-Hill. Mrs. Shirley, as she's known around the Hattiesburg community, is a true pioneer in women's athletics.

Her 34-year relationship with the University of Southern Mississippi has provided a unique blend of experience as she played for the Golden Eagles women's basketball team, served as a graduate assistant followed by an assistant coach and then found her true calling in sports information. That mixture has enhanced her career to show and communicate the intricacies of women's athletics at the University as the school's first full-time SID in charge of women's sports.

"Shirley has used that unique experience to successfully promote and cover all of our women's sports," said Assistant Athletic Director for Media Relations Jack Duggan. "She has made herself a part of all of the women's teams that she has covered and forged personal relationships with the coaches and student-athletes. Shirley has helped to increase the awareness of Southern Miss athletics as a whole and has created relationships with the media that cover the Golden Eagles that have benefited the coverage of Southern Miss sports."

One relationship that has continued to grow over the years has been with current Southern Miss head coach Joye Lee-McNelis. The two played basketball together and when asked to talk about Shirley, Lee-McNelis had this to say:

"Shirley is a special person because of her commitment to excellence, and her love for people. She has blessed my life and others with her fun loving spirit. Shirley is a great wife, mother and friend. Again, I am blessed to have been her teammate and co-worker."

Jones-Hill's work ethic developed as a player under the legendary Coach Kay James, as she would give 100 percent in practice and in a game. That determination rubbed off on then freshman Lee-McNelis. The two teamed up to form a pretty powerful duo in 1981 under James and both are now members of the Lady Eagles Hall of Fame.

"Shirley was a senior when I was a freshman," said Lee-McNelis. "I had much respect for 'Shirl the Pearl' because of her leadership and competitive spirit. Every day, Shirley came to practice to give her all. She would dive on the floor after loose balls, take charges, and defend like she was playing for a championship. In games, she was the vocal leader and her success on the court



came easy because of the way she practiced. She was truly the example of 'you play the way you practice.'"

Even though she says landing in the SID world was by accident it was the best thing that could've happen to her. "The plan was very simple for me," Jones-Hill said. "When I finished college, I was going to be a teacher and coach on the high school level."

Those plans changed after Coach James offered her a graduate assistant position that involved calling the newspapers and TV stations after every game to report scores and give a few details. After getting hired on full-time as an assistant coach, she would also help out in the sports information department.

"I didn't really know anything about sports information or what they actually did," Jones-Hill said. "I was literally thrown into the fire when it came to the SID work. I had never done anything like that and, to be honest, I was not prepared for it. I spent the mornings in the sports information office and the afternoons in the basketball office. I definitely was learning on the job."

Even though she didn't foresee herself in this field she has made tremendous contribution to the profession. Her tireless work ethic and commitment to her programs stands second to none.

"Her devotion and dedication to Southern Miss has helped our University and athletic department grow and prosper," stated Duggan. "Her personality and willingness to work with people have made her one of the most beloved members of the athletic staff and community."

"Shirley is without question the most popular athletic department employee and is equally as well known by faculty members and University employees as well."

Her biggest fan and supporter has been her husband of 27-years, Mosses.

The couple has two daughters, Megan and Courtney.

"That was probably the most challenging time of my life," says Jones-Hill. "I had to rely on my family and friends to help out a lot. The girls also spent time with me in the office. I would give them lots of paper, color pens and pencils, markers and let them use the stapler while I worked."

"As they got older, I would take them to all my home events and eventually they became ball shaggers for volleyball and ball girls for basketball. On occasion, I would take them on road trips. They loved being around the players and also developed a love of sports."

This demanding career path also provides grand rewards and for Jones-Hill those rewards have come in the form of student-athlete relationships and travel. "The best part of my job has been working with the student-athletes," she stated. "They come into your life and they give you a purpose. You watch them grow and mature into functioning adults. There have been so many people I have met over the years and now I have made a lot of life-long friends in this business."

"I have certainly enjoyed all the traveling. That has been a bonus. I've had the opportunity to go places I never thought I would."

Jones-Hill admits that she has very little "down time" and that vacation days are at a premium around Southern Miss.

"Since I started in this business, I've not had a lot of down time. I'm always doing something or filling in for someone. Once the sports that I cover end, it's time to start again. However, I do like reading a good book and spending time with my family and friends. Mostly, I like doing absolutely nothing in my 'down time'," she commented.

For everything she given the University of Southern Miss and Hattiesburg over the past 34 years she was rewarded for her endless hours by becoming the first female inducted into Southern Miss M-Club Sports Hall of Fame.

"That was such an honor and privilege," said Jones-Hill. "I could not have imagined that, ever. At the time, I believed there were more deserving female athletes than myself. Words cannot adequately describe my feelings. That was without a doubt, one of the more special moments in my life when I received that phone call. That will always be special to me as the first-ever."

When asked to list the rules she has lived by in athletics communications over the three decades she stated, "Put God first, family second and the rest will follow. Be honest, respectful and learn how to say no every once in a while. If there is one thing that I've learned to do is don't sweat the small stuff."

25-YEAR AWARD

John Lewandowski, Michigan State

John Lewandowski is in his 16th year as Associate Athletics Director for Communications at Michigan State University. The 50-year-old Lewandowski supervises the public relations efforts for MSU's 25 varsity sports and serves as the Athletics Department's spokesman in addition to chairing the MSU Athletics Hall of Fame selection committee and holding a position on the Duffy Daugherty Memorial Award committee.

While serving as the football program's primary contact, Lewandowski also oversees the athletics department's video services, which for the last two years under his leadership has produced "Michigan State All-Access: Daily Edition" on the department's official website, MSUSpartans.com. It is a "SportsCenter"-esque daily show during the academic year which provides highlights and features for all 25 varsity sports.

Lewandowski also serves as the executive producer of "Spartan Football All-Access," which airs weekly on FOX Sports Detroit. The show, which provides the viewer an exclusive, inside look into the weekly preparation and gameday execution of the Spartans' nationally-prominent football program, has won two 'Excellence in Broadcasting' awards from the Michigan Association of Broadcasters.

He earned the 2003 "Best of the Best" Award from the Detroit Sports Broadcasters Association (DSBA), presented annually to the top sports public/media relations person in the Detroit market. In



2001, Lewandowski collaborated with former Lansing State Journal beat writer Jack Ebling to produce *Green Glory: Champions of the Hardwood* – a behind-the-scenes look at Michigan State's basketball program and its three straight trips to the NCAA Final Four.

Lewandowski came to Michigan State in October of 1996 after serving in the same capacity at Utah State University for four years. In addition to his

sports information duties, he served as the football team's travel coordinator and executive producer of the Utah State Aggie Network. Prior to his stint at MSU, Lewandowski spent nine years on the Auburn University sports information staff (1984-93), the last seven years as the associate director. He also provided color commentary for four basketball seasons on Auburn's 45-station radio network.

The St. Louis native graduated from the University of Notre Dame in 1984 with a degree in business administration. Lewandowski worked for KMOX Radio in St. Louis for four summers where he produced *Sports Open Line*, hosted by Bob Costas. He also spent six Major League seasons with the St. Louis Cardinals, working primarily in the ticket office.

Lewandowski and his wife Teresa have two sons, Brock and Davis, who attend Okemos (Mich.) High School.



25-YEAR AWARD

Michael MacEachern, Young Harris

by Tam Flarup,
University of Wisconsin
Director of Website Services
CoSIDA Special Awards Committee
Chair

A 25-year CoSIDA honoree in 2012, Michael MacEachern has been a decorated athletic communications professional at several university stops throughout his career.

The sports information director at Young Harris College since 2011, he spent the previous 10 years as director at Savannah College of Art and Design (SCAD) in Savannah, Ga. While at SCAD, MacEachern was the recipient of the 2011 Clarence "Ike" Pearson Award, which is given annually to an outstanding NAIA Sports Information Director.

Although working with MacEachern for just a year, Young Harris Director of Athletics Randy Dunn had glowing comments to make about MacEachern.

"Michael is a professional in every sense of the word. His knowledge of the profession, his positive attitude and tireless work ethic are among the best I have been associated with in my thirty years of Athletics," noted Dunn.

Tireless is something MacEachern embraces. While at SCAD, MacEachern served as the department's webmaster for www.scadathletics.com in addition to his media relations responsibilities. That site received the NAIA's top honor in 2007-08 as the country's best website. He also served as the second vice-president on the NAIA-Sports Information Director Association Board for two years and was also the chairperson of the NAIA-SIDA Publications Contest Committee. CoSIDA and the NAIA-SIDA have recognized MacEachern's publications 22 times.

Prior to SCAD, he served as sports information director for five years at Lenoir-Rhyne College in Hickory, N.C. He was the sports



information director for eight years at the University of South Carolina at Spartanburg (now the University of South Carolina Upstate), and served one year as assistant sports information director at The Citadel in Charleston, S.C.

The Charleston, S.C., native is a 1987 graduate of the College of Charleston, where he earned a bachelor's degree in business administration. 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 district or 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. He is also in his first year as a member of CoSIDA's College Division Management Advisory Committee.



Mark Beckenbach, national Co-Chair of the Academic All-America Committee said, "I've had the pleasure of working with Michael on the Academic All-America committee for more than 20 years, and his commitment and dedication to the Academic All-America program have been outstanding. He's been a rock-solid and reliable national coordinator for some time, and this year he took on a publicity coordinator role, helping us improve our efforts in media outreach and marketing."

MacEachern was the official scorekeeper for the Savannah Sand Gnats, the Class A minor-league affiliate of the New York Mets, for five seasons. 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 also worked as a press steward for the baseball venue at the 1996 Summer Olympic Games in Atlanta.

MacEachern resides in Hiawassee, Ga., along with his nine-year-old labrador retriever, Roddy.

25-YEAR AWARD

Roy Pickerill, Kentucky Wesleyan

by Ann King, *The Sages*
College Sports Information Director

Roy Pickerill is in his 40th year with Kentucky Wesleyan College and his 24th year as the longest tenured Sports Information Director in KWC history. He is among the organization's honorees that will be awarded their 25th Year of Service Award at this year's College Sports Information Directors of America (CoSIDA) convention in June.

Pickerill said, "This is quite an overwhelming honor." He added, "Sports information has been my passion since I was introduced to the profession in 1974. The comradery in this profession is why I love it so much as our colleagues are also our close friends."

CoSIDA inducted him into the CoSIDA Hall of Fame in 1999. He also has the distinction of being the first and only SID from the state of Kentucky inducted into the Hall of Fame.

Pickerill also received the prestigious Warren Berg Award, presented to a college division member who has made an outstanding contributions to the field of sports information, in 1998.

He worked as a student assistant in the sports information office his senior year and was named the school's first assistant SID upon graduation.

He held that position for 13 years and then was named sports information director in 1988.

Pickerill was also elected the inaugural President of the newly formed Division II Sports Information Directors Association (D2SIDA) consisting of 281 members in 2006 and served a three-year term.

He was also selected to serve as a College Division representative on the newly formed CoSIDA Management Council for three years.

Pickerill has served as media



coordinator for the NCAA Division II Men's Basketball Championship for the past four years and 15 years as the assistant media coordinator.

He also served as Great Lakes Valley Conference Sports Information Director for three years from 1980 to 1983.

He has served on media coordination staffs at the NCAA Final Four, Kentucky Derby, Kentucky State Championships, PGA Championships and Senior PGA Championships.

Pickerill has won 21 national awards for excellence in sports publications, including 11 "Best in the Nation" from CoSIDA.

He has served as a panelist and table topic presenter at several CoSIDA conventions and has worked on several CoSIDA committees, including the Workshop Program committee on which he currently serves.

He will be inducted into the Kentucky Wesleyan College Alumni Hall of Fame in October of 2012. His alma mater accorded him the Distinguished Alumni Service Award, the highest honor for an alumnus, in 1994.

The Kentucky Wesleyan booster club presented him with its "Athletic Excellence Award" in 1996. Several years later, he was named the recipient of the Kentucky Wesleyan College Staff Member of the Year Award, which was bestowed upon him in 2004.

He was selected to Who's Who of Executives and Professionals in 2006, award is given to recognize successful individuals both nationally and internationally in multiple industries and professions.

The native of Louisville, Ky., graduated from Kentucky Wesleyan College in 1975.



25-YEAR AWARD

Chuck Sadowski, Bridgeport

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

Chuck Sadowski of the University of Bridgeport has been chosen to receive his 25-year Award plaque from the College Sports Information Directors of America (CoSIDA) in conjunction with the 2012 CoSIDA workshop at a June 24 awards luncheon in St. Louis.

Sadowski said of the award, "I really can't see myself working in any other profession," adding, "Being an SID has allowed me work all over the country and to meet folks that have become life-long friends. In my wildest dreams, I could have never imagined that that something that started out as basically as a way for me to make some extra money while I was getting a master's degree in French Studies at New York University would become this wonderful career that I continue to enjoy."

A veteran of 25 years in the sports information profession, Sadowski was named Director of Sports Information at the University of Bridgeport in late August of 2007. He came to UB after serving as the Assistant Commissioner for Media Relations at the East Coast Conference from September 2006 until the UB appointment. Prior to his time in the conference office, Sadowski was Director of Athletic Media Relations at the University of New Haven from January 2004 to June of 2006.

Jay Moran, Director of Athletics at the University of Bridgeport, said of Chuck, "He is a professional in every sense of the word. Chuck has a great relationship with the media and in our market that includes the Yankees, the Red Sox and the University of Connecticut, that is hard to do. His role as our SID has grown and he is an excellent representative for our institution with the media, his colleagues and within the University."

"Chuck is one of the best around and he understands how to get coverage for our programs, while applying his skills and still learning to adapt to the changing technology as well," concluded Moran. "He has played such an important role for UB with the NCAA and despite his 25 years in the business he has continued to improve by utilizing his old-school knowledge as an SID, while fine-tuning his skills as needed. Chuck is like a lineman and most certainly does not get the credit he truly deserves so I am thankful that he has received this award from CoSIDA."

Sadowski served as the Assistant Athletic Director for Sports Information



and Events at Austin College in Sherman, Texas from August of 1996 until January of 2004. He also served as the Director of Sports Information and Scheduling Coordinator at the University of Redlands from December of 1992 through August of 1996 and was Director of Sports Information at the University of Chicago from February 1987 to December of 1992. Sadowski began his career in athletic media relations as the graduate assistant SID at New York University in 1985.

"Chuck has been an outstanding colleague and friend and has done an outstanding job of serving his student-athletes throughout his career," said Eric McDowell, Assistant Athletic Director and Sports Information Director at Union College. "He has been very active on a variety of CoSIDA committees, and one of the highlights of my career was when I got the news that he was selected to serve the board as a College Division Representative. I am so pleased for him, as well as Lisa, Laura and Sam, as he receives the 25-Year Award."



An active member of CoSIDA, Sadowski completed a three-year term as an at-large College Division member of the organization's Board of Directors in the summer of 2006. He also is currently a vice chair of the organization's Committee on Committees. He has also worked on CoSIDA's Fred Stabley Sr. Writing Contest and Charity committees. Presently, Sadowski also serves as the East Region Representative to DII-SIDA. He is also a member of ECAC-SIDA.

Chuck has worked in press services at many large events including serving as the Mixed Zone Manager for baseball at the 1996 Atlanta Olympics, working at the track cycling and boxing venues at the 1998 Goodwill Games in New York City, working at the 2000 USA Olympic Track Cycling Trials in Frisco, Texas. He has also helped staff the 1997 NAIA Division I Men's Basketball National Championship plus several NCAA men's and women's basketball regionals, including the 2007, 2008, 2009, 2010 and 2011 NCAA Division II Elite Eight in Springfield, MA. He has also assisted with many NCAA events hosted by the Webster Bank Arena at Harbor Yard.

Sadowski assisted the New York Yankees and Chicago White Sox in press services at the 2008 and 2003 Major League Baseball All-Star Games plus work for the Yankees during the team's World Championship run in 2009. He has also worked as a statistician and official scorer for the Texas Rangers Class AA affiliate, the Frisco RoughRiders in 2003 plus was the official scorer for the Class A San Bernardino Spirit in 1993. Currently, Chuck serves as official scorer for the Bridgeport Bluefish of the Atlantic League.

"I've worked at the Olympics, the World Series, two MLB All-Star Games plus too many NCAA events to count, and that would have never happened without being a member of CoSIDA," Sadowski noted. "A 25-year award recognizes longevity and that's really is a tribute to my family. Without the love and support of my wife Lisa and my children Laura and Sam, who had had to do without me for many things, I never would have reached this milestone."

A 1984 graduate of the University of Texas at Austin with a bachelor of arts degree with honors in French with a concentration in European Studies, Chuck also received a master's degree in French Studies in 1987 from New York University. He resides in West Haven, CT with his wife, Lisa, and daughter Laura, and son, Sam.

LIFETIME ACHIEVEMENT AWARD

Peter Schlehr, Towson

by Ann King, The Sage Colleges Sports Information Director

Peter Schlehr, who retired from Towson University in June of 2011, will be recognized with the CoSIDA Lifetime Achievement Award this summer at the national convention in St. Louis, Mo.

A veteran of more than 35 years as the Director of Athletic Media Relations at Towson University, served his alma mater with pride and professionalism during his tenure.

"Pete is a Tiger through and through and has dedicated most of his life to this University and our athletics program," said Mike Waddell, the Director of Athletics at Towson University. "While we will miss him around campus on a daily basis, we are excited that he will remain involved working on future special projects.

"Pete has represented this program with a tremendous amount of integrity and professionalism," he added. "He is a 'Tiger for Life'."

A native of Bel Air, Md., Schlehr graduated from Towson with a degree in political science and history in 1971. He was the sports editor of *The Aegis* for two years before taking a position with the sports staff of *The Baltimore News-American*. During his years with *The News-American*, he covered amateur, scholastic and college sports.

He was named as the Sports Information Director at his alma mater in December, 1975.

"That's one of the things that's kept me here all this time - the constant change and moving forward. When I first got here it was Division II, except football—it was Division III, non-scholarship," Schlehr said. "It's been a climb up the ladder. That's what's kept the juices going."

A long-time member of the College Sports Information Directors of America (CoSIDA), Schlehr was the recipient of numerous publications awards for his work on football guides, men's basketball guides, men's lacrosse guides, swimming guides and football game programs.

From 1976 to 1978, Schlehr also served as the Information Director for the Mason-Dixon Conference. He was also the publicity director for the Greater Baltimore Chapter of the National Football Foundation and Hall of Fame for seven years.

Schlehr never missed a football game during his 35 seasons as the SID. In his first season as the SID, Towson earned an NCAA Division III playoff berth and made



it to the national championship game, the Stagg Bowl.

One of Schlehr's finest accomplishments was the successful promotion of a running back-kick returner named David Meggett for the 1987 Walter Payton Award, presented to the top NCAA Division I-AA football player in the nation. Meggett went on to a Super Bowl-winning career with the New York Giants, as did another former Towson All-American, punter Sean Landeta.

While the Tiger football program ascended from NCAA Division III status to Division II affiliation to its current standing as an NCAA FCS program, Schlehr was present at 378 consecutive games. His streak of 378 football games worked stands as one of the longest streaks in CoSIDA history.

In addition, Schlehr worked more than 1,000 men's basketball games, including five NCAA Division II Tournament games in 1976-77 and 1977-78. During those two years, he also served as the media coordinator for the NCAA South Atlantic



Regional Tournament in the Towson Center.

In 1990, Schlehr accompanied the East Coast Conference champion Tigers to Austin, Texas for their NCAA Tournament game against number one-ranked Oklahoma. A year later, he travelled with the ECC champions when they were matched up with Ohio State in an NCAA Tournament contest in Dayton, Ohio.

He also served as the Media Coordinator for the ECC Basketball Tournament, which was hosted by the Tigers from 1984 to 1991.

Throughout his career, Schlehr worked more than 300 men's lacrosse games for the Tigers, including NCAA Tournament appearances in 1989, 1991, 1992, 1994, 1996, 2001, 2003, 2004, 2005 and 2007. In 1991, he accompanied the Tigers when they reached the national championship game at Syracuse. He was also there when the Tigers qualified for the Final Four at Rutgers in 2001.

Well-regarded in college lacrosse circles, Schlehr was the winner of the USILA's prestigious Doyle Smith Media Award in 1992. He also served as the official scorer for the NCAA Division I men's lacrosse championship game five times. In 2003 and 2004, he was the media coordinator for the NCAA Division I, Division II and Division III men's lacrosse championships at M&T Bank Stadium in 2003 and 2004.

An active member of CoSIDA, he served on a number of panels during his career. In 2001, he was the recipient of CoSIDA's 25-Year Award. The longest-tenured member of the Tigers' athletic department, Schlehr was honored for 35 years of service by Towson University in May.

He and his wife, Sande, are both Towson graduates and they reside in Bel Air, Md. Their children, Kristien Foss and Peter Schlehr, also graduated from Towson. Sande, Kristien and Peter are currently teachers in the Harford County School system.

Schlehr said he will still be involved with Towson athletics. But after 40-some years in the media business, he's ready to spend some evenings and weekends at home with his wife, Sande—also a Towson alum.

"Whatever I do, it's not going to be any night work or work on the weekends," Schlehr said. "My whole professional career has been working nights and weekends."

PROPOSED CHANGES TO COSIDA CONSTITUTION:

To be presented at CoSIDA Business Meeting
Monday, June 25 - 8:00 a.m.

Submitted by CoSIDA Board of Directors

Article 3 - Membership

Section 4: Applications for membership in the Association, the form and content which will be determined by the Board of Directors, shall be referred to the Treasurer, who shall examine the qualifications of the applicant, make a determination regarding the eligibility of the applicant for membership, and notify said applicant of his or her provisional acceptance or rejection for membership pending the approval of the Board of Directors.

REVISE TO READ:

Section 4: Change the word Treasurer to Director of Internal Operations.

RATIONALE:

The Treasurer position has been merged with the position of Director of Internal Affairs.

Article 4 - Officers & Elections of Officers

Section 1: The officers of the Association shall be a President, Vice-President, Second Vice-President, Third Vice-President, Secretary and Treasurer.

REVISE TO READ:

Section 1: The officers of the Association shall be a President, Vice-President, Second Vice-President, Third Vice-President and Secretary.

(delete the word Treasurer)

RATIONALE:

The Treasurer position has been merged with the position of Director of Internal Operations, which is an ex-officio position.

Section 4: The Secretary and Treasurer of the Association shall each be paid an annual stipend as determined by the Board of Directors.

REVISE TO READ:

Section 4: The Secretary of the Association shall be paid an annual stipend as determined by the Board of Directors.

(delete the word Treasurer)

RATIONALE:

The Treasurer position has been merged with the position of Director of Internal Operations, which is an ex-officio position.

Article 5 - Duties of Officers

Section 5: The Treasurer oversees all financial matters for the Association, including the financial responsibilities dealing with the annual convention. The Treasurer will also be responsible for filing an annual report with the United States government concerning CoSIDA's financial affairs, and presenting an annual financial report to the Board of Directors and the membership (in person or via the mails).

REVISE TO READ:

Delete Section 5. Becomes part of Article 19 - Director of Internal Operations.

RATIONALE:

The Treasurer position has been merged with the position of Director of Internal Affairs. Those duties will be listed in Article 19.

Proposed Constitutional changes continued . . .

Article 6 - Terms of Office

Section 1: With the exception of the Secretary and Treasurer, no officer of the Association shall be eligible for election to an office he/she has been elected to previously.

REVISE TO READ:

Section 1: With the exception of the Secretary, no officer of the Association shall be eligible for election to an office he/she has been elected to previously.

(delete the word Treasurer)

RATIONALE:

The Treasurer position has been merged with the position of Director of Internal Affairs, which is an ex-officio position.

Section 2: The Secretary or Treasurer, elected for a six-year term, may be eligible for re-election upon completion of said term.

REVISE TO READ:

Delete Section 2.

RATIONALE:

The Secretary position rolls over and is re-elected annually

Article 11 - Dues, Fees, Financial Policies

Section 2: Registration fees for meetings of the Association shall be determined by the Board of Directors and announced in advance by the treasurer.

REVISE TO READ:

Section 4: Registration fees for meetings of the Association shall be determined by the Board of Directors and announced in advance. Delete the word Treasurer.

RATIONALE:

The Treasurer position has been merged with the position of Director of Internal Affairs.

Article 13 - Awards & Citations

Section 2: The Association may, at its annual meeting, present up to five members with the Hall of Fame Award. Each year, two college division and two university division members may be inducted, along with the next highest vote-getter from any division from among those nominated.

These awards will be selected by previous Hall of Fame recipients and the Special Awards committee members; the Third Vice-President will chair the Hall of Fame selection as a non-voting member.

The Special Awards Committee will also create a subcommittee that will address vintage members of the profession and develop a structure to submit such members for consideration for the Hall of Fame as they are deemed worthy. This will be an additional member above the five and will not have to be done on an annual basis.

REVISE TO READ:

Delete Third Vice President as chair of Special Awards Committee

Section 3: The Association may, at its annual meeting, present the following awards to all members who have provided documentation of appropriate achievements to the Third Vice-President:

* 25-Year Award: given to active members who have served 25 years as a full-time employee in the profession;

* Lifetime Achievement Award: given to members who have served a minimum of 25 years as a full-time employee in the profession and who have subsequently retired.

REVISE TO READ:

Change Third Vice President to Special Awards Committee

Section 6: The association may, at its annual meeting, present the Dick Enberg Award to a person whose actions and commitment have furthered the meaning and reach of the Academic All-America Teams Program and/or the student-athlete while promoting the values of education and academics. The award winner will be selected by a special committee appointed and chaired by the Third Vice President, with representation to include the CoSIDA Board, the Academic All-America Committee and AAA Hall of Fame members.

REVISE TO READ:

The award winner will be selected by a special committee appointed and chaired by the Chairman of the Special Awards Committee.

Proposed Constitutional changes continued . . .

Article 19 - ADDITIONAL POSITIONS

Director of Internal Operations

Section 1: The Director of Internal Operations shall be selected by the CoSIDA Board of Directors. The appointment will be for a minimum of three years, renewable each year thereafter upon discretion of the CoSIDA Board. The Director of Internal Operations will serve as an ex-officio member of the Board of Directors.

Section 2: The Director of Internal Operations shall be paid an annual stipend as determined by the Board of Directors.

Section 3: The Director of Internal Operations shall have the following responsibilities:

- Serve as the organization's treasurer and financial officer, with oversight of collections, disbursements and invoicing
- Manage the CoSIDA endowments and investment funds
- Responsible for filing an annual report with the United States government concerning CoSIDA's financial affairs, and presenting an annual financial report to the Board of Directors and the membership (in person or via the mails)
- Work with President, officers, Board, Executive Director and other organizational staff to develop and implement a comprehensive plan for the advancement of the profession, organization and membership
- Serve as organization's annual convention coordinator as it relates to working with the hotel, registrations, NACDA staff, CoSIDA staff and Board
- Administer the organization's membership dues process, including membership data base
- Other duties determined by the Board of Directors

Submitted by Shelly Poe (Auburn), Justin Doherty (Wisconsin), Nick Joos (Baylor) and Larry Dougherty (Temple)

Article 4 - OFFICERS AND ELECTION OF OFFICERS

Currently reads:

Section 2: All officers of the Association shall be elected at the annual meeting of the Association. The candidate for an office who shall receive the highest number of votes shall be declared elected to that office. The Association's Nominating Committee shall solicit nominations from the membership for the open officer positions each year. The Nominating Committee shall meet prior to the annual workshop and vote on a new slate of officers for nomination. The officer rotation shall include a representative from four regions: Northeast, Southeast, Central and West.

The breakdown of states and provinces is:

Northeast: Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, Pennsylvania, New Brunswick, New Hampshire, New Jersey, New York, Newfoundland, Nova Scotia, Quebec, Rhode Island, Vermont, West Virginia;

Southeast: Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia;

Central: Arkansas, Illinois, Indiana, Iowa, Louisiana, Manitoba, Michigan, Minnesota, Missouri, Ohio, Ontario, Wisconsin;

West: Alaska, Alberta, Arizona, British Columbia, California, Colorado, Hawaii, Idaho, Kansas, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oklahoma, Oregon, Saskatchewan, South Dakota, Texas, Utah, Washington, Wyoming, Yukon Territory

PROPOSED CHANGE:

Delete the last sentence of the second paragraph "The officer rotation shall include a representative from four regions: Northeast, Southeast, Central and West." Delete the remainder of the text concerning the breakdown of states/provinces.

RATIONALE:

- 1) If an individual wants to serve, we don't want to discourage him/her by asking them to wait as long as three years before their region comes into rotation;
- 2) In certain regions of the country, we have found it difficult to get nominations of individuals willing to serve;
- 3) With the conference realignments, the actual geographic regions become less distinct; we could still have someone from each region serving and they could all be members of the same conference, which is what the geographic requirements were instituted to guard against;
- 4) Every member of the current officer rotation has changed jobs in the past 5 years, with several of those changes moving individuals to different regions – as this is a reality in our profession, this would eliminate the confusion over whether we were replacing where the person started the officer rotation or where they were when they finished – for example, when Shelly Poe finishes out as president, it would seem odd to nominate someone from the Midwest if she is then working at Auburn
- 5) This would give us increased ability to attract the people who want to serve no matter their location or school size and that is the aim of CoSIDA moving forward – this change would help us to do so beginning with the 2013 nominating cycle

STEVEN ALDRIDGE

Union (Tenn.) SID receives Ike Pearson Award

Signifying the top SID in NAIA

Courtesy of NAIA.org

by Alan Grosbach, NAIA Manager of Communications & Sports Information

KANSAS CITY, Mo. - The National Association of Intercollegiate Athletics (NAIA) is pleased to announce that Steven Aldridge, Sports Information Director at Union (Tenn.), is the recipient of the 2012 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 36th year, will be presented at the Ike Pearson Awards Luncheon on June 22 at the annual NAIA-Sports Information Directors Association (NAIA-SIDA) Convention at Harris-Stowe State University in St. Louis, Mo.

"I am extremely thankful and humbled to be chosen as this year's Ike Pearson Award winner," said Aldridge. "To be included with such outstanding professionals in our field is indeed a tremendous honor. I want to first of all thank God for allowing me to work at a place like Union University, where we can grow spiritually, while being able to encourage students to do the same. I share this honor with my family. I appreciate them tremendously for giving so much of their time to allow me to work in athletics. I am grateful to our president at Union, Dr. David S. Dockery, and the two athletic directors I have been privileged to work for over the past 12 years, Dr.

David Blackstock and Tommy Sadler. Their support, along with the friendship and support of my coaches, has made this tremendous opportunity a possibility. I would also like to thank the many current and former sports information directors across the nation, especially those from the TranSouth Conference that I have worked with over the years. They are more than just colleagues, but are good friends as well."

Aldridge, a native of Myrtle, Miss., is in his 12th year of serving as the Sports Information Director at Union. With his duties, he oversees all promotion and publicity for the athletic department including: media guide design, website management, coordinating statistical efforts for 10 varsity athletic teams and serving as a backup radio broadcaster for Union men's and women's basketball contests.

Additionally, Aldridge serves as an adjunct professor in the Sports Management/Marketing department and is a co-sponsor for the Physical Education, Wellness and Sport academic organization, Sigma Delta.

During his tenure at Union, Aldridge has won 5-of-6 TranSouth Athletic Conference Sports Information Director of the Year awards, including back-to-back honors in 2006 - 2007 and 2010 - 2011. He is an active member of NAIA-SIDA and CoSIDA, winning 50 publications awards, including the NAIA's top website in 2003 and 2007, a first-place men's soccer brochure in 2008 and top honors in the 2009 Dr. W. Jack Bell Writing Contest. Aldridge served two terms with the NAIA-SIDA board as an at-large officer from 2009 to 2011.

Aldridge has served the NAIA and the TranSouth Athletic Conference in numerous fashions, acting as the conference's baseball SID



since 2001 and cross country contact since 2004. He also volunteered his time for two seasons as the softball SID. For the NAIA, he worked as the NAIA Division I Women's Basketball National Championship Media Coordinator from 2008 to 2011 and NAIA Softball National Championship Media Coordinator in May 2009. He has also served as a championship statistician multiple times.

Prior to Union, Aldridge spent three years as the Box Office and Events Manager for Minor League Baseball's West Tennessee Diamond Jaxx, now the Jackson Generals. He was in charge of the design and sale of game-day and season tickets, while also securing promotions and events for games throughout the season.

Aldridge earned a bachelor's degree from Union in sports management with an emphasis in marketing in 1998. In 2008, he completed his Master of Arts and Education degree from Union.

Aldridge currently resides in Jackson, Tenn. with his wife Stacy, daughter Haley and son Justin.

"Steven's work has won national awards and his service to the NAIA national office is well documented," said E.L. Hutton, former Commissioner of the TranSouth Athletic Conference and NAIA Hall of Famer, in his recommendation letter. "Those who have worked with him know that his character and the manner in which he conducts himself with others is what sets him apart. He was a champion of character long before the idea became part of the NAIA's plan. It has been said that sport does not build character, but reveals character. Steven's work this past 10 years has revealed character worth emulating by each of us."

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 services performed over a career. Criteria for nomination include at least five years as a member of the NAIA-SIDA and outstanding service to the profession and the NAIA at the conference and national levels.





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Second Vice-President	Shelly Poe Auburn	(334) 844-9703		slp0019@auburn.edu
Third Vice President	Eric McDowell Union College (N.Y.)	(518) 388-6170	(518) 388-6096	mcdowe@union.edu
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College Division Rep. Central	Cindy Fotti Columbia (Mo.)	(573) 875-7454	(573) 875-7429	cnfotti@ccis.edu
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College Division Rep. South	Dave Walters Guillford	(336) 316-2107	(336) 316-2953	dwalters@guillford.edu
College Division Rep. West	Steve Flegel Whitworth	(509) 777-3239	(509) 777-3720	sflegel@whitworth.edu
College Division Rep. At-Large	Greg Goings Bowie State	(301) 860-3574	(301) 860-3585	ggoings@bowiestate.edu
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Third Past President	Nick Joos Baylor	(254) 710-3043	(254) 710-1369	nicholas_joos@baylor.edu
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Director of External Affairs	Barb Kowal	(512) 739-1234	(512) 739-1234	barbkowal@cosida.com
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CoSIDA members:

Nominate deserving student-athletes for the Buick Human Highlight Reel program



The NCAA and Buick are in real need of story ideas (videos) for current or former student-athletes who have made a significant impact in life. CoSIDA members can see examples at www.ncaa.com/buick.

It is the goal of the program to highlight as many incredible stories as possible. The program has a forum for NCAA members schools to tell their special student-athlete stories and how former student-athletes are bringing their "A" game to an important cause or organization.

Note: Stories must feature a former NCAA student-athlete.

About the Buick Human Highlight Reel

It started with a simple idea: find stories that inspire us and share them with the world. From a former start player making a difference for 3 million kids around the world or a swimmer who turns his NCAA success into a chance to change lives - every cause, every person, and every contribution is a testament to the power of human achievement. By offering our support to further these causes and ideas, Buick and the NCAA are celebrating the next generation of achievers.

A photograph of the St. Louis skyline at sunset. The Gateway Arch is the central focus, silhouetted against a bright orange and red sky. The sun is low on the horizon, creating a shimmering reflection on the water in the foreground. The city skyline is visible in silhouette behind the Arch.

2012 CoSIDA CONVENTION

St. Louis

**Renaissance
Grand Hotel**

Saturday, June 23-Tuesday, June 26

FIVE

Questions . . .

With Hung P. Tsai

Assistant Athletics Director

California State University, Stanislaus

by Larry Happel, Central College

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

Upon returning from spending a summer as a postgraduate intern at ESPN in Bristol, Conn., I spent two years as an SID assistant at San Jose State. During those two years in San Jose, I also chose not to go down a couple of other paths by not returning to ESPN or take a position with a college website development company. I decided to stay in sports information and ultimately returned to Humboldt State as the assistant sports information director.

Then, during the summer of 2001, an opportunity to replace long-time sports information director Will Keener became available at Cal State Stanislaus when he retired. I was fortunate enough to become the university's second-ever SID and served in that capacity from 2001 to 2004.

In 2004, I decided to step aside to manage my own website design firm while attending graduate school at Long Beach State. After I obtained my Master's Degree in Sport Management, I became the Assistant Commissioner for Media Relations at the California Collegiate Athletic Association (CCAA). A year later, in July of 2007, I returned to Cal State Stanislaus as an Assistant Athletics Director for Sports Information and Communications.

I must first point to Dan Pambianco, Assistant AD at Humboldt State, as one who has influenced me the most as a student at Humboldt State (1997 graduate) to today as a colleague in the field. Mr. Pambianco pulled me away from being a stringer for a local newspaper and got me started in sports information. He has promoted and guided me ever since my junior year in college. To this day, he is still a close friend and mentor. Other people who have influenced me include Dr. Milton Richards, now the athletics



director at Simon Fraser in British Columbia, and my colleagues and friends in sports information offices around the country (you know who you are!).

2. You've seen many sides of athletics—SID, assistant conference commissioner and even a stint at ESPN. How has that impacted the perspective you now have in your job and what drew you back to athletics communications?

I was very fortunate to have been able to serve in so many different capacities in athletics, not just in media relations but also in all aspects of collegiate athletics. Every stint along the way has taught me a few things and helped me to become a better professional in some way. The different jobs along my career path have also helped me decide the parts of the country I prefer to live and work in, the types of leadership I am able to excel under, and the kinds of organization I can best utilize my knowledge and skills.

What ultimately drew me back to athletics communications are the student-athletes. On campus, I am able to interact with student-athletes on a daily basis. I enjoy getting to know their different stories and personalities. I look forward to attending (working) at the various sporting events and witnessing how our student-athletes perform.

What I like most about being an assistant athletics director and sports information director is that my job mostly involves watching sports and working with student-athletes. I have a part in, hopefully, helping student-athletes achieve their goals and obtain an education while participating in athletics. I believe we work in education for the students and we are in collegiate athletics for the student-athletes.

3. What was your biggest adjustment in returning to athletics communications?

I am sure many of my colleagues can relate to this, but the biggest adjustment in athletics communications is the amount of work and number of hours we put in each week. It may be especially difficult here at Cal State Stanislaus because I am a one-man

shop for sports information, and as the Assistant Athletics Director, I also have many other responsibilities and duties that fell under my supervision.

4. How has an increased emphasis on marketing affected the jobs of athletics communications professionals? What marketing responsibilities do you have?

The biggest changes in athletics marketing for SIDs are how we now have to utilize social media as part of our marketing and promotions efforts. Facebook, Twitter and Pinterest have changed the way we promote athletics and they have affected how we communicate with the public.

At Cal State Stanislaus, I oversee sports information and marketing, as well as game and student staff management. With the cooperation and assistance from the coaching staff, we market and promote Warrior Athletics through our athletics website, local and regional media, as well as both campus and local communities. While some of the marketing is still done using the traditional medium, social media platforms are being utilized a lot more now.

5. How can CoSIDA better serve the profession?

College sports information professionals are still undervalued and underappreciated by decision makers and managers at various levels. I recently heard an athletics director say: "SIDs will always be overworked and underpaid. That's just the way it is and it will always be that way."

I know that over the years CoSIDA has addressed this issue by working with other associations such as NACDA to improve how university administrators value and respect SIDs. However, more can be done and all of us can contribute to help improve our positions as knowledgeable professionals who are essential to the success of collegiate athletics.



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CONVENTION**

**Saturday-Tuesday,
June 23-26, 2012**

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**2011-12 CoSIDA DIRECTORY
PDF VERSION AVAILABLE**

http://www.cosida.com/media/documents/2011/10/1112_CoSIDA_Directory.pdf

The CoSIDA 2011-12 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 2011-12 CoSIDA Directory was compiled based on information provided to CoSIDA by individual institutions/organizations as of October 1, 2011.

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> .

COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA
Future Convention Sites



Saturday, June 23-Tuesday, June 26

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COSIDA CALENDAR

UPCOMING MEMBERSHIP SCHEDULE AND DEADLINES

MAY

- **FRIDAY: MAY 4**

CoSIDA Fred Nuesch-Dave Wohlhueter Undergraduate Scholarships - NOMINATION DEADLINE

- **TUESDAY: MAY 15**

Capital One Academic All-District MEN'S & WOMEN'S AT-LARGE voting ends (6 p.m. Eastern)

Capital One Academic All-District MEN'S & WOMEN'S TRACK & FIELD/XC nominations close (6 p.m. Eastern)

- **THURSDAY: MAY 17**

Capital One Academic All-District® MEN'S & WOMEN'S AT-LARGE TEAMS announced*
*- CoSIDA members are asked to update their First Team All-District selections' bios by Monday, May 21 at NOON EASTERN for the Academic All-America® ballot

CONTINUING EDUCATION SESSION:

NCAA Division I Conversation
3-3:45 pm Eastern/2-2:45 pm Central/1-1:45 pm Mountain/Noon-12:45 pm Pacific

Discussion with NCAA Division I staff members (TBA) on pertinent DI topics; also will take your questions.

- **MONDAY: MAY 21**

CAPITAL ONE ACADEMIC ALL-AMERICA® SOFTBALL COLLEGE DIVISION TEAMS ANNOUNCED

- **TUESDAY: MAY 22**

CAPITAL ONE ACADEMIC ALL-AMERICA® SOFTBALL DIVISION III TEAMS ANNOUNCED

- **WEDNESDAY: MAY 23**

CAPITAL ONE ACADEMIC ALL-AMERICA® SOFTBALL DIVISION II TEAMS ANNOUNCED

- **THURSDAY: MAY 24**

CAPITAL ONE ACADEMIC ALL-AMERICA® SOFTBALL DIVISION I TEAMS ANNOUNCED

- **TUESDAY: MAY 29**

CAPITAL ONE ACADEMIC ALL-DISTRICT MEN'S & WOMEN'S TRACK & FIELD/XC voting closes (6 p.m. Eastern)

CAPITAL ONE ACADEMIC ALL-AMERICA® BASEBALL COLLEGE DIVISION TEAMS ANNOUNCED

- **WEDNESDAY: MAY 30**

CAPITAL ONE ACADEMIC ALL-AMERICA® BASEBALL DIVISION III TEAMS ANNOUNCED

- **THURSDAY: MAY 31**

CAPITAL ONE ACADEMIC ALL-AMERICA® BASEBALL DIVISION II TEAMS ANNOUNCED

Capital One Academic All-District MEN'S & WOMEN'S TRACK & FIELD/XC Teams announced

CONTINUING EDUCATION SESSION:

Discussion with Dan Dutcher, NCAA Vice President for Division III
3-3:30 pm Eastern/2-2:30 pm Central/1-1:30 pm Mountain/Noon-12:30 pm Pacific

Discussion with Dutcher and his staff members of pertinent topics for NCAA Division III sports communicators; Q&A session.

CONTINUING EDUCATION SESSION:

Discussion with Mike Racy, NCAA Vice President for Division II
3:30-4 pm Eastern/2:30-3 pm Central/1:30-2 pm Mountain/12:30-1 pm Pacific

Discussion with Racy and DII staff members on pertinent topics for DII sports communicators; Q&A session.

CoSIDA Convention hotel reservations CLOSE

JUNE

- **FRIDAY: JUNE 1**

CAPITAL ONE ACADEMIC ALL-AMERICA® BASEBALL DIVISION I TEAMS ANNOUNCED

CoSIDA Convention registrations CLOSE

- **MONDAY: JUNE 4**

CAPITAL ONE ACADEMIC ALL-AMERICA® M&W AT-LARGE COLLEGE DIVISION TEAMS ANNOUNCED

- **TUESDAY: JUNE 5**

CAPITAL ONE ACADEMIC ALL-AMERICA® M&W AT-LARGE DIVISION III TEAMS ANNOUNCED

- **WEDNESDAY: JUNE 6**

CAPITAL ONE ACADEMIC ALL-AMERICA® M&W AT-LARGE DIVISION II TEAMS ANNOUNCED

- **THURSDAY: JUNE 7**

CAPITAL ONE ACADEMIC ALL-AMERICA® M&W AT-LARGE DIVISION I TEAMS ANNOUNCED

CONTINUING EDUCATION SESSION:

A visit with Jim Carr, NAIA President and CEO
2:30-3:15 pm Eastern/1:30-2:15 pm Central/12:30-1:15 pm Mountain/11:30 am-12:15 pm Pacific

In this first-ever continuing education address by the NAIA President, Jim Carr will discuss topics of interest to our members and also will take your questions.

2011-12 SCHEDULE FOR ACADEMIC ALL-AMERICA® NOMINATIONS AND SELECTIONS

Program	M/W Soccer	Football	Volleyball	M/W Basketball	Baseball/ Softball	M/W At-Large	Track/Cross Country
Nomination Forms Available	Tues. Oct. 4	Tues. Oct. 11	Tues. Oct. 11	Tues. Jan. 3	Tues. Apr. 3	Tues. Apr. 17	Tues. May 1
Nomination Deadline	Tues. Oct. 18	Tues. Oct. 25	Tues. Oct. 25	Tues. Jan. 17	Tues. Apr. 17	Tues. May 1	Tues. May 15
DCs Finalize Ballots	Fri. Oct. 21	Fri. Oct. 28	Fri. Oct. 28	Fri. Jan. 20	Fri. April 20	Fri. May 4	Fri. May 18
District Ballot Voting Deadline	Tues. Nov. 1	Tues. Nov. 8	Tues. Nov. 8	Tues. Jan. 31	Tues. May 1	Tues. May 15	Tues. May 29
Academic All-District® Team Release Date	Thurs. Nov. 3	Thurs. Nov. 10	Thurs. Nov. 10	Thurs. Feb. 2	Thurs. May 3	Thurs. May 17	Thurs. May 31
Updating Deadline for First-Team All-District Selections	Mon. Nov. 7	Mon. Nov. 14	Mon. Nov. 14	Mon. Feb. 6	Mon. May 7	Mon. May 21	Mon. June 4
NC OKs National Ballot	Tues. Nov. 8	Tues. Nov. 15	Tues. Nov. 15	Tues. Feb. 7	Tues. May 8	Tues. May 22	Tues. June 5
National Ballot Voting Deadline	Tues. Nov. 15	Tues. Nov. 22	Tues. Nov. 22	Tues. Feb. 14	Tues. May 15	Tues. May 29	Tues. June 12
AAA Teams to Vice-Chair	Wed. Nov. 16	Wed. Nov. 23	Wed. Nov. 23	Wed. Feb. 15	Wed. May 16	Wed. May 30	Wed. June 13
Academic All-America® Team Release Date(s)	M. Nov. 28 (C) T. Nov. 29 (3) W. Nov. 30 (2) Th. Dec. 1 (1)	M. Dec. 5 (C) T. Dec. 6 (3) W. Dec. 7 (2) Th. Dec. 8 (1)	M. Dec. 12 (C) T. Dec. 13 (3) W. Dec. 14 (2) Th. Dec. 15 (1)	M. Feb. 20 (C) T. Feb. 21 (3) W. Feb. 22 (2) Th. Feb. 23 (1)	SB BA M. 5/21 (C) T. 5/29 T. 5/22 (3) W. 5/30 W. 5/23 (2) Th. 5/31 Th. 5/24 (1) F. 6/1	M. June 4 (C) T. June 5 (3) W. June 6 (2) Th. June 7 (1)	M. June 18 (C) T. June 19 (3) W. June 20 (2) Th. June 21 (1)

KEY: (C) = College Division (NAIA, CIS, 2-year); (3) = NCAA Division III; (2) = NCAA Division II; (1) = NCAA Division I

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

updated July 20, 2011

CoSIDA MEMBERS' SUBMISSIONS NEEDED

espnW to highlight women's sports through weekly Top 10 video series

espnW, ESPN's first dedicated content and digital business designed to serve, inform and inspire female athletes and fans, is accepting nominations for a weekly Top 10 video series showcased on espnW.com.



Since its launch in April 2011, espnW.com has provided a voice in the larger conversation of women and sports. Striving to be the premier site for women's sports, espnW provides comprehensive coverage of the opportunities and challenges facing female athletes today as well as topical sports news and long-form feature stories. The site has garnered accolades for coverage of women's sports, especially the 2011 FIFA Women's World Cup and the Women's Professional Soccer league. Other events that received in-depth coverage in the past few months included the Women's US Open and the WNBA.

Below is a letter from espnW's projects manager.

Members of CoSIDA,

espnW is thrilled to provide a new voice and platform for women's sports, especially at the NCAA level. Since our launch, we prioritized the college landscape within our content strategy, and we look forward to this next step showcasing the tremendous talent of female athletes across the country.

In order to produce the most robust coverage of women's sports highlights, we need your help. Please share this exciting opportunity with your SID staff who work closely with women's sports teams.

We encourage you to nominate Top 10 worthy plays by sending video clips in a timely manner to coincide with weekly posting. Videos must be turned in by Wednesday evening of each week as the desired posting date is Friday of each week. Furthermore, espnW is open to hearing your school's story leads for general coverage on our 'College Sports' page within espnW.com.

- Top 10 Video Nominations should be directed to Ambre Moton at Ambre.Moton@ESPN.com.
- General Story Leads should be directed to Joslyn Dalton at Joslyn.M.Dalton@ESPN.com.

We hope you will keep espnW in mind as you endeavor to highlight your deserving female athletes.

Warm regards,

Joslyn Dalton
Associate Manager, espnW Projects
Email: Joslyn.M.Dalton@espn.com

CoSIDA ANNUAL MEMBERSHIP, WORKSHOP ATTENDANCE

<i>Year</i>	<i>Site</i>	<i>Membership</i>	<i>Workshop</i>	<i>Year</i>	<i>Site</i>	<i>Membership</i>	<i>Workshop</i>
2011	Marco Island	2862	727	1989	Washington, D.C.	1467	1122
2010	San Francisco	2497	614	1988	Kansas City	1361	855
2009	San Antonio	2563	553	1987	Portland	1426	701
2008	Tampa	2397	832	1986	Nashville	1360	836
2007	San Diego	2216	920	1985	Boston	1341	904
2006	Nashville	2143	726	1984	St. Louis	1304	714
2005	Philadelphia	1946	783	1983	San Diego	1170	610
2004	Calgary	1961	496	1982	Dallas	1077	651
2003	Cleveland	1954	780	1981	Philadelphia	984	639
2002	Rochester	1888	748	1980	Kansas City	944	495
2001	San Diego	1877	1065	1979	Chicago	593	458
2000	St. Louis	1855	980	1978	Atlanta	510	415
1999	Orlando	1839	1195	1977	Los Angeles	550	312
1998	Spokane	1812	609	1976	Cincinnati	671	335
1997	New Orleans	1825	1060	1975	Houston	623	303
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				

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