

COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA

CoSIDA

Strategic Communicators for College Athletics

**It's a new year,
BUT TIME IS RUNNING OUT**



**TO NOMINATE FOR SPECIAL AWARDS, APPLY FOR CoSIDA SCHOLARSHIPS
AND SUBMIT ENTRIES FOR THE FRED STABLEY, SR., WRITING CONTEST**

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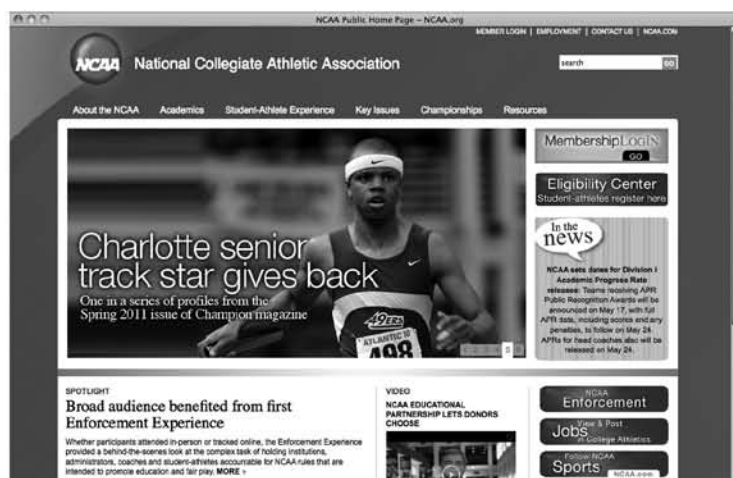
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2013 COSIDA

JANUARY E-DIGEST

It's a new year, BUT TIME IS RUNNING OUT

Special Awards Nominations OPEN until January 31...

Fred Stabley, Sr. Writing Contest OPEN until Feb. 22...

CoSIDA Scholarship Application Process Open Now...



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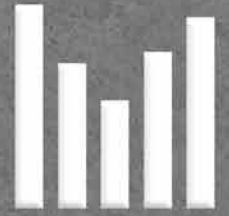
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NOMINATE FOR SPECIAL AWARDS

DEADLINE IS JANUARY 31, 2013

Nominations for CoSIDA's annual special awards are now accepted year-round at www.cosida.com. You may nominate online for all of CoSIDA's 15 special award categories with a deadline for the 2013 awards of **MONDAY, JANUARY 31, 2013 (Midnight ET)**.

Under the drop down Membership link at www.cosida.com, go to Special Awards Online Nomination/Voting to begin the nomination process.

The deadline is **EARLIER** than in past years so **NOMINATE TODAY**.

CoSIDA Special Award Descriptions

CoSIDA HALL OF FAME

For members of CoSIDA who have made outstanding contributions to the field of college sports information. Voted on by current CoSIDA Hall of Fame Members.

25-YEAR AWARD RECIPIENTS

The CoSIDA 25-Year Award is presented to members who have completed 25 years in the profession (as of July, 2013).

ARCH WARD AWARD RECIPIENTS

Presented annually to a university 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. Voted on by the Special Awards Committee.

WARREN BERG AWARD RECIPIENTS

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. Voted on by the Special Awards Committee.
Note: Nominee must be a college division member.

JAKE WADE AWARD RECIPIENTS

Presented annually to an individual who has made an outstanding contribution in the media to the field of intercollegiate athletics. Voted on by the Special Awards Committee. Note: Nominee must be a member of the media.

BOB KENWORTHY COMMUNITY SERVICE AWARD RECIPIENTS

Presented annually to a member for civic involvement and accomplishments outside of the sports information office. Voted on by the Special Awards Committee.

LESTER JORDAN AWARD RECIPIENTS

Presented to an individual for exemplary service to the Academic All-America Award Program and the promotion of the ideals of being a student-athlete. Voted on by the Special Awards Committee.

DICK ENBERG AWARD RECIPIENTS

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. Voted on by a special committee and Dick Enberg.

KEITH JACKSON ETERNAL FLAME AWARD RECIPIENTS

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. Voted on by the Special Awards Committee. Each year, will be selected only if the Awards Committee deems worthy.

TRAILBLAZER AWARD RECIPIENTS

Presented annually to an individual who is a pioneer in the field of sports information who has mentored and helped improve the level of ethnic and gender diversity within CoSIDA. Voted on by the Special Awards Committee.

BUD NANGLE AWARD

Presented annually to an individual outside of CoSIDA or to a member of CoSIDA who shows ethics and integrity under unusual or stressful situations. Voted on by the Special Awards Committee with approval of the CoSIDA Board.

RISING STAR AWARD RECIPIENTS

Presented to a University Division Member and a College Division Member member annually with 10 years of service or less whose work at their institution and service, dedication, energy and enthusiasm to the profession make that individual a "rising star" in sports information. Voted on by the Special Awards Committee.

CoSIDA LIFETIME ACHIEVEMENT AWARD RECIPIENTS

The CoSIDA Lifetime Achievement Award is presented to members who have served at least 25 years in the profession (as of July 2012) who are retiring or leaving the profession.

CoSIDA DISTINGUISHED SERVICE AWARD RECIPIENTS

Presented in appreciation for endless work and devotion to CoSIDA. Note: this special award is presented by the Board of Directors and is not an award in the general nomination category.

BILL ESPOSITO BACKBONE AWARD RECIPIENTS

Presented to a member who displays sound judgment and unusual courage in guiding their institution through difficult public relations situations. Voted on by the Special Awards Committee. Will be selected only if the Awards Committee deems worthy.



FRED STABLEY, SR.

WRITING CONTEST

The annual CoSIDA Fred Stabley, Sr. Writing Contest is open to all 2012-13 dues-paying members of CoSIDA. It recognizes excellence in feature writing, historical features, administrator/coach profiles and event coverage writing. Entries will be judged on overall writing style, correct use of English, inventiveness, written presentation and the ease with which the read acquires the information.

Beginning in 2012-13, all nominations can be submitted ONLINE.

Please go the link below and submit your features/articles:
<http://www.cosida.com/fswcontest.aspx>

All entries are considered to be on a level playing field. Entries are not categorized by budget, athletic competition, division or size of staff. The Contest is comprised of seven categories (athlete, general feature, coach/administrator/historical, event, blog/interview, season preview/recap, and story with video). Members may submit up to three stories per category.

The deadline for submission is February 22, 2013.

Entries must have been written between January 1, 2012 and December 31, 2012.

Non-CoSIDA members who work in an athletic media relations office (graduate assistants, interns, student assistants, volunteers) may submit entries, provided each entry is sponsored by a dues-paying member of that office.

CONTEST CATEGORIES

Athlete Profile
Coach/Administrator Profile/Historical Feature
Event Coverage
General Feature
Blog/Interview
Story With Video
Season Recap/Preview



Thank You CoSIDA

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

ESPN



There will be no more death or mourning or crying or pain, for the old order of things has passed away.

~ Revelations 21:3-5

.....
IN LOVING MEMORY
REX FLEMING
.....

Giving back to our own: SIDEARM Sports' "Movember" fundraiser total \$16,000+ for Abilene Christian SID Lance Fleming's family

photo: Abilene Christian Assistant AD for Media Relations and his late son, Rex.

by Barb Kowal, CoSIDA Director of External Affairs

All through November, SIDEARM Sports ran its 2nd annual Movember campaign to raise money for cancer research and prevention. Last year, the monies collected were donated to the national "Movember" organization.

This November's fundraising effort, however, had a decidedly personal touch.

The SIDEARM effort, led by CEO and President Jeff Rubin and creative director Chris Kirkegaard and hundreds of CoSIDA members and friends and associates of SIDEARM, raised an astounding \$16,106.00 by the end of November.

This year, 100 percent of the SIDEARM contributions were earmarked for the family of 10-year old cancer victim Rex Fleming, the son of Abilene Christian University Assistant AD for Media Relations Lance Fleming. When Rex was diagnosed two years ago at the tender age of eight with brain cancer, the family was told that Rex only had a 30 percent chance to make it to his 13th birthday.

In late fall, the family received devastating news that the cancer was irreversible. In November, with the "Movember" campaign well underway, Rex lost his battle, passing away on Nov. 25.

CoSIDA members were asked to participate in the Movember fundraiser in two ways: one, by growing mustaches/facial hair and raising funds. There would be a contest where the "best" facial hair growth - as voted on by CoSIDA members and SIDEARM colleagues. Second, for those not participating in the contest, they had the option of sending in monetary contributions.

An impressive 122 contestants, clean-shaven in

October, put away the razors for the month of November and began fund-raising in earnest.

Contacting CoSIDA members via email letters, social media, blo and the SIDEARM and CoSIDA websites, the friendly contest and serious fundraising efforts began in early November. Contestants from across the country and all divisions of college athletics participated. And monies began to flow.

Both Rubin and Kirkegaard are professors in Syracuse University's iSchool, and those faculty and staff members contributed mightily too. Participants shared their stories and promoted their efforts via social media competing for "School Spirit Stache," "Thanksgiving Stache" and "Best Overall Stache." Women also were involved, taking photos of themselves using print-out mustaches provided on SIDEARM's website.

Rubin and Kirkegaard have very personal connections to their Movember fundraising efforts these last two years.

In October of 2011, Kirkegaard approached his boss Rubin and suggested they do the first "Movember" campaign. He was looking to support the cancer fundraising effort after his mother lost her battle against cancer a mere five months earlier. Monies raised in 2011 went to the national "Movember" organization.

This year, however, the story of Rex Fleming tugged hard at Rubin, the father of two, and he felt an immediate connection between the "Movember" campaign and raising awareness for Rex Fleming's plight.

SIDEARM Sports dedicated their fund-raising efforts to the Rex in the hopes that the 10-year old would win his

two-year battle with brain cancer.

"I absolutely felt compelled to help," noted Rubin. "You believe that he's just a kid, he won't die, he will get through this. As years went on, you see he had a brief remission, but then he's getting worse and you just get overwhelmed and sad. Lance (Rex's dad) did a wonderful blog chronicling their journey, and we all were drawn to his words, his faith, his love for Rex. You have to try and help the best you can."

Together, the Flemings valiantly fought the disease and Rex lived life with abandon and deep faith. With community support in Abilene and from the ACU athletic teams, they raised money and awareness with a "Play for Rex" (4Rex) campaign.

"I cannot imagine a deeper pain than losing a child. Lance Fleming was so gracious and transparent as he brought us on his journey through his blog posts," Rubin said.

At the end of voting for the "best/worse" facial hair, Temple University Senior Associate AD Larry Dougherty (above) emerged as the Movember contest winner.

"There's a wonderful tradition by SIDEARM to give back to the community and to CoSIDA, and Jeff and his staff once again show their generosity and spirit of friendship by dedicating their Movember fund-raising efforts to help a CoSIDA family and engage hundreds and hundreds of people to participate, to vote and to contribute," noted Dougherty, who served as CoSIDA's President in 2010-11.

"I was privileged to help raise funds in the Fleming family's time of need and I send my sincere condolences for the tragic loss of their son," Dougherty continued. "As a parent, I cannot comprehend how difficult this journey has been for the Flemings. I felt the least I could do was not shave for one month as a way to raise funds and show them how much support they have."

Dougherty and his supporters raised nearly \$900 during November, and Larry was quick to note that "the response was tremendous, as I was not asking for more than five or 10 dollars per person as donations." Throughout November, he was successful in using Facebook and Twitter to keep his friends and colleagues aware of the contest and



the donations poured in.

"CoSIDA is grateful to have a partner and friend like Jeff Rubin," Dougherty concluded. "He is such a kind-hearted person. His team of SIDEARM professionals are committed to helping our organization, and this outreach to make the Fleming family the beneficiaries of the

"Movember" campaign demonstrates that."

"We at SIDEARM are so grateful for all who have contributed to the Fleming funds, as is the Fleming family. In the spirit of continued giving, we would love to have people continue to contribute if they so desire," concluded Rubin.

For those who wish to contribute: <http://mustache.sidearmsports.com>

"While most of never met Rex Fleming, he was able to bring so many of us together to show our support, our faith, and our hope that one day we will find a cure for cancer," Rubin said. "In the end this is not a story about SIDEARM Sports. The story is all about a brave 10-year old boy who fought cancer for two years, and while he may have lost his life, his story will continue to be shared and will continue to inspire us for years to come."

And those are exactly the thoughts of Rex's dad, Lance, who wrote these words in his CaringBridge blog following Rex's funeral:

Rex lived his life in an extraordinary manner that I believe will have ripples that last many years and will touch untold numbers of lives. His story – one that we will continue to tell long after his passing – is one of hope, one of courage, one of dignity, and one of love.

Rex Fleming taught all of us who watched him how to live in the face of obstacles that some might have seen as too big to overcome. But not Rex. He lived full-speed ahead right up until the time that he became too ill to do so. He showed tremendous dignity and grace in the face of overwhelming odds. He showed undying courage in the heat of a battle for his life. And he showed love on a daily basis.

Letter from Abilene Christian SID Lance Fleming

Colleagues,

I have been part of intercollegiate athletics for 15 years now – all at Abilene Christian University – and the people I have met along that journey have been some of the finest I've ever had the pleasure of knowing, from administrators to coaches to student-athletes.

That's never been more true or apparent than in previous two years as my family walked a journey with our son, Rex, and his battle with a malignant brain tumor. We received tremendous support not only from my co-workers and student-athletes at ACU, but also from colleagues and student-athletes at other universities across the nation.

The generosity of all of those people was nothing short of amazing. My wife and I were overwhelmed by the number of calls, emails, texts, cards, etc., that we received from colleagues throughout the nation, re-affirming my belief that this industry we all work in produces great people who genuinely care about each other.

In October, Jeff Rubin at SIDEARM contacted me and asked about donating the proceeds of the company's Movember Mustache contest to our family to do with what we wished and we of course agreed knowing that we had already talked about setting up an endowed scholarship in Rex's name at ACU. Jeff told me that the contest might result in a few thousand dollars being raised, which would have been fantastic.

When the final numbers came in and the total number (with SIDEARM'S matching gift) was more than \$16,000, we were floored! For those of you who participated in the contest, sponsored a mustache, contributed to the cause or simply prayed for Rex and our family during November and the last two years alike, we say thank you.

Because of your generosity, we'll be able to donate \$15,000 to the Rex Fleming Endowed Scholarship Fund at ACU, while the rest will be donated to Eastern Little League in Abilene (our home little league) in his name to help with some projects within the league. The scholarship fund needs \$25,000 to become an active scholarship, so we're more than halfway there thanks to the generosity of the people in CoSIDA.

The scholarship will be presented each year to an ACU student-athlete who will go into either pre-med or nursing. Wouldn't it be great if a student-athlete who used the Rex Fleming Endowed Scholarship to get through school is one day part of the research team that finally cracks the code on cancer and helps us rid the world of this insidious disease?

As some of you might know, Rex passed away late on the evening of Nov. 25, 2012, just five weeks after celebrating his 10th birthday. He died at home on a Sunday night very peacefully, surrounded by his family, just the way he wanted to slip from this life to the next.

We know that after he took his last breath here on earth, he was greeted in heaven by Jesus and that he is now healed to a degree that we cannot comprehend. As I wrote on his CaringBridge site, I will never say that Rex lost to cancer. Like Jim Valvano, Rex was afflicted with cancer, but it never touched his heart, it never touched his mind, and it never touched his soul. Those always belonged to God; they never belonged to cancer.

We miss our son tremendously, and we will for the rest of our lives. But we have been held up by our loving family, by a tremendously supportive group of close friends, our community, our church, and by many of you.

The words "thank you" seem so inadequate when trying to express gratitude on this scale, but they're the only words I can seem to find. So, to Jeff Rubin at SIDEARM and all of you throughout CoSIDA and collegiate athletics who participated and gave life to the Rex Fleming Endowed Scholarship Fund, I say thank you on behalf of my entire family (my wife, Jill, our 7-year-old daughter, Ashley, our 1-year-old son, Ryan, and, yes, even Rex).

**God Bless,
Lance Fleming
Asst. Direct of Athletics for Media Relations
Abilene Christian University
Abilene, Texas**

NACDA CoSIDA Corner:

A look at our signature program - the Capital One Academic All-America® program



*by Bernadette (Bernie) Cafarelli,
University of Notre Dame*

This column was penned by Bernadette (Bernie) Cafarelli, Assistant Athletics Director at the University of Notre Dame who serves as co-chair of CoSIDA's prestigious Academic All-America Committee.

This column appears in the December 2012 issue of NACDA's Athletics Administration Magazine and talks about the Capital One Academic All-America® program.

Beginning with the 2009-10 academic year and with its new partnership with NACDA at that time, the CoSIDA leadership was invited to contribute to each issue of the Athletics Administration Magazine. In October of 2009, CoSIDA President Justin Doherty penned the first "CoSIDA Column."

In October 2012, CoSIDA President Joe Hornstein wrote a CoSIDA Column on the CoSIDA/Cryder Rinebold strategic branding study and Director of External Affairs Barb Kowal wrote the November column which focused on the online CoSIDA Resource Library.

Each Athletics Administration issue is sent to more than 10,000 university and athletics administrators, with CoSIDA's voice, thoughts and expertise shared with these key constituents. The magazine is published each October, November, December, February, March, April, June and August.

I remember when my former athletics media relations supervisor at Providence College, Gregg Burke (now the deputy director of athletics at the University of Rhode Island) asked me to join CoSIDA's Academic All-America® Committee back in the spring of 1988. I had just completed my first year working at Providence and he approached me about my interest in being part of the Academic All-America (AAA) Committee.

During the course of the year, I saw the passion and excitement Burke had for the program. Burke, current CoSIDA Executive Director John Humenik (who served as chair at the time as he was on-campus as a sports information director) and Bentley College's Dick Lipe (current chair emeritus) worked tirelessly on behalf of countless student-athletes at all levels.

It was easy back then to say "yes" to Burke's offer to be on the Committee as I shared many of the same ideals and philosophies that he did. I always had an affinity for student-athletes who seemed to accomplish the ultimate juggling act — performing at a high level both in the classroom and in competition. I admired those who took great pride in truly defining the term "student-athlete."

I had filled out my first Academic All-America® (AAA) nomination form while working at William and Mary. I was a little nervous as I wanted to make sure that my nomination was as complete as possible. I can still recall the day I found out one of my nominated student-athletes was selected to the national team. I felt a great sense of gratification in

helping to recognize the achievements of both the student-athlete and our school.

I began as a district coordinator and worked my way up through the AAA Committee ranks. So much has changed during the course of my association with CoSIDA and my nearly 25 years on the Committee, but one thing hasn't changed — the importance and impact the Academic All-America® program has at our member institutions. One of CoSIDA's greatest gifts always has been the work of the all-volunteer AAA Committee and what the program does to recognize hundreds of studentathletes each and every year. I cannot say enough about the countless individuals who have volunteered their time during the past 60 years as members of this Committee. For many, it has been a labor of love.

I'm not sure that Academic All-America® program's founding father, Lester Jordan, would have ever envisioned the impact it has today at universities and colleges all across the country and in Canada.

Since 1952, CoSIDA has bestowed the title of "Academic All-American®" to more than 21,000 outstanding young men and women.

Annually, more than 816 student-athletes who have maintained a 3.30 cumulative GPA or better and are key reserves and starters on their respective teams are honored as Academic All-Americans in their respective sports. The program recognizes achievement in the sports of football, men's and women's basketball, baseball, men's and women's soccer, men's and women's cross country & track and field, softball, volleyball, as well as men's and women's at-large teams that include other NCAA championship sports.

The program has been greatly enhanced during the past two decades by sponsorship at the corporate level. In January 2011, Capital One partnered with CoSIDA to become the new title sponsor of the Academic All-America® program. A longtime supporter of collegiate athletics with the NCAA, Capital One's commitment has helped increased the program's visibility on a national basis at all levels. They have created a new website for the program, and I invite you to visit the dynamic website at <http://www.capitaloneacademicallamerica.com>.

The NCAA Division II and Division III leadership groups also have made significant financial commitments to further the development of the program at their respective levels, which is a

testament to the importance that the Capital One Academic All-America® program is having on campuses across the country.

The 2012-13 school year marks the second year that the Capital One Academic All-America® program is comprised of four divisional teams. Student-athletes are now honored in NCAA Divisions I, II and III, while a fourth team — the College Division — is comprised of NAIA, Canadian and two-year institutions. This expansion, made possible by the commitment of both Capital One and the NCAA, has enabled CoSIDA to double the number of student-athletes honored on an annual basis.

Another wonderful facet of the program has been the annual Academic All-America® Hall of Fame induction ceremony which takes place at CoSIDA's Convention. Since its creation in 1988, the Hall of Fame has honored more than 120 former Academic All-Americans who are leaders in their respective fields and in their communities. Last year's Capital One Academic All-America Hall of Fame® induction in St. Louis, Mo., proved to be one of the most moving and emotional ceremonies in recent memory.

In 1997, CoSIDA created another annual award to honor Dick Enberg, the longtime spokesperson for the Academic All-America® program. The Enberg Award also is presented annually at the Hall of Fame induction ceremony, and past recipients include President Gerald R. Ford, longtime Tennessee women's basketball coach Pat Summitt, former Nebraska head football coach Dr. Tom Osborne, University of Miami President Dr. Donna Shalala and Notre Dame President Emeritus Reverend Theodore Hesburgh.

I am extremely blessed to have been a member of CoSIDA's Academic All-America® Committee for nearly 25 years and to work with a group of 160 individuals who are thoroughly invested in making the Capital One Academic All-America® program CoSIDA's signature endeavor and one of the most recognized scholar-athlete honors in collegiate athletics.

Many thanks to all of you who continue to support the Capital One Academic All-America® nominations and publicity efforts for your well deserving student-athletes. Your tremendous support is the foundation to the past, present and future success of the Capital One Academic All-America® program.

2013 CoSIDA Orlando Convention

INFORMATION

Wednesday-Saturday, June 12-15
2013 World Center Marriott Resort, Orlando, Fla.

#cosida13

PREREGISTRATION FEES:

Current CoSIDA member (\$195.00)

CoSIDA member spouse/family/friend (\$195.00)

Non-CoSIDA member (\$280.00)

- CoSIDA's online registration portal will be separate from the NACDA & Affiliates online registration. CoSIDA registration rates include one entrance/ticket to Capital One Academic All-America Hall of Fame Induction Ceremony (June 12), CoSIDA Welcome/Kickoff Reception (June 12), CoSIDA Hall of Fame Luncheon (June 13), CoSIDA Special Awards Luncheon (June 14), CoSIDA Farewell Party (June 15); entrance to all CoSIDA-sponsored programming; and entrance to programming at the NACDA & Affiliates Convention which is designated as "open to all attendees"
- CoSIDA's preregistration rate is a flat fee and will not be subject to "early bird" discounts, even though the NACDA and Affiliates attendees will have early bird discounts and a tiered refund structure.
- Onsite Registration
Will take place June 12-13 at the World Center Marriott (at higher registration rates than listed above)

- CoSIDA will have its own onsite registration area in Orlando and CoSIDA members will receive all that information later.
- Convention Hotel Reservations
Open FEBRUARY 1, 2013
Note: Please make sure to use the reservation link which will be available on Feb. 1 to ensure you get the CoSIDA/NACDA room rate
- CoSIDA/NACDA Partnership
- View the current Frequently Asked Questions (FAQ) document on the following pages
- CoSIDA off-site social events, family events/attractions, CoSIDA 5k fun/run and charity support information to come

ORLANDO WEBSITES

VisitOrlando.com

<http://www.visitorlando.com/>

Orlando World Center Marriott

<http://www.marriottworldcenter.com/>

Orlando International Airport (MCO)

<http://www.orlandoairports.net/>

CoSIDA's new Family Committee announces news and activities for 2013 Convention

by Eric McDowell, Union College (N.Y.), CoSIDA 2nd Vice President



The College Sports Information Directors of America organization is ready for a fabulous convention in Orlando in 2013. Needless to say, Orlando will also be a fabulous destination for families, spouses and partners of CoSIDA members. Thus, there is no better, more fitting time to implement the CoSIDA Family Committee.

This committee, a group of spouses from long-time CoSIDA members, is working on special events and gatherings to welcome individuals and children to Orlando. The committee will feature activities, events and special group dinner options to make Orlando a fun time while the CoSIDA members are busy in panels and sessions.

"I am so pleased that we have a Family Committee as we head to a magical place," said Rosanne Lipe, the wife of Dick Lipe (Bentley). "Years ago we would get together and now with an organized group, this will be a great way to plan events as well as welcome newcomers into a new family of friends. Plus, this will be a great opportunity for children to enjoy their time during the working sessions for the members."

Eric McDowell, the Second Vice President of CoSIDA for 2012-13, recently joined CoSIDA Executive Director John Humenik for a site visit at the World Center Marriott. During the visit, they secured the use of the Key West Room, which will be available strictly for the Family Committee throughout the duration of the convention.

Rosanne has plans to turn this room into a fun area for kids as well as a gathering area for spouses and partners. Humenik joined McDowell with visits to a variety of restaurants in **Downtown Disney**, where the Family Committee will feature special group prices and people can dine together at a variety of different restaurants.

The first restaurant officially on board is Rainforest Café, which will host a Family Committee gathering on Friday, June 14, and it is a fun place for children that will

feature a special menu and store discount. Cap'n Jack's, a restaurant on the water featuring seafood, also will be an option for a Family Committee gathering that night and other establishments are in the works. These and the other restaurants will have set prices (including a kids' price for Rainforest Café) that will feature pre-payments and registration and bus transportation to Downtown Disney.

Rosanne also will soon be announcing an outlet trip that will feature a special pre-opening of a store that will offer a continental breakfast.

"With the support of President Joe Hornstein and our Board, the CoSIDA Family Committee appreciates the opportunity to welcome families and offer them opportunities to enjoy their time in Orlando during the working panels and sessions of the convention," said Eric. "Rosanne and her colleagues hope to see you join them for a great week!"

Make sure to check out and like the CoSIDA Family Committee on Facebook (hosted by Jennifer McDowell) and watch for more news to make your experience at our convention a fun, enjoyable and memorable social setting.



2013 CoSIDA Convention during NACDA & Affiliates Convention Week to feature productivity and employee performance expert Laura Stack as a keynote speaker

Collegiate sports communications professionals will be truly impressed with the “Kickoff Session” of the 2013 CoSIDA Convention in Orlando next June.

Laura Stack, MBA, CSP, a leading expert in time management, work/life balance, stress management and other areas that are essential to the success of SIDs nationwide, will provide her presentation at 3:00 p.m. on Wednesday, June 12 at the Orlando Marriott. The announcement was made by CoSIDA Second Vice President Eric McDowell (Union College - N.Y.), who is overseeing the 2013 convention programming.

For the first time in CoSIDA history, the annual CoSIDA Convention will be held in association with the NACDA and Affiliates Convention.

Although CoSIDA will hold its convention activities in conjunction with NACDA and share programming and a social event (TBA), the CoSIDA leadership is running the convention - and its other social activities - independently.

Stack has consulted with Fortune 500 corporations for nearly 20 years in the field of personal productivity. She helps her clients achieve Maximum Results in Minimum Time® and develop high-performance cultures. She is the president of The Productivity Pro®, Inc., which specializes in productivity improvement in high-stress organizations.

Since 1992, Laura has presented keynotes and seminars on improving output, lowering stress, and saving time in today's workplaces. She is one of a handful of professional speakers whose business focuses solely on time management and productivity topics. Laura is a high-energy, high-content speaker, who educates, entertains, and motivates professionals to improve workplace productivity.

Laura has been a spokesperson for Microsoft, 3M, Skillsoft, Office Depot, and Xerox, and she is the creator of The Productivity Pro® planner by Day-Timer. Her client list includes top Fortune 500 companies, including Starbucks, Wal-Mart, IBM, GM, MillerCoors, Lockheed Martin, Wells Fargo, and Time Warner, plus a multitude of associations and governmental agencies.



Stack is the bestselling author of four books, including *SuperCompetent: The Six Keys to Perform at Your Productive Best* (Wiley, 2010); *The Exhaustion Cure* (Broadway Books, 2008), *Find More Time* (Broadway Books, 2006), and the bestselling *Leave the Office Earlier* (Broadway Books, 2004), which was hailed as “the best of the bunch” by the New York Times. Her books have been published in nine countries and translated into six foreign languages, including Japanese, Korean, Chinese, Taiwanese, Italian, and Romanian. She is also a contributor to two of the popular *Chicken Soup for the Soul* books.

Her popular monthly electronic newsletter has subscribers in 38 countries. She is a Microsoft Certified Application Specialist in Outlook. Widely regarded as one

of the leading experts in the field of employee productivity and workplace issues, she has been featured nationally on the CBS Early Show, CNN, NPR, Bloomberg, NBC TV, WB News, the New York Times, USA Today, the Wall Street Journal, the WashingtonPost.com, the Chicago Tribune, O Magazine, Entrepreneur, Readers Digest, and Forbes magazine.

Laura holds an MBA in Organizational Management (University of Colorado, 1991), integrating the importance of productivity in business with employee retention and satisfaction. She is the 2011-2012 President of the National Speakers Association (NSA) and is the recipient of the Certified Speaking Professional (CSP) designation, NSA's highest earned designation.

Stack lives with her husband and three children in Denver, Colorado.

More details on Stack and other presenters and panels will be forthcoming over the next several months.



Why Attend the 2013 CoSIDA Convention?

**Wednesday-Saturday
June 12-15, 2013
World Center Marriott, Orlando, Fla.**

CoSIDA's annual Convention, workshop sessions and networking opportunities are designed to help you think and grow as a professional. Our CoSIDA Conference is designed to make athletic communicators "think together."

In 2013, CoSIDA joins the NACDA & Affiliates Convention in Orlando, which presents the highest level of networking and joint programming opportunities in CoSIDA convention history.

Justifying your conference attendance to management can be challenging. With the current economy and athletic department cutbacks in professional development travel, much discussion is focused on the legitimacy of attending conferences.

The reality: conferences are among the most cost-effective methods to obtain education, information, networking opportunities, and professional connections; discuss real-world communications concerns; share best practice information. Given all the constraints on our time and money, these are key reasons that make conference attendance worthwhile.

The 2010 San Francisco Convention, 2011 Marco Island (Fla.) Convention and 2012 St. Louis Convention created great buzz among

participants and presenters with a tremendous strategic and digital communications-based workshop program great settings. And, in the last three-plus years, we have shattered our annual membership totals and now have a record membership close to 2,800.

There is great momentum within our national organization, and opportunities exist year-round for professional development ... help us carry this momentum to Orlando for the June 2013 national workshop! You will be challenged to consider new ideas, new strategies, new technologies. That's an invaluable investment towards your growth as an athletic communications professional.

When that happens, you will leave feeling energized, invigorated, and inspired.

The 2013 CoSIDA Convention which is part of the NACDA & Affiliates Convention gives you the best opportunity to:

- * Incorporate the ideas and information shared into becoming a better "intercollegiate athletic strategic communicator" in today's challenging and always-changing times – and hear from many experts in the process
 - Anticipate and adapt to the challenges of tomorrow's opportunities
 - Help build an organizational culture that allows for continued success in our profession
 - Refresh your analytical skills and update your professional toolkit
 - See case studies and best practices from communications and athletic management leaders
 - Meet the top communicators in our field, top collegiate athletic leaders and national figures. Ask them what keeps them motivated and rejuvenated on the job and glean valuable insight on their journey to the top. The conference is your golden opportunity to cultivate relationships with these industry leaders – what could be more motivating than that?
 - Working with other NACDA management groups as we co-host panels and breakout sessions, expand your knowledge base, improve your

personal skills and network. See what your peers are doing, what are new trends in the industry, and where there's room for movement and improvement.

- Participate in these break-out sessions specifically designed to stimulate your personal and professional growth. These will help you increase your ability to step up as a leader, influence others through powerful communication skills and develop a personal brand that is distinctly your own while vastly improve your chances for success.
- Focus on your critical NCAA/NAIA/CIS/NJCAA divisional issues and attend breakout sessions with a special focus on these divisional issues.
- Join our special luncheons and induction ceremonies to recognize CoSIDA Hall of Fame, Capital One Academic All-America Hall of Fame and other Special Award honorees.
- Use the job placement services via the CoSIDA Career Center and Job Seekers Committee job boards and on-site interviews.
- Attend the annual business meeting.
- Interact with the Board of Directors and divisional representatives to discuss CoSIDA programs, affairs, concerns, and future meetings.
- Join in social events, both planned and informal. Some of these will be CoSIDA-members only and others will be with our peers from marketing, fundraising, development and other senior athletic leaders in attendance at the NACDA & Affiliates convention.
- Carry out an important personal professional role – be a “participant” within your professional group
- The convention provides a wonderful opportunity for you to not only receive the benefits of being there but also provides you the opportunity “to give” as well to your colleagues and profession.

The Convention is AFFORDABLE

CoSIDA recognizes that membership resources vary from campus to campus, office to office, division to division. Annually, the CoSIDA Conference, with its high quality and interactive programming, **is arguably the most-affordable national conference in intercollegiate athletics.** Other conferences in athletics cost upwards of 2-3 times the amount that the CoSIDA conference does.

Our Board of Directors works diligently to help keep the CoSIDA registration fee affordable for everyone. The 2013 pre-registration fee remains the same as last two years - \$195.00 for CoSIDA members. ***This is the lowest among all the collegiate associations- by \$100 dollars.*** Those registering with NACDA will pay substantially more in Orlando.

- Enjoy the beautiful award-winning Orlando World Center Marriott – in a vibrant Orlando area.

Enhance Your Leadership Skills

- Get multiple perspectives on leadership in workshop sessions
- Conduct an interactive workshop session in the table topic format or at the digital technology summit. Present before your peers and share your interest and expertise
- Plan, coordinate and serve on a panel
- Serve on a CoSIDA Committee and meet during the Convention to review year-long goals and objectives and set new agendas for the next academic year.

Connect and Learn with Your Peers

- Be among the thousands of CoSIDA and NACDA & Affiliate participants from diverse institutional and regional backgrounds
- Convention maximizes interactivity with a high ratio between speakers and participants and with breakout sessions for small-group work and discussion
- Network, network, network. Meet experts and colleagues to share tips to solve real-world communications issues and problems.

Enjoy the Orlando Experience

- Interact and socialize with leaders, colleagues and friends in a beautiful hotel setting within numerous first-class amenities and activities with the popular Orlando entertainment and attractions close by. Take time to tour and to gain impressions of the region and city of our conference. Recent cities like San Antonio (2009), San Francisco (2010) and St. Louis (2012) were wonderful urban areas to visit. Our time on the ocean at Marco Island (2011) was unlike any other Convention location we've had. Now, we return to Orlando which was the site of our most popular CoSIDA Convention in history years ago.
- In your free time, enjoy the sprawling hotel indoor and outdoor amenities, shopping, and a great entertainment district nearby with Disney and other world-renown attractions. Gather indoors and outdoors to enjoy CoSIDA informal and social outdoor receptions and gatherings.

Excellent Networking Opportunities

CoSIDA conferences are attended by people all over North America representing college and university institutions and organizations. Take the time to meet new people and enlarge your circle of professional connections.

This is an excellent opportunity to find out what others are doing, obtain tips, troubleshoot problems, bounce ideas around, and make friends so that when you go back home you've extended the number of people you can collaborate with. There are endless opportunities to talk to other athletic communicators who face the exact same problems as you do. As you learn from others, you can form networks of people to talk with throughout the year.

Diverse Workshop Programming and Content

There's content for everyone! We've got presentations for newbies, experienced communications leaders, assistant directors and Assistant ADs, who come from small and large schools, public and private. From presentations

on management styles, leadership, crisis and strategic communications, digital communications, social media tools and tactics, you'll find something you can take back and use in your everyday work.

Hear inspiring Keynote Presenters

The CoSIDA Convention has a tradition of impressive keynote presentations and speakers who are industry leaders. Recent keynote presentations were given by former NCAA President Myles Brand, former White House press secretaries and strategic/crisis communication experts Kevin Sullivan (2009) and Ari Fleischer (2010) while noted football coaching legend and motivational speaker Lou Holtz (2011) addressed a standing-room only crowd in Marco Island.

Meet leaders in the field.

Shake hands, listen, exchange contact information. Meet the current and previous Presidents of the organizations, national athletic figures, speakers, presenters, CoSIDA leaders and our special guests and presenters who are leaders in intercollegiate athletics. These are the people who set the tone and tenor for our industry.

Share Like Experiences

CoSIDA meetings, sessions and social opportunities offer you the ultimate in networking and learning - the opportunity to exchange information, ideas, and perspectives in person, face to face, with your colleagues, sponsors and key presenters from PR and athletic leaders.

Innovative & diverse workshop programming, focusing on communications best practices and professional development

- Innovative programming: learn firsthand from industry experts in communications/journalism, writing, leadership, social media strategy
- Hear from national athletic leaders (AD's, NCAA, NAIA senior leaders and representatives) and noted speakers from business, entertainment and the like as they discuss global and national communications issues, review the role, challenges and expectations facing athletic communicators while offering solutions and assistance to help us with our every day concerns

- Interact with peers who share many of your same challenges and goals
- Keep up to date on new and emerging technologies
- Get immediate answers and solutions to issues within your organization (staffing, budget, time management, strategic communications, crisis communications, how to keep abreast of the social media/digital media explosion)
- Discover new products that can decrease expense, assist in raising awareness and exposure for your program/student-athletes and increase marketing revenue
- Walk away with "action ideas" that you can immediately implement once you return to work

The Exhibitor Trade Show

Making personal connections with the exhibitors is another huge benefit to attending the conference. One quick conversation could solve what you've been trying to resolve for months. Attendees can get free trials and hands-on training resources, learn about the latest technology software and hardware, and meet people they had previously only dealt with by email or phone.

- See the latest in technology and take part in hands-on demonstrations
- Hear new product announcements
- Get answers directly from CoSIDA sponsors and vendors on the exhibition floor
- Do some comparison shopping; compare products side-by-side in the exhibitor area
- Seek solutions and find new technologies
- Talk with others who are using or considering a product or service you are researching

Who Should Attend?

Everyone. There is something for every athletic communicators, regardless of your level of experience and tenure.

Again, the CoSIDA Convention is **affordable** and gives you a tremendous content-to-amount-paid ratio.

There's plenty of content for all levels of athletic communications to learn and apply ... You also might find that another organization is doing something similar to what you're doing and collaborate.

TOP FIVE reasons why you would send staffers to the Convention:

- Chances are very good it will make them better athletic communicators
- It's an event that inspires members. There are constant opportunities for professional growth; to enhance your department, your athletic communicator will benefit from this experience, especially after a rigorous academic year and heavy workload
- It's an event where athletic communicators learn about the best practices that work on like campuses and conferences, about relevant surveys, research and trends, and have opportunities for hands-on learning and training
- Attendees share what they learned with other CoSIDA members and NACDA attendees during the conference and after the conference.
- **Networking, networking, networking!**

Be a part of the solution! Create a stronger future for yourself, your department, institution or conference by attending the 2013 CoSIDA Orlando Convention!

CoSIDA/NACDA FAQ Document

(As of 9.19.2012)

Q- What are the dates and sites for the 2013 CoSIDA Convention, which will be the first held in conjunction with the NACDA & Affiliates Convention?

A: The 2013 CoSIDA Convention takes place in Orlando, Fla. at the Orlando World Center Marriott (www.marriottworldcenter.com) from Wednesday-Saturday, June 12-15. Information is available at www.NACDA.com.

Q- What other collegiate management associations attend the NACDA & Affiliates Convention?

A: Under the NACDA "convention umbrella" are general NACDA convention programming and programming for:

- College Athletic Business Management Association (CAMBA)
- Collegiate Event and Facility Management Association (CEFMA)
- Division I-AAA Athletic Directors Association (DI-AAA ADA)
- Division II Athletic Directors Association (DII ADA)
- Football Championship Subdivision Athletic Directors Association (FCS ADA)
- International Collegiate Licensing Association (ICLA)
- Minority Opportunities Athletic Association (MOAA)
- National Association for Athletics Compliance (NAAC)
- National Association of Athletics Development Directors (NAADD)
- National Association of Collegiate Marketing Administrators (NACMA)
- National Alliance of Two-year College Athletic Administrators (NATYCAA)
- Other groups in attendance include: NCAA Division I, II and III athletic administrators and leadership, NAIA leadership

Q- Where are the NACDA & Affiliates Conventions usually held?

A: Unlike former CoSIDA Conventions, the NACDA Conventions do not rotate around all regions of the country due to the sheer size and scope of the Convention. There are not many convention centers/hotels that can hold the large amount of NACDA attendees and exhibitors. The 2012 NACDA Convention, for instance, took place in Dallas. The 2013, 2014, 2015 Conventions are set for Orlando, and the 2016 NACDA Convention is set for Dallas.



Q- I'm concerned that with NACDA coordinating the convention that our programming will suffer and not be specifically directed to CoSIDA members as it is with our current convention setup.

A: This is a totally unfounded concern. **CoSIDA's Board leadership team, full-time staff, respective committees and divisional leadership groups will put together the convention program for Orlando as it has always done.** CoSIDA's leadership team is 100% responsible for the convention program. NACDA's staff will simply assist the CoSIDA staff with room assignments, room setups, A/V needs, on-site registration area etc. but CoSIDA will fully determine "the CoSIDA Convention program."

Q- I've been told that having our convention with NACDA will cost more.

A: That is not correct. In fact, the convention could very well cost you less. For many decades, our CoSIDA conventions were a five-night convention if you came for the full program. Our convention within the NACDA concept will now be a maximum of four nights in length, thus saving one night of hotel costs. In addition, **Orlando is considered one of the most competitive flight destination cities in the nation** so flight costs might very well be less for many of our members than has been the case at former convention sites.

Q- There is a concern that the CoSIDA convention registration fee in 2013 will be raised to be more in line with other NACDA affiliate groups.

A: Again, that is not true. CoSIDA's registration fee for the 2013 convention in Orlando will be \$195, a fee that will be significantly below any of the other NACDA

groups at the Orlando convention in June of 2013. All of the other groups will have registration fee between \$325- \$400 per person. CoSIDA's \$195 price is the same registration rate as our 2011 (Marco Island) and 2012 (St. Louis) conventions.

Q- Many in CoSIDA understand that moving our convention within the NACDA convention provides more opportunities for expanded continuing education, but they are not sure that they – or their organization - would be willing to pay for this.

A: This is an unfounded concern. In September of 2009, CoSIDA staff members John Humenik and Barb Kowal met with the NACDA staff in Cleveland and got a commitment from NACDA which allows *all CoSIDA badge registration carriers to attend, at NO COST, any of the open seminars/ presentation for the other NACDA affiliates groups like the marketing, compliance, fundraising and AD groups.* All of those group members can attend our sessions as well at no cost.

In summary, your \$195 CoSIDA registration fee gets you into all of CoSIDA's programming sessions and also into ALL of the open sessions for these other NACDA groups. This makes the overall value of your convention registration fee a higher value than if you were attending a CoSIDA stand-alone convention.

Q- How will CoSIDA members register if the rates are different for CoSIDA than other NACDA registrants? I noticed that the NACDA affiliates have an "Early Bird Registration Rate" for their conventions and that there is a cancellation fee (\$50.00) if you registered for the 2012 Convention and cancelled before June 1; after that date, no registration monies were refunded. Will this also hold true for CoSIDA registration in 2013 for the Orlando convention?

A: As mentioned above, the CoSIDA convention rate for 2013 will be \$195 – a flat fee and not subject to "early bird" discounts. CoSIDA will have its own online registration portal and CoSIDA members will receive all that information later. As far as CoSIDA registration cancellation policies, the date to cancel your registration for the 2013 Convention is TBA.

Q- Are there any other changes to the registration and hotel reservation processes for the 2013 Orlando convention?

A: YES. One major change for CoSIDA members is that the 2013 registration and room reservations will have a much-earlier cutoff/deadline date than previous CoSIDA Conventions. CoSIDA members are going to be reminded often - via CoSIDA social media channels, membership emails, CoSIDA.com - of the impending earlier deadlines for both registration and hotel reservations. **NACDA's proposed cutoff date for hotel reservations is MAY 1, 2013. The price per night for a single/double at the Marriott World Center for the 2013 is \$171.00. There also will be much earlier deadlines for CoSIDA to finalize its convention programming than have been in the past.**

NACDA will need CoSIDA's programming information (sessions, presenters, moderators and AV/technical needs) by MID-FEBRUARY for review and room assignments. After review, edits/changes (NOT new submissions) may be made through March as the printing deadline is early April.

NACDA also plans to work with a sponsor/vendor to produce a mobile app (with a digital agenda and Convention info), and that also plays into the earlier deadlines.

Q- I understand the main NACDA hotel has been in a sellout situation in past years. What if there is a sellout situation for the 2013 Orlando convention?

A: There will be overflow hotels that NACDA/ CoSIDA will work with and contract with to accommodate an overflow situation if that arises. For instance – there are several Marriott properties located one mile to 1.5 miles away from the World Center and if convention attendees stay there, there will be a shuttle service available between these hotels and the World Center. **AGAIN, MAKING EARLY RESERVATIONS IS KEY IN ORDER TO STAY AT THE MAIN HOTEL.**

Q- Some CoSIDA members say that their AD/organization might not send them to this convention and that is why they have had a hard time supporting this decision to move to the NACDA convention model.

A: Most of this thinking is coming from concerns in the college division ranks. If your AD/school/ conference sent you to the CoSIDA convention because you and they believed it was an excellent

place for your continuing education, then there is no reason to change that thinking in 2013. Continuing education for our convention within the NACDA convention will be *totally determined* by the CoSIDA Board and program committee which historically has been the case.

Not only will you get the same type of sessions as you have become used to, but you can also attend - at no additional cost - any of the open seminar sessions for the marketing, compliance, development, licensing and AD groups if you want. That, in addition to your normal CoSIDA convention experience makes it a value added continuing education experience. (Please see the Q&As below for more elaboration).

Q- It seems that many in CoSIDA believe that this decision to combine our convention under the NACDA umbrella will benefit our Division I membership the most.

A: Actually, due to the input of college division representatives who have attended the NACDA convention in the past, CoSIDA's leadership came to the realization that CoSIDA's college division membership might have the most to gain. Simply put, our College Division members have to wear more hats than do many in the DI ranks.

In addition to being communications/ information directors, they are also heavily involved in marketing, fundraising and compliance. As a result, a CD member can now come to the CoSIDA convention at NACDA and take part in the CoSIDA programming that interests them - AND also attend sessions in these other managerial areas. They can have a much more expanded continuing education experience. CoSIDA's leadership believes that this situation provides a "valued added" and "bang for the buck" scenario for that membership contingent.

Q- What are the main benefits of the CoSIDA Convention becoming a part of the NACDA & Affiliates Convention?

- It places CoSIDA's Convention within the most influential gathering of management executives in intercollegiate athletics each year. This cannot be overstated, as it relates to the multiple benefits that can be generated for CoSIDA and its membership. Those cumulative benefits (both formal and information) and networking opportunities

that will take place will assist CoSIDA in advancing many aspects of our profession and organization.

- For decades, we have been talking amongst ourselves about the issues facing our profession. We have become quite good at "preaching to the choir," yet our CoSIDA leadership came to the realization that we need to "preach to the congregation." That can happen with this NACDA relationship since we are now around all of the other groups in a face-to-face environment.
- It provides CoSIDA with a much higher profile among - and more direct access to - the decision-makers in college athletics than we now have. This is of utmost importance and urgency to the CoSIDA leadership as it seeks to advance professional and membership based objectives.
- Placing the CoSIDA Convention within the NACDA function provides CoSIDA members an expanded opportunity for "cross-over" panels and seminar participation. AD's and marketing administrators can attend and participate in CoSIDA panels, and vice-versa. CoSIDA members will gain a continuing education experience due to this, and that experience will greatly expand their personal and professional convention experience. Being aligned with NACDA greatly enhances CoSIDA's ability (organizationally and individually) to be better understood and provide its perspective to others in athletics that it cannot with the current "stand-alone" convention format.
- It enables CoSIDA and its membership to significantly improve the "networking" aspects and benefits of the convention as we will be in communication with AD's, marketing, compliance and development staffs. This gives us much more opportunity to enhance our visibility and advance our initiatives and have other athletic personnel gain a better understanding of CoSIDA members and our roles.
- So much of what we do as professionals, especially at the D2, D3 and NAIA levels, overlaps into many other areas like marketing, compliance, promotions, fundraising, etc. It makes good sense to be placed into an all-

encompassing convention for our professional needs and growth. Hearing and discussing what others do in these areas and exchanging thoughts and perspectives will result in a major “add-on value” in attending.

- This gives CoSIDA a tremendous opportunity to significantly advance the profile of the Capital One Academic All-America program and its Hall of Fame. The Capital One Academic All-America Hall of Fame Induction Ceremony could now be open to over 3,000 convention attendees instead of 800, and the ceremony can be attended by a new group of people (Presidents, AD’s, marketing directors, etc.) That ceremony at the NACDA Convention will provide heightened goodwill for this AAA program and CoSIDA’s singular role in its advancement. In addition, this will provide a boost for CoSIDA’s goodwill and PR throughout all segments of the collegiate community.
- CoSIDA’s divisional leadership groups will now be in a position to approach the athletic director leadership groups from D1, D2, D3 and NAIA about attending CoSIDA “divisional meetings” and ‘divisional based programming” for those groups, something that does not take place now.

Q- What are the basic components of the CoSIDA/NACDA partnership?

A: In June of 2008 the CoSIDA Board approved the organization's first-ever master strategic plan. Key components of that plan were: building much higher visibility throughout the intercollegiate athletics community; evolving CoSIDA from an organization primarily focused on the annual convention to one that is a 365-day based organization; building productive relationships and partnerships with other organizations and gaining more direct access to the leadership for those organizations.

The partnership with NACDA - approved by the CoSIDA Board in December 2008 - provides many of the components necessary to carry out that strategic plan. It enables CoSIDA's news to now be a part of the daily NACDA email blast (Daily Review) that reaches over 10,000 university/athletics administrators, thus ensuring that CoSIDA news and information reaches influential athletic leaders.

CoSIDA now has a monthly column in NACDA's *Athletics Management* magazine to discuss issues and developments in our organization and profession. Like the NACDA Daily Review e-blast, this column reaches thousands of administrators throughout intercollegiate athletics.

In addition, the partnership provides for CoSIDA's leadership to participate at NACDA's annual Mid-Year Affiliates Meeting which brings together all of the groups' Presidents and Executive Directors each January. The leaders update each other and discuss possible partnerships on projects. Until CoSIDA's first appearance at this event (in January of 2009), CoSIDA was the only management association not invited to this key event. This annual meeting has proved to be of high value to advancing CoSIDA initiatives.

CoSIDA's leadership also gets the opportunity to visit with other organizational leaders at the NACDA Convention and participate in leadership conference calls throughout the year. These provide CoSIDA with a key strategic need and the opportunity to be part of this collegiate leadership group - something that was not the case prior to the CoSIDA-NACDA partnership agreement of December 2008.

This direct access has resulted in a vastly improved situation for CoSIDA to build partnerships and pursue strategic initiatives. This has resulted in CoSIDA obtaining a dramatically increased profile within the intercollegiate community.

The final component of the partnership agreement is that CoSIDA [per NACDA's request in order for CoSIDA to gain the things mentioned above] bring its convention to the NACDA & Affiliates Convention beginning in June of 2013.

By the time the 2013 CoSIDA Convention at the NACDA convention comes about, the CoSIDA/NACDA partnership agreement will already be 4 1/2 years along. The 2013 convention will represent just a few days of several hundreds of days of benefits that CoSIDA has already gained via this partnership.

Q- Will CoSIDA still have its own social activities and exhibitor area at the 2013 NACDA and Affiliates Convention? I understand that NACDA has a large exhibition area and its convention registrants attend social events in that exhibition area.

A: Yes to both. CoSIDA will hold social receptions as in the past, open to CoSIDA convention registrants. CoSIDA also will have its own exhibitors. The NACDA exhibition hall and its vendors also will be on site and those open hours will be different than the CoSIDA exhibitor area hours. CoSIDA's staff is finalizing plans for CoSIDA registrants to attend ONE NACDA exhibitors social during the convention; at all other times, the CoSIDA badge/credential will not allow access to the NACDA exhibition area.

Q- Will CoSIDA continue to do the Convention community-service outreach and have an event like the 5K fun run while in Orlando?

A: Yes. The CoSIDA Goodwill and Wellness Committee is committed to community service projects and a health-oriented event (like a fun run/walk), although the logistics for an activity like a fun run/walk need to be worked out with the hotel and NACDA staffs. Again, the plan is to continue these special elements of the CoSIDA Convention as long as interest and commitment remain high. In fact, there is discussion to collaborate with other associations at NACDA to hold the community outreach and run/walk activity.

Q- Will there be an opportunity to play golf at a local course? Since Orlando is such a vacation and tourist destination, will any discounts be offered so that CoSIDA members might go to places like EPCOT, Downtown Disney, Disney World, amusement parks, etc?

A: A discounted golf rate at the Orlando World Center Marriott will be extended to CoSIDA convention attendees. There will be some discounts to local attractions which are TBA. See next question, below.

Q- Are there special "family" activities that NACDA sponsors during its convention?

A: At the St. Louis Convention, the CoSIDA Board of Directors will discuss "CoSIDA family/group activities" in Orlando. More details will follow throughout the next few months. CoSIDA members are reminded that the World Center is located close to many Disney

parks and other family entertainment. NACDA does not hold such events, but for NACDA & Affiliates Convention attendees, there are tickets available, at a discounted admission, to Disney attractions. (There usually is a 7-10 day window around the Convention to use those tickets.) On the World Center property, a lazy river is being constructed and will be operational at the 2013 convention.

Q- Are there any special shuttle services or car rental promotions associated with the 2013 Convention?

A: There will not be a direct NACDA/CoSIDA shuttle service to and from Orlando International Airport, but there are shuttle services available. Those services will be outlined later. As far as car rentals, NACDA has an agreement with Hertz and those details will be announced prior to the 2013 Convention.

Q- What information on the NACDA & Affiliates Convention and any discussions of the 2013 plans took place at the 2012 St. Louis Convention?

A: Materials available in St. Louis included this FAQ document, some agenda/program notebook samples from the 2013 NACDA Convention in Dallas, and a video from NACDA officials shown during the "CoSIDA Today and Beyond" town meeting session which was standing-room only. There also was a CoSIDA/NACDA booth in the exhibition area manned by CoSIDA leadership for certain times during the Convention.

Due to the fact that the NACDA Convention ran at the same time as our St. Louis Convention, no NACDA representatives were able to attend and address the CoSIDA attendees, so that is why the video from NACDA Executive Director Bob Vecchione to CoSIDA members was prepared.

CoSIDA and NACDA also plan to distribute and update this FAQ throughout the fall/winter, and plan to hold a joint membership call in the fall/early winter to discuss any issues with, and questions on, the CoSIDA/NACDA alliance.

Annual CoSIDA Scholarship Program

Scholarship Applications and Deadline information for candidates of 2013-14 scholarships are listed below. Deadlines are in mid-April and early May of 2013.

- CoSIDA Phil Langan Graduate Internship Grant (\$10,000)
- CoSIDA Langston Rogers Postgraduate Scholarship (\$5,000)
- CoSIDA Wylie Smith Postgraduate Scholarship (\$5,000)
- CoSIDA Fred Nuesch-Dave Wohlhueter Undergraduate Scholarships (two, \$2,500 each)

Note: In mid-January, you will be able to go online (http://cosida.com/scholarships_new.aspx) and use the online nomination portal to apply for the scholarship or scholarships of your choice.

Scholarship Applications & Deadlines

CoSIDA Phil Langan Graduate Internship Grant Deadline: Friday, April 5, 2013

• Phil Langan Graduate Internship Grant is designed to assist member institution sports information offices with funds to support the addition of a graduate internship. There is one award annually, providing \$10,000 for a 10-month appointment. This grant is available only to media relations/sports information offices without paid graduate or undergraduate interns.

Langan, a CoSIDA Hall of Famer (working at Ithaca, Princeton and Brown) who passed away in November of 2009, served the organization as secretary-treasurer and Digest editor from 1972-77.

CoSIDA Postgraduate Scholarships (2)

The CoSIDA Postgraduate Scholarship Program has two scholarships awarded annually: one \$5,000 Wylie Smith Scholarship and one \$5,000 Langston Rogers Scholarship. These are designed to assist outstanding students in sports information offices who have expressed an interest in pursuing a career in collegiate sports information.

CoSIDA Langston Rogers Postgraduate Scholarship Deadline: Friday, April 12, 2013

• Langston Rogers Postgraduate Scholarship is a \$5,000 scholarship, given annually to a rising minority or female student working in athletics communications/sports information who is interested in pursuing a career in the intercollegiate athletic communications profession. Formerly the CoSIDA Postgraduate Scholarship.

The Langston Rogers Postgraduate Scholarship was offered for the first time in 2010-11, and is given to a rising minority or female athletic PR professional. (This scholarship was formerly the CoSIDA Post-Graduate Scholarship).

It was renamed in honor of Rogers, a former CoSIDA President, Hall of Famer, Trailblazer Award and Lifetime Achievement Award recipient who retired from his illustrious athletic communications career in 2010. During the 2010 San Francisco CoSIDA Convention, the CoSIDA Board of Directors announced that this Postgraduate Scholarship would be renamed in Rogers' honor for his outstanding service to athletic communications, his dedication to student-athletes and his mentoring of young professionals.

CoSIDA Wylie Smith Postgraduate Scholarship Deadline: Friday, April 12, 2012

• Wylie Smith Postgraduate Scholarship is a \$5,000 annual scholarship given to an outstanding undergraduate in a media relations/sports information office who has expressed an interest in collegiate athletic communications. Wylie Smith is a former CoSIDA Scholarships Committee chairman and long-time Sports Information Director at Northern Arizona University.

CoSIDA Undergraduate Scholarships (2)

CoSIDA Fred Nuesch-Dave Wohlhueter Undergraduate Scholarships Deadline: Friday, May 3, 2013

• CoSIDA Fred Nuesch-Dave Wohlhueter Undergraduate Scholarships: two \$2,500 scholarships awarded to outstanding undergraduates working in media relations/sports information offices. They are named for former long-time CoSIDA secretary/digest editor Fred Nuesch and former treasurer Dave Wohlhueter, both CoSIDA Hall of Famers. Nuesch spent the majority of his SID career at Texas A&M-Kingsville, while Wohlhueter is retired from Cornell.

The can't-miss SOCIAL MEDIA trends for 2013

by Ryan Holmes, CEO of Hootsuite



Will Facebook continue its reign atop the social hierarchy? Will businesses get better returns on their social media investment? Will your CEO finally learn to tweet? Here's a look at the biggest social media trends set to unfold in the year ahead.

Mobile social media usage continues to soar: In September, Facebook made a monumental--if little noted--revelation in a quarterly SEC filing: "[We] anticipate that the rate of growth in mobile usage will exceed the growth in usage through personal computers for the foreseeable future." Mobile Internet users are set to overtake wired Internet users by 2015 in the U.S., but this shift is happening far faster on social platforms.

What does this mean for the future of social media? Networks that make engagement on the go easy--especially visual platforms like Instagram--are at a significant advantage (Instagram, in fact, already has more mobile users than Twitter). Meanwhile, traditional networks must work to better differentiate their desktop and mobile experiences--ensuring that mobile interfaces are streamlined and fast-loading, while also taking full advantage of GPS, near field communication (exchanging information by touching smartphones) and perhaps even ambient location functionality.

At the same time, developing viable advertising options for mobile platforms is more critical than ever. Finding ways to squeeze ads onto tiny mobile screens has thus far proved a serious Achilles heel.

SOCIAL ADVERTISING GROWS AND EVOLVES

To solve the mobile revenue puzzle, social networks will push ahead next year with new social ad models. Traditional banner and interruption ads will decline, replaced by innovative offerings like Promoted Tweets and Sponsored Stories. What makes these so-called native ads unique is that they don't look like ads at all, apart from small disclaimers. They appear in-stream and read exactly like another piece of user-generated content.

While some users resent this intrusion into their home streams, natives ads potentially enable brands to reach clients on their own turf and on their own terms. Behind it all is the concept of convergence--the idea that ads and content can be interchangeable. Companies, for instance, are already sending out Tweets to followers on their social media channels. Using analytical tools to identify which are most read, they can selectively amplify the best of the bunch as Promoted Tweets, turning content into ads and reaching an even larger audience.

International and niche social networks experience dramatic growth

Total social media users are forecast to grow by just 4.1 percent in North America in 2013. Compare that with growth rates of 21.1 percent in Asia-Pacific (including China, India, and Indonesia), 12.6 percent in Latin America, and 23.3 percent in the Middle East and Africa.

The major networks will continue to make impressive inroads internationally: Facebook users grew by 47 percent in Latin America alone last year. But localized social networks--especially those geared for mobile users--are also experiencing dramatic growth. China's Twitter-like Sina Weibo microblogging platform recently surpassed 400 million users (nearly doubling its user base in one year), while two-year-old competing upstart WeChat already has 200 million users.

Meanwhile, niche networks, which offer deeper, more focused functionalities overlooked by the bigger players, will continue to experience truly explosive growth both in North America and internationally. Riding the wave of its acquisition by Facebook, Instagram saw its share of social media traffic grow by 17,319 percent this year, while Pinterest grew by 5,124 percent.

What does this all mean for brands and businesses? To maximize reach, it's critical to keep up with an expanding array of social networks both in North America and abroad. Anticipate increased demand in 2013 for social media management systems that streamline monitoring and posting across multiple networks.

SOCIAL MEDIA MOVES BEYOND THE MARKETING DEPARTMENT

In the year ahead, expect enterprises to embrace social media tools--including internal networks, real-time chats and wikis--for uses that go way beyond the familiar applications for marketing and community building. At stake is a potentially enormous boost to the bottom line: Last year, McKinsey published an eye-opening report that pegged the untapped business value of social technologies at \$1.3 trillion--and most of that comes from improved office productivity.

We're already seeing HR departments applying social media to streamline application processes, sales teams cultivating leads and monitoring the sales funnel via social channels, and operations and distributions teams tracking supply chains at a granular level. Deeper still, internal networking tools like HootSuite Conversations are enabling companies to free up expertise trapped in departmental

silos. (Conversations is sold by my company.)

At the same time, the way social media is rolled out at large companies is fundamentally changing. Until now, adoption has been fueled from the bottom-up, by front-line social media and community managers. But increasingly CIOs, CEOs, and CMOs who have seen the business value of social media are taking the reins. As the C-suite formalizes top-down social media strategy, expect to see social media management systems become as commonplace as office productivity suites and customer relations management software.

BIG DATA GROWS BUT GETS MORE MANAGEABLE

Social media has given companies access to unprecedented volumes of information about their clients and buying trends on an aggregate level. The challenge, which confronts everyone from data giants like Facebook to small businesses active on social media, is how to process all of this and turn it into actionable policy. Case in point: 93 percent of North American executives surveyed by Oracle believe they're losing revenue by not leveraging available data.

"We need to build robust systems for analyzing the huge amounts of data flowing in from social media and how they then link to all the other touch points consumers have with the brand," explains digital analyst Marita Scarfi.

The coming year will see the emergence of new software and tools to do just that. Using new-wave social media command centers capable of tracking multiple social stats in real-time, from tweets and Likes to customer sentiment, companies will be able to radically improve customer service and predict future buying patterns, not to mention streamline internal communication and increase productivity. This kind of social data is already being harnessed by Nestle to boost customer sentiment, GE to speed up repairs to the electrical grid, and Wall Street to forecast stock prices.

SOCIAL MEDIA EDUCATION GETS FORMALIZED

A recent Harvard Business review survey showed that only 12 percent of companies using social media feel they use it effectively. Given the expanded business applications of social media, maximizing impact increasingly requires specialized training. Just knowing how to send a Tweet or friend someone on Facebook is not enough. In 2013, expect to see more social media coursework at universities, as well as dedicated social media MBA programs, as schools rise to the challenge (Syracuse, NYU, Columbia, Harvard Business School, and dozens of other higher ed institutions are already leading the pack here).

At the same time, companies will begin to double down on social media education for their existing employees as the entire workforce gains an added level of social sophistication, similar to the Internet 1.0 skillset that was on-boarded a decade ago. Social media skills will join email as part of basic business literacy in the digital age. Perhaps most critical of all will be social media compliance training to ensure that workers in sensitive industries from finance to healthcare uphold regulatory standards while taking advantage of social media's benefits.

This year has been widely regarded as the year social media made the jump from dorm room to boardroom. In 2013, expect to see companies who have taken the plunge begin to reap expanded returns from their social investments, with help from improved social technologies, innovative ad models, and an expanded user base around the globe.

Learn more about the future of social media by subscribing to the Fast Company newsletter.

<http://www.fastcompany.com/newsletters>

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CoSIDA Resource Library

IS NOW OPEN

The CoSIDA online Resource Library, a new online learning center, opened in September and is available to all CoSIDA members and other athletic professionals.

This new subject-categorized directory is available at the following link:
<http://cosida.com/resourcelibrary/indexpage.aspx>.

In today's ever-changing complex world of communications, we know that 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 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.), and the CoSIDA New Media/Technology Committee, chaired by Chris Syme, were 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 concepts as crisis planning and crisis management. Kowal and John Humenik have worked with Dutch Baughman, Executive Director of the D1-A Athletic Directors' 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 and New Media/Technology Committees with the effort led by (External Affairs Director) Barb Kowal and Membership Committee chair Blake Timm. We thank both committee groups for the effort in helping build such a comprehensive reference library," noted CoSIDA President Joe Hornstein of FIU.

"We hope our CoSIDA members will visit this online learning center, and we anticipate 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," Hornstein concluded.

"Our athletic media relations business has always been a share and share alike business," noted Timm, who also serves as chair of the CoSIDA College Division Management Advisory Committee (CDMAC). "We're always ready and willing to share tips of the trade and new communications ideas with our fellow professionals. The goal of the CoSIDA resource library is to be an extension of that sharing and make information available to many 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 resource center, but the true authors of this resource are the CoSIDA leadership," Timm concluded. "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."



Those who have comments or suggestions for the Resource Library are asked to contact Kowal at the following email (barbkowal@cosida.com).

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<http://www.youtube.com/cosidatube>

Following are sessions that were video-taped at the 2012 CoSIDA St. Louis Convention that are now archived for on-demand viewing.

CoSIDA thanks our corporate partner NewTek, CoSIDA's Official Continuing Education Video Production Provider, for the video services provided in St. Louis and for their support of our continuing education program.

CoSIDA 3rd Vice President Judy Willson (Mountain West Conference) is coordinating our live conference call/webinar continuing education program this year. If you have ideas or want to present on a call/webcast, Judy can be contacted via jwillson@themwc.com.

The following sessions aired in previous months and are now posted on CoSIDA's YouTube channel.

<http://www.youtube.com/cosidatube>

Social media 2.0: Content Engagement: What your audience wants, what is working today and what's trending

Presenters: Ronnie Ramos, NCAA Managing Director of Digital Communications; Dana Thomas, NCAA Assistant Director of Social Media Strategies; Jeff Rubin, Syracuse University iSchool Associate Professor of Practice and SIDEARM Sports CEO; Spencer Kitley, CoverItLive Event Specialist

Using best practices and case studies from intercollegiate athletics, the discussion focuses on what is - and is not - working today in athletic social media; making sure stakeholders are getting content from you that they cannot get elsewhere; how to best engage and listen to your audience; and best use of your athletic staff manpower to manage social media.

Serving student-athletes: Are we getting it right?

Presenters: SAAC student-athletes: Alex Mendez (University of South Florida, NCAA Division I baseball); David Pillen (Abilene Christian, NCAA Division II football); Nafeesa Connolly (Simmons College, NCAA Division III volleyball); and Julie Teeple (Columbia College, NAIA basketball and volleyball)

Moderator: Eric McDowell, Union College-N.Y. (CoSIDA 2nd VP)

Student-Athlete Advisory Committee (SAAC) representatives from all divisions discuss communications challenges from their perspective and engage in a thoughtful Q&A session with CoSIDA members.

Paperless game notes? How to service the media and public in an online age

Presenters: Chris Yandle, University of Miami/formerly of Baylor University; Ted Gangi, CollegePressBox.com; Chris Freet, University of Miami

When is providing too much information a bad thing? Who has time to read a 100-page note packet for a non-televised, non-conference game? Not the media. It's time to streamline your notes and promote the best. Our job is to make the media's job of covering our schools easier, not harder (and make our jobs easier as well). In the social media age, less is definitely more.

Sourcing: The ever-changing media sources of today

Presenters: Joe Schad, ESPN; Kirk Wessler, Peoria Journal-Star; Pat Coleman, D3Sports.com; Bryan Burwell, St. Louis Post-Dispatch
Moderator: John Paquette, Big East Conference/former CoSIDA Board member

A discussion with the media about the ever-changing sourcing standards of today, including use of anonymous sources, social media as sourcing, editorial fact-checking.



Social Media 2.0: How the student-athlete fits into your institution's overall digital communications strategies

Presenters: Kevin DeShazo, Fieldhouse Media; Patrick Powers, Webster University Director of Digital Marketing and Communications
Moderator: Joe Browning, UNC Wilmington/former CoSIDA Board member

Discussion on the reputation, protection and future of your student-athletes, with example on working with student-athletes and instructing them - along with coaches - on privacy, transparency, fake accounts, and other issues. There also will be discussion on building an engaged social community and its benefits.

Dick Enberg, Academic All-America Hall of Famers discuss The Capital One Academic All-America® program

Presenters: Dick Enberg, San Diego Padres play-by-play announcer; with special guest Pat Haden, University of Southern California Athletics Director and Capital One Academic All-America® Hall of Famer
Moderator: Jim Seavey, Massachusetts Maritime

The award-winning sportscaster Enberg, a long-time ardent supporter of the Academic All-America® program, and Haden, a Capital One Academic All-America® Hall of Famer, will talk about the history and growth of the program. Other discussion focuses on how Enberg became involved and personally committed to the effort as he shares his stories of some of the remarkable AAA Hall of Famers.

Social Media 2.0: How social media can help you in a crisis

Presenters: Chris Syme, Chair, CoSIDA New Media/Technology Committee [CKSyme.org]; Bill Smith, Northwestern State University Director of Marketing & Branding

Discussed: How to develop an effective crisis communications plan that will build a strong base of advocates on your social media channels, covering monitoring, engagement strategies, messaging do's and do not's, including how to best handle negative posters, case studies and research results.

Impact of New and Social Media on College Athletic Communications

Presenters: G. Clayton Stoldt, Chair, Wichita State Sport Management program; Derrick Dockett, Missouri Valley Conference; Murray Evans, Oklahoma Christian; Susan Lax, University of Kentucky

Presenting results from the 2012 survey of CoSIDA members on the usage and impact of social media in college athletic communications. In addition to the key results from the survey being shared, practitioners will educate us on the implications of the findings.

Beyond The Labels - Bias and Stereotypes in Coverage

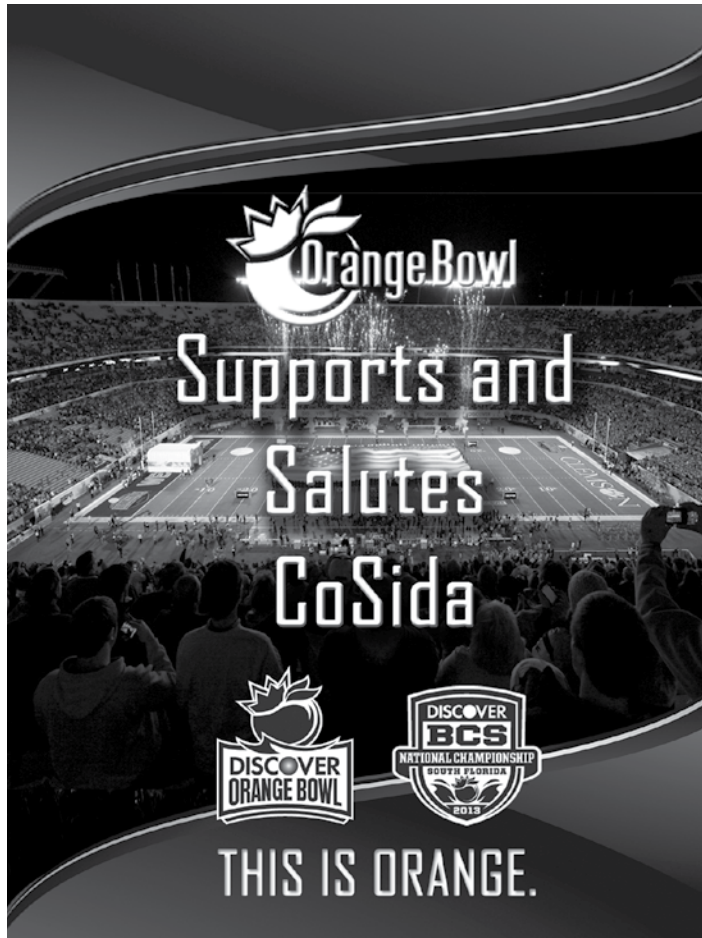
Presenters: Carol Stiff, ESPN Vice President, Programming & Acquisitions (NCAA, WBB); Laura Gentile, Vice President, espnW; Katie Richman, Director of Social Media Strategy, ESPN; Mechelle Voepel, ESPN.com
Moderator: Chevonne Mansfield, Southeastern Conference

In celebrating the 40th anniversary of Title IX, a look at bias and stereotyping in sports coverage, and a discussion of how to foster respectful personal expression from your athletes and coaches.

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COSIDA CALENDAR

UPCOMING MEMBERSHIP SCHEDULE AND DEADLINES

JANUARY

• **TUESDAY 15**

CAPITAL ONE ACADEMIC ALL-DISTRICT MEN'S & WOMEN'S BASKETBALL NOMINATIONS END; DEADLINE IS 6 P.M., ET

• **FRIDAY 18**

CAPITAL ONE ACADEMIC ALL-DISTRICT MEN'S & WOMEN'S BASKETBALL VOTING BEGINS; DEADLINE IS TUESDAY, JAN. 29 (6 P.M., ET)

• **TUESDAY 29**

CAPITAL ONE ACADEMIC ALL-DISTRICT MEN'S & WOMEN'S BASKETBALL VOTING ENDS; DEADLINE IS 6 P.M., ET

• **THURSDAY 31**

CAPITAL ONE ACADEMIC ALL-DISTRICT MEN'S & WOMEN'S BASKETBALL TEAMS ANNOUNCED; (NOON, ET)

• **THURSDAY 31**

COSIDA SPECIAL AWARDS NOMINATION DEADLINE (MIDNIGHT, ET)

FEBRUARY

• **FRIDAY 1**

2013 COSIDA ORLANDO CONVENTION ONLINE REGISTRATION & HOTEL RESERVATIONS BEGIN

• **MONDAY 18**

CAPITAL ONE ACADEMIC ALL-AMERICA® MEN'S AND WOMEN'S BASKETBALL TEAMS ANNOUNCED FOR COLLEGE DIVISION (NOON, ET)

• **TUESDAY 19**

CAPITAL ONE ACADEMIC ALL-AMERICA® MEN'S AND WOMEN'S BASKETBALL TEAMS ANNOUNCED FOR DIVISION III (NOON, ET)

• **WEDNESDAY 20**

CAPITAL ONE ACADEMIC ALL-AMERICA® MEN'S AND WOMEN'S BASKETBALL TEAMS ANNOUNCED FOR DIVISION II (NOON, ET)

• **THURSDAY 21**

CAPITAL ONE ACADEMIC ALL-AMERICA® MEN'S AND WOMEN'S BASKETBALL TEAMS ANNOUNCED FOR DIVISION I (NOON, ET)

• **FRIDAY 22**

FRED STABLEY, SR., WRITING CONTEST SUBMISSION DEADLINE

MARCH

• NO CAPITAL ONE ACADEMIC ALL-AMERICA® PROGRAM NOMINATIONS OR TEAM ANNOUNCEMENTS THIS MONTH

• COSIDA SCHOLARSHIP PROGRAM NOMINATIONS CONTINUE - (DEADLINES IN APRIL & MAY 2013)

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NCAA program offers potential staffing assistance for Division III athletics communications directors

By Will Roleson,
CoSIDA Director of Internal Operations/Treasurer

Like many college-division athletics communications directors, Steve Flegel of Whitworth University has worn many hats in a one-man shop. At various points on any given day, he's a writer, an event manager, a webmaster, a statistician, and more.

And, funds haven't been available to add a full-time assistant or even an intern or graduate assistant at the Spokane, Wash., institution that sponsors 20 sports.

But this year Flegel and Whitworth have an extra set of hands, thanks to an intern funded through the NCAA Division III Ethnic Minority and Women's Internship Grant Program.

As the program's name suggests, internship candidates must be women or ethnic minorities, including American Indian or Alaska Native, Asian, Black or African American, Hispanic or Latino and Native Hawaiian or Other Pacific Islander.

Now in its 11th year, the program annually provides selected Division III schools with the funds to offer an athletic department internship of the institution's choosing. Several of this year's 18 selected institutions are funding internships in athletics communications/media relations like Whitworth, which hired Megan Herboth, a University of Illinois graduate and former intern at the University of Alabama.

"Having this internship has a huge impact on quality of life," said Flegel, who is currently an at-large representative on the CoSIDA Board of Directors. "Because Megan and I are splitting responsibilities, my weekends and hours at the office have come closer to a normal working individual. And, she is very creative and has helped me be open to redesigning programs and expanding our social media presence."

In addition to Whitworth, Pacific University (Ore.) and the University of Wisconsin-Whitewater also are benefitting from interns in athletics communications this year.

For Blake Timm at Pacific, the internship enabled him to hire Chelsey Chamberlain to assume the responsibilities of a formerly part-time position that had been added in 2010 but was cut earlier this year

due to university-wide budget cuts. Chamberlain, a former all-region softball player at Pacific, also doubles as the Boxers' assistant softball coach.

"This (internship) is allowing me to assign my assistant more projects that in the past were not possible with the part-time position," said Timm, the current chair of CoSIDA's College Division Management Advisory Council. "As the year goes on, I expect Chelsey to take on more in terms of social media and our web site."

Both Flegel and Timm hope their departments recognize the benefits of an extra staff member and decide to fund a position by the time the two-year NCAA internship has ended.

"My hope is that our administration and coaching staff will see the value that having two full-time sports information directors has in a 23-sport athletic program and will allow for permanent funding for the position," said Timm.

The grants, which are worth \$23,100 for the 2012-13 academic year, are designated for Division III institutions and conference offices to hire a 10-month full-time individual as an administrator and/or coach, and are renewable for a second year. Up to 19 internships are selected to serve as membership hosts.

The funding covers the intern's salary (\$20,100) plus \$3,000 to cover the cost of the intern attending professional development activities, including such events as the annual CoSIDA Convention. In addition, the host is responsible for an in-kind contribution of at least \$3,700 per year.

"I am having a blast with this," said Chamberlain. "Blake has been a huge help so far as to teaching me the ins and outs of the department. With those extra dollars, I plan on attending the Emerging Leaders Seminar at the end of January, as well as the CoSIDA Convention in June."

Added Herboth, "I have learned so much from my internship so far. I've been working with sports that I had little or no knowledge about, and I have learned not only how to write about them, but also how to score and read the scores from them. I've also been exposed to different parts of the sports world, such as marketing and event management."

At the request of the NCAA, the intern should be included as part of the athletics department's leadership team.

"The program was created to encourage the professional development of would-be Division III athletics administrators, and also to help enhance the diversity and inclusion of our division," said Dan Dutcher, NCAA Vice President of Division III. "In particular, the internship provides would-be athletics communicators with the background and experience to better tell the Division III student-athlete story."

With no more than 19 internship grants available annually, athletics communications directors may need to apply in multiple years. But Flegel has some advice: "Don't give up. We did not get the grant the first year we applied. I was discouraged and considered not applying a second time but am so glad I did because this has worked out better than I had hoped."

Complete details regarding the NCAA Division III Ethnic Minority and Women's Internship Grant Program are available via NCAA membership log-in at: http://www.ncaa.org/wps/myportal/ncaahome?WCM_GLOBAL_CONTEXT=/ncaa/ncaa/academics+and+athletes/student-athlete+affairs/em+and+omens+internship+index. Applications are due not later than January 25, 2013, at 5 pm EST.

For more information, athletics staff members can contact Courtney Lovely, NCAA Assistant Director of Student-Athlete Affairs, at 317/917-6560 or clovely@ncaa.org.

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2013	Orlando	2933		1993	Atlanta	1810	987
2012	St. Louis	2786	859	1992	Lexington	1706	989
2011	Marco Island	2862	727	1991	San Francisco	1669	915
2010	San Francisco	2497	614	1990	Houston	1627	947
2009	San Antonio	2563	553	1989	Washington, D.C.	1467	1122
2008	Tampa	2397	832	1988	Kansas City	1361	855
2007	San Diego	2216	920	1987	Portland	1426	701
2006	Nashville	2143	726	1986	Nashville	1360	836
2005	Philadelphia	1946	783	1985	Boston	1341	904
2004	Calgary	1961	496	1984	St. Louis	1304	714
2003	Cleveland	1954	780	1983	San Diego	1170	610
2002	Rochester	1888	748	1982	Dallas	1077	651
2001	San Diego	1877	1065	1981	Philadelphia	984	639
2000	St. Louis	1855	980	1980	Kansas City	944	495
1999	Orlando	1839	1195	1979	Chicago	593	458
1998	Spokane	1812	609	1978	Atlanta	510	415
1997	New Orleans	1825	1060	1977	Los Angeles	550	312
1996	Boston	1803	1056	1976	Cincinnati	671	335
1995	Denver	1772	903	1975	Houston	623	303
1994	Chicago	1804	1030				

Photo courtesy Slingshot Photography

Fiesta Bowl

The Fiesta Bowl salutes the media professionals of CoSIDA.

FIESTABOWL.ORG



2013
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FIVE

Questions . . .

With Scottie Rodgers

Associate Executive Director, Communications and External Relations, The Ivy League

by Larry Happel, Central College

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

I feel very blessed about the career path I have been able to enjoy and still enjoy every day. It all started during my undergraduate days at the University of Alabama where Larry White gave me a chance as a student assistant in the athletic media relations office. Working there three years gave me the foundation I needed to learn the basics and get the grasp on the profession I needed to apply for and receive the media relations internship at the Southeastern Conference office. I thought I would be there only for a year, but thanks to people like Roy Kramer, Charles Bloom and Mark Whitworth, I was able to stay there for five years and enjoy some of the best experiences of my career.

Then a chance came to step on a more national stage and become a part of the staff at the NCAA national office that manages and executes the Division I Women's Basketball Championship. This was an eye-opening experience for me both professionally and personally. To be a part of an event that touches on some many communities and so many teams year in and year out was a tiring but very rewarding experience, especially being a part of the overall success and growth of the Women's Final Four. My time in



Indianapolis really gave me numerous opportunities to learn tips and tricks of the trade from great people in our profession from all over. I have to give thanks to Donna Noonan, Sue Donohoe, Tom Jernstedt and Greg Shaheen for their support and direction during my time at the NCAA office.

My next move to CSTV (now CBS Interactive) was an unexpected one. Never in my wildest dreams did I ever think I would work in New York City and live in that area of the country. But as the saying goes, never say never. Working on the corporate side of a company that worked so closely with college athletes was truly a learning experience. It was not easy at times to adjust to the pressures and approaches of the corporate side but I took the challenges head on and definitely grew from the opportunities I was afforded through that job.

I went on from there to my current position at the Ivy League office, where I am now in my fifth year leading our communications department. Jeff Orleans took a chance on me to head a media relations department for the first time and I have to give him thanks for that. In my time working in the league, I feel I have been able to bring the uniqueness of my experiences together to advance the direction of our communications department and our overall office. We have made some great strides in our communications efforts but we have many more things to accomplish as we work hard every day to showcase and celebrate the accomplishments of our institutions and their programs, administrators, coaches and student-athletes.

2. You've seen athletics communications from some varied perspectives, including both the commercial side and the institutional/conference. How do they differ?

There are definite differences with both sides, but there are also similarities. The commercial side has as one of its primary goals to be a profit-making endeavor. The approaches and decisions are based in what will help the company grow its profit margins and expand its viability as a company. An athletics department or a conference office is working to exist as a part of an overall educational and academic mission. The dilemma on the institutional/conference side is the revenue-generation aspects of college athletics and how they are handled in what is supposed to be an amateur enterprise. The evolution of college athletics, especially at the big-time Division I level, has taken it to a business model that is a hybrid -- not totally corporate and not totally amateur in its truest sense. Today's challenge in college athletics is finding ways to redefine itself so that it can remain as a pursuit that falls within the structure and parameters of higher learning.

3. What do you like best about the position you have now?

At the Ivy League, I like the ability to shape new ideas and re-shape old ones to set forward different paths on how we promote our schools, teams and personalities. In a conference that provides more intercollegiate athletic opportunities per school than any other conference in the country, we have to be creative in how we use our personnel and resources to shine the light on our more than 8,000 student-athletes each year. It is a challenge that is enjoyable and rewarding, especially when I get opportunities to interact with, and receive appreciation from, student-athletes.

4. You serve as Football Championship Subdivision chair for the CoSIDA University Division Management Advisory Committee (UDMAC). What issues and initiatives are your committee dealing with?

Our biggest issue right now is trying to figure out how do we forge in the right directions to tackle some of the issues and concerns facing our subdivision. With the instability happening right now at the BCS level, the ripple effects are being felt in the FCS level and are taking attention away to concentrate on initiatives and solutions to make FCS even more viable than it is today. My hope is our committee can put CoSIDA at the forefront in helping to keep the subdivision strong by continuing to keep the lines of communication open with FCS constituents like the FCS Athletic Directors Association, along with working with the NCAA national office and NACDA, to partner on key issues and initiatives that will allow the groups to work together for the greater good of the subdivision.

5. What have been your most memorable moments in your career?

Probably the most memorable moment of my career was my first significant one. My first year as a media relations student assistant at Alabama was the 1992 national championship season for the Crimson Tide football team. I had a chance to work the first SEC Football Championship Game in Birmingham, Ala. and then a chance to be in the press box for the national championship game between Alabama and Miami (Fla.) at the Sugar Bowl on New Year's Day. After standing (and not cheering) in the press box for the entire game, I was able to spend the last eight minutes of the game on the Alabama sideline as the Tide completed the first 13-0 season in college football history. As the game ended, I was standing just behind the mob of players who were carrying head coach Gene Stallings on their shoulders in celebration. At that moment, I happen to glance up at the video board in the Superdome to see myself on the screen. It is hard to describe the emotion I had at that moment as a 19-year-old kid from Atmore, Ala., but I did know at that moment that working in college athletics is what I wanted to do as a career. And the rest, as they say, is history.



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Key reminders when publicizing student-athletes who earn Capital One Academic All-District and All-America® honors

CoSIDA Members:

As the first Capital One Academic All-America® teams of the season are selected in the coming weeks, I'm writing with a few helpful reminders on using proper terms and marks when publicizing the accomplishments of your student-athletes.

CoSIDA and Capital One are proud to continue their partnership in presenting the Capital One Academic All-America® Teams as selected by CoSIDA.

Capital One is in its third year as the presenting sponsor of our program, which honors nearly 2,000 student-athletes at the national level and 4,000 student-athletes at the district level for their all-around accomplishments in the classroom, in the community and in competition.

Here are some helpful reminders on properly publicizing your honorees:

*Please remember to refer to teams as the "Capital One Academic All-America® Team as selected by CoSIDA (or the College Sports Information Directors of America). This tagline must be used when referring to either the district or national teams in all instances without exception. Please use the registered trademark (®) symbol whenever possible as well.

*Capital One has launched a website devoted to the Academic All-America® program which we also ask to help promote throughout the year, and that URL is www.CapitalOneAcademicAllAmerica.com. If you have a student-athlete selected as the Academic All-America® of the Year in his or her respective program, you will be contacted directly by members of the Academic All-America® Committee on additional promotional materials.

*CoSIDA and Capital One hold the exclusive trademark on the term "Academic All-America®". With that in mind, please do not refer to any coaches



association's team or any other collegiate organization's programs with the term "Academic All-America®". For example, the National Field Hockey Coaches Association selects an All-Academic team, not an Academic All-America® team. Your help and cooperation in maintaining the exclusive trademark is greatly appreciated. We ask that you be diligent about enforcing proper use of the term, and if you see any organization or school infringing upon that trademark, please contact Academic All-America® Committee Chair

Emeritus Dick Lipe (rlipe@bentley.edu) or CoSIDA Executive Director John Humenik (jhumenik@bellsouth.net) immediately.

*Capital One has developed a specific mark (logo) for use in publicizing all teams at both the district and national levels. If you would like to receive a copy of this mark, please e-mail either myself (jseavey@maritime.edu) or Barb Kowal, CoSIDA's Director of External Affairs (barbkowal@cosida.com).

*Additional information on the Academic All-America® program can be found on the CoSIDA homepage at <http://www.cosida.com/Awards/allamerica.aspx>.

Once again, thank you for your continued support of the Capital One Academic All-America®. Please remember to nominate deserving student-athletes in all of our programs throughout the year, and keep in mind that all nominations for the Capital One Academic All-America® Hall of Fame must be submitted within the next 10 days. Please feel free to contact me at any time if you have additional questions.

Sincerely,

Jim Seavey
Massachusetts Maritime Academy
Associate Chair, Marketing/Hall of Fame
Event Operations
CoSIDA Academic All-America® Committee

2012-13 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. 2	Tues. Oct. 9	Tues. Oct. 9	Wed. Jan. 2	Tues. April 2	Tues. April 16	Tues. April 30
Nomination Deadline	6 p.m. ET Tues. Oct. 16	6 p.m. ET Tues. Oct. 23	6 p.m. ET Tues. Oct. 23	6 p.m. ET Tues. Jan. 15	6 p.m. ET Tues. April 16	6 p.m. ET Tues. April 30	6 p.m. ET Tues. May 14
DCs Finalize Ballots	Fri. Oct. 19	Fri. Oct. 26	Fri. Oct. 26	Fri. Jan. 18	Fri. April 19	Fri. May 3	Fri. May 17
District Voting Deadline	6 p.m. ET Tues. Oct. 30	6 p.m. ET Tues. Nov. 6	6 p.m. ET Tues. Nov. 6	6 p.m. ET Tues. Jan. 29	6 p.m. ET Tues. April 30	6 p.m. ET Tues. May 14	6 p.m. ET Tues. May 28
Academic All-District® Team Release Date	noon ET Thurs. Nov. 1	noon ET Thurs. Nov. 8	noon ET Thurs. Nov. 8	noon ET Thurs. Jan. 31	noon ET Thurs. May 2	noon ET Thurs. May 16	noon ET Thurs. May 30
Updating Deadline for First-Team All-District Selections	noon ET Mon. Nov. 5	noon ET Mon. Nov. 12	noon ET Mon. Nov. 12	noon ET Mon. Feb. 4	noon ET Mon. May 6	noon ET Mon. May 20	noon ET Mon. June 3
NC OKs National Ballot	Tues. Nov. 6	Tues. Nov. 13	Tues. Nov. 13	Tues. Feb. 5	Tues. May 7	Tues. May 21	Tues. June 4
National Ballot Voting Deadline	6 p.m. ET Tues. Nov. 13	6 p.m. ET Tues. Nov. 20	6 p.m. ET Tues. Nov. 20	6 p.m. ET Tues. Feb. 12	6 p.m. ET Tues. May 14	6 p.m. ET Tues. May 28	6 p.m. ET Tues. June 11
AAA Teams to Vice-Chair	Wed. Nov. 14	Wed. Nov. 21	Wed. Nov. 21	Wed. Feb. 13	Wed. May 15	Wed. May 29	Mon. June 17
Academic All-America® Team Release Date(s)	noon ET M. Nov. 26 (C) T. Nov. 27 (3) W. Nov. 28 (2) Th. Nov. 29 (1)	noon ET M. Dec. 3 (C) T. Dec. 4 (3) W. Dec. 5 (2) Th. Dec. 6 (1)	noon ET M. Dec. 10 (C) T. Dec. 11 (3) W. Dec. 12 (2) Th. Dec. 13 (1)	noon ET M. Feb. 18 (C) T. Feb. 19 (3) W. Feb. 20 (2) Th. Feb. 21 (1)	noon ET SB BA M. 5/20 (C) T. 5/28 T. 5/21 (3) W. 5/29 W. 5/22(2)Th. 5/30 Th. 5/23 (1) F. 5/31	noon ET M. June 3 (C) T. June 4 (3) W. June 5 (2) Th. June 6 (1)	noon ET M. June 24 (C) T. June 25 (3) W. June 26 (2) Th. June 27 (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 3, 2012

CoSIDA says Thank You

Alphabetical Roster of Sponsors/Providers for 2012 Convention

Alamo Bowl
Allstate Sugar Bowl **
American Baseball Coaches Association
American Football Coaches Association
ARA Sportsmanship Award
ASAP Sports **
Atlantic Coast Conference
AT&T Cotton Bowl Classic
BFish, Inc.
Big East Conference
Big Ten Conference
Big Ten Network
Big 12 Conference
Capital One **
Colonial Athletic Association
College Press Box.com
Conference USA
ESPN **
Fiesta Bowl **
Football Bowl Association
Football Writers Association of America
FOX Sports Networks **
Front Row Marketing Services
Heisman Trophy
Horizon League
Paul Hornung Award
Jostens / MTM Recognition
Licensing Resource Group
Lindy's Publications
Lott IMPACT Trophy
Missouri Valley Conference
National Association of Basketball Coaches

NCAA **
NCAA Football
National Fastpitch Coaches Association
National Football Foundation
National Football League **
NewTek **
Orange Bowl **
Pac-12 Conference
PlayUp
Populous **
Proventions Group
Rose Bowl Game **
SIDARM Sports **
Southeastern Conference
Sporting News
Sports Systems **
Stat Crew **
(Part of CBS Sports Interactive)
TextCaster **
TRZ Sports/TEAMLINe **
Turner Sports **
USA Basketball
United States Basketball Writers Association
Women's Basketball Coaches Association
Wuerffel Trophy
XOS Digital **

**** - refers to groups that are considered a
2012 Convention and
2012-13 academic year supporter**

Who uses Sports Systems to manage credentials?

- ◆ More than 40 colleges/universities
- ◆ 22 conferences
- ◆ 32 bowls
- ◆ The NCAA

PressPass has become the industry standard. Let us show you how we can forever change that arduous credential management task that drains staff time.

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For a quarter century, **Sports Systems** has been the SID's outsourcing leader, providing school, conference and bowl media relations directors with *press release distribution, postseason awards voting, conference calling, and performance list scoring systems.*

Let us show you how we can help you manage guests, events and tickets via our innovative **GuestPass** and **TicketTracker** systems. Former SID **Brian Binette** is here in St. Louis to show you how we can help you be more effective!

Sports Systems is proud to be the Official CoSIDA Online Convention Registration Provider.



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

January 2, 2013

79th Annual Allstate Sugar Bowl

Mercedes-Benz Superdome - New Orleans, La.



Thanks to our Exhibitors

CoSIDA thanks the following 2012 Convention Exhibitors for their support

Major CoSIDA Sponsors who are also Exhibitors

ASAP Sports

ESPN

NewTek

SIDEARM Sports

Sports Systems

Stat Crew Software

TextCaster

Other Exhibitors

BoxCast

Daktronics

Fieldhouse Media

Identive Group, Inc.

Jostens/MTM Recognition

MomentumMedia

Presto Sports

Proforma

SIDHelp

Sound Director, Inc.

Sport Productions

Streamline Technologies

Stretch Internet

The Name Engine

The Rush

TVEyes, Inc.

Watchfire

**2013 CoSIDA CONVENTION
AS PART OF NACDA & AFFILIATES CONVENTION**

ORLANDO



**June 12-15, 2013
ORLANDO MARRIOTT WORLD CENTER**

COSIDA BOARD OF DIRECTORS

2012-13 INITIATIVES

BRANDING

- Continue to enhance CoSIDA's strategic resource mission and value brand ("Strategic Communicators for College Athletics") throughout all levels of the intercollegiate athletics community.
- Work with Cryder Rinebold to conduct a pertinent evaluation- external and internal- of CoSIDA's brand awareness / perception to determine if its effectiveness is being met, and is in-line with industry goals, organizational goals and initiatives.
- Continue to develop, refine and market organizational communications documents that addresses a list of emphasis points:
 - What and who is CoSIDA
 - Why a CoSIDA membership has value
 - The benefits of CoSIDA membership, participation and leadership participation/building within CoSIDA
 - The value of supporting and attending the annual CoSIDA Convention
 - Continue to build our relationships with the appropriate contacts at the NCAA/ NACDA so that those daily email blasts include CoSIDA/professional news being directly delivered to thousands of folks within other administrative/ management components of the collegiate athletics industry- a key outreach aspect of our strategic branding.

MEMBERSHIP SERVICES

- Develop and implement over the course of the year relevant, informational and innovative "Continuing Education" programs for our membership via conference calls/webinars.
- Improve the accuracy of the organizational online directory via an aggressive membership based campaign that makes it clear that the accuracy of this directory can ONLY be achieved if our own membership takes the time to review and update the directory for their school/self.
- Continue to develop a proactive website that a growing number of CoSIDA's membership will view as a key place to come for professional development and continuing education based information.
- Continue to develop and advance a relevant "online resource library" within cosida.com that will provide a place for membership to come to gain information and direction regarding a variety of areas and topics in the athletics communications-based realm.

- Continue to strive to make the monthly Board of Directors/ divisional leadership initiatives newsletter that goes to the membership be one that is seen as informative, timely, relevant and pro-active in its approach.

- Continue to evaluate and strive to make all of our membership newsletters (Communications Watch, Job Center, News and Information, Monthly Calendar, etc) information, timely and relevant.

ORGANIZATIONAL MANAGEMENT/ LEADERSHIP STRUCTURE

- Work closely with all appropriate divisional leadership groups to grow CoSIDA membership at all levels, utilizing- as needed/appropriate- specialized division- specific communications strategies. What is appropriate/important at one level might not be necessarily so at another.
- Continue to evaluate CoSIDA's management structure to determine if is appropriate and relevant in regard to the constant changes within our profession and its membership.
- Work with the CoSIDA Division I leadership to strengthen its management and leadership organization. Seek to show positive movement with regard to Division I involvement with CoSIDA and increased attendance at the annual CoSIDA Convention.
- Evaluate the structure, communications and effectiveness of the convention program committee/schedule to ensure it is meeting the needs, desires and continuing education aspects of a diverse representative membership.
- Continue to build upon the progress and positive leadership role that the divisional management advisory committee concept (UDMAC/CDMAC) has had within the CoSIDA management structure while also addressing with solutions any lack of progress in that regard.
- Continue to have the Board's leadership work with the committee leadership build a committee structure that is jointly viewed as effective.
- Review and evolve the internal job performance evolutions/process created for CoSIDA's full-time staff during the 2011-12 year, ensuring its goals and benchmarks are accurate, attainable and recognizable.
- Address any questions/concerns that have developed due to the recent growth and expansion of the Academic All-America program to continue to ensure its lofty status within the intercollegiate athletics community.

OUTREACH - INTERNAL AND EXTERNAL

- Work with our individual SIDA/MAC organizations within the CoSIDA organizational umbrella in addressing present and future growth concerns within the organization and with peer industry groups.
- Work with our individual SIDA/MAC organizations within the CoSIDA organizational umbrella to assist them with building productive working relationships with their peer groups both within the profession and the industry community at-large.
- Continue to work, via our partnership with NACDA, to build productive relationships and partnerships with all of the Athletic Directors Associations, Conference Commissioner Groups and other management functions (NACMA, etc.) that are aligned within the NACDA umbrella.
- Continue to strive to have purposeful and positive presence at all appropriate national conventions, national meetings/conferences/ events as well as at important conference and regional meetings.

- Continue to build appropriate and productive relationships and partnerships with NCAA senior leadership staff in Indianapolis at all divisional levels.
- Continue to build appropriate and productive relationships and partnerships with NAIA senior leadership staff in Kansas City.

CONVENTION BASED

- Through the CoSIDA/NACDA Transition Team finalize messaging and public relations concepts to promote the CoSIDA Convention at NACDA experience as it merges within the NACDA Convention umbrella. Promote the positive points of this arrangement while also addressing pertinent concerns.
- Continue to strive to close the negative financial gap that exists with our annual convention in terms of per person registration fee and per person cost.



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COSIDA COMMITTEES

2012-13 INFORMATION

To the CoSIDA Membership:

Below you will find 2012-13 CoSIDA Committees listed, with chairs, Board of Director liaisons and committee descriptions. We have committees looking for volunteers as well. Please get involved today with CoSIDA -- we are as strong a national organization as YOU make us!

If you are not on a committee and are interested in serving on a committee for 2012-13, please contact Debbie Copp, Chair, Committee on Committees, at dcopp@ou.edu, to indicate your interest.

2012-13 CoSIDA Committees

(Committee Chairs, Board Liaisons & Committee Descriptions)

• ACADEMIC ALL-AMERICA

Co-chaired by Bernie Cafarelli, Notre Dame [cafarelli.1@nd.edu] and Mark Beckenbach, Ohio Wesleyan [mlbecken@owu.edu] Board Liaisons: Mark Fleming, Moravian and John Humenik, CoSIDA Executive Director

The Academic All-America® program was initiated in 1952 and stands as CoSIDA's largest committee. The corporate sponsor of the AAA program is Capital One. To be considered a student-athlete must be nominated by an active member of CoSIDA. The core program of the Capital One Academic All-America® committee entails that after a district vote, the elected candidates form a national ballot for vote by a national committee. The national committee votes to select a first, second and third team (except in football) as well as an Academic All-America® of the Year.

Capital One Academic All-America® Teams are selected at the NCAA Division I, II and III levels plus a college division team that includes NAIA, Canadian and two-year schools in the following sports: Men's Soccer, Women's Soccer, Football, Women's Volleyball, Men's Basketball, Women's Basketball, Baseball, Softball, Men's At-Large, Women's At-Large, Men's Track & Field/Cross Country and Women's Track & Field/Cross Country.

Along with the committee's core program, the Academic All-America® committee also oversees the Academic® All-America Hall of Fame Program.

• ALLIED ORGANIZATIONS

Chaired by Robert McKinney [rmckinne@willamette.edu] Board Liaison: Kent Brown, Illinois

The purpose of this committee is to act as a liaison between CoSIDA and organizations which can make use of the expertise of any or all its members. The goals of this committee will be achieved through various means like the creation of a CoSIDA Experts and Speakers guide plus compiling lists of public relations professionals in athletics outside of CoSIDA.

• COMMITTEE ON COMMITTEES

Chaired by Debbie Copp [dcopp@ou.edu] Board Liaison: Mark Fleming, Moravian

The purpose is to determine staffing assignments for all committees. This will be done through interaction with the CoSIDA membership as to their interests in service plus working with committee chairs as find out what their staffing needs are. This committee will also work with the CoSIDA Board of Directors and membership to keep the committees of the organization relevant to our diverse profession.

• CONVENTION PROGRAM

Chaired by Board Liaison: Eric McDowell, Union (N.Y.), CoSIDA 2nd VP [mcdowe@union.edu]

The purpose of this committee is to plan and organize the educational program for the annual CoSIDA Convention, working with the Board of Directors and divisional leadership to plan a relevant program that represents the diversity of our organization. In addition, this committee works with the CoSIDA Board of Directors and divisional leadership to provide a series of continuing education topics for the membership outside of the time of the CoSIDA Convention.

• CONVENTION OPERATIONS COMMITTEE

(new committee being formed in 2012-13) **Board Liaison: Will Roleson, Director of Internal Operations/Treasurer**

The purpose of the committee is to assist with local site preparations and on-site logistics during the annual Convention. Included among the committee's responsibilities are signage and room set-up, registration operations, special event coordination and other duties to be determined. This committee has been re-formed and re-purposed from the former Social Committee.

• GOODWILL AND WELLNESS

Chaired by Sam Atkinson [john-samuel.atkinson@gallaudet.edu] Board Liaison: Cindy Fotti, Columbia (Mo.)

Previously known as the Charity Committee, this group is involved in fundraising for worthy organizations and community service activities during the CoSIDA Workshop and during the academic year. This committee conveys the organization's desire to help those in need while at the same time fostering social awareness and togetherness within its membership. Wellness was added to this committee's name and mission in 2011-12. The group will provide the CoSIDA membership with a variety of tools and programming to help promote total body and mind wellness.

• JOB SEEKERS

Chaired by Lawrence Fan [lawrence.fan@sjsu.edu] Board Liaison: Steve Flegel, Whitworth

This committee acts as CoSIDA's main career center, handling information on the most current job transactions and current position openings within collegiate athletics communications. This committee will assist qualified candidates to find employment within collegiate athletics communications and will help employers find qualified candidates to fill open positions. This committee will also provide interested members with a job seekers primer with information on job-related activities.

• MEMBERSHIP SERVICES

Chaired by Blake Timm [timbr@pacificu.edu]
Board Liaison: Dave Walters, Guilford

The Membership Services Committee's charge is to develop avenues by which to help CoSIDA members excel as professionals. The committee is charged with the development and maintenance of the organization's online Membership Resource Library, assisting CoSIDA staff with the maintenance of the CoSIDA Directory and in developing new avenues to welcome new members to both the organization and the profession. The Membership Services group has an ultimate goal of securing 100 percent membership nationwide and in Canada.

• NEW MEDIA/TECHNOLOGY

Chaired by Chris Syme [2cksyme@gmail.com]
Board Liaisons: Rob Carolla, Big 12 Conference & Barb Kowal, CoSIDA Director of External Affairs

The committee formulated its principal goal as one of educating the overall membership on the strategic use of new media and its technology in the athletic communications profession. The committee also serves as an information resource bank for the CoSIDA website. It is hoped the committee can serve as an ongoing reference source for the membership and for the broader field of college athletics professionals.

• NOMINATING

Chair & Board Liaison: Justin Doherty, University of Wisconsin (CoSIDA Past President) [jmd@athletics.wisc.edu]

Committee reviews and votes at each convention on the upcoming slate of Board of Directors and officers candidates. Committee is comprised of past presidents, out-going CoSIDA president and out-going Board members.

• PUBLICATIONS CONTEST

Chair: Tyler Cundith, Johnson County Community College [tcundith@jccc.edu]
Board Liaison: Dan Drutz, Arcadia

The committee serves as a means of recognizing outstanding work by CoSIDA members. Any company or business is motivated by a desire to excel and the publications contest serves this purpose. This committee will judge online media guide publications as well as posters.

• SCHOLARSHIP

Chaired by Carol Hudson [chudson@odu.edu]
Board Liaison: Ed Hill, Howard University

This committee was formulated to be the decision-making group in terms of determining worthy candidates for CoSIDA-based scholarships. CoSIDA has been fortunate to provide financial help for those newcomers and up-and-coming individuals who need opportunities to further themselves in this profession.

The organization will distribute a total of \$25,000 to scholarship winners during the academic year after choosing a pair of \$5,000 postgraduate scholarship recipients, two more \$2,500 undergraduate scholarship winners, and one school to receive a \$10,000 Graduate internship grant.

• SPECIAL AWARDS

Chaired by Tam Flarup [tjf@athletics.wisc.edu]
Board Liaison: Justin Doherty, University of Wisconsin

This committee is responsible for selection of the annual awards presented at the CoSIDA Workshop. Those awards include the Hall of Fame, 25-Year, Arch Ward, Jake Wade, Warren Berg, Bob Kenworthy, Keith Jackson, Trailblazer, Bud Nangle, Rising Star, Lifetime Achievement, and Bill Esposito Backbone awards.

Online nominations are open year round, closing only from January 31 to March 1 to allow the committee to vote on nominees. Committee members will be provided the nominating information by the chair. The committee, which is comprised of CoSIDA members with 10 or more years of experience in the field, will vote online to select the award winners. These winners will be honored at the site of the annual CoSIDA Convention.

• WRITING CONTEST

Chaired by Wade Steinlage [steinlagew@wmpenn.edu]
Board Liaison: Ed Hill, Howard University

The purpose of the CoSIDA Writing Committee is to encourage, honor and improve the quality of writing within the profession. The committee sponsors an annual writing contest with multiple categories open to all CoSIDA members.



COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA PRESIDENTS

2012-13	Joe Hornstein	FIU
2011-12	Tom Di Camillo	Pacific West Conference & Central Arizona College
2010-11	Larry Dougherty	Temple
2009-10	Justin Doherty	Wisconsin
2008-09	Nick Joos	Baylor
2007-08	Charles Bloom	Southeastern Conference
2006-07	Doug Dull	Maryland
2005-06	Joe Hernandez	Ball State
2004-05	Rod Commons	Washington State
2003-04	Tammy Bocclair	Vanderbilt
2002-03	Alan Cannon	Texas A&M
2001-02	Pete Moore	Syracuse
2000-01	Fred Stabley Jr.	Central Michigan
1999-00	Max Corbet	Boise State
1998-99	Maxey Parrish	Baylor
1997-98	Pete Kowalski	Rutgers
1996-97	Jim Vrugink	Purdue
1995-96	Rick Brewer	North Carolina
1994-95	Hal Cowan	Oregon State
1993-94	Doug Vance	Kansas
1992-93	Ed Carpenter	Boston University
1991-92	George Wine	Iowa
1990-91	June Stewart	Vanderbilt
1989-90	Arnie Sgalio	Big Sky Conference
1988-89	Bill Little	Texas
1987-88	Bob Smith	Rutgers
1986-87	Roger Valdiserri	Notre Dame
1985-86	Jack Zane	Maryland
1984-85	Nordy Jenson	Western Athletic Conference
1983-84	Bill Whitmore	Rice
1982-83	Howie Davis	Massachusetts
1981-82	Nick Vista	Michigan State
1980-81	Langston Rogers	Delta State
1979-80	Dave Schulthess	Brigham Young
1978-79	Don Bryant	Nebraska
1977-78	Bob Peterson	Minnesota
1976-77	Bill Esposito	St. John's
1975-76	Bob Bradley	Clemson
1974-75	Hal Bateman	Air Force
1973-74	Jones Ramsey	Texas
1972-73	Jim Mott	Wisconsin
1971-72	Dick Page	Massachusetts
1970-71	Elmore Hudgins	Southeastern Conference
1969-70	Harry Burrell	Iowa State
1968-69	Tom Miller	Indiana
1967-68	Bill Young	Wyoming
1966-67	Marvin Francis	Wake Forest
1965-66	Bob Culp	Western Michigan
1965-66	Val Pinchbeck	Syracuse

1964-65	Harold Keith	Oklahoma
1963-64	Warren Berg	Luther
1962-63	Bob Hartley	Mississippi State
1961-62	John Cox	Navy
1960-61	Marty Reisch	Air Force
1959-60	Wilbur Evans	Southwest Athletic Conf.
1958-59	Fred Stabley Sr.	Michigan State
1957-58	Ted Mann	Duke



**CoSIDA's 57th President
Joe Hornstein (right)
of FIU accepts the gavel
from 2011-12 President
Tom Di Camillo**



Contact Information
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College Division Rep. At-Large	Mark Adkins Manchester	(260) 982-5035	mtadkins@manchester.edu
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Third Past President	Justin Doherty Wisconsin	(608) 262-1811	jmd@athletics.wisc.edu
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