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***Strategic Communicators for College Athletics***

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# 2013 CoSIDA

## DECEMBER E-DIGEST



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# Nominate now for 2014 CoSIDA Special Awards



## **CoSIDA members:**

**As we enter the final weeks of the fall semester, please take a moment to think about your fellow professionals and who might be deserving of nomination for CoSIDA Special Awards.**

There are many deserving CoSIDA members who work tirelessly to promote their schools, coaches and student-athletes, all while supporting CoSIDA's mission. Being recognized by one's peers is genuinely the best praise one can receive, and please take a moment to nominate deserving candidates now!

Nominating can be done online using your CoSIDA login. The link to nominate and the list of awards and their descriptions can be found here: <http://cosida.com/awards/>. **Nominations are due at midnight Eastern on TUESDAY, Jan. 31, 2013.**

Please note that 25-Year Awards are self-nominating. So if you have been full-time in the profession for 25 years, please let us know via the online nomination form.

The awards will be handed out at the annual CoSIDA Convention which takes place at the Marriott World Center in Orlando this year, the site of last year's convention as well. The 2014 Convention dates are June 8-11, with the awards luncheons taking place on June 9 and 10. The awards presentation schedule will be announced at a later date.

Please contact us if you have any questions.

Hope you all have a great holiday season and very happy New Year.

Sincerely,

Tamara J. Flarup, Chair  
CoSIDA Special Awards Committee  
Director of Athletics Website Services  
University of Wisconsin  
Cell: 608-444-6588  
[tjf@athletics.wisc.edu](mailto:tjf@athletics.wisc.edu)

# NOMINATE TODAY FOR 2014 SPECIAL AWARDS

Nominations for CoSIDA's annual special awards are now accepted year-round at [www.cosida.com](http://www.cosida.com). You may nominate online for all of CoSIDA's 15 special award categories with a deadline for the 2014 awards of **JANUARY 31, 2014 (Midnight ET)**.

Under the drop down Membership link at [www.cosida.com](http://www.cosida.com), go to Special Awards Online Nomination/Voting to begin the nomination process.

## 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, 2014).

#### 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 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.

***The following companies/sponsors have  
CoSIDA “official provider”  
recognition for the convention  
and 2013-14 academic year***

**Capital One** - Entitlement rights holder for CoSIDA’s Academic All-America® programs

**SIDEARM** - Official provider of CoSIDA’s website (including Academic All-America® online nomination and selection system, Career Center, Online Directory, awards and online membership systems)

**ASAP Sports** - CoSIDA’s official instant transcripts provider

**NewTek** - CoSIDA’s official continuing education video production provider

**Sports Systems** - CoSIDA’s official online convention registration provider

**Populous** - CoSIDA’s official convention registration badge printer and provider

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for the Academic All-America® program



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**POPULOUS™**



# ROB GARCIA

## PacWest Conference names SID of the Year

*Courtesy of The Academy of Art University athletics website*

Academy of Art has come a long way in only five years, and since the inception of the Urban Knights athletic department in 2008, there have been a select few present for virtually every step. In a year that started off with the Knights gaining full NCAA membership and soon saw them produce five NCAA postseason appearances and crown two national champions, ART U Sports Information Director Rob Garcia has covered it all. Garcia will add one more honor to his credit before the year is up, as he has been named the Pacific West Conference Sports Information Director of the Year for 2012-13 by the conference office in Phoenix, AZ.

“Rob is the epitome of an Urban Knight,” said Director of Athletics Colin Preston. “He has been part of our program since the beginning, and has single-handedly built our sports information department into one of the best, not only in the PacWest, but in the country. We all congratulate Rob and appreciate his hard work.”

Garcia is in his third year as Sports Information Director at Academy of Art University in 2013 after starting off as the Sports Information Assistant in 2008. He primarily covers men’s soccer, track and cross country, women’s basketball, and softball. The sports information job description is one that truly focuses on the “other duties as assigned” aspect of a position. For a given game, Garcia will write a preview, compile the stats, design a game program, and arrive early to set up all before the game even starts. Then he will be the public address announcer, act as the DJ during timeouts and record and provide live stats.



After the game, Garcia will film and conduct coach and player interviews, often writes the game recap on the train-ride home, edits highlight video, and eventually ends the day. This is the norm, not to mention coordinating media relations with local newspapers and media outlets, marketing and photo shoots, managing the Urban Knights social media presence, and providing most of the content on the ART U Athletics website.

“Rob is an integral member of our Urban Knight family, as he has helped build our athletic department from the start and continues to enhance our standard,” said Associate Athletic Director Meghan Bushnell. “We thank Rob for his endless support, working tireless hours, and consistently exposing our talented artist-athletes to the world. Rob Garcia is a true servant leader and we are so lucky to have him in our family.”

“I’m truly humbled by this honor, but awards such as this are never the product of a single person’s efforts,” Garcia said. “ART U Sports Information could not achieve what it has without the hard work put in by Evan Aczon and the wholehearted support from Colin Preston, Meghan Bushnell, our administration, and coaching staff. We hold ourselves to a very high standard and I’m excited to continue telling the unique story of Academy of Art University Athletics.”



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# LARRY DOUGHERTY

## Temple Assistant AD has made a habit of giving



Temple Senior Associate Athletic Director for Communications Larry Dougherty can be seen on the sideline of all major Temple sporting events.

He has made a second home, however, at the local Red Cross, where he donates blood platelets for cancer patients.

"There was a blood drive at St. Joe's. They were just starting this program, I believe, called Pheresis. And I saw that and I said, let me explore it more," said Dougherty.

Dougherty has now donated over 150 times, beginning over 30 years ago in college to help a friend who had Hemophilia, a blood clotting disorder that can be treated with platelets.

Throughout college and into the late 80s and 90s, Dougherty donated regularly. The two and a half hour process consists of signing in to the Red Cross as a donor, reviewing medical history with a worker, and, finally, being injected by a needle which separates the cells from platelets.

"I can work at times, I can watch a movie, I can listen to music, cause you have to kill about two and a half hours while you're in this chair."

Dougherty also found a way to kill the time by making a conference call, where he discussed the assets of this year's men's basketball team, all the while gripping a pressure release while a machine pumped out his blood.

He lost track of this process, however, when he began working at Temple.

"To be honest, I lost track of this my first eight years at Temple. It's so close here, the Red Cross, but I lost track because of the demands of the job" said Dougherty.

It was on the way home from a basketball tournament, however, that Dougherty had the idea to begin donating again.

"It was after the NCAA tournament two years ago that I passed the Red Cross and said, I've got time, I can stop in and do this, and I started doing it, and I've been doing it twice a month ever since." said Dougherty.

In addition to donating platelets, Dougherty has also given bone marrow, which saved the life of a 3 year old boy with cancer.

"I was all set to meet the young boy and his parents. Then I get a note maybe a week before that he had passed away. So it was a great high for me to be able to save a life, but I only saved a life for a year."

Dougherty keeps the funeral announcement from the parents of the young boy stored in his briefcase.

"I think when you can do something to help others, and it's really not difficult to do, why not? You can't cure cancer, but you can help people with cancer...something you can do to help people with cancer."

Dougherty served as CoSIDA President in the 2010-11 academic year. He has been at Temple since 2003, coming from St. Joseph's University where he served as Assistant AD/Media Relations from 1988 until his Temple appointment.

Dougherty was recipient of the 2013 Bob Vetrone Atlantic Ten Conference Media Award, presented a person whose outstanding service, professionalism and commitment made a lasting impression and difference. He also was recipient of the ECAC-SIDA's 2011 Irving T. Marsh Award for outstanding contributions and commitment to athletic communications.

Dougherty is featured in a YouTube video for his three decades of donating regularly to Red Cross blood drives, donating his blood platelets for cancer patients. YouTube video of Dougherty's blood donation:  
[www.youtube.com/watch?v=vUrg1CW7TSY&feature=youtu.be](http://www.youtube.com/watch?v=vUrg1CW7TSY&feature=youtu.be)



# THANK YOU CoSIDA

and all your members,  
for the year-round  
support and commitment.



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## FIVE

## Questions . . .

With *Natalia Ciccone**Assistant Commissioner, Communications, Pac-12 Conference*

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 was a student-athlete at a small Division III school and also worked in the SID office for four years. But it did not occur to me to pursue this profession until my senior year. After graduating, I worked at Mount St. Mary's in Maryland where I was hired by Eric Kloiber. After that, Jeff Nelson hired me at Penn State, Doug Dull at Maryland and Jim Muldoon at the Pac-10. That, in itself, is an all-star team of SIDs. Each place I have been has been very different, but they have all had significant impact on my career and in the way I do my job.

I have been really lucky to work with a lot of great SIDs, both in the same office, in the same conference and nationally. We all figure out who the really good ones are. There are so many good and hard-working SIDs that I respect, and even SIDs that I did not get to work with, but followed. Their work ethic and passion for their student-athletes drive me to want to do a good job and I try to model how they approach their job.

The coaches and media members who work hard and put in the effort also have an influence on the way I do my job, and I have been fortunate enough to form really great relationships with them. I have always appreciated media members who covered my sports and did do in the same manner as they would cover football or men's basketball. My favorite story to tell is about Dave Ginsburg, the Baltimore AP writer, who covers every pro team in



Baltimore and D.C., and the Maryland football and men's basketball teams. When I was the Maryland women's basketball SID, he covered our games most of the time and always did more than he was required to, when he could have easily assigned the game to someone else. He told me he liked being at our games and that is why he would come. I want to do my job to the best of my ability for media members like him, and coaches and SIDs like him, who are the best.

**2. With a husband who is also involved in athletics, how do you carve out family time while working in such a demanding profession?**

(Her husband, Gene Brtalik, is General Manager, West Coast and Race Director of the Oakland Running Festival)

When my son was born, my priorities dramatically shifted. I quickly realized that I was not doing a good job of balancing work and life. I put friends and family aside for work reasons more than I should have.

Now that I am a working mother, I make it a priority to be home by 6 p.m. When I am home and my son is awake, my family is my main focus and I will not do anything work related whenever possible until after his bedtime (or nap time on the weekends). That is my sanity check and my daily reminder of what really is important. When I walk through the door at home, it is amazing how quickly the good or bad day is left behind because the smile on his face when he sees me makes me forget everything else.

I try to be mindful of the fact that the way we are as parents with my son today ultimately influences who he will be as a person, friend, family member, and also parent some day. So making time for my son and family, creating experiences, making play dates - I make time for that because it affects the person he will become. I do not want

my son's memories of his childhood to be of me always working, being on my cell, checking emails. And because of that priority, we have made great new friends, and their kids and my son love getting together to play.

Certainly, there are times of the year where I need to work through the evening or on the weekends when all my son wants to do is play or go outside. But my husband and I juggle the time so one of us is always attentive to him. My husband and I are also fortunate to work in professions where we are able to involve our families in what we do and also affords us flexibility most of the time. If I have to go to a game, my family may come with me even if it is past my son's bedtime.

We also travel on work trips as a family, whether it is for mine or for my husband's work. If I did not have that option, I would have to consider whether this job was worth it. Our son, ultimately, just wants to be with us. If we make some part of the experience about him, it is that much better for all of us. I love watching him at a game or someplace new. He brings an entirely different perspective and I am fortunate to be in a profession that allows me to share those experiences with him sometimes.

That is not to say it is an easy balance and I do not always succeed. As a mother, I naturally feel like I can always be doing better and I want to, as well.

**3. You're a co-chair with FAME. For those new to CoSIDA, could you talk about the organization's mission as well as what's on the agenda for this year?**

We have a group of women who have come together, along with co-chair Diane Nordstrom from Wisconsin, who are excited to build on the principles brought about by the founders of FAME. The ultimate goal of FAME is to be positive advocates for women in athletic media relations/communications, encourage diversity, promote a positive work environment, support equal opportunities and increase the representation of women in the profession.

One of the ways FAME has tried to accomplish this is by identifying worthy candidates for CoSIDA awards so more women will continue to be recognized. One area that we always need help with is identifying who those candidates might be. Additionally, this year, we are hoping to reach out and collaborate with other, like-minded associations and organize a social and networking event at the convention in June and help to increase our presence within our profession, as well as among the administrators.

We want to create opportunities for women in our profession to connect with others, including women and men. So if you know of any worthy candidates, let us know! We hope to continue to grow as an organization and create a supportive environment and networking opportunities for women and men.

**4. The Pac-12 has not been immune to the swift and dramatic changes being felt by Division I conferences nationwide. How has the rebranding effort and the new TV arrangement affected your daily responsibilities?**

Every year of my five years at the Pac-10/12 has been different, starting with the change in commissioners, expansion and a network launch. It has been challenging

but exciting. One of the biggest shifts as part of the rebranding effort is to put the conference and the schools out in front, and telling our story first and our way.

Of course, the obvious impact has been integrating two new schools with their own campus cultures with that of 10 other schools and our own culture as a conference. We have all had to make adjustments, but we have come together really well.

With the expansion came the creation of the new Pac-12 Networks. The networks have not changed a lot of what we do, but rather has added to it. It has been challenging but fun. We are being asked to provide more content and information. When we make announcements, we now have to consider the networks. In a lot of cases, the networks have enhanced what we do. For instance, we reinstated our women's basketball media day two years ago because of the networks, and have had great results and reactions among the coaches, players and media. While most of the day is dedicated to the networks, it also gave us the opportunity to invite national media who otherwise may not have visited the 12 campuses. And that exposure has brought a great deal of benefit for our teams and coaches.

With the network, the conference is more in control of telling its story and that of the 12 schools. The first year of the network was mostly about getting it on the air and getting the games broadcast. But this year, we are beginning to see more stories being told. For me, personally, I have been exposed and involved in a couple of different areas I might not have been if there was not a network. For instance, I participate in weekly programming meetings with our network and sports management group.

I am involved in a weekly call with the Pac-12 digital team, which manages our website and social media channels, as well as the websites of most of our schools. I am learning a lot of new vocabulary because of it!

**5. What aspects of your work do you find the most rewarding?**

The most rewarding part of my job is when I am able to help a fellow SID or media member and make their life a little easier. I really enjoy seeing the student-athletes' stories told, especially in sports that do not receive a lot of coverage. I enjoy seeing the athletes succeed. I get to watch future Olympians compete in person, then four months later watch them win an Olympic medal. I love that. I really revel in my former student-athletes still competing at the highest level and doing well. The people I have met who know what it is like being in the trenches and working during crossover season, they have made it special (and more bearable to deal with the late nights!). I know people who I call friends across the country... aren't we lucky?!

Close college friends have also been lucky enough to be at the biggest games of their lives because of me, and I'm happy to have done that for them. National championships, of course! Who would not find those rewarding? And I was lucky enough to be a part of three. And, obviously, my husband is a former SID and we have an amazing little boy. That has been the biggest reward that I will always be forever grateful for. (I know, I know... this is very cheeseball-ish, but it's been the best part of my life. What can I say?)

# MEMBERSHIP RECORD

## CoSIDA at 3,021



After surpassing its single-year association membership record in mid-October, CoSIDA has now eclipsed 3,000 members for the first time in the association's 56-year history.

The current total for 2013-14 of 3,021 members breaks the record of 2,954 set just last year. As of Dec. 4, CoSIDA boasted 2,511 active members, 360 student members, 36 associate members, 77 lifetime members and 38 others. Of those numbers, 1,530 members are from Division I institutions, with 467 from Division II, 586 from Division III, 207 from the NAIA, 16 from Canadian schools, 26 from two-year institutions and 189 non-affiliated members.

The 3,000th and 3,001st CoSIDA members for 2013-14 are Kathy Lynch, Assistant Director of Athletics/SID at Framingham State University and Phil Hunt, SID/Head Coach, Men's Basketball at Harris-Stowe State University. Their memberships were received Nov. 2.

Established in 1957, CoSIDA membership first surpassed 1,000 in 1982 and 2,000 in 2006 and has now grown by another 1,000 members in just 7 ½ years. CoSIDA is the second-oldest and the largest management association in all of collegiate athletics.

College athletics communications professionals must be current CoSIDA members to nominate deserving student-athletes and vote for Capital One Academic All-America teams at <http://www.cosida.com/Awards/allamerica.aspx>.

"Setting a record for membership is just another exciting reminder of all that's happening with CoSIDA," said Shelly Poe, 2013-14 CoSIDA President and Assistant Athletic Director at Auburn University. "It's wonderful to have more than 3,000 members, and it's a great time for each of them to become involved in supporting our profession and the people in it. If you need a place to start that involvement, please nominate your deserving student-athletes for Capital One Academic All-America honors and vote for the teams as well!"

**Membership for 2013-14 is available through Jan. 31, 2014, at:**  
[http://www.cosida.com/About/2013\\_14\\_memberbenefits.aspx](http://www.cosida.com/About/2013_14_memberbenefits.aspx)

**For more information regarding CoSIDA membership and related benefits, contact Will Roleson, Director of Internal Operations/Treasurer at [willroleson@cosida.com](mailto:willroleson@cosida.com).**

### CoSIDA ANNUAL MEMBERSHIP

Year	Membership
<b>2014</b>	<b>3021</b>
2013	2954
2012	2786
2011	2862
2010	2497
2009	2563
2008	2397
2007	2216
2006	2143
2005	1946
2004	1961
2003	1954
2002	1888
2001	1877
2000	1855
1999	1839
1998	1812
1997	1825
1996	1803
1995	1772
1994	1804
1993	1810
1992	1706
1991	1669
1990	1627
1989	1467
1988	1361
1987	1426
1986	1360
1985	1341
1984	1304
1983	1170
1982	1077
1981	984
1980	944
1979	593
1978	510
1977	550
1976	671
1975	623
1974	614



# 2014 **CoSIDA** CONVENTION

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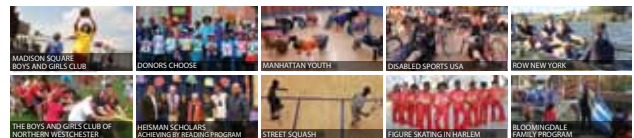
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## DO YOU KNOW WHAT THE DOES IN THE OFF SEASON?

*Answer:* The Heisman Trophy Trust is a 501 (c)(3) charitable organization managed by a Board of Trustees who serve pro bono to preserve the integrity of the Heisman award and to provide opportunities for underserved youth and other deserving members in our society. Below is a small sample of the Trust's efforts to fulfill its Mission Statement.

To learn more, visit us at [www.Heisman.com](http://www.Heisman.com)



### HEISMAN HUMANITARIANS



The Heisman Trophy Trust established the Heisman Humanitarian Award in 2006 to annually recognize a member of the sports community that gives significantly of themselves to serve their communities and to improve the lives of others.

**THE HEISMAN TROPHY TRUST  
 IS PROUD AND PLEASED TO SUPPORT  
 THE 2013 CoSIDA CONVENTION.  
 WE APPLAUD AND THANK  
 SPORTS INFORMATION DIRECTORS  
 FOR THEIR COMMITMENT AND HARD WORK  
 ALL YEAR LONG!**

## **Congratulating a friend BILL MARTIN**

*See blog post online: Congratulating a friend, by Bob Starkey, Texas A&M women's basketball assistant coach, via [www.hoopthoughts.blogspot.com](http://www.hoopthoughts.blogspot.com)*

Going a little bit off the beaten path from our normal blog post to send congratulations to a dear friend. The official word came out that Bill Martin, Associate Sports Information Director at LSU will be leaving to become the Assistant Athletic Director for Media Relations at Mississippi State.

Unless you work in an Athletic Department for an extended period of time, it is hard to understand the depth of relationships that are developed. Certainly those that work 9 to 5 jobs create friendships in their work place but in the world of collegiate athletes there are no 9 to 5 jobs. We work with each other in the evenings and on the weekends...we travel around the country and even the world with each other...we often share holidays together.

For me, that experience at LSU was made richer because of my relationship with Bill who served as our Sports Information Director in women's basketball while working along side Michael Bonnette to handle football. You could also always count on Bill to jump in and help with baseball as well, especially when the NCAA's rolled into Alex Box. In fact, anyone could count on Bill to help with anything at anytime -- that's the kind of man he is.

My wish for everyone is that in their lifetime they get the opportunity to work along someone that has the passion for their job as does Bill...someone that cares



deeply about the student-athletes he works with as does Bill...someone that has the level of commitment to his craft as does Bill...and someone that brings that energy to life each and everyday like Bill. They say the key to living a successful life is maintaining your enthusiasm for what you do -- that would explain Bill's success. Whether it was his LSU Tigers, his St. Louis Cardinals and now his Bulldogs, you'll be hard pressed to find someone as loyal.

There is a hole in the LSU Athletic Department that will need to be filled with his departure but I can tell you that Mississippi State just got better.



**56 Years and Counting**  
**1957-2013**



# **NAIA-SIDA hosts monthly membership calls**

This academic year, the athletic communications/SID professionals from the National Association of Intercollegiate Athletics (NAIA) are rolling out a monthly series of calls and/or webinars on topical communications issues. The calls are open to all CoSIDA members.

This effort is being coordinated by CoSIDA's NAIA-SIDA leadership group. The next call is January 23 with Josh Gleason (Goshen) on the NAIA Scholar Athlete and CoSIDA Academic All-America® Programs. The call is 2 p.m. EDT / 11 a.m. PDT.

This effort is being coordinated by CoSIDA's NAIA-SIDA leadership group.

Please see the schedule below. As more information becomes available, the schedule will be updated.

**Previous NAIA-SIDA Teleconferences on audio archive for on-demand listening:**  
<http://www.cosida.com/news.aspx?id=4240>

**SEPTEMBER 26**

Marketing the Athletic Brand - presented by Aaron Sagraves, Davenport University

**OCTOBER 29**

Social Media Tips - presented by Jay Stancil, Union (Ky.) and Geoff Sherman, PhD., Marian (Ind.)

**NOVEMBER 21**

Communication with AD's/Coaches – Tips – Steve Wilson (Park)

**Upcoming NAIA-SIDA Scheduled Teleconferences/Webinars for 2013-14**



**Call-in Information**

Number: 1-866-951-1151

Passcode: 4370118

**JANUARY 23**

NAIA Scholar Athlete/CoSIDA Academic All-American Programs – Josh Gleason (Goshen)

**FEBRUARY (date TBA)**

Organizing your office – Alison Smalling/John Phillips (Embry Riddle)

**MARCH (date TBA)**

Helping out Local Media (spoon feeding them) - Justin Jarrett (UCSB)

**APRIL (date and presenters TBA)**

Graphic Design Tips

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## **STUDY: Ambiguous Twitter monitoring leaves athletic departments open to embarrassment**

**By Brad Wolverton, Chronicle of Higher Education  
senior writer via [chronicle.com](http://chronicle.com)**

The call came at 6 a.m. “Take that s\*\*\* off Twitter,” said the position coach. “What the hell are you thinking?”

The scene, recounted in a new study by two social-media researchers, is an apt description of how some athletic departments handle players’ faux pas on social-media sites. In some cases, the study found, colleges are more likely to spend time monitoring their players’ comments and waiting for them to slip up than educating them about potential problems.

Findings from the study were published online in a report, “Training Versus Monitoring: A Qualitative Examination of Athletic Department Practices Regarding Student-Athletes and Twitter,” in the journal *Qualitative Research Reports in Communication*.

The report, which includes interviews with 20 football, basketball, and baseball players at one midsize, private Division I university, says most athletes receive no training about Twitter. And although many players assume that rules exist about their use of the site, they are not sure of the boundaries because their institution did not make them clear.

In the absence of clear guidelines, some athletes said they operated under “common sense” assumptions such as “no cussing” or “don’t say anything stupid.” They felt that training on Twitter was unnecessary.

But the authors of the report—Jimmy Sanderson, an assistant professor of communication studies at Clemson University, and Blair Browning, an assistant professor of communication at Baylor University—argue that such a “reactionary and ambiguous” approach to Twitter has done little to mitigate controversial tweets.

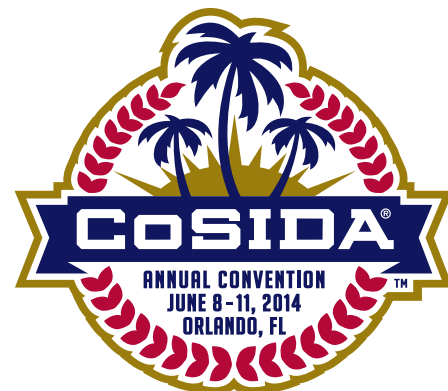
“Student-athletes are left to guess at the boundaries for using Twitter,” they write. “Expecting student-athletes to interpret terms such as ‘inappropriate’ in the same fashion as administrators is naïve and shortsighted.”

Instead, the authors urge athletic administrators to devote time and money to front-end training, and to define clearer boundaries for Twitter use.

“Whereas ambiguity enables athletic departments to be the final arbiters of Twitter content,” the authors write, “a more troubling outcome of ambiguity is that it eschews the educational obligation of the university.”

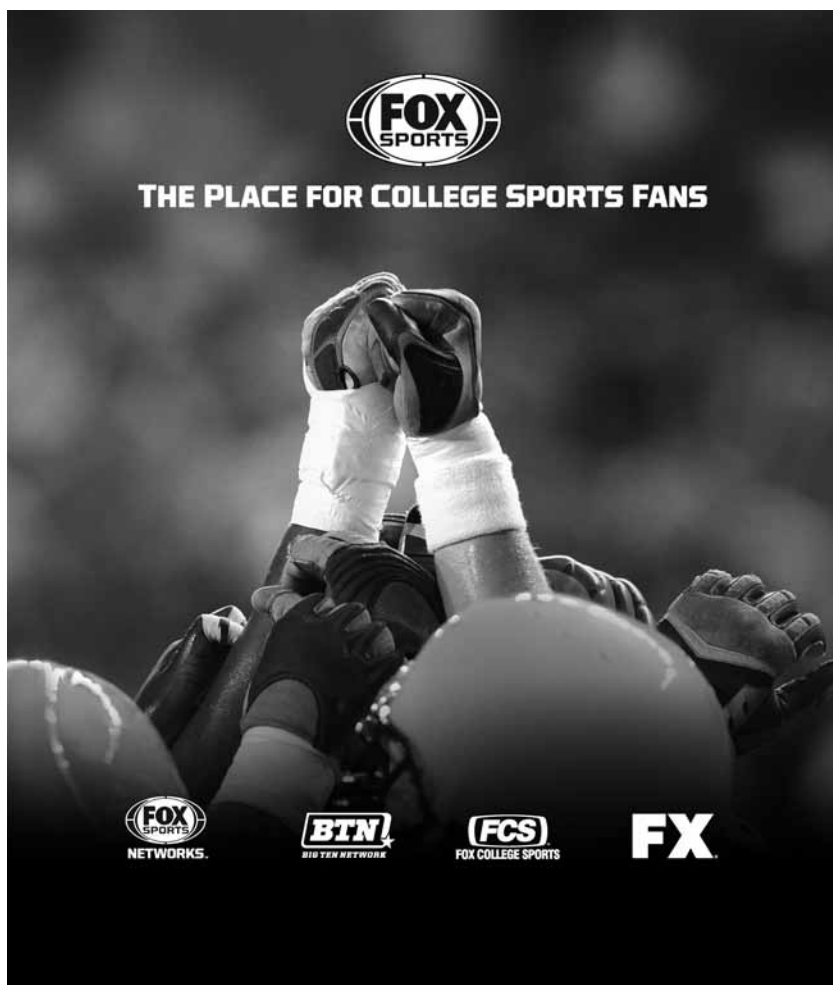
**2014  
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CONVENTION  
at NACDA & Affiliates  
Convention Week  
June 8-11**

**Orlando Marriott World Center**





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and assistance  
throughout  
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**CONVENTION REGISTRATION AND  
HOTEL RESERVATIONS BEGIN  
February 1, 2014**



## Six ways to be a strategic thinker in the PR/communications field

See online: *Six Ways to Be a Strategic Thinker in PR*, by Gini Dietrich, Arment Dietrich CEO and founder, via [www.spinsucks.com](http://www.spinsucks.com)

I remember the review I had when I was up for a promotion from account supervisor to managing supervisor.

I was ready for the promotion, I knew I'd been working in that capacity for a good six months, and I had my business reasons outlined and rehearsed to present to my boss.

The review went swimmingly. Everything was perfect until the very last comment... "you need to be more strategic."

I was 27 years old. I had all of five years of experience. And suddenly I had to be more strategic if I wanted that promotion.

The reason that has stuck with me all of these years (I mean, the last three years) is no one told me what that meant. My boss just said it and that was that. I don't think even she knew what that meant, in retrospect. That's why she couldn't answer my questions.

Today, as a boss, I never provide that feedback to someone without explaining what it means, providing examples, and giving them a clear path to get there.

And, trust me, this conversation comes up a lot, particularly in the PR industry. As a whole, we tend to be much more tactical than strategic.

### Be a PR Strategic Thinker

That's why, when Clay Morgan sent, "Six Habits of True Strategic Thinkers" to our team yesterday, I was compelled to read, share, and comment.

Giving the author, Paul J.H. Schoemaker, full credit, the six habits he listed are:

- Anticipate
- Think critically
- Interpret
- Decide
- Align
- Learn

Let's break those down, from a PR perspective.

### Anticipate

Yesterday, I wrote here about the big move Visa made by firing their PR agencies and bringing all of that work in-house.

I have no idea if this is a trend other large companies will follow or if it's a silly mistake that will soon be rectified. But I do know it's something to anticipate could happen, therefore I'm keeping a careful eye on it.

If it begins to happen with other companies, we've already begun thinking about how that could affect our communications firm and have a pivot plan in place to move with the trend.

To be a strategic thinker, watch the trends. Pay attention to the economic signals. Watch the big moves happening in the industry. Anticipate how all of this could affect your career or your business.

### Think Critically

Yesterday, while I was walking Jack Bauer, I saw a bumper sticker that said, "Critical thinking: The other national deficit." I thought, "No kidding."

We tend to take things at face value and don't use our critical thinking skills to question what's in front of us.

You see this happen online all the time. My favorite is a photo of Abraham Lincoln with the caption, "Don't believe everything you read on the Internet just because there is a picture with a quote next to it."

We get complacent, we stop questioning, we become less curious...and all of that forces us to lose our competitive edge.

To be a strategic thinker, stop taking things at face value and use that brain of yours.

**Interpret**

It's fairly easy to look at the Visa example I used above and dismiss it as one big mistake the company is making. It's easy to think to yourself, "Next we'll be hearing news they've hired three more PR agencies."

But if you want to be considered a strategic thinker, you don't take news like that at face value.

You pay attention to what other large companies are doing, particularly trend-setters such as Proctor & Gamble and Johnson & Johnson.

Watch what they do with PR and with their agencies. Find similarities in how they launch new campaigns. And interpret what you think that could mean for your organization or your client's businesses.

To be a strategic thinker, you must watch trends, pay close attention to industry news, and interpret what it could mean for you.

**Decide**

Raise your hand if you overanalyze everything (I'm looking at some of you!).

Some people tend to get analysis paralysis and can't make a decision to save their lives. They get wrapped up in all of the data and trying to interpret what's there, they paralyze themselves from moving forward.

In Sheryl Sandberg's "Lean In," she describes a poster they have on the wall at work, "It's better to be finished than to be perfect."

To be a strategic thinker, you need to be decisive, fast, and finished.

**Align**

This is one of the hardest ones for me for two reasons: I want everyone to have a voice and I have a need to be liked (I'm working on it).

It is impossible to have complete consensus (anyone who has planned a wedding knows you will never make everyone happy), but a strategic thinker will listen to all sides, assess the risks, bring tough issues out in conversation, and figure out where the balance is.

From a PR perspective, we do this nearly every day. We know how to communicate with different stakeholders and how to turn brand detractors into loyalists.

Now take that talent and turn it inward. How can you align the team you lead or the client's organization or even your executive team?

To be a strategic thinker, stop being fearful and use your communication skills to align your teams.

**Learn**

One of my favorite sayings is, "It doesn't matter if you fall, but in how you get up when you do."

During the Great Recession, I had that taped to my wall and I looked at it every day.

To say I learned a ton in that three year period is putting it mildly.

Because of that (and other mistakes I've made), I'm a big believer in failing if you learn something from it.

To be a strategic thinker, you have to fail so you can learn. It's the only way to do work on the other five habits.

So there you have it...a complete look at the habits you can develop to become a strategic thinker.

# NOMINATE TODAY FOR 2014 SPECIAL AWARDS

Deadline for the 2014 CoSIDA Special Awards is  
**JANUARY 31, 2014 (Midnight ET)**

Nominations for CoSIDA's annual special awards are now accepted year-round online at [www.cosida.com](http://www.cosida.com). Under the drop down Membership link, go to Special Awards Online Nomination/Voting to begin the nomination process.

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# Maximizing Your Academic All-America® Nominations

By Jim Seavey, Associate Chair, CoSIDA Academic All-America® Committee

Think of the changes that have taken place in the nominating process for The Capital One Academic All-America® Program, as selected by CoSIDA, over the years. The ballpoint pen was ultimately replaced by the typewriter, which has since yielded to the almighty computer, and what was once a paper-driven process has simplified to a data processing system, resulting in unprecedented growth and expansion of the program over the last eight years.



And while this advent of technology has made things easier, it has put an onus on the nominating member to pay particular attention to high-light background items about his/her candidate that voters will take most note of. The 500-character limit is not a long one, so here are some tips to make your nominee stand out above the crowd:

## DO'S...

**\*If your student-athlete has been chosen to an Academic All-America® national or district team in past years, make sure that is the FIRST thing you place in your nominee's bio** (i.e., 2012 CoSIDA Capital One Academic All-America® Third Team or 2011 CoSIDA Capital One Academic All-District). Experience has shown over the years that voting members at both the district and national levels are more likely to choose a "repeat" honoree.

**\*Abbreviate whenever possible.** Your fellow SID's are very intelligent and can figure out that Dill means Division III—they can also ascertain that if you are referring to the NE-10 or the MASCAC, that they are conference affiliations.

**\*Highlight MAJOR athletic awards first**, i.e., All-America, All-Conference, etc. These awards carry major weight when considering your nominee's athletic accomplishments.

**\*Highlight MAJOR academic awards, but use caution** on placing items such as "Dean's List" near the top of your nomination. Those items are better suited toward the end of your nomination bio.

**\*List or highlight any interesting human interest facts about your nominee.** Voters are always looking for those factoids and that sometimes can swing a vote or two in your candidate's direction. For example, if you have a player who has overcome a significant injury or has had another event take place that has affected his/her career, make sure that is noted in your bio.

**\*Highlight championships won and any pertinent statistical notes.** Team accomplishments carry as much weight as individual performance, so if your nominee played a role in leading his or her team to a conference, regional or national title, make sure that information is prominently placed in your bio information. If your nominee ranks among the national leaders in a statistical category, frame it with a quick hitter, i.e., "leads Dill in caused turnovers and ground balls".

**\*Contact your colleagues or members of the Academic All-America® Committee if you have a question or problem that can be solved.**

# DO NOT'S...

**\*Do not use your nominee's first, last or combination of both names in your bio materials** - it wastes valuable space. For example, do not begin a nomination form with "John Smith has been a very valuable member of the men's tennis team at State Tech."



**\*Do not use phrases** such as "John Smith is a great kid who works hard every day at practice and in a game" or "Jenny Jones is a fine example of the students we have here at Valley A&M." Again, it wastes valuable space and is usually not very well received by voting members. Plus, it is an assumed fact that any nominee for the Academic All-America® program is an outstanding representative of your institution.

**\*Do not bog down your nomination with loads and loads of statistics-edit them down to a manageable number and make them meaningful.** For example, do not use "Has posted career averages of 19.7 points, 8.9 rebounds, 4.2 assists and 2.9 blocks that rank ninth, 10th, 12th and 14th all-time in school history." A better use of space would be to say "ranks in school's top 15 in four career categories."

**\*Do not overstate your nominee's multiple honors.** It's a waste of space if you write "2012 MASCAC second-team all-conference, 2011 MASCAC first-team all-conference, 2010 MASCAC second-team all-conference" when you can just say "3X all-MASCAC".

**\*Do not understate your nominee's multiple honors.** If your student-athlete has been on the Dean's List all seven semesters of matriculation, then write "Dean's List seven times" or, if there is space, "Dean's List all seven semesters".

**\*Do not refer to any other organization's All-Academic team as an Academic All-America® honor.** For example, if you have a cross country nominee who was named to the Coaches' Association All-Academic Team, do not write in his/her bio that he/she was named to the "USTCCCA Academic All-America Team." Remember, CoSIDA and Capital One sponsor the only sanctioned Academic All-America® Program with that particular tag.

**\*Do not hesitate to contact your colleagues or members of the Academic All-America® Committee if you have a question or problem that can be solved.**

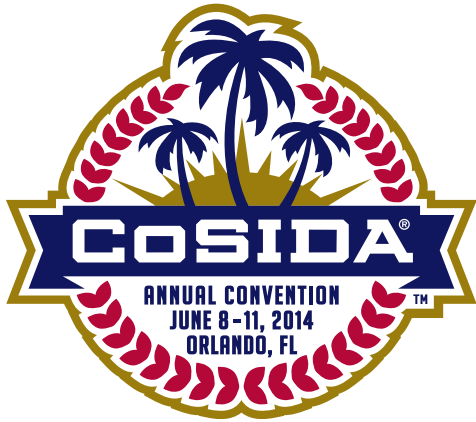
# 2013-14 SCHEDULE FOR ACADEMIC ALL-AMERICA® NOMINATIONS AND SELECTIONS

Program	M/W Soccer	Football	Volleyball	M/W Basketball	Baseball/ Softball	M/W At-Large	Track/Cross Country
Nomination Forms Available	Tues. Oct. 1	Tues. Oct. 8	Tues. Oct. 8	Thu. Jan. 2	Tues. April 1	Tues. April 15	Tues. April 29
<b>Nomination Deadline</b>	<b>6 p.m. ET Tues. Oct. 15</b>	<b>6 p.m. ET Tues. Oct. 22</b>	<b>6 p.m. ET Tues. Oct. 22</b>	<b>6 p.m. ET Tues. Jan. 14</b>	<b>6 p.m. ET Tues. April 15</b>	<b>6 p.m. ET Tues. April 29</b>	<b>6 p.m. ET Tues. May 13</b>
DCs Finalize Ballots	Fri. Oct. 18	Fri. Oct. 25	Fri. Oct. 25	Fri. Jan. 17	Fri. April 18	Fri. May 2	Fri. May 16
<b>District Voting Deadline</b>	<b>6 p.m. ET Tues. Oct. 29</b>	<b>6 p.m. ET Tues. Nov. 5</b>	<b>6 p.m. ET Tues. Nov. 5</b>	<b>6 p.m. ET Tues. Jan. 28</b>	<b>6 p.m. ET Tues. April 29</b>	<b>6 p.m. ET Tues. May 13</b>	<b>6 p.m. ET Wed. May 28</b>
Academic All-District® Team Release Date	noon ET Thurs. Oct. 31	noon ET Thurs. Nov. 7	noon ET Thurs. Nov. 7	noon ET Thurs. Jan. 30	noon ET Thurs. May 1	noon ET Thurs. May 15	noon ET Thurs. May 29
Updating Deadline for First-Team All-District Selections	noon ET Mon. Nov. 4	noon ET Mon. Nov. 11	noon ET Mon. Nov. 11	noon ET Mon. Feb. 3	noon ET Mon. May 5	noon ET Mon. May 19	noon ET Mon. June 2
NC OKs National Ballot	Tues. Nov. 5	Tues. Nov. 12	Tues. Nov. 12	Tues. Feb. 4	Tues. May 6	Tues. May 20	Tues. June 3
National Ballot Voting Deadline	<b>6 p.m. ET Tues. Nov. 12</b>	<b>6 p.m. ET Tues. Nov. 19</b>	<b>6 p.m. ET Tues. Nov. 19</b>	<b>6 p.m. ET Tues. Feb. 11</b>	<b>6 p.m. ET Tues. May 13</b>	<b>6 p.m. ET Tues. May 27</b>	<b>6 p.m. ET Tues. June 17</b>
AAA Teams to Publicity Group	Wed. Nov. 13	Wed. Nov. 20	Wed. Nov. 20	Wed. Feb. 12	Wed. May 14	Wed. May 28	Wed. June 18
Academic All-America® Team Release Date(s)	<b>noon ET</b> Th. Nov. 21 (C) F. Nov. 22 (3) M. Nov. 25 (2) T. Nov. 26 (1)	<b>noon ET</b> M. Dec. 2 (C) T. Dec. 3 (3) W. Dec. 4 (2) Th. Dec. 5 (1)	<b>noon ET</b> M. Dec. 9 (C) T. Dec. 10 (3) W. Dec. 11 (2) Th. Dec. 12 (1)	<b>noon ET</b> M. Feb. 17 (C) T. Feb. 18 (3) W. Feb. 19 (2) Th. Feb. 20 (1)	<b>noon ET</b> SB BA M. 5/19 (C) T. 5/27 T. 5/20 (3) W. 5/28 W. 5/21(2)Th. 5/29 Th. 5/22 (1) F. 5/30	<b>noon ET</b> M. June 2 (C) T. June 3 (3) W. June 4 (2) Th. June 5 (1)	<b>noon ET</b> M. June 23 (C) T. June 24 (3) W. June 25 (2) Th. June 26 (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 8, 2013



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Year	Site	Membership	Convention	Year	Site	Membership	Workshop
2013	Orlando	2954	852	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				



**56 Years and Counting**  
**1957-2013**

COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA  
**Future Convention Sites**

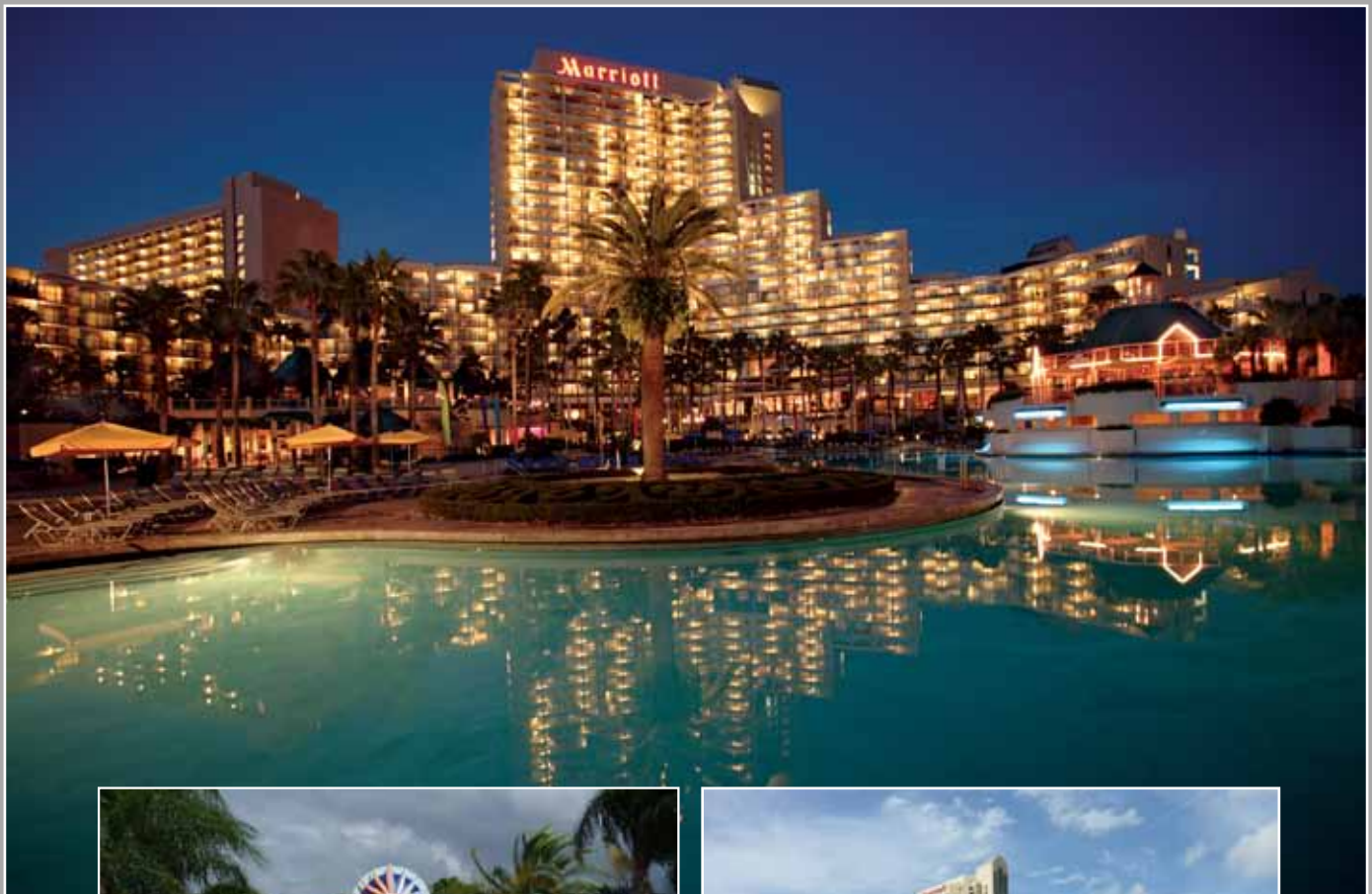


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**2016**  
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**2014 CoSIDA CONVENTION  
AS PART OF NACDA & AFFILIATES CONVENTION**

**ORLANDO**



**June 8-11, 2014  
ORLANDO MARRIOTT WORLD CENTER RESORT**

# COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA PRESIDENTS

2013-14	Shelly Poe	Auburn
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 Boclair	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**  
**58th**  
**President**  
**(2013-14)**  
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**Shelly**  
**Poe**  
**Auburn**  
**University**



2012-13 CoSIDA President Joe Hornstein of Florida International (FIU) was presented a plaque of appreciation for his contributions to the organization.

*Contact Information*  
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