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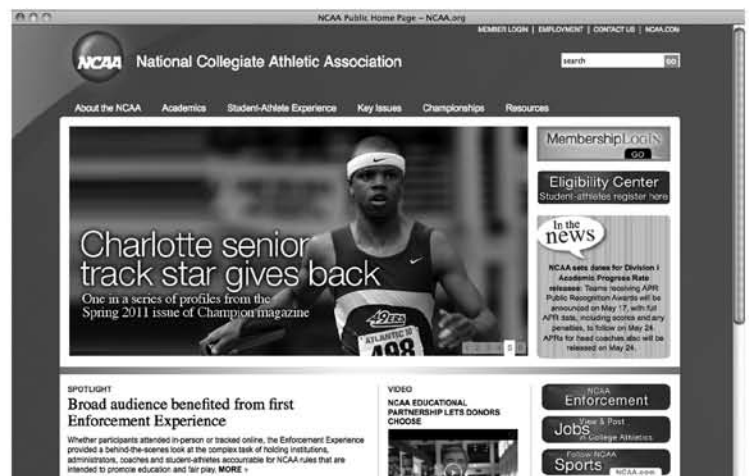
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2013 CoSIDA

APRIL E-DIGEST



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FOR 2013 CONVENTION**

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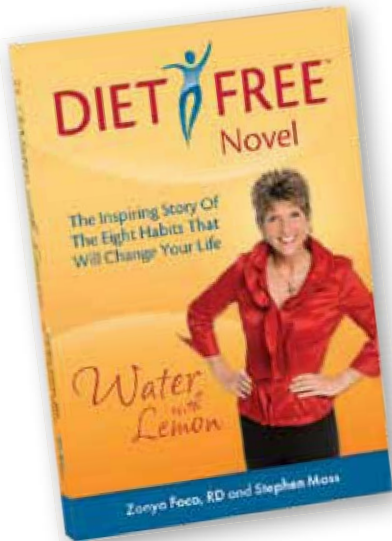
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COSIDA WELCOMES “AMERICA’S NUTRITION LEADER” ZONYA FOCO TO THE 2013 CONVENTION

Zonya Foco, RD, CHFI, CSP, a leading American professional speaker and nutrition expert, is the third (of four) announced national presenters who will address attendees at the 2013 CoSIDA Convention taking place in June. The CoSIDA Convention takes place in conjunction with the 2013 NACDA and Affiliates Convention.

Among her TV presentations, videos and motivational interactive nutrition workshops, Zonya also authored *Water with Lemon* – a health novel – delivering a story of diet-free, guilt-free weight loss along with co-author Stephen Moss.



CoSIDA's Program Committee, chaired by CoSIDA 2nd Vice President Eric McDowell (Union, N.Y.), has invited four nationally renowned speakers to Orlando.

The first two announced were productivity and employee performance expert Laura Stack who will serve as the kickoff speaker on Thursday, June 13, and communications and leadership specialist Richard Dufresne will address convention goers on Thursday, June 14.

The final national speaker will be announced in early April.



Zonya Foco, RD, CHFI, CSP, is an American dietitian, professional speaker, nutrition expert, entrepreneur, television chef and writer who focuses more on healthy eating than on dieting. Zonya (www.zonya.com) is one of the most exciting, inspiring, vital and unforgettable speakers in America. She has forged her mission to make nutrition and fitness exciting, fun and life-changing, and she is a life force for her (and everyone's) cause – healthy eating.

Zonya will serve as one of CoSIDA's leading presenters during the 2013 Orlando Convention at the Marriott World Center. She will be sharing this approach to a healthy lifestyle – with equal parts humor and education – on June 14, 2013 as she addresses the attendees.

Zonya is the champion of the diet down-trodden and knows the value of engaging her audiences with compassion and humor. With a message about overcoming the demands of everyday life to experience rewarding success in health and fitness, Zonya will speak to those who know first-hand that good health is important, yet elusive.

Her energetic and magnetic presence on national public television stations as the host of “Zonya’s Health Bites” and the 2-hour special entitled “DIET FREE” has been integral to her success in bringing her inspiring message of health and wellness to the masses.

In her desire to provide inspirational solutions to families far and wide, Zonya is the author of the best-selling *Lickety-Split Meals* cookbook which because of its grocery lists, menu planning and simple to prepare recipes has been dubbed the “kitchen countertop coach” for the cooking impaired.

Most recently she has created a life-changing ten-week video seminar program being used by individuals and groups across the country. *DIET FREE, The Eight Habits That Will Change Your Life*, has brought hope and success into the lives of its participants by teaching do-able, and sustainable actions. When taken one at a time, these habit-changes lead to long term health improvement, without the feeling of deprivation, or succumbing to a “gimmicky” fad diet.

“It’s inevitable,” says Zonya, “no matter where I am, who I’m meeting with, or what topic I’m presenting, I always get this question, ‘Zonya, what is most important for me to count: carbohydrates, fat, calories, or sodium?’ Unfailingly, I always have the same reply, ‘Control all of them...but –by counting none of them.’”

Indeed, dieters are used to feeling like the diet is in control, and eventually what gains are made in an initial campaign of self-discipline are lost when “real life” sets in. Zonya’s message is that simple knowledge and manageable steps can result in long term health improvements, without feeling like a diet is intruding into one’s life.

“Complex work obligations and a hectic family life can certainly wreak havoc on a person’s health,” says

Zonya, "but I am convinced that a few simple changes can result in measurable improvements in many areas, including weight, cholesterol, and blood sugar – and in mood, energy level, and restful sleep. And, you will never have to worry about counting, tallying, adding, or subtracting your food details ever again!"

Zonya will be joined by Mount Holyoke Sports Information Director/Schedule Coordinator Amie Canfield, who has an excellent health experience to share. Dave Reed, Colorado College Associate Media Relations Director, will be the moderator and also share his story with Zonya and Amie.

We look forward to Zonya Foco, America's Nutrition Leader, presenting her engaging and helpful session to our membership this summer.



2013

CoSIDA CONVENTION

at NACDA Affiliates Convention
June 12-15
Orlando Marriott World Center

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



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80th Annual Allstate Sugar Bowl

Mercedes-Benz Superdome - New Orleans, La.





2013 **CoSIDA** CONVENTION REGISTRATION INFORMATION

Wednesday-Saturday, June 12-15, 2013
WORLD CENTER MARRIOTT RESORT
Orlando, Florida

PREREGISTRATION FEES: \$195 for CoSIDA members, \$195 for spouses, friends and children, and \$280 for non-CoSIDA members. CoSIDA is also offering a 'Weekend Special' for spouses, friends and children only which includes transportation to special Family Committee events on Friday and Saturday as well as transportation and access to the ESPN Reception on Saturday evening. Deadline for the pre-registration is May 10, 2013. Everyone who wishes to attend any of the events must be registered. Go directly to the Convention registration site, coordinated by Sports Systems:

<http://www.sportssystems.com/cosida>

HOTEL ROOM RATES: The hotel room rate is \$171.00 per night.

Direct link to Convention room reservations -

https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=10203524

CONVENTION HOME PAGE:

<http://www.cosida.com/2013Orlando/>

SIGN UP FOR THE 2013 CoSIDA CONVENTION FAMILY COMMITTEE EVENTS:

For information and ticket purchases, go to www.cosidafamilycommittee.com

NACDA CoSIDA Corner:

2013 Convention program features star speakers and innovative panels



*by Eric McDowell,
Union College (N.Y.) Assistant Athletic Director for
Sports Information,
CoSIDA Second Vice President*

The following CoSIDA column was written by Eric McDowell, Union College (N.Y.) Assistant AD for Sports Information and CoSIDA's 2nd Vice President. McDowell also serves as chair of the 2013 CoSIDA Convention Programming Committee, and he writes about the upcoming Orlando Convention in this column. This is the first year that CoSIDA will join the NACDA & Affiliates Convention, running its own convention programming and social events but collaborating with NACDA member groups on some panels and social events.

McDowell's column appears in the March 2013 issue of NACDA's *Athletics Administration* Magazine.

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; in November, Director of External Affairs Barb Kowal wrote the November column which focused on the online CoSIDA Resource Library, while Academic All-America® Committee Co-Chair Bernadette Cafarelli followed with a December piece on the Capital One Academic All-America program. In February, the magazine was dedicated to social media issues, and CoSIDA's New Media/Technology Chair Chris Syme wrote on how CoSIDA is at the forefront of college athletics social media education, webinars, studies and convention presentations.

Each *Athletics Administration* issue is sent to over 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.

For more than 50 years, the College Sports Information Directors of America (CoSIDA) organization has provided its members with a Convention filled with timely, imperative and insightful panels with topics that engage, enlighten and educate the membership. The 2013 June Convention in Orlando will be no different in those aspects. Yet, there are some new twists for the program schedule along with the new twist for the annual Convention itself.

For the first time in the organization's history, CoSIDA's Convention will join 13 other affiliates at the NACDA Convention. This year, there also will be four nationally-recognized specialists attending to address the membership in major areas that are important professional and personal aspects of sports communication.

The official CoSIDA programming schedule was announced in January, the earliest announcement in many years. It was imperative that with CoSIDA's first year with NACDA and the affiliates that our program would be ready to announce by February to show the variety of discussion topics, issues and areas of importance in the profession.

Continued on Page 10



This year, each of CoSIDA's four days of programming will feature a major speaker. On Wednesday, June 12, the kickoff panel will star Laura Stack, known as "America's Productivity Pro." Stack is the best-selling author of several books including "What to Do When There's too Much to Do," "Reduce Tasks, Increase Results," "The Exhaustion Cure" and "Find More Time." Stack has been on numerous television shows, including popular morning programs. Her seminars on lowering stress, saving time in the workplace and improving output will be a tremendous benefit to CoSIDA members and NACDA affiliates in attendance, and tips from a productivity and performance expert will provide a fresh new take on ways to assist our members.

Since CoSIDA consists of sports communications professionals, it is quite fitting to have a professional communicator join us in Orlando. Thursday, June 13, begins with a presentation by Richard Dufresne, Vice President of The Wellness Corporation. Dufresne's topic will be "Effective Communication." As he states, "We all know how important it is to have quality communication. Effective communication is more than 'just talking.' Effective communication is a conscious, purposeful process that can become a daily habit." Dufresne brings more than 20 years of conference presentation and communication services to the CoSIDA Convention.

With the different hours, nights and weekends, it can be a challenge for sports communications professionals to think about nutritional and health habits. Who better to assist in nutrition, fitness and general health than "America's Nutrition Leader," Zonya Foco. Foco will join us on Friday, June 14, with her entertaining and engaging session, "Excelling Your Career Without Undermining Your Health." Foco is a master of inspiration, motivation and visual humor providing hard-facts information and simple solutions that help everyday people improve health, create balance and maximize energy. She is an author and national public television host who will make a difference on our bodies and minds.

One of the most important aspects of the profession is writing. Feature writing, for example. On Saturday, June 15, our final day features the notable Roy Peter Clark, Vice President for reporting, writing and editing faculty at the Poynter Institute. He was hired by the *St. Petersburg Times* as one of America's first writing coaches, and his work has been featured on "Today" and "Oprah." Professor Clark is the founder of the National Writers Workshops and was inducted into the Features Hall of Fame. He is the author of 15 books, including the popular "Writing Tools: 50 Essential Strategies for Every Writer" and "The Glamour of Grammar," which was praised by *The New York Times*.

As is our tradition, CoSIDA also will offer panels and topics for the "meat and potatoes" of our profession, serving members from all levels, affiliations and divisions. For example, just some of the sessions we will explore include social media strategies, "You are More Than an SID," multi-media and digital communications trends and expansion, diversity in the profession, working effectively with coaches, video editing, branding and reputation

management.

Annually for the past few years, our CoSIDA Goodwill and Wellness Committee plans a community service event and a 5k fun run/walk event; we plan to do the same in Orlando and work with other NACDA members on both the community service and fun run events.

We also have an expanded social schedule, as our new CoSIDA Family Committee has put together a tremendous slate of activities for spouses, family members, children and friends of CoSIDA Convention attendees.

CoSIDA continues to provide programming that provides discussion on traditional aspects of the athletics communications field, as well as new technology and what lies ahead, to assist members as they return to their campuses to serve their student-athletes in the fall. For the 2013 CoSIDA Convention program, "the future is now."

We are eagerly looking forward to sharing time, networking and fellowship with like professionals at the NACDA and Affiliates Conventions in Orlando.



2013

CoSIDA

CONVENTION

at NACDA Affiliates Convention

June 12-15

Orlando Marriott

World Center



Thank You CoSIDA

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

ESPN

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), ESPN Farewell Party at Disney's Wide World of Sports Complex (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
NOW OPEN
Note: Please make sure to use the reservation link which is now available 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/>



2013 CoSIDA Orlando Convention PROMOTIONS

NACDA and the Central Florida Sports Commission have secured special prices to many of Orlando's internationally known theme parks and have made these tickets available to all participants and guests of the 2013 Convention.

Due to the special pricing offered, all tickets will have expiration dates which are posted below.

TICKETS AVAILABLE FOR:

- Walt Disney World
- Universal Orlando
- SeaWorld
- Wet n' Wild

Deadline Date: June 6, 2013 at 5:00 pm Eastern Time

*any order received after June 6th at 5:00 PM EST will not be processed.

<http://www.centralfloridasports.org/NACDA/>

*All tickets will start shipping April 5th and will be shipped no later than June 5th.

A \$15 shipping fee will be charged.

All Pre-Orders will be shipped via FedEx (No PO Boxes or international shipments please)

NO WILL CALL or Deliveries to Hotels

Mears airport/hotel shuttle service

[r/t shuttle discount from airport to hotel and back for Convention attendees]

http://cosida.com/admin/login.aspx?ReturnUrl=%2fadmin%2fcms_browse.aspx%3furl%3d%2fconvention%2fairport-shuttle.aspx&url=/convention/airport-shuttle.aspx

United Airlines flight discount

[discounted rates for travel to Orlando (MCO) Airport for the 2013 Convention Week]

http://cosida.com/admin/login.aspx?ReturnUrl=%2fadmin%2fcms_browse.aspx%3furl%3d%2fconvention%2fUnitedAirlinesdiscount.aspx&url=/convention/UnitedAirlinesdiscount.aspx

2013 CoSIDA Orlando Convention PROMOTIONS



Hawk's Landing Golf Club
Orlando World Center Marriott

Address: 8701 World Center Dr, Orlando, FL 32821
Phone: (407) 238-8660

www.golfhawkslanding.com

Greens fees for Convention attendees
Rates good from June 9-16, 2013

\$69 from 7 am-11:50 am

\$59 from 12 pm – 3:50 pm

\$39 from 4 pm and later

\$39 Rental Clubs (Callaway Razr X Irons and Woods and Odyssey Putter) –
includes two sleeves of golf balls

Discounted rates will run from June 9-16, 2013.

CoSIDA Convention and NACDA & Affiliates Convention attendees can call the golf shop directly at 407-238-8660 ext. 5.

Each attendees should mention that they are with NACDA/CoSIDA when booking the tee time and then show their convention badge at check-in.

Special #cosida13 Promotions

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

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



CoSIDA FAMILY COMMITTEE OFFERS FUN EVENTS FOR ALL AGES

The CoSIDA Family Committee has a tremendous schedule of events to make your stay in Orlando enjoyable. Friday morning will feature a shopping trip to the Orlando Premium Outlets, including a free gift and continental breakfast. That night is highlighted by a trip to the famed Downtown Disney for a wonderful variety of restaurants, including:

- Cap'n Jacks – a restaurant with great water views specializing in fine seafood.
- Planet Hollywood – the famed chain restaurant with fun for all ages, and includes a gift shop discount.
- Rainforest Café – an adventure jungle themed restaurant that also includes a store discount.
- Raglan Road – an musical pub with traditional Irish fare.

Saturday, it's "Mickey Time" as you can take the kids to a Character Breakfast to meet Mickey and all the gang at the Contemporary Resort. You won't need to purchase a theme park ticket for this event. ALL of these events feature round trip bus transportation right from the Orlando Marriott World Center, included in the price. You can conveniently sign up for these events with your secured credit card payment at www.cosidafamilycommittee.com.

The CoSIDA Family Committee room, Key West Room, will be open for you to check in throughout the week to check in for each event.

There will be over 3,000 attendees coming to Orlando with NACDA, CoSIDA and other organizations. These deals are the best, and guarantee you seating at these popular locations. Don't wait, sign up today!

CoSIDA FAMILY REGISTRATION

Sign up for the special weekend Family Registration, if you can't make it for the whole week. This offers a special discount for weekend panels and events.

2013 CoSIDA Orlando Convention

FAMILY REGISTRATION

COSIDA FAMILY COMMITTEE WEEKEND SPECIAL REGISTRATION

**CoSIDA member spouse/family:
\$50.00 adult, \$25.00 children 6-17, free for children five and under**

- This special registration benefits families with children who are in school in early June and cannot attend the entire week. This registration will allow access to special Family Committee events on Friday and Saturday as well as transportation and access to the ESPN Farewell Party on Saturday evening. It will also provide access to purchase the special Family Committee events that include round trip bus transportation for Friday's outlet shopping trip, Friday's Downtown Disney Dinner specials with other families, and the Saturday Disney Character Breakfast.



SIGN UP FOR THE 2013 CoSIDA CONVENTION FAMILY COMMITTEE EVENTS:

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and ticket purchases
go to

www.cosidafamilycommittee.com

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2013 **CoSIDA** CONVENTION Program Schedule

Wednesday-Saturday, June 12-15, 2013
WORLD CENTER MARRIOTT RESORT
Orlando, Florida

#cosida13
as of April 2, 2013

TUESDAY, June 11

8:15 - 9:30 pm
Nominating Committee Meeting
(Chair: Justin Doherty, Wisconsin)
Room: TBA

WEDNESDAY, June 12

COMMITTEE MEETINGS

11:00 - Noon
Special Awards Committee (Aruba)

Noon - 1:00 pm
Job Seekers Committee (Vinoy)

12:30 - 1:15 pm
Convention Program Committee (Denver)

1:00 - 2:00 pm
Academic All-America Committee (Marco Island)
Allied Organizations (Aruba)

1:00 - 3:00 pm
Job Seekers Panel/Interviews (Vinoy)
NCAA Statistics Board (Grand Cayman)

2:00 - 3:00 pm
FAME (Female Athletic Media Relations Executives)
(Marco Island)
Membership Services (Aruba)
NCAA Media Coordination Board (Bahamas)

8:00 - 9:00 pm
Goodwill and Wellness Committee (Aruba)
Scholarship Committee (Bahamas)

1:30 - 4:45 pm
Convention Registration (Palms Registration area)

1:30 - 4:45 pm
Exhibit Hall Open (Sabal)

3 - 4:30 pm
Kickoff Session: "What to do When There's Too Much to Do"
Presenter: Laura Stack, The Productivity Pro, Inc.
(Salon H)

5 - 6:30 pm
Capital One Academic All-America Hall of Fame Ceremony
Awards presented: Capital One Academic All-America Hall of Fame, Lester Jordan Award, Dick Enberg Award.
All registered attendees invited; note - a meal will not be served [ceremony only]
(Sago)

6:30 - 7:45 pm
Welcome/Kickoff Reception
Exhibit Hall (Sabal)

8 - 10 pm
Committee meeting times (being scheduled, TBA)
Rooms: TBA



THURSDAY, June 13

6 - 7 am

CoSIDA 5K Fun Run/Walk

Hawks Landing Golf Course (Marriott property)

7 - 8:15 am

NAIA Divisional Meeting

(Key West)

8 - 10 am

Convention Registration (Palms Registration area)

8:30 - 9:20 am

Session: "Effective Communication"

Presenter: Richard Dufresne, VP of Clinical Operations, The Wellness Corporation (Salon H)

9:30 - 10:15 am

Split College Division and University Division sessions

CDMAC Panel: "Video on a Budget"

(Harbor Beach/Marco Island rooms)

Panelists: Aaron Sagraves (Davenport), Caley McCool (Pennsylvania State Athletic Conference)
Moderator: Bob Lowe (Berry) (Sawgrass/Vinoy rooms)

UDMAC Panel: "Media & Social Media Training for Student-Athletes"

(Sawgrass/Vinoy rooms)

Panelists: Tom Eiser (Xavier), John Lata (Florida State), Chris Yandle (Miami)
Moderator: Scottie Rodgers (Ivy League)

10:30 - 11:45 am

Divisional Meetings (DI, DII, DIII, CIS)

9 - 11:45 am

Exhibit Hall open (Sabal)

Noon- 1:45 pm

CoSIDA Hall of Fame Luncheon (Sago)

Awards: CoSIDA Hall of Fame inductions; Lifetime Achievement Awards

1:45 - 4 pm

Exhibit Hall open (Sabal)

2:15 - 3:15 pm

Session: "Branding" – joint session hosted by CoSIDA & NACMA (Salon H)

3:30 - 4:25 pm

Session: "Social Media Strategies" (Salon H)

Panelists: Gary Buchanan (Disney Social Media Managing Editor), Mark Hollis (Michigan State AD), Mat Kanan (Western Michigan), Jessica Smith (NCAA)
Moderator: Wendy Mayer (Purdue)

4:30 - 5:30 pm

Table Topics (Royal)

Host: Roy Pickerill (Kentucky Wesleyan) – 15 total topics
TBA

5:15 - 5:45 pm

CoSIDA Business Session (Sago)

Coordinators: Joe Hornstein, Director of Sports Information, FIU, 2012-13 CoSIDA President; Will Roleson, CoSIDA Director of Internal Operations

5:45 - 7:30 pm

Social in NACDA Exhibit Hall

(Cypress 2-3)

7:30 - 8:30 pm

BCSIDA Meeting (Marco Island)

8:00 - 9:00 pm

College Division Management Advisory Committee (CDMAC) (Aruba)

8:30 - 9:00 pm

New Media/Technology Committee (Bahamas)

TBA

Publications Contest, Writing Contest Committees (TBA)

FRIDAY, June 14

8 - 9 am

NACDA & Affiliates/CoSIDA Mega-Session

TBA (Salon G-H)

9 - 10 am

NACDA & Affiliates/CoSIDA Mega-Session

Mark Pesavento, Vice President-Content, USA Today
"Impact of Social Media on Branding." (Salon G-H)

10 - 10:50 am

Session: "Excelling in Your Career Without Undermining Your Health" (Royal)

Presenter: Zonya Fuco, CHFI, CSP, American nutrition expert, speaker, TV chef and writer
Moderator: Dave Reed (Colorado College)
Guest: Amy Canfield (Mount Holyoke)

10 - 11:45 am

Exhibit Hall open (Sabal)

11 - 11:50 am

Session: "Design on a Dime" (Royal)

Panelists: Kelly Bird (Linfield), Gene Casell (Washburn), TBA

Moderator: Dennis Jezek (Barry)

Noon- 1:45 pm

CoSIDA Special Awards Luncheon (Sago)

Awards: Warren Berg Award; Arch Ward Award; Trailblazer Award; Bob Kenworth Community Service Award; Rising Star (College Division) Award; Rising Star (University Division) Award; 25-Year Awards

2 - 4:30 pm

Exhibit Hall open (Sabal)

2 - 2:50 pm

Session: "You Are More Than an SID" (Royal)

Panelists: Greg Byrne (Vice President & Director of Athletics - Arizona), Larry Marfise (Director of Athletics - Tampa), Jack Neumann (Alumni Development/SID (ret.) - Calgary), Scott Stricklin (Director of Athletics - Mississippi State)

Moderator: Mary Beth Challoner, Events & Marketing Manager, Toronto

3 - 3:50 pm

Session: "Streamlining" (Royal)

Panelists: Bernie Cafarelli (Notre Dame), Blair Cash (George Fox), Chris Yandle (Miami Fla.), Dan Drutz (Arcadia)

Moderator: Matt Sweeney (Seton Hall)

4 - 4:30 pm

CDMAC Session: "Working Effectively with Coaches" (Harbor Beach/Marco Island)

Panelists: Scott Musa (Shenandoah), Lenny Reich (Mount Union)

Moderator: Steve Flegel (Whitworth)

UDMAC Session: "Branding your Program via Your Website" (Sawgrass/Vinoy)

Panelists: Zack Lassiter (UCF), Carter Henderson (Washington)

Moderator: Justin Doherty (Wisconsin)

4:30 - 5 pm

Skill Sessions (two held simultaneous – A, B)
(Salon 7A & Salons 12-14)

AND

5 - 5:30 pm

Skill Sessions (two held simultaneous – A, B)
(Salon 7A & Salons 12-14)

(Session A) – **"Athletic Directors Who Have Been There"**

Panelists: Brian Granada ((Director of Athletics - Arcadia), Ian McCaw (Director of Athletics - Baylor), Louise McCleary (Director of Division III - NCAA)

Moderator: Nick Joos (Baylor)

(Session B) – **"Here's the Pitch ... Stories to the Media"**

Panelists: Martin Fennelly (Tampa Tribune), Tim Reynolds (AP), Jamie Seh (WKMG-TV Orlando)

Moderator: Jason Rich (Siena)

SATURDAY, June 15

Program Committee Day Director: Eric McDowell, CoSIDA
2nd Vice President (Union, N.Y.)

8 - 9 am

NACDA & Affiliates/CoSIDA Mega-Session
"High Performance Leadership"

John Foley, (CEO of John Foley, Inc., former Blue Angel Pilot)

(SALON G-H)

9 - 10 am

NACDA & Affiliates/CoSIDA Mega-Session
Session: "The value of a scholarship"

DeMarcus Smith (NFL Players Association Executive Director)

(SALON G-H)

9 -11 am

Exhibit Hall open (Sabal)

10 - 11:20 am

Session: "Writing for Sports Communications" (Royal)
Presenter to be announced in April

11 am - 1:30 pm

CoSIDA Goodwill and Wellness Committee Community Service Project

Coalition for the Homeless in Central Florida "Water Day" for families and children



11:30 am-12:30 pm

“Stat Dugouts” –

Program Host: Tyler Price (Assistant Athletics Communications Director, Baker)

Key: Stat Crew (SC) Presto Sports (Presto)

Baseball/Softball (SC) - (Aruba)

Presenters: Mike Damon (SID, John Jay); Adam Pitterman (Director of Athletic Communications, Eastern New Mexico)

Football (SC) – (Bahamas)

Presenters: Brent Harris (Director of Sports Information & Marketing, Wabash); John Tagliaferri (Director of Athletic Media Relations, Pace)

Lacrosse (SC) – (Grand Cayman)

Presenters: Nicole Bostel (Director of Media Relations, Denver); Tom Eberly (SID, Yeshiva)

Presto sports statistical software – (West Indies)

Presenters: TBA

Volleyball (SC) – (Puerto Rico)

Presenters: Ian Schraier (Athletic Communications Director, Molloy); Patrick Walsh (Associate Media Relations Director, Louisiana Tech)

Wild Card Sports [Basketball, Tennis, Ice Hockey, Golf (SC) - (St. Thomas)

Presenters: Matt Brady (Director of Media Relations, Texas A&M-Corpus Christi); Adele Burk (SID, Oswego State); Rob Garcia (SID, Academy of Art University)

1 - 1:50 pm

Session: “Diversity in the Profession” (Royal)

Panelists: Ed Hill (Howard), Kenisha Rhone (Belmont), Harry Stinson (Kentucky State). Moderator: Danielle Wright (Cincinnati)

2 - 2:50 pm

Session: “Mult-Media Expansion” (Royal)

Panelists: Mike Bianchi (Orlando Sentinel), TBA, NCAA Digital Communications staff member
Moderator: April Goode (Virginia Tech)

3 - 3:30 pm

Cryder Rinebold and You (Royal)

Panelists: Dennis Cryder and Jo Jo Rinebold, Principals of Cryder Rinebold, consultants for CoSIDA’s current strategic branding study.

3:30 - 5:30 pm

Skill Sessions (Sessions C-F; two held simultaneous)

3:30 - 4 pm: Sessions C, D (Salon 7A & 8A)

4 - 4:30 pm: Sessions C, D (Salon 7A & 8A)

4:30 - 5 pm: Sessions E, F (Salon 7A & 8A)

5 - 5:30 pm: Sessions E, F (Salon 7A & 8A)

(Session C) – **“The Latest in Social Media”**

Panelists: Matt Brady (Texas A&M-Corpus Christi), Pat Coyle (Coyle Communications), Andy McNamara (Oregon)

Moderator: Christopher Lakos (Georgia)

(Salon 7A)

(Session D) – **“Interview Tips for Student-Athletes”**

Panelists: James Bates (CBS Sports Network/former athlete), current student-athlete TBA

Moderator: Frank Mercogliano (New Mexico)

(Salon 8A)

(Session E) – **“PhotoShop, InDesign and Beyond”**

Panelists: Chris Kirkegaard (SIDEARM), Jamie Weir Baldwin (Michigan State)

(Salon 7A)

(Session F) – **“Video Editing”**

Panelists: Brian Beyrer (Iona), Jeff Weinstein (Union, N.Y.)

(Salon 8A)

6:30 - 8 pm

ESPN Farewell Party/Reception

at Disney Wide World of Sports

FAMILY COMMITTEE ROOM: Key West
(11:00 a.m. Wednesday through 5:00 p.m. Saturday)



CoSIDA Convention Membership Call Fastscripts

February 27, 2013



CoSIDA Member Call: Let's talk 2013 CoSIDA Orlando Convention

An interview with:

SHELLY POE (Auburn), CoSIDA 1st VP

ERIC McDOWELL (Union N.Y.),
CoSIDA 2nd VP

JULIE WORK, NACDA Assistant
Executive Director

WILL ROLESON, CoSIDA Dir. of Internal
Operations

SHELLY POE: We have several guests that are going to talk about their area of expertise today. One is Will Roleson from the CoSIDA staff. Julie Work, who is the NACDA executive staff out of Cleveland. And Eric McDowell from Union College is our second vice president at CoSIDA and has chaired the Program Committee this year.

I should say Barb Kowal, CoSIDA director of external affairs, is manning the blog on Cover it Live today. If you have questions or comments, feel free to ask those. We'll get those answered by our panel.

I'm going to ask Will Roleson to start us off with some of the logistical information, hotel deadlines, et cetera.

WILL ROLESON: Thanks, everyone, for joining us today. A big part is getting everyone set up for the convention and registered. The systems have been open since February 1st. We're doing very well in the hotel reservations systems. You

can get to these off the CoSIDA.com web page, and all the details are there.

I can tell you specific to the hotel reservations our block is a little bit smaller than last year between NACDA's group and our own, we will have virtually the entire hotel. It is a very large Marriott property in Orlando. We have a May 10th deadline for hotel reservations, but I would not be surprised if we reach our total number of rooms sometime before that.

So rather than be at risk of potentially going to a possible overflow hotel in the vicinity, I would encourage you to make your hotel reservations at your earliest convenience.

Convention registration, that also closes on May 10th. Obviously we'll take any and all comers for that. Again, convention registration remains the same price as last year, \$195, which compared to a lot of our sister organizations is an exceptional deal for our membership. So encourage you to get on and go ahead and reserve your convention reservation as well.

There is on-site reservation. That does go up to \$280, though, so you can see the difference there. Again, for convention registration, that is all online. We are not doing checks or paper, mail-in for those, and have not done that for a couple years.

Heading back to the hotel, one thing we think is an advantage this year, if you're able to come in on Wednesday morning, early afternoon, we anticipate the first session probably being 2 p.m. that Wednesday afternoon, would really only require a four-night stay, arriving Wednesday, staying through Saturday night, departing on Sunday if you were to stay for the entire convention. There is some cost savings there.

Hotel, again, as you'll see on the website, is \$171 per night. Again, if you can just do four nights and get in there, you can save a little money that way as well.

Touching on a few additional things, I wanted to let you know during the course of the event we'll have our two awards luncheons on Thursday and Friday. There will be three receptions. Wednesday night's kickoff reception.



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Thursday night we'll be joining the NACDA group in their exhibit hall for a special reception. Then the ESPN reception on Saturday night, kind of the farewell party, which will be a location to be announced, but somewhere on the Disney Wide World of Sports complex in Orlando. We'll be providing transportation to and from that event.

SHELLY POE: So your registration has really given you five meals right there off the top if you take advantage of all of that, is that correct?

WILL ROLESAN: That's correct.

Then I know Julie will touch on this a little bit, too, but thanks to NACDA's efforts, they were able to partner with Mears Transportation in Orlando. There's a coupon online where for \$34 round trip you can take the Mears shuttle from the airport to the World Center Marriott and then back when your stay is finished. That is a considerable savings, especially if you're traveling alone. Cab fare is around \$40 to \$50 plus tip. So that's \$34 per adult and \$27 per person per child.

I would need to mention you do need to have the coupon with you in a hard copy format. They will not take electronic copies. Each person needs to have one of the coupons. It's not just one for the entire group. I do want to mention that if you choose to take advantage of that opportunity.

Another special opportunity in terms of events, our Good Will and Wellness Committees, one of our more active committees through the past couple years, they put on the successful 5K race. Thanks to Committee Chair Sam Atkinson for his great coordination. They will be doing that again Thursday morning around 6 a.m. You can get to the start of the course from the hotel in about three minutes. Looking forward to that event.

The Good Will and Wellness Committee Chair – Sam Atkinson of Gallaudet College - also asked me to remind people about the donation drive. They're collecting clothing, shoes and toiletries for youth in the area. As part of their service project the final day of the convention they'll be doing a project with the Coalition For the Homeless in Florida and doing a water day for kids with the blow-up things, the water splashing, things like that. It should be a great event and we're appreciative of all the effort they've done through the years.

Before I jump off, and happy to answer any questions, in addition to the convention registration, also February 1st, our membership

portal opened to renew dues for the 2013/14 academic years. Anybody who pays dues after February 1st is good all the way through September of 2014.

SHELLY POE: Thank you, Will.

I wanted to mention, too, on behalf of the Good Will and Wellness Committee, the proceeds from the 5K are also going to go towards the Coalition For the Homeless in Central Florida. That's the local charity they've picked out that will be our recipient this year. They are collecting clothing, toiletry items and shoes as they have done the past couple years.

We did get one question that came in on the live blog: My athletic coworkers who belong to NACDA tell me the NACDA convention hotel sells out. What happens if there's no more room in that hotel before the deadline? Has CoSIDA got something lined up? Are there different prices?

WILL ROLESAN: That's one of the items we discussed with the NACDA staff and the World Center Marriott staff when the staff met last week at Orlando at the property. We are working on a plan for that. Nothing is set in stone just yet. There are a couple options that we are partnering with NACDA to look at.

As soon as we get closer to perhaps that sell-out, we will make that information available on the web on CoSIDA.com and make that as seamless a transition at that point as possible if and when we do get to the sell-out point.

SHELLY POE: I feel like we're in the Orlando area, one of the world capitals of tourism, so I'm sure there will be plenty of rooms for people at some inconvenience. Golly, if you have a chance, if you were not at our Orlando convention before, this is the hotel we stayed at, as well. Get on their website and look at all the stuff that goes on right there at the hotel and on the grounds that you can take advantage of, really try to get in there if you can. You'll enjoy it if you're bringing your family. It's ideal for something like that. I think there are going to be a lot of good comments and excitement as people get to see that property.

WILL ROLESAN: They're doing a big renovation. Their pool, which is maybe what they're most famous for, they tore it up entirely last fall, none of it was open, but half of it is open now,



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forward to making the initiatives across the board a long-term effort and a first-class event that you don't want to miss year in and year out.

SHELLY POE: How many attendees do you typically have over the course of a convention?

JULIE WORK: Including exhibitors, we've been upwards of around 3200 to 3300. Next year, although we oversee the day-to-day of N4A, they will come under our convention beginning 2014. That will be an additional 500 or 600 folks. They'll be on the front end, as well.

SHELLY POE: We're getting a question here on the blog: Do you know what group is going to play at the concert?

JULIE WORK: Yes. This is one of the groups that's actually in the mix. I think it was called Fun House. Everybody has mentioned, you were out there last week, they went to a couple different venues and listened. Once we get that confirmed, we'll send that over to Barb so you can get that information out.

SHELLY POE: We want to emphasize, too, not only can we go to sessions of other groups, but we certainly invite any of the NACDA people to come to any of our sessions, as well. I think we'll look forward to having you all pop in for whatever people might be interested in.

JULIE WORK: No, we appreciate that. I know Eric (McDowell) has been in touch with some folks and they're looking at targeting some NACMA sessions as well. It will be great across both fronts.

SHELLY POE: Have you found any push-back on your end from ADs saying we already send people to NACDA and don't want to bump that number up?

JULIE WORK: No. It's been an open-ended book. It also makes it easier in some regards because they can share rooms with one another. In some cases they might have had to send them to different venues across different days. So the roommates and that sort of thing, this is just an added opportunity where everybody can be under one location.

It's the same with N4A folks coming under us next year. It's one location that will be helpful across the board.

SHELLY POE: How many total groups are under the umbrella?

JULIE WORK: 13.

SHELLY POE: Wow.

JULIE WORK: There's nine conventions, because some conventions fall under NACDA, so...

SHELLY POE: We're looking forward to being a part of it.

JULIE WORK: We're looking forward to having you guys. We appreciate everybody's efforts from the CoSIDA leadership, the internal staff, the external group that really made this, the officers and the boards, we're appreciative of all your efforts.

SHELLY POE: We're looking forward to it. As your program gets more and more along, should people look on the NACDA website as your different sessions are firmed up?

JULIE WORK: Yeah, that would be great. We do have all the affiliates. There's actually one complete master agenda that outlines everything, including CoSIDA, which is helpful. It's a day-to-day kind of flash of what there is, instead of going to each individual affiliate association, if you want to look at the masses and what there is on a given day.

SHELLY POE: That's what will be available on the app, too?

JULIE WORK: That's correct. It will be available on the app, as well as the individual affiliate association agendas that will be available.

SHELLY POE: Had several people comment, I wear many hats in my job, so am I going to be able to bounce around and go to different panels? I think it's going to be exciting for people, they can pick and choose what they want to learn about.

JULIE WORK: Definitely.

SHELLY POE: Anybody else on the panel have questions for Julie at this point? If not, we'll turn it over to our guru of programming, Eric McDowell. Congratulations to you and the entire Program Committee for the fabulous things that have been announced already.

I'm reading a comment now off the blog: Excellent job on the programming. I've never seen topics and panel speakers listened this early. I think the membership is really excited that things

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I'm reading a comment now off the blog: Excellent job on the programming. I've never seen topics and panel speakers listened this early. I think the membership is really excited that things

are coming together and they're going to be able to plan their agenda.

Give us an overview and hit the highlights on that, please.

ERIC McDOWELL: Thank you, Shelly. Then I'll touch on the Family Committee right after that.

Folks, the best way to put this this year for programming is we have twist and tradition. We have some new twists in four outstanding major professional speakers coming in that we've never had before. It's great to have a budget in place with Will and that committee to allow us to bring in some people under our salary cap, if you will.

One of them we've announced, the other two later this spring, is Laura Stack. She's a productivity pro. She'll talk to us about what to do when there's too much to do. That pretty much sums it up for us, doesn't it? We always talk about that. We are going to have somebody who has been a national television morning shows, best in the business, Laura Stack. We look forward to her on Wednesday. It will be a great way to lead into our Hall of Fame event that night.

Thursday we're going to be joined by Richard Dufrene, clinical operations for the Wellness Division. The topic of his speech will be Effective Communication. We are communicators. It will be great to have somebody who is a professional communicator to talk to us about his experience. He'll tie in from what we've learned from the Cryder Reinbold presentation, that we will be having during the week, as well. He'll be touching on some of the things that they found to assist as well.

Also on Thursday we'll start with our CD Mac and UD Mac breakouts. We have video on a budget for the college division folks and media and social media training for student-athletes from the university side. Thanks to Blake and Justin for getting those panels in place.

We'll be attending our first NACMA panel at 2:15 that day. It's entitled Branding. Two of our people will be represented on that panel so we'll look forward to joining our NACMA brothers and sisters at their session during that afternoon.

Then later we'll have a session on social media strategies. I just wanted to mention one guest for that one. We're very excited to have Gary Buchanan, who is a social media manager editor at Disney, to get a major perspective to join athletic directors and others from different divisions on that session.

We'll close out that day with traditional table topics, thanks to Roy Pickerill as always.

Friday we'll start with a speaker we're going to be announcing through Barb later this spring. She's going to be talking about accelerating your career without undermining your health. This is something we've always talked about, trying to discuss. This time we're going to bring in a professional speaker who has national experience similar to Laura. She has an incredible website. I'm not going to tip off her name now, but you'll definitely want to be there at 10 Friday for her.

Prior to her we're going to attend our first mega-session, 8 to 9 a.m. on Friday, T. Boone Pickens. You've seen him on TV, the American business magnate and financier. He's going to be talking about sustainable issues on campus and how the current student-athlete population is grasping this concept. That will be 8 to 9.

Leading up to our speaker back at 10, we'll be joined by Mark Pasavento, the VP of content for USA Today. He'll be 9 to 10 on Impact of Social Media on Branding. So we look forward to joining all of the other members at those two mega-sessions on Friday.

SHELLY POE: When you say 'mega-session', that means that the entirety of the convention is going to go to one session?

ERIC McDOWELL: That's right. We blocked out our time on Friday and Saturday from 8 to 10 to join all the other affiliates for these major presentations.

The other notes on Friday include Design on a Dime as we learn how to get effective designs. You Are More Than an SID. This is really going to blow people away with athletic directors who have been in our positions and can really assist us in how we can develop ourselves on our campuses and in our departments.

We'll also have a session on streamlining. You can define that any way you wish. It can be streamlining your office, your department, your staff. But really getting a handle on things as there's more added to our plates over the recent years.

Also Friday Working Effectively With Your Coaches, from our CD Mac group, who really work closely with their coaches, how to work effectively with the different personalities, and branding your

...when all is said, we're done.®
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personality via your website.

We'll start two of our skill sessions with athletic directors, people who have been SIDs, who can relate, as well as Here is the Pitch, Stories to the Media. This way you hit one for a half hour, then the other. They'll both be presented back to back twice.

Finally on Saturday, we'll have more megasessions. We're looking forward to John Foley, the CEO of John Foley, Incorporated, who will talk about high-performance leadership. He's a former Blue Angel pilot. He knows all about leadership.

The 9 to 10 slot, I'm not going to say where it stands right now, but I can tell you, if it really occurs, I know Pat and everybody at NACDA is very excited about this, we may have a major guest that could just blow us all away. It's something you definitely won't want to miss and we'll look forward to hearing if that comes through. They've got a lot of great things planned for us at 9.

Our last guest speaker coming in at 10 on Saturday will be announced also this spring. He is contracted. He's going to talk to us about writing for sports communications. When you see his résumé, you'll be impressed. He's a major national feature writer who helped found a feature writer institute. So that's going to just be amazing.

Following that we have a new feature called Stat Dugouts. Since Saturday, you'll head to the food court to grab a bite to eat, then pop up to our new Stat Dugout format. Six different rooms that hit the sports you need to hit. You can go in, get hands-on assistance, whether it's volleyball or lacrosse, whatever the sport. Rather than sit in a room and have everybody talk about Sport A, you can go to the sports that serve you the best, that you can get more tips on during that time.

Then later on in the day, we'll have Diversity in the Profession, a brand-new topic, an excellent one there. Multimedia expansion. We'll have our CoSIDA business session that afternoon. Finally four different skill sets from 3:30 to 5:30, half hour each, so you can hit them all if you like. They are the Latest in Social Media, Interview Tips For Student-Athletes, Photoshop in Design and Beyond, and Video Editing.

As you can see, we have quite a packed schedule. We feel with our 22-person committee, they did a marvelous job in listening to the membership, picking up on the great job that Shelly did a year ago, in serving everyone. One

and all will come away with a lot of great experiences this year.

SHELLY POE: Eric, we have a question from the blog: What days will the special awards be presented? Those are at luncheons, correct?

ERIC McDOWELL: That's right. We talked about programming. Will, if you would like to tackle that?

WILL ROLESAN: Give me one moment here.

SHELLY POE: Then another question we have: We're happy the program has been listed so early, but what if we have an idea for a panel, is it too late?

ERIC McDOWELL: It's not too late for table topics. We have 10 of the 15 we've kept open. We are looking for tabletop ideas that can come to myself and we can discuss. But five of the 15 are set. We are set on panels, but we'd love to hear about presenters who can do table topics or backups for some of the people that may not make up, and also future names.

SHELLY POE: Absolutely. It's great to get ahead for next year's continuing ed calls, start to put the program together for Orlando 2014. Anybody that has some ideas, please get with Eric McDowell. If we can't work you in this year, be on the front burner for the future.

ERIC McDOWELL: Will, do you want to touch on special event awards?

WILL ROLESAN: Thursday will be the CoSIDA Hall of Fame luncheon. That will include the CoSIDA Hall of Famers, also the Lifetime Achievement Award winners, folks retiring after a good time in the business.

Then Friday will be the special awards luncheon, the Rising Star Awards, the 25-year Awards winners will also be announced at the Friday luncheon.

ERIC McDOWELL: I'll touch briefly on the Family Committee before we go to questions for the entire group.

www.CoSIDAFamily.com. The links, Barb



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has everything up on the page. Very excited about this. You know we're in Orlando, so you're going to bring the kids. You want to have some things to do. Maybe your spouse or partner, you're looking for some fun, meet new friends. We have it ready to go thanks to Rose and thanks to Will.

Now the Family Registration Package. If you have kids in school, many do in mid June, we haven't been this early before, all you have to do is head down on Thursday night and you'll be a part of everything Friday and Saturday. We have at that web page secured purchases through University Tickets with your credit card. It includes all the fees, and especially the bus transportation. So that's right, it takes you right from the hotel convention entrance all the way to the site, whether it be Downtown Disney, the outlets, wherever we go, and brings you right back. No need for a cab or rental car.

The sessions that I'll talk about briefly, these are the items we have in place. Friday we have an Orlando Premium Outlets trip. That's only \$10. That includes the bus, a complimentary breakfast at Tommy Hilfiger.

On Friday night we have four different dinner options, all reserved at Downtown Disney. It will take you down with your tag. You will go in and everything will be ready to go. You can sit with your old and new friends. The four options we have is Captain Jacks, a Planet Hollywood, which is a fun place for young and old, Rain Forest Cafe, great place for kids, a lot of activity, animation, wonderful place to be, then Rangling Road provides excellent Irish fare and music. Whatever your taste in meals that night, we've got it covered with four different options and the bus transportation. You can sign up at CoSIDAFamilyCommittee.com.

Lastly Saturday, if you're in Orlando, you don't have to be a kid, you can be a kid at heart, you can't go without seeing the big mouse, that's Mickey. We've got to see the mouse. This is your chance. We have a character in place at Chef Mickey's. We will have the bus head right to the restaurant. It will be there to meet Mickey, Mini and the gang. Bring the kids and adults as well. You're going to have a wonderful time for those of us that have been to the character breakfast.

Make sure to go to the Key West Room and the Family Committee will have lots of games and videos to have your kids have a great time.

Thanks so much for everybody's efforts. For all of you listening, we can't wait to see you. Thank you.



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SHELLY POE: This is kind of a reinstatement of the Family Committee and the family activities is something that our members have been asking for and remind some of us a little older in the age group of some of the past days of CoSIDA when it was really a great family experience. Couldn't be a better location for that.

Can you distinguish between registering, say, a spouse for the convention or should they just do the Family Package? Can you give us more particulars on that?

ERIC McDOWELL: The Family Package adults pay a certain price, then children at a certain age also pay a price as well. So whether it's for the adult, it does give that person the access to sign up for Family Committee events, attend our panels. Saturday night they'll be part of the ESPN reception. All of that is on the site.

It's a wonderful new package. Again, thanks to Will in his first full year of putting this together that we have that Family Committee registration option. I mean, \$50 to be able to get to the convention on Friday and Saturday and also be signing up for these events, great price for the adults and kids. It's designed for people we know that have kids in school that may not have planned on attending at all. Now if they can get them out Friday, it's going to be a wonderful benefit for the whole family.

SHELLY POE: Or if you have a member of the family that doesn't want to do receptions, they want to do pool time, this gives them a chance to be along other CoSIDA-ans at a reduced cost.

ERIC McDOWELL: Let's say you and a partner are good friends with an award winner. The kid can be in the family room with other kids. We will have actual baby-sitting during the award luncheons, so the kids can be in there while the adults are at the dinners.

SHELLY POE: Wonderful.

We do have a couple questions here coming in off the blog. One is asking about the awards schedule. All the Hall of Fame awards will be given on Thursday at the luncheon, then the individual named awards will be the ones given at the Friday luncheon. Hopefully that helps clarify

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that for people.

We have someone that asks: With the ESPN Disney Wide World of Sports party and other social events listed, are those only for CoSIDA? Is it for CoSIDA and families, or for everyone attending NACDA?

WILL ROLESON: I'll take that one, Shelly.

For those type of events, those need to be for CoSIDA registrants only, whether that's a member, a non-member, or those spouses who have paid the full rate to be there the entire week. Those will be the folks that could come to those events. The same could be said for the Thursday night NACDA exhibit hall as well.

SHELLY POE: You can't possibly do it all, there's going to be so many things going on. I think we're going to get a great feel for how they have it so well-organized with NACDA once we get down there, but I do want to encourage people before you register, kind of make a schedule for yourself. Go to the website, look at the discounts, the options, things you can go ahead and get signed up for now.

Will and Eric have done a good job of eliminating the long lines, we used to be a line snaking through the lobby to get ballpark tickets. They've done a good job of helping people do this ahead of time. It also helps you know what's going on when you get down there.

ERIC McDOWELL: I did get a question directly. Family Committee registrants, how would I pick that up Friday?

Everything would be family in the family room. Any of those events, you still have to check in at the family room to be sure you're in attendance. There will not be general registration set up by Will and everyone on Friday. You will either be able to pick up something for the person coming later in the week early in the week when we register. Say I have a friend who is a family registrant, I can pick his or her badge up when I do, or you can pick it up Friday at the family room. They'll all be in there as well. It will be convenient for them. We're looking forward to those folks that they'll be able to get their badge conveniently on Friday.

WILL ROLESON: I'd like to draw special attention to our Annual Academic All-America Hall of Fame Ceremony, which will be late afternoon on



the first day, on Wednesday. It will be a little different. Of course, we'll be inviting all our NACDA friends to join us. Unlike past years where it's been a formal dinner event, this time it will be more theater style event.

When we were down to the site visit last week, we were looking to do things to jazz it up, if you will. I know we've got a great group of people that we'll be honoring that were Academic All-Americans in the past that have gone on to do great things.

I want to encourage you to mention that to all of your colleagues who will be in attendance at the conventions. We think that's going to be a special night there, that first night, and that will lead into the welcome and kickoff reception later that evening.

SHELLY POE: It will be a program first, then we'll break off and do the exhibit hall. It gives you a chance to stretch and a chance to invite some of the other people from your department to come and see one of the real showpieces that we have.

Any other items you would like to bring up? I think we're about ready to close here.

ERIC McDOWELL: We do have set menu in place for each of the four restaurants for Friday as well as Saturday. If you go in there on CoSIDAFamilyCommittee.com, they include three courses, also non-alcoholic drinks, coffee or soda. It does list the details of the age of your children. Certain ages you would have to pay an adult, certain kids can sit in the lap and nibble off the parents. You can save money that way.

All of the questions that would come in are located under each event. Prior to purchase, you can get all the answers right on the site.

SHELLY POE: Great.

Well, I want to thank everyone for being with us this afternoon. Again, registration is now open. We are having a good amount of people go ahead and register and sign up for the hotel block. Please don't wait too late and miss out on that. We'd love to have you right there in the middle of things in Orlando.

I want to thank our panelists today, Eric McDowell, Julie Work, Will Roleson, and manning the Cover It Live blog, Barb Kowal. I also want to thank ASAP Sports for a transcript which will be up

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on our website later this evening, and Josh for being our host with the audio lines. I'm Shelly Po from Auburn University and I hope to see you in Orlando. Good-bye.

FastScripts by ASAP Sports



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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.

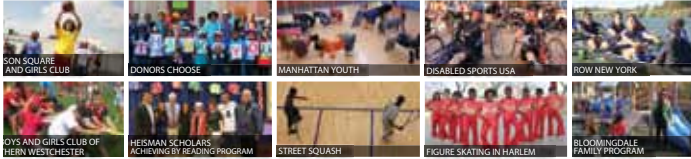
Due to the fact that the NACDA Convention ran at the same time as our St. Louis Convention, no NACDA representatives were able to attend and address the CoSIDA attendees, so that is why the video from NACDA Executive Director Bob Vecchione to CoSIDA members was prepared.

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.

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 serving 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



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Balls

16:00

76 - 83

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DON BRIGGS

Longtime Nebraska-Kearney SID and CoSIDA Hall of Famer Passes Away at 86

Courtesy of University of Nebraska-Kearney Athletics

KEARNEY, Neb. -- Nebraska-Kearney legend Donald "Don" K. Briggs passed away on March 6th at Wel-life in Kearney. He was 86.

Graveside services were held Monday, March 11th, at 11:00 a.m. at the Ft. McPherson National Cemetery near Maxwell. Military Rites were provided at the Cemetery by the North Platte Veterans Group and the Nebraska National Guard Military Funeral Honors Team.

Memorials are suggested to the Don Briggs Endowed Scholarship Fund at the U. of Nebraska Foundation.

"Mr. B", as he was known to the UNK and Kearney community, served as the Lopers sports information director (SID) for an unprecedented 33 years (1958-90).

Previous to 1974, he was the schools entire public relations department, serving as SID, alumni services, college relations and college publications directors.

His began his UNK tenure as a journalism and English teacher and, over the years, was an adviser to The Antelope Newspaper, Blue & Gold Yearbook and Student Senate.

Briggs was also greatly involved with the Phi Tau Gamma and Alpha Tau Omega fraternities, serving as adviser from 1957-2002. He not only earned the ATO's National Adviser of the Year award but also received an ATO Lifetime Achievement award. Pledging Phi Tau in 1948, he was initiated in 1966 when the fraternity went national.

A pioneer in the collegiate sports information field, Briggs earned his undergraduate ('51) and graduate degrees ('57) from then-Kearney State College. His graduate degree was the first-ever awarded by KSC.

The Broken Bow High School graduate was inducted into the NAIA (National Association of Intercollegiate Athletics) Hall of Fame in 1971, the CoSIDA (College Sports Information Directors of America) Hall of Fame in 1987, the UNK Athletic Hall of Fame in 1991 and the Broken Bow Hall of Fame in 2004.

He also picked up the UNK's Distinguished Alumni Service Award and received the Kearney Hub Freedom Award for volunteer service in 2004.

During his Loper career, he twice received the NAIA Award of Merit, served as President of the NAIA Sports Information Directors Association and was the NAIA District 11 information director for two decades.

For more than 20 years, he served as the press room coordinator for the NAIA track and field championships and for the NAIA national basketball tournament in Kansas City. Not surprisingly, in 1980, Briggs received the Pearson Award, the NAIA's SID highest honor.

Additionally, he wrote the history of Loper athletics for the years 1905-2000 and wrote the history for the State Tuberculosis Hospital, which is now the West Center of the UNK campus.

Before coming back to the Lopers, he was a teacher and principal in Lyman and served in the Army.

Don is survived by his brothers; Russell and Delores Briggs of Lexington, Ky., Gary and Martha Briggs of Wayzata, Minn., George and Jan Briggs of Arlington, Texas, sisters; Margaret Briggs of Kearney, Joyce Munnell of Kearney, Leah and Clair Burnett of Anselmo, Carol Herbin of Bellevue, and Retha Harris and Cheryl Briggs, both of Springfield, Ill., and many nieces and nephews.

Don was preceded in death by two brothers, Dean and Robert, and sister, Janis Penny.



Tributes to Don Briggs

Jim Rundstrom, former UNK Alumni Director

"Nobody cared more about UNK and Loper athletics than Don Briggs. He truly bled blue. His dedication to the university is legendary among former students, ATO and Phi Tau Gamma fraternity members, athletes and alumni. For more than 60 years, the university was his life."

Al Zikmund, former UNK head football coach and Athletics Director

"He was loyal to Kearney State College, Loper athletics and to the City of Kearney. He was a very big supporter of what we were doing and went beyond the call of what was in his job description all the time. I was lucky to have someone like Don in an administrative role; when I would ask him about a certain situation or duty, he would say 'That's already been taken care of.' He came from a large family and really pulled himself up by his own bootstraps to become successful."

Temple University's **LARRY DOUGHERTY** Named Atlantic 10 Conference's 2013 Vetrone Award recipient

*Courtesy of The Atlantic 10 Conference
(www.atlantic10.com)*

NEWPORT NEWS, Va.— Temple University Senior Associate Athletic Director for Athletic Communications Larry Dougherty has been named the recipient of the 2013 Bob Vetrone Atlantic 10 Media Award.

The award was presented during Temple's first game in the 2013 Atlantic 10 Men's Basketball Tournament, held March 14-17 at Barclays Center in Brooklyn, NY.

"Larry is very deserving of this award, his work at both St. Joseph's and Temple benefited the student-athletes and the A-10, and I congratulate him on a job well done!" stated Atlantic 10 Commissioner Bernadette V. McGlade.

The award recognizes those whose service, professionalism and commitment have made a lasting contribution to its student-athletes and institutions. The Atlantic 10 instituted the award in 2006 to honor the memory of the late Bob Vetrone. Vetrone's involvement in basketball covered the spectrum, first as a sportswriter, then with the Big Five, and then as assistant sports information director at La Salle.

Prior recipients include Bob Vetrone (2006), veteran Providence Journal sportswriter Paul Kenyon (2007), longtime Temple SID Al Shrier (2008), Duquesne play-by-play announcer Ray Goss (2009), Dayton radio analyst Bucky Bockhorn (2010), Xavier play-by-play announcer Joe Sunderman (2011) and longtime Dayton SID Doug Hauschild (2012).

"I am honored and humbled to receive this award, especially in light of the distinguished past winners of the honor," said Dougherty. "It also is an award I will treasure greatly, because it is named for Bob Vetrone, a true Philadelphia sports media icon, a mentor, and one of the best men I have had the pleasure to work with."

"I can think of nobody who fits the letter and the spirit of the Bob Vetrone Atlantic 10 Media Award more than Larry Dougherty," said Temple University Director of Athletics Bill Bradshaw. "Not only was Larry a dear friend of the late Bob



Vetrone, but he epitomizes the passion, professionalism and dedication that so defined Bob."

Currently the second past president of the College Sports Information Directors of America (CoSIDA), serving in the president's role during the 2010-11 academic year, Dougherty is in his 10th year at Temple and his sixth year on the CoSIDA Board. At Temple, Dougherty oversees the athletic communications and publications of the institution's 24-sport NCAA

Division I program.

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

In 2011, Dougherty received the Irving T. Marsh Service Bureau Award (University Division), as voted by the Eastern College Athletic Conference Sports Information Directors (ECAC-SIDA). He joined his father, the late Andy Dougherty, as the only father-son combination to win the Marsh Award. Andy, who served as the SID at Saint Joseph's from 1972-81 and is a member of the university's hall of fame, won the Marsh Award in 1982.

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

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

FIVE

Questions . . .

With Kelly Bird

Sports information Director, Linfield College (Ore.)

by Larry Happel, Central College

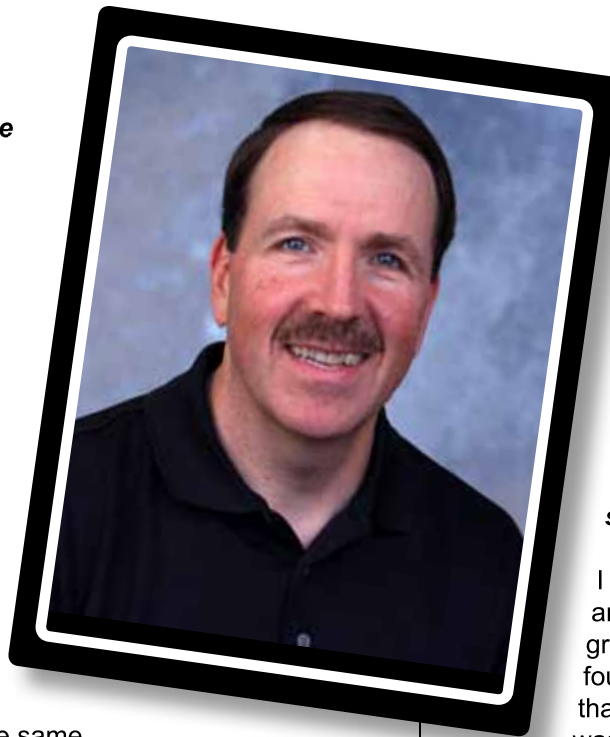
1. Talk about your career path. Where have you been and who are the people who have influenced you?

My career focus coming out of college was in the field of radio broadcasting. I worked for five years at a small station outside of Portland, Ore., doing everything from morning DJ and news announcer to weekend board engineer for Seattle Mariners and Seahawks games.

It was fun but didn't pay a whole lot. About the same time, I began working in the sports department at The Oregonian, compiling sports stats and editing the agate pages.

As I juggled those two jobs, I very much wanted to advance in radio but there weren't a lot of opportunities to grow in the field. It was then I spotted an opening at Linfield College for a part-time sports information director. I wasn't even sure exactly what a SID was, but it had the words "Sports" and "Information" in the title and those were two things I had experience and interest in.

Twenty-four years later, I'm still the SID at Linfield, albeit in a full-time capacity. I've evolved from a 20-something single SID to a married SID, and now a father of two school-age children. I also successfully navigated through the pencil-and-paper era of stats-keeping to the electronic information



age. I believe my ability to adapt to changing technologies and processes have enabled me to remain relevant.

2. You were among the first in Division III to have a strong video presence on your website with highlights and interviews, along with some great photography. Now you're even in charge of the football video display board. How did you develop expertise in those areas and have those areas become a greater priority than serving the media in today's digital world?

I grew up subscribing to Sports Illustrated and I always did appreciate, and still do, what great sports action photography could be found between the pages and on the cover of that magazine. When I arrived at Linfield, there was a tremendous lack of sports photography available for use in publications. Out of sheer necessity, I picked up an old 35mm film camera and just began shooting games and eventually became our studio photographer, taking mug shots of all our coaches and athletes.

The development of digital photography and video, coupled with the capability of immediately posting game stories on our athletics website, was an exciting breakthrough. I refined the process of alternating between shooting game action, capturing video highlights and writing my game story, evolving into a one-person multi-media outlet. Those crossover skills helped minimize the decline of local coverage by our print and electronic media due to shrinkage within those industries.

It seems as though every new technical gadget or software eventually winds up at the SID's door for implementation. I always enjoy having my skill set stretched to new limits. That's one facet of this profession that keeps me engaged and growing. But juggling all the new digital outreaches, such as video webcasts, social media or video boards, takes an investment of time, both before and during the event. I've never wanted those to impact the quality of what I consider to be one of the bedrocks of our profession: compiling a written, statistical and photographic account of the event we are covering.

Understanding the technical side of digital is daunting, especially when hardware and software keep upgrading to the newest device or latest version. Evolving technology is just another of many reasons why every institution should be employing at least two athletic communicators. At Linfield, we have been able to seed a second position through the NCAA Division III Ethnic Minority and Women's Internship Grant. Established three years ago, our second sports information position is now maintained through sponsorship dollars. And for the first time this coming year, a portion of that position's funding is included in the annual budget. Think of the addition of a second position in the context of planting a seed, watering it and watching it grow.

3. What are the biggest challenges ahead for Division III athletics communication professionals?

I've touched on the two biggest already: Filling the gaps created by shrinking coverage of traditional media and meeting growing expectations fueled by changing technologies. Within the last year, our small-market radio station has folded and the local newspaper's sports staff has been cut by half a position. Once upon a time, the radio station provided a broadcaster for our football games and sold advertising to pay all the expenses, and the local newspaper wrote all its own copy and took all its own photos. Now much of the burden of upholding traditional broadcast and print coverage falls to the athletics communications professionals. Add to that the demands of 21st-century communications tools and it's no wonder Linfield's staffing needs have grown four-fold in the last 20 years.

Personally, I find it challenging just to keep the upper hand on my email inbox while maintaining personal interactions with department and campus colleagues, media members, and alumni. It's easy to fall into a trap of running your communications office like the Wizard of Oz, interacting only from behind the curtain of email. It's vital for SIDs to continue to build and maintain personal face-to-face relationships.

4. You serve as the Division III representative with the National Association of Collegiate Marketing Administrators (NACMA). What initiatives is that group working on and how can we further that organization's partnership with CoSIDA?

Whether we realize it or not, many within our profession are as much athletic marketers as we are athletic communicators. In addition to my bread-and-butter sports information duties, my involvement with in-game sponsorships and activities, broadcasting, season-ticket campaigns and fund-raising drives led me to the doorstep of NACMA. Much like CoSIDA, NACMA is a vibrant and growing segment of athletics administration. NACMA is engaged in the sharing of ideas for enhancing in-game promotions, ticket campaigns and increasing attendance at home events. I maintain memberships in both organizations and would encourage other SIDs to do the same. As one who has attended a previous NACMA convention, I know the workshop programming provides a lot of content that SIDs can find value from.

5. What's kept you at Linfield for 24 years?

My early years at Linfield were hard. I didn't have a role model in the profession to observe and emulate. I nearly quit after my first year when it seemed as though I was continually failing to meet other people's expectations. I stayed because I enjoyed the small-college atmosphere, the winning programs and the relationships I developed with our down-to-earth student-athletes and coaches. My writing and broadcasting skills were well-suited for the job and my interest in sports marketing was given room to grow. What really allowed me to flourish was the opportunity to exercise creative freedom when designing publications, creating the athletics website, or producing signage and scoreboard graphics. I take a great deal of satisfaction from seeing my work have a positive impact on the Linfield athletics program.

CoSIDA sets membership record Association had 2,954 members in 2012-13

For the first time in its 55-year history, membership in CoSIDA has exceeded 2,900, boasting a record 2,954 members for the 2012-13 period.

That breaks the previous record of 2,862 set in 2010-11.

In 2012-13, CoSIDA had 2,459 active members, 351 student members, 39 associate members, 71 lifetime members and 34 others. Of those numbers, 1,521 memberships came from Division I institutions, with 454 from Division II, 547 from Division III, 202 from the NAIA, 15 from Canadian schools, 25 from two-year institutions and 190 non-affiliated members.

Membership registration for 2013-14 is now open at:
http://www.cosida.com/About/2013_14_memberbenefits.aspx.

Remember that you must be an active member of CoSIDA to nominate and vote for Capital One Academic All-America® honors.

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2013 CoSIDA SPECIAL AWARDS HONOREES ANNOUNCED

by Tam Flarup, University of Wisconsin and Chair of the CoSIDA Special Awards Committee

Note: Individual feature articles on each honoree will follow in the coming weeks on CoSIDA.com and will also appear in upcoming CoSIDA E-Digest editions. Congratulations to all the 2013 CoSIDA Special Award winners!

Numerous members of the College Sports Information Directors of America (CoSIDA) organization will receive national awards for outstanding achievements and induct its 2013 Hall of Fame class when the organization holds its 56th annual national convention June 12-15 at the World Center Marriott in Orlando, Fla.

CoSIDA is comprised of intercollegiate athletic communications and media relations professionals from colleges, universities and athletic conferences at all divisions of competition in the United States and Canada.

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

2013 CoSIDA Hall of Fame Class

Six current and former sports communications professionals will be inducted into the CoSIDA Hall of Fame at a luncheon and ceremony on Thursday, June 13. This CoSIDA Hall of Fame honor is presented to members of CoSIDA who have made outstanding contributions to the field of college athletic communications.

Members of the 2013 CoSIDA Hall of Fame Class include:

- **Justin Doherty**, CoSIDA past president and Associate Athletic Director for External Relations at the University of Wisconsin
- **Bernadette "Bernie" Cafarelli**, Assistant Athletic Director for Media Relations at University of Notre Dame
- **Jim McGrath**, Associate Athletic Director at Butler University
- **Wally Johnson**, Director of Sports Information at St. Lawrence University
- **Jim Seavey**, Director of Sports Information and Compliance at the Massachusetts Maritime Academy
- **Fred Stabley, Jr.**, who retired as Central Michigan University Director of Sports Information in 2005

Stabley was selected by the Hall of Fame Veterans Selection Committee. The other five were selected by a vote of over 80 CoSIDA Hall of Famers.'

(continued on page 7)

Hall of Fame Class of 2013



Bernie Cafarelli



Justin Doherty



Wally Johnson



Jim McGrath



Jim Seavey



Fred Stabley, Jr.



The newest class of the Capital One Academic All-America® Hall of Fame and the recipient of the Dick Enberg Award (for outstanding contributions and commitment to the ideals of the Academic All-America® program and the student-athlete model) also will be honored in Orlando. Those inductees and the Enberg Award recipient will be announced later in March.

Lifetime Achievement Awards

At that same luncheon on June 13, CoSIDA will recognize five professionals with its Lifetime Achievement Award. This award is presented to CoSIDA members who have served at least 25 years in the profession (as of June 2013) who are retiring or leaving the profession. Those members include **Ken Cerino** at Western New England University; **Carole Grills** from Smith College; **Bill Hamilton** at South Carolina State University; **Joe Mitch** from the Missouri Valley Conference; and **Jim Streeter** at Eastern Michigan University.

Keith Jackson Eternal Flame Award

Pat Summitt, the winningest coach in basketball history and women's coach emeritus at the University of Tennessee, will be awarded the Keith Jackson Eternal Flame Award. Summitt was honored by CoSIDA in 2007 with the Dick Enberg Award. The Eternal Flame award is named for the longtime broadcaster which recognizes an individual or an organization who has made a lasting contribution to intercollegiate athletics demonstrating a long and consistent commitment to excellence and support of CoSIDA and its mission.

Jake Wade Award

The Jake Wade Award winner is **Pat Coleman** with D3sports.com. Coleman has provided statistical and rankings services for the Division III institutions for over 30 years. The award he is receiving is named for the acclaimed North Carolina sports journalist and former UNC SID Wade. This award is presented annually to an individual who has made an outstanding contribution in the media to the field of intercollegiate athletics.

Arch Ward Award (University division award)

The Arch Ward Award is presented annually to a CoSIDA member who has made outstanding contributions to the field of college sports communications, and who, by his or her activities, has brought dignity and prestige to the profession. **Shelly Poe** of Auburn, a CoSIDA Hall of Famer and 2012-13 CoSIDA First Vice President, will be recognized with this award at the noon luncheon on Friday, June 14. Poe will serve as the organization's president for the 2013-14 academic year.

Warren Berg Award (College division award)

Several other awards will be given at that same June 14th luncheon, including recognition of **Sheila Stevenson** of Rowan University as the Warren Berg Award winner. The award recognizes Stevenson as the top professional in the college division. The award is presented annually to a college-division member who has made outstanding contributions to the field of college sports information and who, by his or her activities, has brought dignity and prestige to the profession.

Other 2013 Special Awards

In other awards, **Lawrence Fan** of San Jose State, a Hall of Fame member and the Arch Ward recipient in 2012, will be recognized with the Trailblazer Award. This honor is presented annually to an individual who is a pioneer in the profession and who has mentored and helped improve the level of ethnic and gender diversity within CoSIDA.

Jamie Weir Baldwin of Michigan State will be honored for her community service with the Bob Kenworthy Community Service Award, presented annually to a CoSIDA member for civic involvement and accomplishments outside the athletic communications profession.

A new award will be given for the first time when **Christopher Lakos** of the University of Georgia receives the Bud Nangle Award. Created in 2012, the Bud Nangle Award may be presented annually to an individual outside of CoSIDA or to a member of CoSIDA who shows ethics and integrity under unusual or stressful situations.

CoSIDA also recognizes its youthful talent with the Rising Star Awards. This award is presented to both a University Division and a College Division member with 10 years of service or less whose work at their institution and service, dedication, energy and enthusiasm to the profession make that individual a "rising star" in sports information. **KatieJo Kuhens**, sports information director at Wartburg College, was the college division choice and **Nicole Bostel**, sports information director at the University of Denver, was chosen as the university division recipient.

Mark Fleming of Moravian College will be recognized with the Lester Jordan Award at the Capital One Hall of Fame event June 12 where the Academic All-America Hall of Fame® class will be honored. The Lester Jordan Award is presented to an individual for exemplary service to the Academic All-America Award program and for promotion of the ideals of being a student-athlete.

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

Sam Blackman of Clemson University; **Linda Chalich** of Washington State; **George Cuttitia** of Union College; **Stacey King** at UC-Irvine; **Mike Kirk** from the University of Central Oklahoma; **Rick Nixon** at the NCAA; **Bill Powers** from Midwestern State; **David Rosinski** from East Mississippi Community College; **Dave Saba** of Duquesne University; **Jim Seavey** from the Massachusetts Maritime Academy; **Ray Simmons** for the University of Southern Indiana.

Individual Award Stories Begin on Page 54



AWARDS PRESENTATION SCHEDULE

Wednesday - June 12
5:00 p.m.

Capital One Academic
All-America® Hall of Fame
Inductions

Lester Jordan Award
Academic All-America®
Hall of Fame
Enberg Award

Thursday - June 13
Noon

CoSIDA Hall of Fame Luncheon
Lifetime Achievement Awards
CoSIDA Hall of Fame

Friday - June 14
Noon

CoSIDA
Special Awards Luncheon

Keith Jackson Award
Warren Berg Award
Arch Ward Award
Jake Wade Award
Bud Nangle Award
Trailblazer Award
Kenworthy Award
Rising Star Awards
25-Year Awards

PROPOSED CHANGE TO COSIDA CONSTITUTION:

**To be presented at CoSIDA Business Meeting
Thursday, June 13 - 5:15 p.m.**

Article 11: Dues, Fees, Financial Policies

Section 3 currently reads: The fiscal year of the Association shall begin on July 1 and continue through June 30 of the next year.

Proposed change to Section 3 to read: The fiscal year of the Association shall begin on January 1 and continue through December 31 of that calendar year.

Rationale: Changing the designation of our fiscal year will 1) assist us in more easily filing appropriate IRS reports; and 2) will better match the fiscal cycles of many of our revenue streams.



2013

CoSIDA AWARD WINNERS

**Presentations at the
CoSIDA Convention
at NACDA
Orlando, Fla.,
June 12-15**

HALL OF FAME

Bernadette “Bernie” Cafarelli, Notre Dame
Justin Doherty, Wisconsin
Wally Johnson, St. Lawrence
Jim McGrath, Butler
Jim Seavey, Massachusetts Maritime
Fred Stabley, Jr., Central Michigan

ARCH WARD AWARD

Shelly Poe, Auburn

WARREN BERG AWARD

Sheila Stevenson, Rowan

JAKE WADE AWARD

Pat Coleman, D3sports.com

KEITH JACKSON ETERNAL FLAME AWARD

Pat Summitt, Tennessee

TRAILBLAZER AWARD

Lawrence Fan, San Jose State

BOB KENWORTHY COMMUNITY SERVICE AWARD

Jamie Baldwin, Michigan State

BUD NANGLE AWARD

Christopher Lakos, Georgia

RISING STAR - University Division

Nicole Bostel, Denver

RISING STAR - College Division

KatieJo Kuhens, Wartburg

LESTER JORDAN AWARD

Mark Fleming, Moravian



25-YEAR AWARDS

Sam Blackman, Clemson
Linda Chalich, Washington State
George Cuttita, Union
Stacey King, UC Irvine
Mike Kirk, Central Oklahoma
Rick Nixon, NCAA
Bill Powers, Midwestern State
David Rosinski, East Mississippi Community College
Dave Saba, Duquesne
Jim Seavey, Massachusetts Maritime
Ray Simmons, Southern Indiana

LIFETIME ACHIEVEMENT AWARDS

Ken Cerino, Western New England
Carole Grills, Smith
Bill Hamilton, South Carolina State
Joe Mitch, Missouri Valley Conference
Jim Streeter, Eastern Michigan

2013

AWARDS PRESENTATION SCHEDULE

Wednesday - June 12

5:00 p.m.

Capital One Academic

All-America® Hall of Fame

Inductions

Lester Jordan Award

Academic All-America@

Hall of Fame

Enberg Award

Thursday - June 13

Noon

CoSIDA Hall of Fame

Luncheon

Lifetime Achievement Awards

CoSIDA Hall of Fame

Friday - June 14

Noon

CoSIDA

Special Awards Luncheon

Keith Jackson Award

Warren Berg Award

Arch Ward Award

Jake Wade Award

Bud Nangle Award

Trailblazer Award

Kenworthy Award

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DICK ENBERG AWARD

Mike Krzyzewski, Duke

Mike Krzyzewski, the winningest coach in the history of NCAA Division I men's basketball and the longtime Head Coach at Duke University, will be honored as the recipient of the 2013 Dick Enberg Award, presented by the College Sports Information Directors of America (CoSIDA).

Krzyzewski will receive the award as part of the fourth annual Capital One Academic All-America® Hall of Fame Ceremony on Wednesday, June 12th at CoSIDA's annual convention in Orlando, Fla., which for the first time will be part of the annual NACDA Convention.

The Enberg Award is given annually to a person whose actions and commitment have furthered the meaning and reach of the Capital One Academic All-America® Teams Program and/or the student-athlete while promoting the values of education and academics. It is voted upon by the CoSIDA Special Awards Committee and award-winning sports broadcaster Dick Enberg.

Known throughout the sporting world simply as "Coach K", Krzyzewski has enjoyed unparalleled success in national and global circles throughout his distinguished 38-year career as a head coach at Duke, the United States Military Academy and with USA Basketball. He became the winningest coach in NCAA Division I play on November 15, 2011 by surpassing his collegiate coach and mentor, Bob Knight, in the Blue Devils' 74-69 triumph over Michigan State, and his legacy of 957 career victories (879 at Duke) is enhanced by four national championship seasons in 1991, 1992, 2001 and 2010.

In international competition, Krzyzewski has led the United States to back-to-back gold medals at the 2008 Olympics in Beijing, China and again last summer in London. The five-time USA Basketball National Coach of the Year also guided Team USA to the 2010 FIBA World Championship in Istanbul, Turkey.



photo courtesy of Duke University Athletics

As staggering as that success is, Krzyzewski's numbers off the court are just as impressive. He has coached five Academic All-America performers during his career, including two-time honorees Shane Battier, Greg Paulus and current Blue Devil Mason Plumlee, and his players have received 52 All-ACC Academic

Basketball honors. But the most impressive statistic of all is that Duke boasts a 98 percent graduation rate of all student-athletes who have matriculated four years during Krzyzewski's tenure.

"The Enberg Award continues to be the highest honor I've ever

received, and it grows in significance with the acceptance this year by Coach K,” Enberg says of Krzyzewski’s honor. “In over 50 years of broadcasting, I’ve been blessed to rub shoulders with coaching greatness, ranging from (Academic All-America Hall of Famer) John Wooden to Al McGuire to (1999 Enberg Award recipient) Dean Smith and to Coach K. Like the others, Mike Krzyzewski epitomizes a professor’s active concern for academic success, a quality that has contributed to his being one of the greatest winners in all of sport.”

“Certainly, I am honored to receive such a prestigious award from CoSIDA, particularly one named after someone I respect as much as Dick Enberg,” said Krzyzewski. “It is quite humbling to see my name among some of the previous recipients of this award. We’ve always believed the proper academic experience is such a vital part of a young man’s growth process. I’ve been blessed at both Army and Duke to have so many players live by that belief and perform so well in the classroom, as well as on the basketball court. This is really their award.”

A three-year standout and team captain under Knight at Army, Krzyzewski graduated from West Point in 1969 and served as an officer for five years, attaining the rank of captain until his resignation from the service in 1974. He returned to his alma mater in 1975 and served as Army’s head coach for five seasons, amassing 73 victories and garnering a pair of Coach of the Year accolades before heading south to Durham in 1980.

Since the 1983-84 season, Coach K’s Blue Devils have averaged 28 wins per season, including 30 or more victories on 13 occasions. He joins Wooden and Kentucky’s Adolph Rupp as the only three coaches in NCAA Division I history to capture four or more national championships, and along the way he has mentored seven National Players of the Year (nine honors), 26 All-Americans, eight ACC Players of the Year and 80 All-ACC selections. In addition, 45 Blue Devils have been selected in the NBA Draft,

including a record 25 first round picks.

A 12-time selection as National Coach of the Year, Krzyzewski was presented for induction into the Naismith Basketball Hall of Fame by Knight in 2001. He was named as “America’s Best Coach” by Time Magazine and CNN in 2001, and he was the second recipient of the John R. Wooden Legends of Coaching Award. On November 17, 2000, the fabled floor at Duke’s Cameron Indoor Stadium was dedicated as “Coach K Court” in his honor.

“I played for the greatest college coach of all time,” said Battier, who earned National Player of the Year and Academic All-America of the Year accolades as a senior in 2001. “Coach K’s coaching, leadership, and basketball acumen is unparalleled. But more than basketball is his emphasis on academics and the life-lessons I learned from him. There is no one more deserving of this prestigious award.”

“Since the day I arrived at Duke, Coach K has pushed me to be the best possible person on and off the court,” said current Blue Devil standout Plumlee. “He is a great leader because he cares about his players on a personal level and encourages us to strive for excellence on the court, in the classroom and in the community. Obviously, he is a great coach, maybe the best ever. He is an even better teacher of life-lessons.”

Krzyzewski and his wife, Mickie, are active members of the Durham community and have impacted the entire country through their efforts. In February 2006, the Emily Krzyzewski Center (named for his late mother) opened with the mission to inspire economically disadvantaged students to dream big, act with character and purpose, strive for academic excellence and reach their highest potential as future citizen leaders. Krzyzewski serves as the Chairman of the Emily K Center Board while also on the Board of Directors of the Jimmy V Foundation since its inception in 1993 after being personally asked to do so by his longtime friend and foundation’s namesake, the late Jim Valvano. In addition he is also the President of the NABC Foundation

and is an active participant with the Duke Brain Tumor Center and Hoops Dream Advisory Council.

The Krzyzewskis are also large philanthropists and supporters of Duke University - creating the Krzyzewski Family Scholarship Endowment for Duke students from the Carolinas and endowing a full athletics scholarship in tribute to his brother, the Bill Krzyzewski Captains Scholarship as part of the Duke Basketball Legacy Fund. In addition, they both served as co-Chairs for the building of the \$32 million McGovern-Davison Children’s Health Center opened in 2000. They participate annually in raising millions for the hospital through the Holiday Cards program, Radiothon and other community events.

Coach K has received an Honorary Alumnus Award from the Duke Medical Center for his contributions to the Duke Children’s Health Center. Krzyzewski and his family have made the center a focal point in their efforts to raise the standard of clinical care for children.

Krzyzewski becomes the fifth major college coach to receive the Dick Enberg Award, which will now have been bestowed on both the winningest men’s and women’s head coaches in NCAA Division I history. University of Tennessee Head Coach Emeritus Pat Summitt, who received the Enberg Award in 2007, combines with Krzyzewski for 2,054 career victories and 12 NCAA national titles.

WARREN BERG AWARD

Sheila Stevenson, Rowan

by Ann King
The Sage Colleges Sports Information
Director
CoSIDA Special Awards Committee

In life we are blessed to have special people come into our lives. For me that unique person is Rowan University Sports Information Director Sheila Stevenson, the 2013 recipient of CoSIDA's Warren Berg Award.

The Warren Berg Award is presented annually to a CoSIDA college division member who has made outstanding contributions to the field of sports communications, and who by his or her activities, has brought dignity and prestige to the profession.

When I first met Sheila I did not realize at the time what a difference she would make in my life both professionally and personally. Many of us have those unique people that we work with that become more than just a person in an office down the hall or a colleague we enjoy getting to know outside of work. For me, Sheila is that person that has made a huge difference for me beyond the walls of sports information.

For me as a newcomer to the field in the mid-1980's, Sheila was the person at the other end of the Garden State who ran a sports communication office that sizzled with efficiency, success and organization. I dreamed that someday I could run such a shop. As the years passed and our teams played one another more and more, I was lucky enough to get to know the person behind the success of then Glassboro State College's sports information office. Not only did she know how to teach and guide young student workers, but she aided in the development and education of the student newspaper and student radio station workers she worked with so often. She knew NCAA policies of how to do championship press conferences, what to do and what not to do. She zoomed around her campus and the various athletic venues with ease and style! I watched. I listened. I learned and I even asked questions.

Stevenson did not even realize that she was a mentor for me, but she has been all of these years! Her friendship is one thing I treasure the most about her. She never forgets a birthday or a special



day for my family, but that is just the tip of the iceberg when it comes to Sheila. She does so much for her extended family, the student-athletes and the staff at now Rowan University. She is the best role model and spokesperson for her university and our profession with what she does away from her desk. She has been an advocate for so many needy and important causes in her hometown.

Named the recipient of CoSIDA's Good Person Award (now the Bob Kenworthy Community Service Award) in 1996 and the ECAC Irving T. Marsh Award in 1999, she has been a true trendsetter in the sports information profession. Stevenson has always remained active in the profession, be it serving on the CoSIDA's Special Awards Committee, serving as President (1989-90) of the Eastern College Athletic Conference-Sports Information Directors Association and as a workshop host, working as a member of the Division III Hewlett Packard All-America Football selection committee, Rowan University's Hall of Fame Committee, the Rowan University All-College Athletic Committee, and countless other committee service organizations. Sheila has been exemplary in her devotion to the betterment of sports information.

She is not a person that likes attention turned in her direction. Sheila strives to make a difference for others and wants little fanfare or attention for

her efforts.

Dan O'Connell, Director of Athletic Communications at Towson University said, "In more than 30 years in the field of sports information, I have known some amazing people who are dedicated to this profession. Sheila Stevenson is one of the most amazing people I've known."

"It's doubtful that many SID's know Sheila and that's just the way she wants it," O'Connell said. "Sheila is one of those SID's who doesn't want to receive any attention for doing her job well. She wants no thanks and no recognition. In fact, most of the time, she would prefer someone else receive the credit."

Tony Lisa, Head Swimming Coach at Rowan University had this to say about working with Stevenson.

"I have known Sheila and witnessed her great work for over 20 years. She goes above and beyond the call of duty in her job each and every day. She has high standards and doesn't just try to meet them. She strives to exceed those standards."

Lisa added, "In a cramped and understaffed office, Sheila has made our athletes look good and get the recognition that they deserve. She has garnered awards for our athletes when we didn't even know that those awards existed. Sheila has done more with less than can be imagined. Her creativity, planning and attention to detail are amazing. Not only is Sheila a great Sports Information Director, she is a wonderful woman. She volunteers for any activity that helps others. She has been instrumental in a holiday gift drive through her church, a clothing drive, and more. Sheila is a shy, private woman who is always looking to help others. She is a great individual who has brought honor and respect to our institution."

Stevenson began her outstanding career as a student assistant at Rochester Institute of Technology and was a member of the women's ice hockey team. She graduated with a bachelor of science degree in printing technology.

In writing about my dear friend for this most deserving CoSIDA Award, I was blessed to learn about a side of her I never knew about.

alma mater's Athletic Hall of Fame for

In 2005, she was inducted into her her time as a former student-athlete. "With determination, freshman Sheila Stevenson created interest in women's hockey at RIT. The Canton, N.Y. native did the leg work, talked to the right people, and on March 5, 1976, her dream became a reality when RIT played its first women's hockey contest. That initial season RIT was a club team and played two games against Cortland and St. Lawrence. Sheila played in 32 games over four seasons, recording one goal and three assists for four points. She was a four-year captain and finalist for RIT Woman Athlete of the Year as a senior. While at RIT, Stevenson worked as a student assistant in the sports information office, served as a resident advisor and was a member of Student Government and the Student Activities Board.

Her passion and dedication led her to her first position as a graduate assistant at Delta State University, before she took on a role as the sports information director at Clarkson University from 1981-1982. She had stints as a graduate assistant at New Hampshire College (Now Southern New Hampshire) and as an assistant SID at the University of Pennsylvania (1984-1985) before landing at Rowan University in May of 1985.

This May marks her 28th year telling the story of the Profs and what makes Rowan University such an ideal place. I think if the truth be told, it's Stevenson that makes Rowan such a special place.

That sentiment is shared by so many she works with. Joe Cassidy, Head Men's Basketball Coach at Rowan commented that "Sheila is as conscientious, professional, and respected SID as a school could find. Her diligence and her attention to detail are unmatched. Her ability to keep all teams, athletes and coaches updated on all of the intricacies is unparalleled. Information and statistics of the sport is incredible to me. Sheila is in her office, long hours, on late nights, just getting the job done. Over and over again, on my travels throughout our conference, I hear the respect for her and the words, 'Sheila is so good at what she does. She is a very strong athletic ambassador for Rowan University for players and teams, both past and present.'"

Among the Rowan staff that also sings her praises is Jonathan McMenemy, who served as the Assistant SID at Rowan for nearly nine

years.

McMenemy noted, "I have known Sheila for the past 13 years. She took a chance and hired me as a student-worker in 1999 and has served as an ideal role model for me ever since. Sheila hired me as her assistant sports information director in 2004 and has aided in my growth as a professional and as a person. Sheila is one of the hardest working individuals I have ever met. She spends countless hours promoting Rowan University's 18 athletic teams. Sheila not only performs the day-to-day tasks of a sports information director, but she goes above and beyond to make the experience for the student-athletes better. Sheila works six, often times seven days a week during the school year organizing various events or offering to help out with departmental or campus events.

"Sheila's dedication to the sports information profession is obvious to anyone that has ever met her," McMenemy stated. "She is constantly finding new ways to promote Rowan's athletic teams. Sheila is well versed in keeping statistics, writing press releases and creating game programs and schedule cards. She continually attempts to come up with feature story ideas that highlight stories about the University's student-athletes that you cannot get from reading a box score. Sheila is meticulous and sometimes a bit of a perfectionist. She has become a part of the Rowan family and truly cares about portraying it in a positive light."

Terry Small, Commissioner of the New Jersey Athletic Conference says of her, "I can honestly say that every facet of Sheila's professional performance, including her organizational skills, her writing ability, and her attention to detail, are truly outstanding. But to me, the thing that separates Sheila from her colleagues is her care for the people that she comes in contact with every day."

"The selection of Sheila for the Warren Berg Award has special meaning to me personally due to the fact that she was instrumental in helping me get started in my career in intercollegiate athletics," Small continued.

"Like so many individuals who have worked for her and with her over the years, I benefitted greatly from her guidance and counsel as a young person trying to learn the field of sports information. I know of few other people who have spent more time selflessly promoting the individuals that they work with. Her efforts on behalf of the

administrators, coaches, and student-athletes of Rowan University have been truly remarkable. I also know of few other sports information professionals who are appreciated more by various constituents including the media, her institution's administration, her faculty, her coaches, her student-athletes, and her peers in the sports information field."

Other esteemed leaders in athletic communications also take notice of Sheila's work and commitment.

Larry Kimball, retired SID from Syracuse University said the following: "Rowan and Syracuse are not familiar opponents in the intercollegiate field but Sheila Stevenson is one of my all-time favorite SIDs. We have spent much time together over the years and the sport is not even an official NCAA men's sport. Ok, quickly without having to prime the brain, what's the answer? Time's up. The answer: men's rowing. Kimball has been involved with the IRA events for over 42 years and when the event was moved to its present home in 1995, I was most fortunate to meet Sheila."

Kimball and Stevenson's kinship started when Kimball received a call from Stevenson asking "Could you use some help?" And as Kimball remarked, "Am I glad I said yes! There were times when nearly 50 races were held over the three-day event and results had to be posted, new race schedules determined by a special formula, and all the information compiled and distributed to many sources. The days were long but Sheila was always on hand at least an hour before the first race of the day (often around 7 a.m.), ready to go. Often 12 hours later we were still in our little trailer that served as press headquarters. We had several others sharing it and it was a great group that truly enjoyed what they were doing and those involved."

"There is a way to do a job right and Sheila has always been a leader in that belief," Kimball added. "Sheila brings a smile with her positive attitude. If there was an All-American team picked, she would lead it. What a lucky day for me back in 1995 when she asked, 'could you use some help?' Thanks, Sheila, and congratulations on your honor."

So it is with great pride and enthusiasm I am able to say that this year's CoSIDA Warren Berg Award recipient is Sheila Stevenson.

JAKE WADE AWARD

Pat Coleman, D3sports.com

by Larry Happl
Central Communications Director
and Sports Information Director

In NCAA Division III, arguably the most recognizable name for athletics communications professionals is not that of a coach, administrator or athlete. It's Pat Coleman, this year's CoSIDA Jake Wade Award recipient.

The Jake Wade Award is presented annually by the national CoSIDA organization to an individual who has made an outstanding contribution in the media to the field of intercollegiate athletics. Jake Wade was a widely acclaimed sports journalist and national magazine contributor for the *Charlotte Observer* who later served as sports information director at the University of North Carolina from 1946-62.

Most recent Jake Wade Award winners include Malcolm Moran (2013, former *USA Today*, *New York Times* and *Chicago Tribune* award-winning sports reporter and current college journalism professional); Lee Corso (ABC/ESPN Sports); Pam Ward (ESPN); and CBS Sports' Tim Brando and Billy Packer.

For the Division III membership, Coleman's D3sports.com family of websites is as ubiquitous as that four-letter sports media behemoth out of Bristol, Conn. And each fall Coleman is Chris Fowler, Lee Corso and Kirk Herbstreit rolled into one.

The biggest difference, of course, is that while many are paid handsomely for their work in the national media, Coleman largely does his work in his free time - sometimes more than 60 hours a week - after he returns home from his 40-hour-a-week day job. And, much like the student-athletes he covers, the financial compensation he receives wouldn't be enough to jeopardize his amateur status, if that were a concern.

Yet the sites combined for 8.2 million visits and 35.8 million page views in 2012. More than 50 percent of



the traffic is generated by D3football.com and D3hoops.com alone.

"What began as a hobby for Pat has become the go-to source for almost every Division III SID," says Blair Cash of George Fox (Ore.).

Behind Coleman's success--beyond raising sleep deprivation to an art form - is his intense passion for Division III, developed while the Minnesota native was a student at Catholic University (D.C.), where he changed his major from music education to Spanish, with an eye on a career in foreign service.

"I don't know how I became a D3 guy, but I am a D3 guy, through and through," Coleman says. "I consider it the highest form of amateur athletics on the planet. That's special, and should be celebrated."

After graduation, Coleman found himself designing websites and in 1997 noticed that a site he followed - then called Division III Basketball Online - hadn't been updated in a while. He called a colleague who was the site's developer, Centennial Conference commissioner Steve Ulrich, and "about five minutes later" took over the site himself. He did not

imagine the consequences of that conversation.

"I figured I'd spend a couple hours a night, two to three nights a week updating it," he says. "I soon found out there's this massive community out there that's really interested in that information and a lot of SIDs willing to help. It very quickly turned into an every-night job."

D3football.com, now his most popular site, was added in 1999. More recently, sites run by others were developed for baseball, soccer and hockey.

Coleman stresses the enterprise couldn't succeed without the hundreds of SIDs who post scores and stories to the site.

"It is very much a collective, like AP," Coleman says. "SIDs have the ability to post directly, without a middle man, and provide national buzz for their schools. And we have the ability to take the most compelling content out of that and give it more exposure."

"I'm indebted to the SIDs. They provide the engine behind this."

The appreciation is mutual.

"Division III sports can be divided into what came before Pat's D3sports.com and what's come afterwards," says Michael Warwick, SID at SUNY-Geneseo. "And for an SID working at a Division III school, and fans, friends and family members who follow Division III schools, the difference between the two is as dramatic as the one between pre-Beatles music and post-Beatles music."

Veteran Guilford College (N.C.) SID Dave Walters agrees.

"Before Pat, we had to hope for the unlikely 'Faces in the Crowd' reference or a rare ESPN moment to get Division III into the national media," he says. "Thanks to his passion, vision and expertise, folks around the country can appreciate the efforts and accomplishments of those students who play exclusively for the love of the game."

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BOB KENWORTHY COMMUNITY SERVICE AWARD

Jamie Baldwin, Michigan State

by **Scottie Rodgers**
Ivy League Associate Executive Director, Communications

"We make a living by what we get.
We make a life by what we give."

These simple words by Winston Churchill speak volumes when describing the simple, often overlooked act of lending a hand to someone in need or helping contribute to a worthy cause.

That willingness to make a difference is something that comes naturally for Jamie Baldwin, now in her eighth year as Director of Athletic Communications at Michigan State University and the 2013 recipient of the CoSIDA Bob Kenworthy Community Service Award.

The honor is annually bestowed upon a CoSIDA member for civic involvement and accomplishments outside of the sports information office. It is voted on by the Special Awards Committee. It is named for former Gettysburg College Sports Information Director Kenworthy, a CoSIDA Hall of Famer who was the first recipient of the award.

Baldwin will receive the award on June 14 during the 2013 CoSIDA Convention in conjunction with the NACDA and Affiliates Convention taking place at the Marriott World Center in Orlando.

The willingness to give back comes naturally to her because it was a vital part of the way she was raised in Schenectady, N.Y., watching her grandparents and immediate family help others because taking care of people, as they would say, is always the right thing to do.

"When my grandfather passed away, so many people went out of their way to remind my family how much my grandparents had given of themselves," said Baldwin. "I did not grow up in a family of great means, but I was raised to believe that taking care of people is something you can do, even in small ways."



Baldwin's enthusiasm to care of others extends throughout all areas of her life -- at work, at home and in her profession.

Since the day she arrived on the East Lansing campus, she has been a stalwart in encouraging Michigan State student-athletes to be engaged and stay engaged with the local community.

Activities such as Teams for Toys and Relay for Life are just two of the many examples of community service endeavors Baldwin has volunteered her time to work in concert with the MSU's Student-Athlete Development department.

The consummate media relations professional, Jamie encourages current Spartans to understand the power of making positive impacts on the lives of others. But Baldwin not only talks the talk, she walks the walk if the need arises. When a family in need did not have a Spartan team to adopt them through the Teams for Toys program, she selflessly volunteered to adopt the family herself rather than ask another group to double up. As MSU's involvement in the program has grown over the year, her dedication to the program has not waned. Each year, she seeks out deals on children's clothing or games and brings those items to the event to spread a little cheer during the holiday

season.

"Jamie has been incredibly committed to community engagement with our student-athlete population and it has been noted and valued," said Shelley Appelbaum, Michigan State Senior Associate Director of Athletics. "MSU Athletics is appreciative of Jamie's leadership, organizational skills and compassion as she has worked diligently to connect our student-athletes and staff with meaningful community outreach activities."

One program that has become near and dear to Baldwin is the Spartan Buddies Program, which in turn helped create the Shoot for the Cure charity with the MSU men's ice hockey team.

To understand the impact of this program is to know the story of 16-year old Brandon Gordon. A hockey player himself, Brandon was a big MSU hockey fan and was very excited to get a visit from the team at Sparrow Hospital where he was waging his fight against cancer. After just one visit, Brandon and his family soon became a part of the MSU hockey family. Over the better part of two seasons, including the Spartan's national championship run in 2007, Brandon and his family became entwined with the team, and a fixture around the program. Baldwin was involved every step of the way, providing the family with countless opportunities to come and see everything involving MSU hockey.

Jeff Lerg, a senior captain on that national championship team who became particularly close with Brandon, recalled one moment that truly captures the essence of the Spartan Buddies Program.

After serving as an honorary captain and dropping a ceremonial puck for a game against archival Michigan, Brandon turned to Lerg and said, "I am happy I got cancer because my life was never this cool before."

Sadly, Brandon lost his fight with cancer just months later, but there is no doubt that Baldwin and the Spartan hockey team made a significant impact Brandon's life in a very positive way. And to make sure his life was celebrated in a way that would bring a smile to his face, Baldwin worked tirelessly with Brandon's family to have his memorial on campus at Munn Ice Arena.

"It has been over four years that Brandon has been gone; however, Jamie's kindness carries on with her help with Brandon's Defense Foundation and her direct interaction with Sparrow Hospital," said Julie Gordon, Brandon's mom. "She goes above and beyond in everything she does while always smiling, even in very stressful moments."

Baldwin's passion for giving extends beyonds campus into the local community as well in her involvement in the Okemos public school system, in particular at the school where her 10-year old stepson, Gage, attends. Active in the school's Parent-Teacher Organization, she has done everything from chairing Family Fun Night and Field Day events to organizing fundraisers for earthquake victims, endangered animals, cancer patients, and essential classroom supplies. She also offers her time in the classroom, the library and during special events - all the while with a "can do" attitude and with a smile on her face.

Within the CoSIDA community, Baldwin's impact has been felt as a long-standing member of the Programming Committee and as the driving force behind the Young CoSIDA (YC) Charity Raffle, which takes place on an annual basis at the CoSIDA Convention.

She organizes and collects donations from around the country each year for the raffle and coordinates shipment of the donated items to the convention site. In four years, the YC Charity Raffle has raised nearly \$4,500 for four different charities -- San Antonio Food Bank (2009), St. Anthony Foundation in San Francisco (2010), St. Matthew's House in Naples, Fla. (2011) and St. Patrick Center in St. Louis (2012). In addition,

she has been an active participant in CoSIDA's community service initiatives, namely volunteering at the food bank in San Antonio and walking in the 5K fun run/walk in Marco Island.

Whether on campus, in the community or with colleagues, Baldwin makes a her life on what she gives to others. For once, time has come for her to be on the receiving end -- as the 2013 recipient of CoSIDA's top community service honor, the Bob Kenworthy Award.

"I have been blessed with a family who personifies value of giving and lucky enough to find so many people along my path at MSU who have been moved to think of and do for others," said Baldwin. "The coaches, staff members, and student-athletes at Michigan State are heroes to some, and inspirations to others. I have found similar levels of generosity in the SIDs who have done so much to help with our YC initiatives. I feel blessed to have so many people who have, in so many ways, allowed me to be a part of their passions to help others."

PAT COLEMAN

Continued from Page 47

Coleman also has some part-time contributors, with an inner circle of about four. He hesitates to call them employees because there were years that they didn't get paid. In addition to writing, Coleman travels at his own expense to provide webcasts of Division III football and basketball games, and journeys to the championship games each year.

He can go toe-to-toe with Joe Lunardi in making bracket forecasts. His ability to accurately predict the makeup of the NCAA football playoff field is uncanny. He's appeared on ESPNNews after the NCAA's selection announcement to provide bracket analysis, and his insights are sought after by media members across the

country. Meanwhile, his sites' top-25 polls and All-America teams are becoming standards.

But his site provides more than promotion.

"A nice thing that has come out of this is it has become a community," Coleman says. "People in Division III realize, we're all in this together."

Now living back in Minnesota, he pays his bills with his full-time job as social media manager at Carlson Wagonlit Travel. Previously he worked for USA Today and USA Today Sports Weekly, served as copy desk chief at NBCSports.com and was deputy managing editor for Verizon Headlines. But even while raising a family, he doesn't envision giving up his full-time hobby anytime soon.

"I don't really foresee that happening, as long as the next big thing in technology is not something we can't do," he says.

Division III SIDs are grateful.

"His dedication and passion is unparalleled in regards to promoting small college athletics on a national platform," says Gustavus Adolphus College's Tim Kennedy. "He has worked extremely hard to provide accurate and thorough information on all programs in Division III, often taking vacation time to drive to another part of the country to watch a team or a player first hand, so his articles and rankings can be informed and professional.

"By sheer determination and dedication he has built his reputation to the point where he is looked at by ESPN, Sports Illustrated, and USA Today as a legitimate expert on the small-college scene in the United States," added Kennedy. "I salute his passion, and his commitment to the joy of small college athletics."

LIFETIME ACHIEVEMENT AWARD

Carole Grills, Smith College

**By Ann King, The Sage Colleges
Sports Information Director
CoSIDA Special Awards Committee**

Carole Grills served as the first Sports Information Director at Smith College until her retirement in January, 2010. For her long-time service to the college sports communications profession, Grills will receive a Lifetime Achievement Award at the annual CoSIDA Convention, taking place this June at the Marriott World Center in Orlando. The Lifetime Achievement Award is presented to CoSIDA members who have served at least 25 years in the profession (as of June 2013) who are retiring or leaving the profession.

Grills was appointed to that position in 1981 and was one of the original members of the Athletic Department. In addition to serving the media needs of 14 Pioneer varsity teams, she also performed numerous administrative duties including serving as the liaison between the Athletic Department and the Office of Admissions and administering the eligibility of student-athletes.

Lynn Oberbillig, Smith's Director of Athletics said, "Carole embodied the 30-year history of Smith Athletics. We are saddened to lose her dedication and expertise."

Smith's veteran tennis coach Christine Davis added "Carole Grills was always there for us in her ever efficient style. She never let us miss a deadline and she was our best cheerleader. We miss her a great deal."

Grills reflected on her career, saying "When I began my career in the Athletic Department I was asked to create the position and become the Sports Information Director, having no knowledge of what the position entailed. With the help of my many colleagues in ECAC-SIDA, I learned quickly.

"My decision to take early retirement was not an easy one.



However, with both my position and salary cut 25 percent, I felt the exceptional amount of effort and support that I have consistently strived to provide this department, its athletes and coaches, would be impacted. Rather than allow the circumstances to dishonor the position I worked so hard to create, I decided to move on. It has been a privilege to share in the joys of the hundreds of athletes who have crossed my path over the years, to make a positive impact in their lives, act as a 'mom' when they would seek me out in that capacity, support their efforts on and off the field of competition, and maintain the lasting friendships that I have made."

Grills was the 2006 recipient of the prestigious Irving T. Marsh Award, presented by the Eastern College Athletic Conference Sports Information Directors Association (ECAC-SIDA). The award recognizes dedication, contribution and excellence in the field of collegiate sports information and media relations. First presented in 1966, the award is named after Irving T. Marsh, the ECAC Service Bureau founder and director until his retirement in 1973. The first woman in New England in the college division to receive this Marsh Award, Grills also celebrated her silver anniversary as the college's Sports Information Director in 2006.

"As a former Smith College student-athlete, I can attest to the positive role that Carole played in the lives of many Pioneer athletes," noted Kim McNulty, Director of Advancement at MMI Preparatory School. "She was always nearby with an encouraging smile or a kind word just when we needed it most. I also had the privilege of working for Carole in the SID office during my time at Smith and it was during that time on the bus to many basketball games that I realized my love of sports could be the basis for a career. I was lucky enough to have Carole as a mentor and my inspiration during my nine years as the SID at the US Merchant Marine Academy. Carole Grills is an extraordinary "mom", boss, confidante, colleague and friend who always demonstrated the highest degree of professionalism and innovation in her position at Smith. CoSIDA has chosen a truly worthy recipient for this award in 2013."

Roger Crosley, ECAC Director of Communications at the ECAC noted this about Grills. "When I started at MIT in 1986, the first phone call I received was from Carole." Crosley added, "She simply wanted to introduce herself and let me know that if there was anything she could do to ease my transition, I should give her a call. At the time I thought it was simply a future colleague being gracious. As I grew to know Carole over the years and learned of her background, I began to realize just what an amazing person and accomplished professional she is."

During her tenure at Smith, Grills has captured eight CoSIDA Citations for Excellence in Publications including five for "Best in the Nation." In 1986, Grills hosted the first round and quarterfinals of the first NCAA Division III Women's Soccer Championship and in 1988, 1990 and 1996, the NCAA Division III Men's and Women's Indoor Track & Field Championships. She has helped host over 50 ECAC,

NEWMAC, Seven Sisters, MAIAW and New England championships.

In her time at Smith, her teams and athletes have made 26 NCAA national appearances, had three individual national champions and over 60 of Smith student-athletes have received All-America honors. Grills has had two state winners in the national NCAA Woman of the Year program and she also celebrated with eight athletes as they hit their 1,000th career point in basketball.

Grills also received numerous accolades for committee work over the years. She served on the 90th Anniversary of Women's Basketball Committee in 1993 and coordinated the festivities at Smith that received national coverage, including the reenactment of the first game played at Smith in 1893. She served on this committee again in 2003 when Smith celebrated the 100th anniversary. As Smith College was a founding member of the Seven Sisters Championships and the NEW 6 (now NEWMAC) conference, Grills was a representative who attended the inaugural meetings. During the first three years of the NEW 6, she served as the conference's official basketball statistician. She compiled the minutes from the first four years of all the NEW 6 meetings, wrote the first policies and procedures handbook for the conference and also served as the NEW 6 treasurer.

Grills also volunteered for many years in the media room during the Basketball Hall of Fame's Tip-Off games.

"Carole was also a trailblazer," Crosley noted. "She was one of the first female sports information directors in New England, and was a constant proponent for the advancement of women in college athletics. Many of her former students have gone on to very successful athletic administrative careers, and all of them have given Carole much of the credit for their success."

Ann King, SID at The Sage Colleges said of Grills that "In her retirement announcement to her colleagues, the underlying concern expressed by Carole was not that of

concern for herself but that of others, such as what the cutbacks in the sports information profession at Smith would do to the students and coaches she has worked so hard to promote and advance through her tireless dedication. She also expressed a concern for her fellow sports information professionals as to how this would affect them in their work."

"Having known Carole since the late 1980's, she became a mentor, a colleague, and a dear friend, added King. "I cannot think of a more worthy candidate for this unique honor as she will become the first female from Division III to be the recipient of CoSIDA's Lifetime Achievement Award!"

Grills is the mother of two daughters and has one grandson and three granddaughters. Both of her daughters are graduates of Smith who went on to pursue graduate degrees. Jennifer received a law degree from Villanova and Amie a doctorate in clinical child psychology from Virginia Tech.

Daughter Amie commented that "it wasn't easy sharing my mom with her 'needy other family' - the coaches, not the athletes - but what I realized as an adult is what an important role model she was for my sister and me. She was one of only a few working moms among our friends' families and she often had to find creative ways to manage her professional and personal lives. We saw flexibility, dedication, and most important her ability to have work and family life balance. She also pushed us to strive for excellence, which is what she modeled through her own work."

LIFETIME ACHIEVEMENT AWARD

Bill Hamilton, South Carolina State

*by Jack Neumann,
University of Calgary
CoSIDA Special Awards Committee
member*

After 40 years of dedicated service, one of the most honored and esteemed Sports Information Directors is retiring. Bill Hamilton, one of the most respected Sports Information Directors to serve the profession began his career at South Carolina State in 1973. Since joining the department, he has had four decades of uninterrupted service to the university community.

Hamilton will receive a 2013 Lifetime Achievement Award at the annual CoSIDA Convention, taking place this June at the Orlando Marriott World Center. The Lifetime Achievement Award is presented to CoSIDA members who have served at least 25 years in the profession (as of June 2013) who are retiring or leaving the profession.

A native of Baltimore, MD., but who grew up in Chesterfield, South Carolina, Hamilton graduated from South Carolina State in 1973. He was interviewed for the job by then public relations director Marlverse Nicholson. Eventually late SC State President Maceo Nance created a sports information position and Hamilton was placed in charge on the campus located in Orangeburg, S.C.

During his tenure Hamilton has witnessed numerous technological changes in the business both internally and externally. Hamilton got it done by sending press releases, game stories and features on his coaches and athletes all over the country. When he started in the business, he used a typewriter, telecopier and mimeograph. To his credit and professionalism, Hamilton embraced these changes.

Hamilton has seen over 400 S.C. State football games, five NCAA men's basketball tournaments



involving the Bulldogs, and was present when South Carolina State were AIAW Division II women's basketball champions in 1979.

Hamilton's work has earned him induction into three Halls of Fame (S.C. State Athletics, Mid-Eastern Athletic Conference and College Sports Information of America) and the prestigious Herman Helms Media Excellence Award this past May. He was the second recipient of the award named after the long time sports editor for The State newspaper credited with reviving interest in the S.C. Athletics Hall of Fame and its first media inductee.

Bill has mentored numerous aspiring Sports Information Directors and has been active in CoSIDA (College Sports Information Directors of America). He has served CoSIDA being a part of numerous committees, serving on the CoSIDA Board and has been active with the Black College Sports Information Directors of America (BCSID).

In addition to be inducted into the CoSIDA Hall of Fame (2009) Hamilton has received the Bob Kenworthy Award (1998) for service to his community, and the Arch Ward Award

(2009) for the Division I SID who has made an outstanding contribution to the field of college sports information, and by his or her activities, who has brought dignity to the profession.

LIFETIME ACHIEVEMENT AWARD

Jim Streeter, Eastern Michigan

by Larry Scott, Minnesota State
CoSIDA Special Awards Committee

That Jim Streeter spent a rewarding professional career in athletics was no great surprise, but it was clearly not the role he envisioned when he first enrolled at Eastern Michigan University as a freshman in 1966.

Streeter spent 39 years in the Eastern Michigan sports information office, including 37 years as director, before retiring last fall.

"I grew up in Albion, Mich., about 70 miles from Ypsilanti, and played both basketball and baseball," Streeter said. "I wanted to go to a school that was a little smaller, but close to home. When I came here it was about five to eight thousand (students), and when I left it was about 20,000."

It was the right fit for Streeter and the ideal place to build the foundation for a projected teaching and coaching career. "I wanted to be a teacher and coach, but I did my student teaching and absolutely hated it. It didn't feel right," said Streeter.

He quickly adopted a new game plan that led him to the sports information business.

"Eastern didn't have a journalism major or minor when I started, but they had a minor when I finished. I was editor of the Eastern Echo for two years, worked part-time for the *Ypsilanti Press* and volunteered in the sports information office. (SID)."

He joined EMU as an assistant to John Fountain in 1974. "A year later John became the information director at Eastern I took over his job."

For Streeter, Fountain was a major source of inspiration and he remembers the great joy he felt when he learned how others felt about his mentor.

"When I went to the national convention, all the giants of the industry were there, and it seemed like everyone came up with a question for John. That just showed me no matter



the size of the school you can still have a major impact."

Streeter clearly relished his role at EMU.

"Working at a newspaper you covered the event, working at a university you were part of the event. That was the difference. I didn't just want write about part of the history, I wanted to live it."

A 2004 inductee into the EMU Athletics Hall of Fame, the 64-year-old Streeter earned a bachelor's degree from EMU in 1973 with a major in physical education and minors in journalism and history.

Streeter is a member of the College of Sports Information Directors of America (CoSIDA) and served on the publications committee for four years. He was the secretary of the Detroit Sports Broadcasters and Writers Association (DSBWA) from 1990-94 after serving as vice president for one year, and received the honor of "Best of the Best" from the DSBWA in 2007.

Streeter was selected as one of nine Media Marshals for the 2004 Ryder Cup Golf competition at Oakland Hills Country Club. In addition, he was part of the media

relations staff at the 2008 NCAA Men's Basketball Regional and the 2009 Final Four in Detroit.

For nearly four decades Streeter kept a watchful eye on Eagle athletics, and his contributions did not go unnoticed.

"Jim has been guiding a critical component of EMU Athletics for almost 40 years," EMU Director of Athletics Dr. Derrick Gragg said. "His awards at the regional and national levels only tell a fraction of the story of his successful portrayal of EMU Athletics across our country. All of his contributions are greatly admired and appreciated by the Eastern Michigan family."

"Streeter, 64, was our link to Eastern Michigan, and no school in the country had a better SID, said *Detroit Free Press* Sports Writer Mick McCabe.

"He has been a constant reminder of a time before the media became regarded as the enemy. I never felt like an enemy when I covered an event at Eastern, no matter what I had written the previous week. That was because of Streeter, who built lasting personal relationships with media members and possessed an uncanny perspective on our profession and his.

"Streeter was the guy Eastern needed -- and the school is lucky he stayed so long."

Streeter admits there are some things he misses about his old post.

"It was nice to have a place to go that was yours. I really miss that, but I don't miss the electronic side. When I first started we advanced games, talking to newspapers and TVs; that was a lot of fun. We weren't just servants. We had the latitude to go in different directions and think outside of the box."

Streeter and his wife, Mary, live in Ypsilanti and have three sons, Andrew and twins Michael and David, two granddaughters, Isabel and Annaliese, and a grandson, Avery.

25-YEAR AWARD

Sam Blackman, Clemson

**By Bill Hamilton,
South Carolina State
CoSIDA Special Awards Committee**

Sam Blackman is in his 25th year in the Clemson Sports Information Office as a full-time employee. For his long-time service to athletic communications, Blackman will receive a 25-Year Award at the 2013 CoSIDA Convention at the Marriott World Center in Orlando. Blackman and 11 other sports communications professionals will be recognized for 25 years of service in the industry during the Friday, June 14 CoSIDA Special Awards Luncheon.

Blackman's tenure in the office spans some 30 years as he served as a student assistant and graduate assistant for five years before being elevated to full-time status.

"Sam Blackman is one of the most beloved employees in the Clemson Athletic Department," said longtime Clemson Sports Information Director Tim Bourret. "He is always willing to help a Clemson coach regardless of the sport. He grew up a Clemson fan and first attended a game at Death Valley when he was an infant. He has not missed a Clemson home game in over 40 years. When it comes to the history of any sport at Clemson, Sam knows it."

Blackman began his career in the Tiger Sports Information Office in 1982, as a student assistant. In 1985, he started a three-year tenure as a graduate assistant before being named a full-time assistant in 1988. He currently serves as the media liaison for men's soccer, men's tennis, rowing, and men's and women's swimming. In addition, he assists with the issuing of the football and basketball media credentials.

Blackman has been cited for his work in the Clemson Sports Information Office on many occasions, winning various honors and awards for outstanding media guides from the



College Sports Information Directors of America (CoSIDA) Publications Contest.

In 1989, his women's tennis guide won first place nationally, while his men's tennis guide and the women's basketball guide were both second in the nation. His women's tennis guide won Best Cover in the nation in 1998. In 2008, both the Clemson men's tennis guide and the men's soccer guide were selected with second-place finishes in their "Best in the Nation" sport categories and in 2010, the men's tennis guide was judged best in the nation.

Blackman does research work for the Clemson SID office, locating statistical information on early sports teams. In 1999, Blackman co-authored a book entitled *Clemson, Where the Tigers Play*, a comprehensive history book on Clemson Athletics.

A Clemson Tiger through and through, Blackman holds three degrees from Clemson. He earned his bachelor's in parks, recreation and tourism management from the university in 1985, a Master of Education in guidance and counseling in 1987, and a second master's in human resource development in 2007.

At Clemson, Blackman is a member of several honorary fraternities and organizations. He is also a member of the Gideons

International.

Outside of his professional duties, Blackman has earned his Black Belt in Karate in the Goju-Ryu System and is currently working on second degree black belt.

A native of Calhoun Falls, S.C., Blackman currently resides in Central, S.C.

25-YEAR AWARD

George Cuttita, Union

by **Dennis O'Donnell**
Director of Athletic
Communications,
University of Rochester
CoSIDA Special Awards Committee
member

"Hey, George. The ditto machine's frozen. It won't work!"

It was probably the last thing that George Cuttita wanted to hear. Union College was hosting Plymouth State College in an NCAA Division III playoff game in November, 1984. Snow fell heavily through the game. Union built a temporary press box at its new football field – a pipe structure with canvas covering the top, the sides, and the back. Nothing in front.

So, Cuttita did what sports information directors learn quickly: he adapted. He covered the machine with his sport coat. With snow covering all the yardlines, he went on the field with a walkie-talkie to spot the ball for his statisticians. "We did stats with pencil-and-paper in those days," he recalled. Union made his day worthwhile, at least. The Dutchmen won the playoff game.

Over a 25-year career at Union, Cuttita learned to adapt numerous times. At the 2013 CoSIDA Convention, he will be recognized along with fellow professionals with CoSIDA's 25-Year Award.

His career started in the age of manual typewriters – the first one at his desk was missing three keys. It continued into the age of the internet – paper and pencils traded straight up for laptops. Phone calls replaced by email. And digital photos replacing black-and-white prints.

Hustle constantly. Union played a men's basketball ECAC playoff game at Hamilton College. A Union player threw in a three-quarter court shot. Cuttita worked with several sources and managed to get a game clip to ESPN which used it as one of its Top 10 plays of the week.



He started as a sportswriter. In his freshman year at Shenendehowa High School in Clifton Park, NY (just outside Albany), Cuttita wrote weekly articles for the *Commercial News*. The *Albany Times-Union* advertised for a part-time sportswriter. He worked there for two years, then joined the *Schenectady Gazette* on a full-time basis. Cuttita married his fiancée, Terri Lynch, and she gave birth to a daughter, Kim. Eighteen months later, Terri tragically died in an auto accident.

With help from his parents and his sister, Terri, Cuttita raised his daughter as a single parent. He returned to college at the University at Albany on a full-time basis. After school, he worked at the *Gazette* until 1 am each morning. This lasted for a year. In January, 1980, he left the paper and was a substitute student teacher at Shenendehowa.

Union advertised for a full-time SID working out of its public relations office. "They saw the job as an entry-level position and didn't expect anyone to stay there for a long time," Cuttita said. Learn the craft, develop some skills, and move on. He started on July 1, 1980.

His first 'road trip' as an SID brought on a different sort of mishap. That winter, Cuttita rode the bus with men's hockey down to Army. The Cadets beat the Dutchmen, 7-2. After

the game, he got to a phone and started calling. "Remember," he said, "this was way before email and web. You got on the phone and it took a while to make all the calls." When he finished calling the TV stations and dictating game info to the three Capitol District newspapers, he went outside. The bus was gone.

The team forgot he was with them and left for Schenectady.

Army's hockey coach invited Cuttita to spend the night at his house. Cuttita reached his men's basketball coach by phone. Union was busing down on Saturday to play at Columbia. The men's coach agreed to pick him up. The Army coach dropped Cuttita at the New York State Thruway toll booth. He met the Union basketball bus and wound up covering both hockey and basketball on the same weekend, although it wasn't in his original plan when the week began.

"I always enjoyed working with the students," he said, "especially with their writing." That gave him the opportunity to blend his sportswriting skills with his teaching experience.

The students and the athletes appreciated his efforts. Melissa Matuszewicz earned All-America honors in soccer in 2000. She made a copy of her certificate had it framed, and presented it to Cuttita along with a personal note of thanks for everything he did to spread the word about her skills. She attributed her honor to his work. The framed certificate sits in his den in his home outside Orlando.

Another student, Hannah Blum, worked in minor league hockey after graduation. When she was chasing her advanced degree, Blum dedicated her thesis to Cuttita because she did the thesis on sports information. Cuttita remarried in the mid-1980s. He and Donna have been together for 29 years. Long hours are a part of any SID's life and that's a challenge.

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25-YEAR AWARD

Stacey King, UC-Irvine

by Bob Olson
Associate Athletic Director/Media Relations, UC Irvine

From the moment she handed in her application for a student assistant's position with the UC Irvine SID office, one knew that Stacey King was serious about entering the profession.

Her application was typewritten (yes, on a typewriter in those days) and the other candidates submitted handwritten forms. If that wasn't enough, she had worked during the summer for the Internal Revenue Service, which also tends to take matters seriously.

King was hired as a full-time assistant in the UCI SID office in September 1987 and this year, she is being recognized as a recipient of CoSIDA's 25-Year Award.

The loyalty to her alma mater has never been questioned and King has devoted over half of her life to publicizing the Anteaters on a wide scale, including serving as the primary media contact for UCI's three-time, national-championship men's volleyball program.

She demonstrated professionalism beyond her years from day one, and that work ethic has not gone unnoticed.

"From the media's standpoint, Stacey is a real pro," said Mark Whicker, veteran Orange County Register columnist. "She has a great passion for the people that she represents and has a way of anticipating the media's needs. And at a place like UC Irvine, where everyone is accustomed to putting in long hours, she is capable of handling every sport."

King's dedication to UCI doesn't stop with traditional and modern-era SID duties. She has covered tennis tournaments, soccer matches and baseball games in adverse weather conditions, helped mop a flooded



basketball court and raced to the UCI SID office to retrieve historical records when a wildfire was threatening to reach the campus in the fall of 1993.

She is a member of several campus committees, has worked in various capacities at NCAA postseason basketball tournaments and was media coordinator for the 2008 Men's Volleyball National Championship at UCI. In 2007, she received the Grant Burger Media Region SID Award from the American Volleyball Coaches Association which recognized her as the top Division I volleyball media relations contact in the nation.

Even with these accomplishments, she has not lost sight of her primary mission to expand the awareness of Anteater Athletics, even if it requires going beyond her job expectations.

"I am so grateful to have Stacey as a part of my team," UCI women's golf head coach Julie Brooks said. "She has an incredible work ethic and she truly loves what she does. She is very dedicated to her teams and will go the extra mile for the coaches."

King has also watched student-athletes she covered enter the

coaching ranks.

"It has been a pleasure to have known Stacey for almost 10 years as both a student-athlete and employee of the women's basketball program," said current UCI women's basketball assistant coach Annie Mai. "She exemplifies professionalism, creativity, and her dedication to her career can be seen through the success of the athletic department. As a student and co-worker, I have seen Stacey go above and beyond what her job entails, and appreciate all of the knowledge she has passed down to myself and others."

Those comments are echoed by Anteater men's volleyball head coach David Kniffin, also a former UCI student-athlete.

"There aren't enough Red Velvet cupcakes in the world to thank Stacey for all that she has done, and continues to do for the image and benefit of UC Irvine," Kniffin said.

"Like a team, the success of an athletic department and institution is in the details. Stacey has always had us covered. She has become my standard for an SID at the collegiate level," Kniffin added.

She might have a name similar to a former Oklahoma basketball standout, but this Stacey King has left her own impression on the growth of UC Irvine Athletics.

25-YEAR AWARD

Mike Kirk, Central Oklahoma

by Fred Nuesch
Texas A&M University-Kingsville
CoSIDA Special Awards Committee
member

Mike Kirk is in his 26th year as the Director of Athletic Media Relations at the University of Central Oklahoma. For his longtime service to the athletic communications field, Kirk will receive his 25-year Award at the CoSIDA Convention in Orlando, Fla., in June. Kirk will be honored during the CoSIDA Special Awards Luncheon on Friday, June 14.

Kirk began his career in sports information as a student at Oklahoma State University from 1978-82. He worked in the OSU SID office from 1978-82 and received a journalism degree in 1982.

Kirk worked as a sportswriter for newspapers in McAlester, Okla., and Lawton, Okla., for five years before becoming the SID at Central Oklahoma in 1987.

He has been an active member of CoSIDA throughout his career and has served on numerous committees. His media guides have received 58 CoSIDA publication awards, including 27 "Best in the Nation" citations.

Throughout his career, Kirk has been recognized for his outstanding service and work with amateur and collegiate wrestling.

Kirk was inducted into the Oklahoma Chapter of the National Wrestling Hall of Fame for Lifetime Achievement in October of 2012. He has spent his career promoting the sport of wrestling, beginning as a student worker in the OSU sports information office where he was in charge of wrestling publicity the last three years. Kirk is married and he and his wife, Debbie, have two children, Alex and Jessica. (Pictured, above, is the Kirk family in October when Mike was inducted into the Hall of Fame.)

Among those 27 "Best in the Nation" media guide awards he has



accumulated, 16 of them have been for his wrestling media guides.

He is in his third year as a member of the NCAA Wrestling Championships Committee, serving as NCAA Division II chair in 2012-13.

Kirk served as press information manager for wrestling at the 1996 Olympic Games and also has held the position of NCAA Division II wrestling team/individual rankings coordinator since 1992.

His service has also included being the regional representative for several Daktronics all-region teams in various sports.

25-YEAR AWARD

Bill Powers, Midwestern State

by Fred Nuesch
Texas A&M-Kingsville
CoSIDA Special Awards Committee

Bill Powers, like many of the long-term sports information directors, is happy he chose the profession as a career in 1987 while dividing his time between athletic publicity and sportscasting.

"I've been very proud to be a sports information professional," Powers said. "We have a special place in intercollegiate athletics as the story teller and historian."

Powers will be presented a 25-Year Award at the 2013 CoSIDA Convention in Orlando, Fla. during an awards luncheon on June 15.

Powers has been on the athletic staffs at East Texas State (now Texas A&M-Commerce), S.F. Austin State and Midwestern State.

He currently serves as assistant athletic director for external operations at Midwestern and has been at the Texas school since 2005.

Powers began his career as assistant sports information director and KETR (campus station) sports director at East Texas State in 1987.

In 1990, he became the SID and held the position until he moved to S.F. Austin in 1995 as the director of sports information and marketing. He returned to Texas A&M-Commerce as SID in 1998 and was there until he accepted his current position at Midwestern.

Powers is a founding officer of the NCAA Division II Sports Information Directors Association and served as the national coordinator of the Daktronics Inc. Division II All-America football team.

Powers has edited 11 CoSIDA Publication Award winning publication and has had a Best in the Nation brochure.

Continuing his work as a sportscaster at his schools, he was named the Lone Star Conference Broadcaster of the Year in 1988 and



2010.

Powers has received 15 Associated Press Broadcasters Association Awards in Texas and Arkansas, including four Best Sportscasts and two Best Sports Play-By-Play citations.

As a member of CoSIDA, he has served as the Division II-SIDA secretary-treasurer, as sergeant-at-arms for the association's business meetings and has served on numerous committees.

"The most enjoyable aspect of our profession is the interaction with people," Powers said. "Student-athletes, coaches, media members and our fellow SIDs, it's our interaction with them that make this a great profession."

Powers said he is grateful to count some pros as friends, colleagues and mentors. "Men like Jerry Schaeffer of Arkansas State, who put the sports information bug in me during college; Fred Nuesch at Texas A&I, Garner Roberts of Abilene Christian and Bo Carter of the Southwest Conference and Big 12, who took me under their wings and helped teach me the ropes, and Bill Little of Texas and

Alan Cannon of Texas A&M who each taught me by example."

He cited Charlie Fiss of the Cotton Bowl as one of his true heroes in the business. "Fiss is much more than a friend. He taught me how to run a press box operation, and later placed his trust in me to run the stats operation of the greatest of the college bowls."

Powers was on the media relations staff for the AT&T Cotton Bowl from 1987-2009, and was the official statistician and statistics coordinator for the bowl in 1998-2009.

He has served as the official statistician and statistics coordinator of the Heart of Dallas (Ticket City) bowl since 2011.

As for serving as a sports information director and sportscaster at the same time, he says the two jobs have gone hand-in-hand. "I always liked to portray myself as the SID on the air even before I officially joined the profession."

Powers said he has always been amazed at what his colleagues can do. "I am proud to have been an SID in the Lone Star Conference and Division II. We have some outstanding professionals in our league and division, accomplishing great results with less manpower and money than our brethren at Division I."

Charles Carr, the director of athletics at Midwestern State, calls Powers "one of the most passionate and enthusiastic radio voices in college athletes".

"Midwestern has the luxury of a great radio voice and an even better person. There is none better in our business of the college student-athletic than the man who tells the story of the Midwestern State Mustangs---Bill Powers."

25-YEAR AWARD

David Rosinski, East Mississippi Community College

by Wayne Block
Mesa Community College Sports
Information Director

In this day and age of huge sports information staffs at major Division I universities, East Mississippi Community College Sports Information Director David Rosinski has what may be a unique background. He was part of a two-person staff at Mississippi State University when he began his career in 1987.

Rosinski, who will receive the CoSIDA 25-year award this June 14 in Orlando during the 2013 CoSIDA Convention, was hired by former Bulldog SID Joe Dier directly from a graduate assistantship at the University of South Carolina and immediately became the office's No. 2 man.

"I'll forever be indebted to Joe for taking a chance on me right out of graduate school. He was by himself essentially, stuck in a hole in the basketball arena, sharing a secretary and with very limited student help, in the Southeastern Conference no less."

A self-described military brat, Rosinski found himself in South Carolina after spending part of his youth in central New York. His father had been transferred there late in his Air Force career and Rosinski enrolled at the University of South Carolina, where he earned a bachelor's degree in journalism/public relations after initially dabbling in mathematics.

Winding up in sports information was the result of a fortuitous meeting with an academic advisor at USC.

"I was always intrigued with stats," he notes. "I was the kid scoring the games in front of the TV and checking the newspaper the next day to see if they agreed with mine."

Advisors suggested that, because of his love of sports and statistics, he look into USC's athletic department and speak with someone who had been involved with the department for many years.



That turned out to be CoSIDA Hall of Famer, the late Tom Price.

"What an awesome man. I owe everything to him," says Rosinski. "He's the one who took me in and taught me. On that first day he took me to where the USC athletes once ate, called the Roost, and introduced me to players and others. I was star struck.

"I just wish he could have lived to see the success of his beloved baseball Gamecocks. TP was an avid fan and he must be smiling down with great pride about USC's back-to-back national championships."

After learning the ropes at South Carolina both as an undergraduate and grad student under Price and others, Rosinski was thrown into the fire with Dier and Mississippi State, handling just about everything.

He was hired primarily to handle men's basketball, something highly unlikely to happen to a first-year assistant these days.

"Football is and always will be the top sport at MSU, although it wasn't doing very well at the time," Rosinski noted. "Baseball was king in the eyes of many of the fans (the days of

Will Clark, Rafael Palmeiro and Jeff Brantley), but college baseball in the late '80s didn't have as much of a following as it does now."

Rosinski was also charged with trying to get a student assistant program going to help with the other sports. Among the many future sports publicists he helped recruit and tutor was a bright-eyed, young student whom he convinced Hall of Fame MSU baseball coach Ron Polk could handle the duties of covering his team – Scott Stricklin, now Mississippi State's director of athletics.

In that era everything was done by hand.

"Early on Joe and I shared one desktop computer and printer, not even located in our offices. It was in a section of the basketball arena in a room we called 'The Dungeon.' It was right underneath the Coliseum seating area and we had to duck when we got out of our seat so we wouldn't hit our heads on the concrete."

Despite the hardships there were some great memories.

It all has to begin with the 1996 NCAA Final Four in the Meadowlands. (Photo, right, is of David and wife Nadine, after MSU qualified for the '96 Final Four).

"Our basketball program at the time was not well known, but it started with an SEC championship in 1991. During those days it was very rare for Mississippi State to win a conference championship in anything but baseball," he remembers.

The Bulldogs had gone to the NCAA Sweet 16 the previous year and had a lot of players returning, including former NBA veteran center Erick Dampier. There was a lot of pressure to do well, but not many would have had the Mississippi State Bulldogs in their Final Four bracket that year.

"That Final Four experience was, obviously, a memorable time. I just wish I had taken some time back then to really enjoy the moment a little more."

A rare road win over nationally ranked Kentucky in Rupp Arena on Valentine's Day the year prior also stands out. "I've never heard that place as quiet as it was on that day. We nearly played a perfect game to beat the Wildcats on national TV that night."

But it isn't only great successes that stand out in Rosinski's mind.

A memorable March night in 2008 at the Georgia Dome may have been the most frightening of his life. MSU's SEC Tournament game against rival Alabama went into overtime when a Crimson Tide player hit a three-pointer at the buzzer. That was a prelude to the Georgia Dome roof rippling and swaying in the force of a tornado that struck downtown Atlanta.

"If not for that game going into overtime, a lot of the fans might have been out on the streets," Rosinski stated.

At East Mississippi Community College, life is quite different. No longer part of a multi-person shop, Rosinski is the school's entire sports information department since being hired there in 2008.

Never having had a chance to experience a national championship among the NCAA ranks, the 2011 EMCC football team earned him a ring with the school's first-ever national title. He's also accompanied EMCC basketball teams to five straight trips to the national tournament in Kansas.

In summing up his 25-year athletic communications experience, a grateful Rosinski said that "I'm very privileged to have experienced so many great memories and honored to have been associated with so many great people both at Mississippi State and now here at East Mississippi."

Rosinski's love of statistics may have earned him a career but also contributed to his enjoyment of sports. Along with his old school statistical knowledge, one of the learning experiences of his young life was manually keeping score of bowling. He has, however, had five games in that sport that couldn't have been easier to score – perfect 300s. He has carried a 200-plus average on the lanes for the past decade.

Whether in the SEC or NJCAA, Rosinski's love for sports has earned him an outstanding career. Rosinski, who will turn 50 in August, has been married to the former Nadine Jackson, of West Columbia, S.C., for 25 years, and they have one son, 14-year-old Jackson.

GEORGE CUTTITA

Continued from Page 54

Donna talked about working for the Walt Disney Company. Cuttita promised that if she took a job with Disney, he would leave the SID field and join her. She was hired at Disney in 2005. He kept his promise, leaving Union after 25 years.

When they review their careers, many SIDs would look fondly at three areas: the individual honors earned by athletes, the victories by the teams, and the coverage from the media. Cuttita has three more important facets.

"Meeting (and marrying) Donna," he said. "Working for Dick Sakala when he was the athletics director, and my son, Danny. He was my confidante and my unofficial assistant.

"Those are the parts that mean the most to me."

As they should.



2013

CoSIDA CONVENTION

at NACDA Affiliates Convention

June 12-15

Orlando Marriott World Center

COSIDA CALENDAR

UPCOMING MEMBERSHIP SCHEDULE AND DEADLINES

APRIL

• **TUESDAY 2**

CAPITAL ONE ACADEMIC ALL-DISTRICT BASEBALL & SOFTBALL NOMINATION PERIOD BEGINS; DEADLINE IS 6 P.M., ET ON TUESDAY, APRIL 16

• **FRIDAY 5**

COSIDA PHIL LANGAN INTERNSHIP GRADUATE INTERNSHIP GRANT APPLICATION DEADLINE

• **FRIDAY 12**

COSIDA LANGSTON ROGERS POSTGRADUATE SCHOLARSHIP AND WYLIE SMITH POSTGRADUATE SCHOLARSHIP APPLICATION DEADLINES

• **TUESDAY 16**

CAPITAL ONE ACADEMIC ALL-DISTRICT MEN'S & WOMEN'S AT-LARGE NOMINATION PERIOD BEGINS; DEADLINE IS 6 P.M., ET ON TUESDAY, APRIL 30

• **FRIDAY 19**

CAPITAL ONE ACADEMIC ALL-DISTRICT BASEBALL & SOFTBALL VOTING PERIOD BEGINS; DEADLINE IS 6 P.M., ET ON TUESDAY, APRIL 30

• **TUESDAY 30**

CAPITAL ONE ACADEMIC ALL-DISTRICT M&W AT-LARGE TEAM VOTING ENDS; DEADLINE IS 6 P.M.

CAPITAL ONE ACADEMIC ALL-DISTRICT M&W AT-LARGE TEAM NOMINATION PERIOD ENDS; DEADLINE IS 6 P.M.

MAY

• **THURSDAY 2**

CAPITAL ONE ACADEMIC ALL-DISTRICT BASEBALL & SOFTBALL TEAMS ANNOUNCED

• **SUNDAY 5**

COSIDA UNDERGRADUATE SCHOLARSHIPS (FRED NUESCH-DAVE WOHLHUETER SCHOLARSHIPS) NOMINATION DEADLINE

• **FRIDAY 10**

COSIDA CONVENTION HOTEL RESERVATION DEADLINE (5 PM EASTERN); COSIDA CONVENTION REGISTRATION DEADLINE (MIDNIGHT EASTERN)

• **TUESDAY 14**

CAPITAL ONE ACADEMIC ALL-DISTRICT M&W AT-LARGE TEAMS VOTING PERIOD BEGINS; DEADLINE IS 6 P.M., ET

CAPITAL ONE ACADEMIC ALL-DISTRICT M&W TRACK & FIELD/XC NOMINATION PERIOD ENDS; DEADLINE IS 6 P.M. ET

• **THURSDAY 16**

CAPITAL ONE ACADEMIC ALL-DISTRICT BASEBALL & SOFTBALL TEAMS ANNOUNCED

• **MONDAY 20**

CAPITAL ONE ACADEMIC ALL-AMERICA® SOFTBALL TEAM ANNOUNCED FOR COLLEGE DIVISION (NOON, ET)

• **TUESDAY 21**

CAPITAL ONE ACADEMIC ALL-AMERICA® SOFTBALL TEAM ANNOUNCED FOR DIVISION III (NOON, ET)

• **WEDNESDAY 22**

CAPITAL ONE ACADEMIC ALL-AMERICA® SOFTBALL TEAM ANNOUNCED FOR DIVISION II (NOON, ET)

• **THURSDAY 23**

CAPITAL ONE ACADEMIC ALL-AMERICA® SOFTBALL TEAM ANNOUNCED FOR DIVISION I (NOON, ET)

• **TUESDAY 28**

CAPITAL ONE ACADEMIC ALL-DISTRICT M&W TRACK & FIELD/XC VOTING PERIOD ENDS; DEADLINE IS 6 P.M., ET

CAPITAL ONE ACADEMIC ALL-AMERICA® BASEBALL TEAM ANNOUNCED FOR COLLEGE DIVISION (NOON, ET)

• **WEDNESDAY 29**

CAPITAL ONE ACADEMIC ALL-AMERICA® BASEBALL TEAM ANNOUNCED FOR DIVISION III (NOON, ET)

• **THURSDAY 30**

CAPITAL ONE ACADEMIC ALL-AMERICA® BASEBALL TEAM ANNOUNCED FOR DIVISION II (NOON, ET)

CAPITAL ONE ACADEMIC ALL-DISTRICT M&W TRACK & FIELD/XC TEAMS ANNOUNCED

• **FRIDAY 31**

CAPITAL ONE ACADEMIC ALL-AMERICA® BASEBALL TEAM ANNOUNCED FOR DIVISION I (NOON, ET)

COSIDA CALENDAR

CONTINUED . . .

JUNE

• **MONDAY 3**

CAPITAL ONE ACADEMIC ALL-AMERICA® M&W AT-LARGE TEAM ANNOUNCED FOR COLLEGE DIVISION (NOON, ET)

• **TUESDAY 4**

CAPITAL ONE ACADEMIC ALL-AMERICA® M&W AT-LARGE TEAM ANNOUNCED FOR DIVISION III (NOON, ET)

• **WEDNESDAY 5**

CAPITAL ONE ACADEMIC ALL-AMERICA® M&W AT-LARGE TEAM ANNOUNCED FOR DIVISION II (NOON, ET)

• **THURSDAY 6**

CAPITAL ONE ACADEMIC ALL-AMERICA® M&W AT-LARGE TEAM ANNOUNCED FOR DIVISION I (NOON, ET)

• **WEDNESDAY-SATURDAY 12-15**

2013 COSIDA ORLANDO CONVENTION

• **MONDAY 24**

CAPITAL ONE ACADEMIC ALL-AMERICA® M&W TRACK & FIELD/XC TEAM ANNOUNCED FOR COLLEGE DIVISION (NOON, ET)

• **TUESDAY 25**

CAPITAL ONE ACADEMIC ALL-AMERICA® M&W TRACK & FIELD/XC TEAM ANNOUNCED FOR DIVISION III (NOON, ET)

• **WEDNESDAY 26**

CAPITAL ONE ACADEMIC ALL-AMERICA® M&W TRACK & FIELD/XC TEAM ANNOUNCED FOR DIVISION II (NOON, ET)

• **THURSDAY 27**

CAPITAL ONE ACADEMIC ALL-AMERICA® M&W TRACK & FIELD/XC TEAM ANNOUNCED FOR DIVISION I (NOON, ET)



2013 CoSIDA CONVENTION

at NACDA Affiliates Convention
June 12-15
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World Center

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: You can 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.

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).

***The following companies/sponsors have
CoSIDA “official provider”
recognition for the convention
and 2012-13 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

TRZ Sports/TEAMLINE - CoSIDA’s official conference call provider

Sports Systems - CoSIDA’s official online convention registration provider

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

XOS Digital - CoSIDA’s official legal services provider
for the Academic All-America® program



CoSIDA ANNUAL MEMBERSHIP, CONVENTION ATTENDANCE

Year	Site	Membership	Convention	Year	Site	Membership	Workshop
2013	Orlando	2954		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



The Fiesta Bowl salutes the media professionals of CoSIDA.

FIESTABOWL.ORG



2013

CoSIDA CONVENTION

at NACDA Affiliates

Convention

June 12-15

Orlando Marriott

World Center

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

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

ORLANDO



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

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 [timnbr@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
THE 2012-13 COSIDA BOARD OF DIRECTORS

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At-Large Representative	Ed Hill Howard	(202) 806-7184	ehill1950@aol.com
At-Large Representative	Kent Brown Illinois	(217) 244-6533	kwbrown3@illinois.edu
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College Division Rep. At-Large	Mark Adkins Manchester	(260) 982-5035	mtadkins@manchester.edu
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Second Past President	Larry Dougherty Temple	(215) 204-3850	larrydoc@temple.edu
Third Past President	Justin Doherty Wisconsin	(608) 262-1811	jmd@athletics.wisc.edu
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Director of External Affairs	Barb Kowal	(512) 739-1234	barbkowal@cosida.com
Director of Internal Operations	Will Roleson	(317) 490-2905	willroleson@cosida.com