

COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA

CoSIDA

Strategic Communicators for College Athletics



INSIDE

- **Final Countdown to 2013 Convention**
- **Nominations Sought for Board Positions**
- **Constitutional Amendments Proposed**
- **Goodwill/Wellness Activities Announced**
- **Features on 2013 Award Winners**

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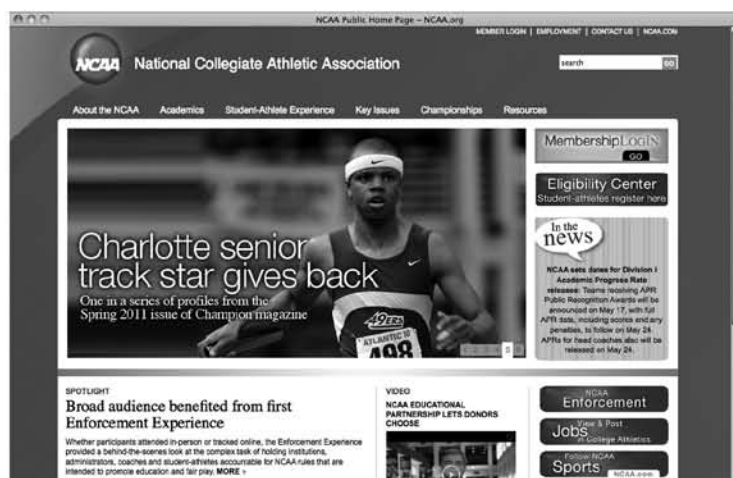
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2013 CoSIDA

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REGISTER ONLINE **TODAY** FOR 2013 CONVENTION

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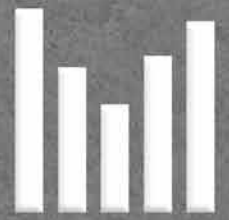
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CoSIDA NOMINATING COMMITTEE LOOKING FOR 2013-14 BOARD OF DIRECTORS CANDIDATES

CoSIDA Members;

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

The CoSIDA Nominating Committee is seeking qualified and dedicated individuals who are interested in serving in a leadership role on the Board of Directors for the 2013-14 year and beyond.

There is tremendous momentum in - and for - our organization, and we are looking for members from all divisions who have passion for our profession to serve CoSIDA.

Serving on CoSIDA's board of directors is a prominent leadership opportunity within the athletic communications profession.

The slate of candidates will be presented to the Nominating Committee at the 2013 CoSIDA Convention, taking place in Orlando from June 12-15.

Applications should be received no later than Friday, May 24, 2013.

We will fill five Board positions (names in parantheses are those whose terms are expiring):

• **Third Vice President**

Note: There are NO longer any regional restrictions on this position, so candidates can come from any region in the country.

• **College Division Representative - West Region (Steve Flegel- Whitworth)**

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

• **College Division Representative - Southeast Region (Dave Walters - Guilford)**

States in the Southeast Region include: Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia

• **University Division At-Large Representative (Ed Hill, Howard University)**

• **University Division At-Large Representative (Kent Brown, University of Illinois)**

Members may nominate qualified candidates by submitting a resume and/or a limited number of supporting documents to Nominations Committee Chair (and Past CoSIDA President) Justin Doherty by FRIDAY, MAY 24 at:

Justin Doherty
Associate Athletics Director
University of Wisconsin
Kellner Hall
1440 Monroe St.
Madison, WI 53711

Office: 608-265-4135
Or via email at jmd@athletics.wisc.edu

PROPOSED CHANGES 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.

Article 9: Meetings

Section 1: There shall be an Annual Business Meeting of the Association, to be held at the site of the annual convention at a time to be determined by the Board of Directors.

Section 3: For the purpose of transacting business at the Annual Business Meeting, a quorum shall consist of a majority of the active members attending the business meeting. Items for vote at the Annual Business Meeting will be ratified by majority vote.

Proposed change to Section 4 to read: For the purpose of transacting business outside the Annual Business Meeting, a quorum shall consist of at least 10% of the Association's active members for an online vote. A positive vote by 60% of those active members voting would be required for an online issue to pass.

Rationale: This will allow CoSIDA to transact business year-round. This will allow input from all active members, not just those attending the annual convention. This should be easily transacted by using mechanisms members currently use for Academic All-America voting; perhaps items for vote could be attached to an AAA ballot throughout the year when timeliness is necessary.

Also, since only active members can access online voting, it will not be necessary to put additional passwords/codes in place for any ballot issues.

The threshold for passage will be higher (60% vs. 50%) in an online vote to combat any perception of trying to push anything through by not waiting until the convention to vote.



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.sportssystem.com/cosida>

HOTEL ROOM RATES: CoSIDA's block at the World Center Marriott convention property is now sold-out. There are rooms still available at the World Center Marriott for the night of June 15. CoSIDA Convention attendees may now book at the Courtyard Orlando Lake Buena Vista in Marriott Village, which is only a five-minute drive from the World Center Marriott. Rooms are available at the Courtyard Marriott Village for the nights of June 11, 12, 13 and 14. Reserve your Courtyard Marriott Village hotel reservations:
https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=10633371

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



Thank You CoSIDA

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

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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 at overflow hotel open through May 10. CoSIDA's room block at the Marriott World Center is SOLD OUT.

Note: Please make sure to use the reservation link which is now available to ensure you get the CoSIDA/NACDA room rate. Check the Convention webpage for most up-to-date information:

<http://www.cosida.com/convention/Orlando2013.aspx>

- 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 EDT 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
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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 – a 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:

For information
and ticket purchases
go to

www.cosidafamilycommittee.com

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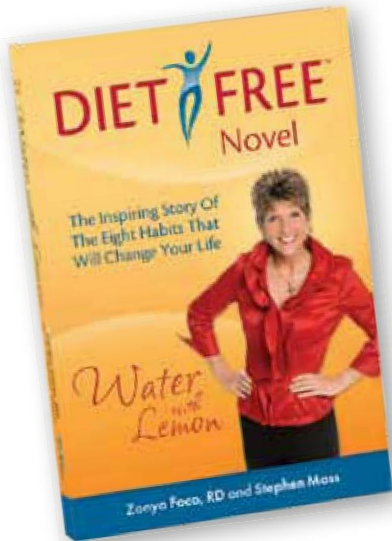
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COSIDA WELCOMES “AMERICA’S NUTRITION LEADER” ZONYA FOCO TO THE 2013 CONVENTION

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 May.



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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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 p.m.
Nominating Committee Meeting
(Chair: Justin Doherty, Wisconsin)
Room: TBA

WEDNESDAY, June 12

COMMITTEE MEETINGS

Noon - 1:00 p.m.
Job Seekers Committee (Vinoy)

12:30 - 1:15 p.m.
Convention Program Committee (Denver)

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

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

2:00 - 3:00 p.m.
FAME (Female Athletic Media Relations Executives)
(Marco Island)
"Practical Applications: Balancing Work with Personal Life
and Health," Speakers TBD

Membership Services (Aruba)
NCAA Media Coordination Board (Bahamas)

8:00 - 9:00 p.m.
Goodwill and Wellness Committee (Aruba)
Scholarship Committee (Bahamas)

1:30 - 4:45 p.m.
Convention Registration (Palms Registration area)

1:30 - 4:45 p.m.
Exhibit Hall Open (Sabal)

3:00 - 4:30 p.m.
**Kickoff Session: "What to do When There's Too Much
to Do"**
Presenter: Laura Stack, The Productivity Pro, Inc.
(Salon H)

5:00 - 6:30 p.m.
**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 p.m.
Welcome/Kickoff Reception
Exhibit Hall (Sabal)

8:00 - 9:00 p.m.
Special Awards Committee (Grand Canyon)



THURSDAY, June 13

6:00 - 7:00 a.m.

CoSIDA 5K Fun Run/Walk

Hawks Landing Golf Course (Marriott property)

7:00 - 8:15 a.m.

NAIA Divisional Meeting

(Room TBD)

8:00 - 10:00 a.m.

Convention Registration (Palms Registration area)

8:30 - 9:20 a.m.

Session: "Effective Communication"

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

9:30 - 10:15 a.m.

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)

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

(Salon H)

Panelists: Tom Eiser (Xavier), John Lata (Florida State), Chris Yandle (Miami)

Moderator: Scottie Rodgers (Ivy League)

10:30 - 11:45 a.m.

Divisional Meetings (DI, DII, DIII, CIS)

9:00 - 11:45 a.m.

Exhibit Hall open (Sabal)

Noon- 1:45 p.m.

CoSIDA Hall of Fame Luncheon (Sago)

Awards: CoSIDA Hall of Fame inductions; Lifetime Achievement Awards

2:00 - 4:00 p.m.

Exhibit Hall open (Sabal)

2:15 - 3:15 p.m.

Session: "The Importance of Messaging and Branding"

– joint session hosted by CoSIDA & NACMA (Salon H)

Moderator: John Phillips (Associate Athletic Director - Embry-Riddle Aeronautical University)

Panelists: Cassie Arner (Assistant Athletics Director-Public Relations, Auburn University), Chris Freet (Associate Athletics Director-Communications, Miami (Fla.) University), Mihcael Thompson (Senior Associate Athletics Director-Communications and Marketing, University of Mississippi), Blake Timm (Sports Information Director, Pacific University, [Ore.]

3:30 - 4:25 p.m.

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 p.m.

Table Topics (Royal)

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

5:15 - 5:45 p.m.

CoSIDA Business Session (Salon H)

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

6:00 - 7:30 p.m.

Social in NACDA Exhibit Hall

(Cypress 2-3)

7:30 - 8:30 p.m.

BCSIDA Meeting (Marco Island)

8:00 - 9:00 p.m.

College Division Management Advisory Committee (CDMAC) (Aruba)

8:30 - 9:00 p.m.

New Media/Technology Committee (Bahamas)

FRIDAY, June 14

8:00 - 8:45 a.m.

NACDA & Affiliates/CoSIDA Mega-Session

TBA (Salon G-H)

9:00 - 9:45 a.m.

NACDA & Affiliates/CoSIDA Mega-Session

"Impact of Social Media on Branding." (Salon G-H)

10:00 - 10:50 a.m.

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

Presenter: Zonya Foco, CHFI, CSP, American nutrition expert, speaker, TV chef and writer

Moderator: Dave Reed (Colorado College)

Guest: Amy Canfield (Mount Holyoke)

10:00 - 11:45 a.m.

Exhibit Hall open (Sabal)

11:00 - 11:50 a.m.

Session: "Design on a Dime" (Royal)

Panelists: Kelly Bird (Linfield), Gene Casell (Washburn), Jeff Braund (Summit Athletes)

Moderator: Blair Cash (George Fox)

Noon- 1:45 p.m.

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

2:00 - 4:30 p.m.

Exhibit Hall open (Sabal)

2:00 - 2:50 p.m.

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

3:00 - 3:50 p.m.

Session: "Diversity in the Profession" (Royal)

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

4:00 - 4:30 p.m.

CDMAC Session: "Working Effectively with Coaches" (Royal)

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

Moderator: Steve Flegel (Whitworth)

UDMAC Session: "Branding your Program via Your Website" (Harbor Beach/Marco Island)

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

Moderator: Justin Doherty (Wisconsin)

4:30 - 5:00 p.m.

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

AND

5:00 - 5:30 p.m.

Skill Sessions (two held simultaneous – A, B)
(Royal & 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: 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.)

8:00 - 9:00 a.m.

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

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

(SALON G-H)

9:00 - 10:00 a.m.

NACDA & Affiliates/CoSIDA Mega-Session Session: "The Value of a Scholarship"

DeMarcus Smith (NFL Players Association Executive Director)

(SALON G-H)

9:00 - 11:00 a.m.

Exhibit Hall open (Sabal)

10:00 - 11:20 a.m.

Session: "Writing for Sports Communications" (Royal)

Speaker: Roy Peter Clark (Poynter, Vice President & Senior Scholar, The Poynter Institute)

11:00 a.m. - 1:30 p.m.

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 p.m.

“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 Emberly (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); Blair Cash (George Fox); James Wagner (Ursinus)

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)

1:00 - 1:50 p.m.

Session: “Streamlining” (Royal)

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

2:00 - 2:50 p.m.

Session: “Mulit-Media Expansion” (Royal)

Panelists: Mike Bianchi (Orlando Sentinel), Dana Thomas, NCAA
Moderator: April Goode (Virginia Tech)

3:00 - 3:30 p.m.

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 p.m.

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

3:30 - 4:00 p.m.: Sessions C, D (Salon 7A & 8A)

4:00 - 4:30 p.m.: Sessions C, D (Salon 7A & 8A)

4:30 - 5:00 p.m.: Sessions E, F (Salon 7A & 8A)

5:00 - 5:30 p.m.: 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 (Announcer-CBS Sports Network), Gevenia Carter (Student-Athlete, UCF), Frank Keenan (STudent-Athlete, Fairmont State)
Moderator: Frank Mercogliano (New Mexico)
(Salon 8A)

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

Panelists: Chris Kirkegaard (SIDEARM), Aaron DeWall (Georgia Tech)
(Salon 7A)

(Session F) – **“Video Editing”**

Panelists: Brian Beyrer (Iona), Jeff Weinstein (Union, N.Y.)
(Salon 8A)

6:30 - 8:00 p.m.

ESPN Farewell Party/Reception
at ESPN Wide World of Sports

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



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The Fiesta Bowl salutes the media professionals of CoSIDA.

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CoSIDA Goodwill and Wellness Activities

5k FUN RUN/WALK SERVICE PROJECT DONATION DRIVE

2013 CoSIDA CONVENTION GOODWILL AND WELLNESS EVENTS ANNOUNCED

by Sam Atkinson, Gallaudet University/Chair of the CoSIDA Goodwill and Wellness Committee and Ryan Klinkner, Saint John's University (Minn.)/Vice-Chair of the CoSIDA Goodwill and Wellness Committee

The College Sports Information Directors of America (CoSIDA) Goodwill and Wellness Committee is excited to announce details for its annual 'CoSIDA Cares' events set to take place in Orlando at the 2013 CoSIDA Convention from June 12-15. This year the committee has a full slate of events taking place to help benefit this year's charity, the Coalition for the Homeless of Central Florida, the largest provider of homeless services in the area.

Details on all 'CoSIDA Cares' events and the annual Goodwill Committee meeting at the convention is below.

CoSIDA 5K FUN RUN/WALK (THURSDAY, JUNE 13)

A record 113 participants raised \$1,171 in the second annual CoSIDA 5k fun run/walk at last summer's convention in St. Louis. For the third consecutive year, the CoSIDA Executive Board has pledged its support of the Goodwill and Wellness Committee to organize and run this event along with the local organizing committee.

This year's CoSIDA 5K fun run/walk is scheduled to start at 6 a.m. Thursday, June 13, at the Hawks Landing Golf Course located on the hotel's grounds.

This year's registration fee is \$10 per participant or \$20 for a family of three or more. All of the proceeds will go to the Coalition for the Homeless. All participants will need to sign a waiver before participating.

The 5K run/walk is open to all CoSIDA and NACDA & Affiliate Convention attendees along with their spouses,



friends and children. Water will be supplied throughout the course for all to stay hydrated, and a hotel representative will be on hand for any emergencies.

"Once again the CoSIDA Goodwill and Wellness Committee is proud to offer several activities to get our membership active and giving back while at our annual convention," said CoSIDA Goodwill Committee Chair Sam Atkinson, Sports Information Director at Gallaudet University. "The continued support from the CoSIDA Executive Board has been amazing and we are excited to see our numbers in charity and fitness increase in Orlando. We know this year's race is early but we hope our members come out in force as we continue to build off the momentum of our previous two 5K fun run/walks."

Pre-Register for 5K fun run/walk: To help the committee plan for the 5K fun run/walk, please pre-register via email to Sam Atkinson at sam.atkinson@gallaudet.edu with your name, school and how many participants.

The CoSIDA Goodwill Committee will run check-in at 5:30-6 a.m. at the start/finish line with a scheduled run/walk start time of 6 a.m. on Thursday. Prizes will be awarded for the top male and female finishers, as well as the top family. More information will be emailed out to all pre-registered participants before the convention plus information will be available at the CoSIDA Goodwill and Wellness donation table during Wednesday's registration 1:30-4:45 p.m. in the Palms Registration area.

The CoSIDA 5K Fun Run/Walk began to help improve health and fitness for athletic communications professionals and their families while attending the annual convention. The hope is to get individuals active and motivate them to make healthy lifestyle changes to diet and exercise.

DONATION DRIVE FOR THE COALITION FOR THE HOMELESS OF CENTRAL FLORIDA

The CoSIDA Goodwill Committee is proud to run its fourth annual donation drive for a local charity during CoSIDA registration. Donations will be collected at the Goodwill Committee table during registration on Wednesday, June 12, from 1:30-4:45 p.m. in the Palms Registration area.

The Coalition for the Homeless is most in need of the following: clothing – shirts, shoes, jackets, children’s and baby clothing and especially toiletries – travel-size shampoo, lotions, soap, deodorant, toothpaste, toothbrushes, disposable razors and shaving cream. Monetary donations will also be accepted.

The CoSIDA Goodwill and Wellness Committee collected nearly 1,000 items from convention attendees to help benefit homeless families and individuals during the past three conventions in San Francisco, Marco Island and St. Louis.

“We are excited to partner with the Coalition for the Homeless of Central Florida while in Orlando for this year’s 2013 CoSIDA Convention,” said CoSIDA Goodwill Committee Vice-Chair Ryan Klinkner, Athletic Media Relations Director at Saint John’s University (Minn.). “The support we have received from our colleagues the past several years and their participation in the 5K fun run/walks, service projects and donation drives shows they have a desire to give back and get fit.”

ABOUT THE COALITION FOR THE HOMELESS

Coalition for the Homeless of Central Florida was created in 1987 by a group of concerned citizens who noted a growing problem of homelessness in the community. Its mission is to transform the lives of homeless men, women and children by providing crucial services to end their crisis of homelessness. The Coalition is able to help over 750 people each day, including men, women and children. As one of the few emergency shelters that accept intact families in Central Florida, the organization helps a large number of families in need of shelter and support. On any given night, the Coalition provides services to over 250 children, with a current average age of eight years old. Last year, the Coalition served more than 300,000 meals.

The Coalition’s goal is to return its residents to self-sufficiency through counseling, job training and educational programs. While its clients work to reestablish productive lives, the Coalition provides transitional housing and daycare for their children until they are ready to move back into the community. More information about the Coalition for the Homeless can be found on its website – www.centralfloridahomeless.org. Click here to see Coalition videos.



ANNUAL COSIDA CONVENTION SERVICE PROJECT

A service project will be conducted for the fourth time in the past five years as a group of CoSIDA Convention attendees, who sign up, will go to the Coalition for the Homeless on Saturday, June 15, to volunteer their time from 11 a.m.-2 p.m. CoSIDA volunteers will help staff the Coalition for the Homeless “Water Day” for the children at the shelter. There will be a moon bounce, slip and slides, face painting, bubbles and a pizza party for the children.

If you are interested in securing a spot for the service project, please contact Sam Atkinson (sam.atkinson@gallaudet.edu) and Ryan Klinkner (rklinkner@csbsju.edu) with your name, school. Spouses, friends and children over 16 are encouraged to volunteer as well. If you can only volunteer a few hours we can run two shifts if there is enough interest.



GOODWILL COMMITTEE MEETING

The annual CoSIDA Goodwill and Wellness Committee convention meeting is scheduled for 8-9 p.m. Wednesday, June 12, in the Aruba room for those interested in attending. For more information about the CoSIDA Goodwill and Wellness Committee, or if you are interested in joining the committee, please contact Sam Atkinson (sam.atkinson@gallaudet.edu) or Ryan Klinkner (rklinkner@csbsju.edu).

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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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.

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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

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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

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.

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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.

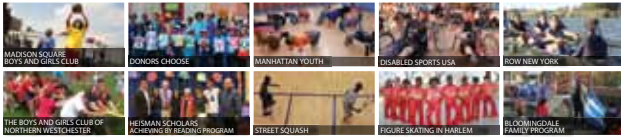
Due to the fact that the NACDA Convention ran at the same time as our St. Louis Convention, no NACDA representatives were able to attend and address the CoSIDA attendees, so that is why the video from NACDA Executive Director Bob Vecchione to CoSIDA members was prepared.

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 deserving members in our society. Below is a small sample of the Trust's efforts to fulfill its Mission Statement.

To learn more, visit us at www.Heisman.com

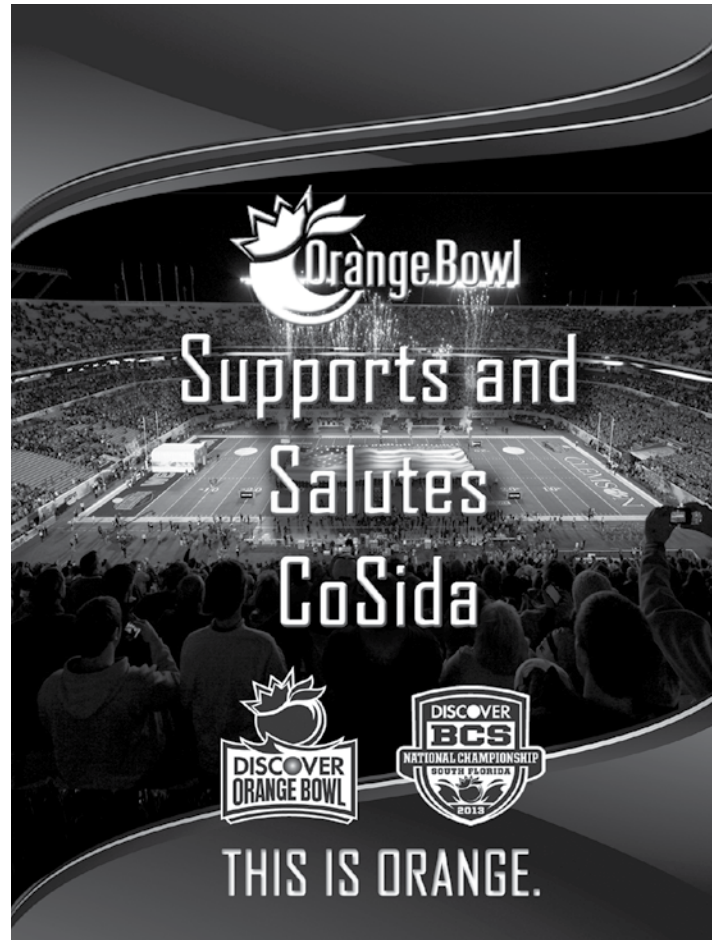


HEISMAN HUMANITARIANS



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Massachusetts Maritime's JIM SEAVEY named ECAC-SIDA Irving T. Marsh College Division Award recipient

Release and graphic courtesy of ECAC-SIDA.org

Jim Seavey, among the most distinguished individuals within the athletics communications profession, will be honored with the 2013 Irving T. Marsh Award for the College Division at this June's annual Eastern College Athletic Conference Sports Information Directors Association (ECAC-SIDA) Workshop in Manchester, N.H. That workshop takes place June 4-7.

The Irving T. Marsh Award is given annually to both a University (Division I or II) and College Division (Division III, NAIA) or Junior College ECAC Sports Information Directors Association member who, in the opinion of the ECAC-SIDA membership and Executive Board, has exhibited excellence in the field of sports information. The awards are presented annually at the spring workshop. First presented in 1966, the awards are named after Irving T. Marsh, the ECAC Service Bureau founder and director until his retirement in 1973.

After honoring one person from 1966 through 1990, the Marsh Award was expanded to its present format in 1991.

Later in June after receiving the Marsh Award, Seavey will be honored by CoSIDA with induction into the CoSIDA Hall of Fame. That enshrinement takes place during the CoSIDA Hall of Fame Luncheon (June 13) during the annual CoSIDA Convention at the Marriott World Center in Orlando.

Seavey is completing his 25th year in the sports information field and fifth at the Massachusetts Maritime Academy where he serves as both the Director of Sports Information and Compliance for 15 Buccaneer varsity programs. He furthermore coordinates all athletics schedules and serves as the advisor for the institution's Student-Athlete Advisory Committee. Seavey is also in his fifth year as the Director of Media Relations for the Massachusetts State Collegiate Athletic Conference (MASCAC), where he oversees all public relations efforts for the league's eight member institutions.

A 1986 graduate of Marquette University, Seavey served as President of ECAC-SIDA during its 50th anniversary year of 2004-05 and additionally served as chair and host for a pair of ECAC-SIDA workshops in 2000 (Hyannis, Mass.) and 2005 (North Falmouth, Mass.). In the summer of 2011, he was appointed as ECAC-SIDA's Director of Marketing, a position he previously held with the organization from 2000 through 2002. He has now held elected board positions with four different regional



and national sports information directors' organizations: the College Sports Information Directors of America (CoSIDA), ECAC-SIDA, D2SIDA and D3SIDA.

"Jim has served ECAC-SIDA in every capacity during his superlative career. He has distinguished himself as a truly great athletics communications professional. His devotion to his student athletes, coaches and administrators throughout his career is admirable," said Geoff Hassard, ECAC-SIDA President.

Seavey most recently oversaw all athletic public relations efforts for Suffolk University's 13-sport NCAA Division III program in Boston prior to his arrival in Buzzards Bay. He spent 17 years working at three NCAA Division II schools, including a nine-year stint (1998-2007) as the Associate Director of Athletics for External Affairs and Communications at Stonehill College as well as a combined eight years as both the Sports Information Director and Director of Athletic Media Relations at Merrimack College and the University of Massachusetts Lowell from 1990 through 1998.

Seavey previously served one-year stints as the SID at both Loras College in Dubuque, Iowa and Nichols College in the late 1980's in addition to his year of service at Suffolk.

He has also worked in various capacities in conference information offices. Seavey was the Publicist for the New England Women's & Men's Athletic Conference (NEWMAC) during the 2006-07 academic year and also has served as the Media Relations Director for both the Pilgrim Lacrosse League and the New England Intercollegiate Golf Association. He furthermore served as the Interim Director of Media Relations for Hockey East in 1994.

In June 2009, Seavey received the Lester Jordan Award from CoSIDA that is presented annually for "exemplary service to the organization's Academic All-

America program and the promotion of the ideals of being a student-athlete". He served a three-year term on CoSIDA's Board of Directors and is in his 22nd year as a member of the Academic All-America Committee. He was named the Committee's Associate Chair for Marketing & Hall of Fame Event Operations this past summer after serving for four years as a Vice Chair, and he previously served for 17 years as both a national and district coordinator.

Seavey has successfully promoted 18 student-athletes for national Academic All-America honors during his career and received a Citation for Excellence in Publications from CoSIDA in 1991 for his work on Merrimack's women's basketball game program. He also completed a two-year term as a member of CoSIDA's College Division Management Advisory Committee and served for three years as National Program Coordinator for the Daktronics Division II All-America Program.

Additionally, Seavey received the Scoop Hudgins Outstanding Sports Information Director Award from the All-America Football Foundation in December 2008 and was appointed to the Board of Directors of the Jack Grinold Eastern Massachusetts Chapter of the National Football Foundation in March 2008, as he serves as Chair for the Chapter's annual Scholar-Athlete Banquet.

He has been an active member of the New England Football Writers Association since 1989 and is also a member of the National Collegiate Baseball Writers Association/d3baseball.com National Top 25 voting panel. He served on four NCAA Division II Championship regional advisory committees.

A former chair of the Northeast-10 Conference Sports Information Directors Council for three years, Seavey was honored as part of Stonehill's national championship teams in women's lacrosse (2003 & 2005) and equestrian (2003) that were inducted into the College's Athletic Hall of Fame in September 2011. Last May, he received the Kevin Honkala Memorial Award that is voted upon by members of the Massachusetts Maritime baseball team and is presented annually to recognize contributions to Buccaneer Baseball.

Seavey has had 12 student-athletes featured in Sports Illustrated's prestigious "Faces in the Crowd" column since 1992. He also successfully nominated and promoted two major NCAA honors that Massachusetts Maritime received in an 18-month span, as Captain Richard Phillips received the NCAA Award of Valor in January 2010 and Meredith Hall was one of four recipients of the NCAA Sportsmanship Award in August 2011. In addition, Seavey received national honorable mention recognition from the NCAA and D3SIDA this past November as part of the Division III Quarterly Identity Initiative Recognition Program for his feature entitled "Teddy's Ballgame", which chronicled the Buccaneer men's lacrosse team's involvement with Team IMPACT.

Jim and his wife, Cheryl, (a former basketball standout at Stonehill), reside in Bridgewater, Mass. with daughters Mikayla (14) and Lindsey (11).



The BIG EAST's John Paquette honored by Metropolitam Basketball Writers Association

John Paquette was honored with the Metropolitan Basketball Writers Association Distinguished Service Award for his years of service and dedication on April 15 at the organization's banquet.

The BIG EAST Conference Associate Commissioner for Communications, Paquette joined the league in 1990. He has served as the media coordinator for 23 conference tournaments, administering to more than 600 on-site media representatives annually at Madison Square Garden.

In addition to his duties with the BIG EAST, Paquette also serves as the primary spokesman for the Bowl Championship Series and is the chair of the national association of conference public relations professionals.

Paquette graduated from Marquette in 1978 with a degree in journalism. His first fulltime job was as SID at Wagner. He then served as SID at St. Peter's, Assistant Commissioner of the MAAC and Assistant Athletic Director/SID at Seton Hall.

This is the second time Paquette has been honored by the Met Writers Association, after earning the Mike Cohen "Good Guy" Award in 1989.

In April of 2007, Paquette was honored as a winner of the Arch Ward award, the highest honor given by CoSIDA to an outstanding member of the media relations profession. Paquette also was the recipient of the 2009 Katha Quinn Award from the U.S. Basketball Writers Association (USBWA). This award is presented by the USBWA in memory of Katha Quinn, sports information director at St. John's University who died of cancer. It is given to recognize those in college basketball who have rendered a special service to the USBWA and sportswriters who cover college basketball.

In the summer of 2012, he completed a three-year term on the CoSIDA Board of Directors.

New Augustana Press Box Named for Long-time SID DAVE WRATH

As the structure of the Austin E. Knowlton Outdoor Athletic Complex starts to take shape along Fifth Avenue in Rock Island, Augustana College announces that one component—a new press box—will be named for David W. Wrath '80.

Wrath has served as Augustana's sports information director since February 1981, and currently he is the Vikings' associate director of athletics for media and alumni relations.

"I am delighted that the new press box at the Knowlton Outdoor Athletic Complex will be named to honor Dave Wrath," said Michael Zapolski, director of athletics.

"Dave has a significant record of distinguished service to Augustana, and his efforts to publicize our teams, coaches and student-athletes are legendary in media circles."

Zapolski added, "Dave has been the steward of the college's long-time national success in the Academic All-American program and the 'Tribe of Vikings' Hall of Fame." Nationally, Augustana College is ranked sixth among all divisions for number of Academic All-Americans, and second in Division III.

President of the College Steven Bahls said, "Many alumni of the college have told me how impressive they find Dave's memory when it comes to his recollection of details about their achievements as student athletes at Augustana. This extraordinary recall grows out of his care and concern for these students as individuals. Mix this with Dave's passion for our students' personal development, and you start to see how invaluable Dave Wrath has been at Augustana."

President Bahls said, "We are grateful to have this opportunity to celebrate his incredible contributions and the impact they have had on generations of Augustana students."

As an Augustana student-athlete, Wrath helped the Vikings earn a fourth-place national finish at the 1979 NCAA Division III Cross Country Championships and the 1980 NCAA Division III Track and Field Championships.

He worked briefly for two newspapers before returning to Rock Island in February 1981. Over the course of more than three decades, Wrath has archived and publicized Augustana's athletic success—including four NCAA Division III national football championship teams, numerous NCAA Division III individual champions, along with a multitude of College Conference of Illinois and Wisconsin championship teams and All-American performers.

Wrath is a longtime member of the College Sports Information Directors of America (CoSIDA), and he has received several awards from CoSIDA, including being named to the CoSIDA Hall of Fame in 2003.

Wrath said, "This is an honor that deeply touches me.

It brings back so many great memories of that narrow press box that was too cold, too hot and too crowded, but we made it our home

for the 32 years I have been fortunate to work as the sports information director at Augustana."

Wrath continued, "So many media representatives, fellow sports information directors, and, of course, a great student workforce helped to provide a big-time service atmosphere without the amenities that we will now have. I have been truly blessed throughout the time that I have been able to serve Augustana and this is a moment that I will cherish."

When complete, the press box will be set atop the new Lindberg Stadium on the north side of the Knowlton Complex (currently the location of the visitors' stands.) The stadium will have a three-story grandstand with 1,800 seats. Adjacent to the stands will be the Ken Anderson Academic All-America Club, an indoor gathering area with televisions, room to socialize during Viking contests, innovative concessions and picture-window views of the game-day action.

Plans for the complex also include the Players' Plaza, a gathering place for fans before and after games, and the Viking Patio and Overlook, an area where fans can gather to watch the game from the northwest corner of the field between the Academic All-America Club and Lindberg Stadium. It will include a concession area and a striking view of Augustana's signature academic building, Old Main.

The Dave Wrath Press Box and the entire complex is on target for completion by Aug. 15, 2013. The first football game in the complex is scheduled for Sept. 7, at 6 p.m., when the Vikings take on Mount St. Joseph.



HAL BATEMAN

Former CoSIDA President Passes Away at 81

Hal Bateman, an authority on world track and field for more than fifty years, died April 10 in Corpus Christi, Texas, following a brief illness. He was 81.

"I never met anyone who knew more about the sport than Hal Bateman," said Ollan Cassell, a 1964 Olympic gold medalist who served as American track and field's chief executive from 1966 to 1997. "He was an outstanding writer, researcher and story-teller, and a great friend."

Jim Dunaway, editor of American Track & Field Magazine, echoed Cassell's sentiments. "Whenever someone asked me a question about the sport I couldn't answer, I'd call Hal," Dunaway said. "If he didn't know the answer right away, he'd say, 'I'll get back to you in an hour.' And he always did."

Born Nov. 28, 1931, on Staten Island, N.Y., Harold Bateman was a 1949 graduate of Middle Township High School in Cape May Court House, N.J. He attended Rutgers University and, following two years in the U.S. Army, earned a degree in journalism from Michigan State University. He competed in track and cross country during his high school and college years.

Bateman was a sportswriter for the Chicago Tribune and United Press International's Chicago Bureau before becoming the managing editor of Track & Field News in 1960. That summer he covered the Olympic Games in Rome. During three-plus years at T&FN he reorganized the magazine's editorial side, recruiting a number of new American contributors and increasing the use of action photography.

From 1963 to 1969 Bateman was the sports information director at Western Michigan University. He was the SID at the U.S. Air Force Academy from 1969 to 1984 and in 1974-1975 he served as president of the College Sports Information Directors Association (CoSIDA).

While in Colorado Springs, Bateman did volunteer work for the U.S. Olympic Committee. He served as a USOC press officer at eight National Sports Festivals and at the Olympic Games in 1984 in Los Angeles and in 1988 in Seoul.

In 1982 Bateman began a two-decade relationship with Indianapolis-based USA Track & Field (then known as The Athletics Congress/USA), the sport's American governing body. He was a general partner with End of the Line Race Consulting in Coronado, Calif., when Ollan Cassell hired him in 1986.

Bateman served as USATF's director of promotions for the inaugural World Indoor Athletics Championships, held in Indianapolis in 1987. Remaining with USATF as an associate director of media information, he served as the organization's historian, edited media guides, and headed special statistical projects. He was in charge of field



operations at numerous U.S. indoor, outdoor and collegiate championships from 1983 through 1995.

Bateman served as U.S. team press officer at track events around the globe, including the 1985 USA-USSR-Japan meet in Tokyo; the 1985 World Cup in Canberra; the 1987 World Championships in Rome; the 1989 World Cup in Barcelona; and the 1994 World Cup in London.

After leaving USATF in 2002, Bateman relocated to Corpus Christi and continued to work on track and field statistical projects. He belonged to the Association of Track and Field Statisticians (ATFS), the Federation of American Statisticians of Track (FAST), and Track and Field Writers of America (TAFWA). He was a member of the CoSIDA Hall of Fame's Class of 1982.

Bateman is survived by his wife, Carol, and a daughter, Karen Corvington of Akron, Ohio. He was preceded in death by a son, Keith.

Stop calling us “PR practitioners”

By Parry Headrick

Somewhere along the way the PR industry got a bad rap.

Maybe it was one too many gum-snapping airheads masquerading as public relations pros that tarnished our field. They're a rare and feckless creature, but they have and do exist.

Just as the newspaper business has caricatures of hard-boiled, cigarette-smoking, bourbon-swilling reporters, the public relations industry has its own cartoonish persona that undermines the very real, very important work being done. It's not fair. It's not accurate. But it's there.

Enter the term “PR practitioner.”

Practitioner, you see, is a serious-sounding word that is supposed to add credibility to the profession. PR practitioners aren't empty-headed—they're strategic; they're brainy, and laser-focused on results. And so on.

Never mind that the reality has always been far different from the perception of PR people. The overwhelming majority of PR pros, male and female, are highly educated and extremely capable of driving a client's business forward. We are the people you want in the room during times of crisis, for example, because we understand how to effectively communicate to all audiences.

PR agencies have long argued, and rightfully so, that their firms deserve a seat at the boardroom table alongside marketers and advertisers to make the case for bigger PR budgets.

Notice I didn't say marketing practitioners and advertising practitioners? Our fellow industries don't feel the need to overcompensate by tacking on an “official-sounding” word to their jobs. PR people shouldn't either, and the reality is they don't.

Show me a PR person who describes himself as a “PR practitioner” at a cocktail party and I'll show you a person who will be standing alone very quickly.

So, what should we be called? How about we dispense with formality and call ourselves “PR people” or “PR pros”? And when somebody asks what you do for a living, how about we just say “I'm in PR” or “I run PR for my company”?

My fellow PR pros know we've earned our stripes again and again, helping businesses achieve serious growth metrics, so can we just stop using silly words in some lame attempt to validate our existence?

Parry Headrick, vice president of marketing and communications at Matter Communications, is a 15-year PR and social media agency person. A version of this post originally appeared on PR Whiteboard.

5. YOU ARE ALWAYS ON!

Social media doesn't sleep, so your organization's readiness is key. Creating the social media crisis plan (integrated into an overall crisis plan) requires knowledge and skills. It's imperative for you to build a system that catches negative sentiment early on before it escalates, and to put processes and people in place for different levels of escalation through new media channels.

6. BUILD RELATIONSHIPS BY GIVING.

And, sometimes realize you have to give more. PR professionals have always been known for building relationship pre-Internet and social media. Today, the ability to cultivate a relationship with new influencers and customers where they congregate is both an art and science. Knowing how to strategically grow mutually beneficial relationships, whether they start online on Facebook or offline, is an essential part of the PR person's role.

7. LIVE THE BRAND TO PROTECT THE BRAND.

PR professionals who are more involved in the development of the brand experience, and who understand how the brand voice translates into the social media brand voice (with personality and transparency), are in a position to educate others. With this understanding you can help to build an army of champions, who can better protect and maintain the brand's reputation at every touch point.

8. BE ACCOUNTABLE WITH ALL OF YOUR COMMUNICATIONS, INCLUDING SOCIAL MEDIA.

It's important for you to understand the different metrics whether they reveal community growth, reputation issues, increased awareness, or engagement with high-level impact. We also have to use social media analytics, paired with other data, to show Return on Investment (ROI), knowing that our communications cannot work in a vacuum and must be integrated with marketing and other areas of the organization. Of course, we also have to ask, “Why?” and then make sure the outcomes we are trying to achieve track back to our program objectives, which we measure over time.

What helpful tips would you add to shape the role of the Universal PR professional of Tomorrow? And, when you describe your own role, what do you think are the most important skills?

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2013

CoSIDA CONVENTION

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

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 appear or will appear on CoSIDA.com and also appeared in the April CoSIDA E-Digest as well as this one. 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 54)

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; **JIM STREETER** at Eastern Michigan University and **JIM WRIGHT** of the NCAA.

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 59



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

2013 CoSIDA CONVENTION



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



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
 Jim Wright, NCAA

2013

AWARDS PRESENTATION SCHEDULE**Wednesday - June 12****5:00 p.m.**Capital One AcademicAll-America® Hall of FameInductions

Lester Jordan Award

Academic All-America@

Hall of Fame

Enberg Award

Thursday - June 13**Noon**CoSIDA Hall of FameLuncheon

Lifetime Achievement Awards

CoSIDA Hall of Fame

Friday - June 14**Noon**CoSIDASpecial 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

COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA
Future Convention Sites



2013
2014
2015
ORLANDO

Orlando
World Center
Marriott Resort &
Convention Center

2016
DALLAS



THE PLACE FOR COLLEGE SPORTS FANS



The National Football League would like to thank the CoSIDA Membership for all that it does to help us throughout the year

HALL OF FAME

Justin Doherty, Wisconsin

By Mike Lucas
University of Wisconsin
UWBadgers.com

When Justin Doherty took his first job in college sports information ...

* The Bowl Championship Series (BCS) was still eight years from coming into play.

* Mark Zuckerberg, a co-founder of Facebook, was six years old.

* Nick Saban was in his first season as a head coach.

* Mike Krzyzewski had yet to win his first national championship.

* Die Hard 2, Back to the Future III and Rocky V were released.

Doherty took his first job in college sports information in 1990.

After a brief stint as the sport editor of a five-day-a-week newspaper in Marshall, Mich., 13 miles outside of Battle Creek, Doherty was hired as an assistant SID at Northern Michigan University.

It was a much different world then. Doherty had a much different view of his role, too, much different than he does today, 24 years later, as a member of the 2013 College Sports Information Directors of America (CoSIDA) Hall of Fame class.

Doherty, 47, now an associate athletic director for external relations at the University of Wisconsin, has evolved over the years and, much to his delight, so has the organization, CoSIDA.

"When I started out at Northern Michigan, I did a lot of sitting at my computer compiling game notes and statistics for the hockey team," said Doherty, a 1988 Michigan State graduate. "Those were necessary functions then as they are now. But I don't think I saw a bigger-picture role for myself.

"A lot of what has changed over the years is how the CoSIDA membership views itself and therefore because it views itself differently hopefully others in college athletics view CoSIDA differently."



To this point, Doherty said, "It's about getting the membership to look at itself as not only statisticians and people who do game notes but as people who should have a 'seat at the table' for their role as public and media relations professionals who bring a greater value to their athletic directors, coaches, student-athletes and universities as a whole."

Doherty has been one of the driving forces behind moving the organization in that direction. "There was a group of us that were kind of like-minded," he said, sharing the credit.

Melding his vision with others in the officer rotation – Doherty has been a member of the Board of Directors for 10 years and served as president in 2009-2010 – there was momentum for change.

It's no coincidence, then, that the CoSIDA national convention (June 12-15) and the NACDA & Affiliates convention (June 10-15) are overlapping at the World Marriott Center in Orlando, Fla.

"The CoSIDA convention was always held separately from where everybody else in college athletics met," said Doherty. "So for the first time CoSIDA is now a part of that group this summer."

Meshing and exposing the organization to the marketing, development and event management people, not to mention the athletic directors, has been precedent setting, Doherty acknowledged.

"If you want to learn from and network with the decision-makers," he said, "and be among the people you're working with year-round, rather than being off by ourselves, it was important to be with these groups."

Doherty was also among those CoSIDA members who pushed for hiring an executive director, a full-time advocate and fund-raiser. John Humenik has held that title since January of 2008.

Doherty and Humenik are generally on the same side of the debate. Both are Arch Ward Award winners. "He has been a big proponent of CoSIDA doing a lot of things we're doing now," Doherty said.

On how the membership may view itself and the future, Doherty noted, "It's just a continuing evolution and you need to have people in CoSIDA who want to be a part of the bigger picture.

"There are some that have definitely seen it that way for years and there are some that are probably in a little bit of a wait-and-see. I'm sure there are some that think it's not the right thing."

While insisting that coming up with great stats and informative game notes is still part of the job, Doherty underlined the importance of evolving with technology, embracing new concepts and contributing to the overall communications strategy for the athletic department.

Beyond committing to more professional development, on-line and Webinar elements, for example, Doherty sees CoSIDA "becoming more of a 365-day-a-year organization."

Continued on Page 65

HALL OF FAME

Wally Johnson, St. Lawrence

by Joe Keniston
St. Lawrence University Co-Director
of Athletic Media Relations

Wally Johnson, Director of Athletic Media Relations at St. Lawrence University, has been chosen for induction into the College Sports Information Directors of America (CoSIDA) Hall of Fame Class of 2013.

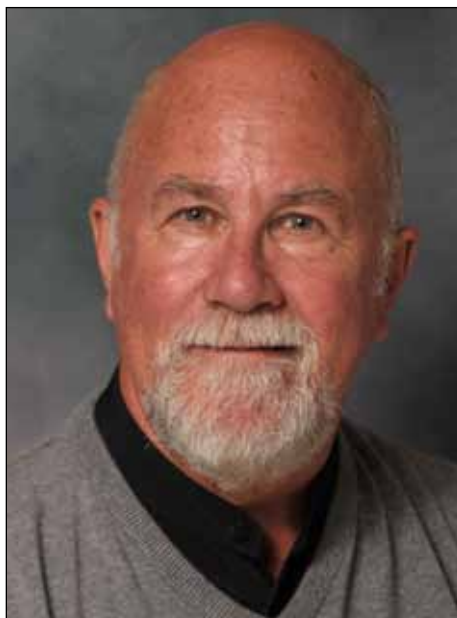
“All of us in the athletic department are thrilled for Wally, as we all know how hard he has worked over his 38-year tenure at St. Lawrence,” said University Director of Athletics Margie Strait. “As time has passed, Wally was able to adapt to the challenges of sports information and new modalities for sharing information about deserving student-athletes at St. Lawrence University.”

Johnson has put together a storied career in sports information, becoming the first college division sports information director to win all three of the profession’s major awards, including CoSIDA’s Warren Berg Award (2001), the Eastern College Athletic Conference’s (ECAC’s) Irving T. Marsh Award (1995) and the Pete Nevins Award (2012). Temple’s Al Shrier is also the winner of the Marsh and Nevins Awards and the CoSIDA’s Arch Ward award which is the annual award given to a university division (Division I) athletic communications professional.

Johnson was also the 1971 Vermont Sportswriter of the Year.

His dedication to his work was also exhibited through service, as he served for 25 years on the ECAC-SIDA board and was a long-serving chairman of the CoSIDA Workshop Exhibits Committee. Johnson is a founding member of St. Lawrence University’s Athletic Hall of Fame and continues to provide coverage for 12 Saints teams.

“Wally has been a true professional, a teacher, a mentor, and most importantly a friend,” said Roger



Crosley, Director of Communications of the ECAC and a 2010 inductee of the CoSIDA Hall of Fame. “Many of those he has trained as his assistants have gone on to leadership positions in athletic communications, and many of his peers (me included) have relied on him for sound advice.”

A native of St. Albans, Vt., and a 1971 graduate of the University of Vermont, he was the assistant sports editor of *The Burlington Free Press* prior to joining the staff at St. Lawrence. He was also a sportswriter and columnist for *The Vermont Sunday News* and *St. Albans Messenger* and worked as a commentator on University of Vermont basketball broadcasts.

He currently does the color commentary for St. Lawrence University men’s ice hockey games on the radio in addition to providing home and away articles for various North Country newspapers.

“Wally is a legend in CoSIDA, and has been a proponent of the organization since the first day I met him,” added Gary Mikel, the Sports Information Director at North Country rival Clarkson University. “Through his actions, he has shown me how to

handle the various demands of the job with professionalism, integrity and thoughtfulness to others.”

During his tenure at St. Lawrence, Johnson has covered nine Division I men’s hockey NCAA Tournaments with St. Lawrence including five ECAC Championships. He also worked with each of the University’s three NCAA Division III national championship teams: men’s swimming (1975), wrestling (1988) and men’s soccer (1999).

Johnson resides in Canton, N.Y. and is both an avid golfer and reader.

HALL OF FAME

Jim Seavey, Massachusetts Maritime

by Roger Crosley
ECAC Director of Communications

In the hit sitcom *Seinfeld*, George Costanza's character played by Jason Alexander, declared in one episode that the coming season was going to be "The Summer of George!" While George's plans didn't exactly pan out, things are different for Jim Seavey. The summer of 2013 is definitely "The Summer of Jim."

At the Massachusetts Maritime Academy, Seavey serves as both the Director of Sports Information and Compliance.

Seavey may need to build a new wing on the Bridgewater, Mass., home he shares with his wife Cheryl and daughters Mikayla and Lindsey, to house the three major awards he'll be picking up. At the CoSIDA workshop in Orlando, Jim will be inducted with the Class of 2013 into the CoSIDA Hall of Fame. He'll also be given his 25-Year Award for his long tenure of service. A couple of weeks earlier in Manchester, N.H., he will have received ECAC-SIDA's highest honor, the Irving T. Marsh Award.

"It still hasn't sunk in," Seavey says. "It's a truly humbling honor to be on the same lists of people who have helped me through my career, more as friends than colleagues."

Seavey's journey to the Hall of Fame began at Marquette University ("because my mother wouldn't let me go to UCLA") with a journalism major and career plans to be a sportswriter for his native New England *Boston Globe*. When columnists from the *Globe* would travel to Milwaukee with the Celtics, Seavey managed to befriend them and asked them to critique his writing. He not only took their advice to heart, but made lasting networking contacts that paid handsomely when he returned to New England.

In December of his senior year at Marquette, a classmate and one of Seavey's closest friends was in an



accident. Seavey went to the hospital to lend support to the family. While there, the sports editor of Marquette's student newspaper called him and asked him for inside information about what had happened.

"I decided then," he says, "that I wanted to do positive work for people, and not try to dig for the negative. Sports information gave me that opportunity."

"I worked for Betsy Van Sickle in the Marquette sports information office. Betsy was a pioneer for women in the profession," Seavey explains. "To be able to learn from her was an amazing experience. She taught me there is one way to do things: the Marquette Way. Everything I do to this day is based on that."

Following graduation, the benefits of what Seavey learned were first used at Loras College in Iowa. After a year there, New England beckoned and Seavey accepted a position at Nichols College in Dudley, Mass. He made an immediate impression on those who came into contact with him.

"I remember attending a New England Football Writers weekly luncheon when Jim got to Nichols," 2010 CoSIDA Hall of Famer Roger Crosley remembers. "The luncheons

were a pretty staid with a relatively 'personality free' group of coaches recapping the last week's games and previewing the next opponent.

"One week we show up and there's a KitKat Bar at everyone's place. Nichols had a very good running back named Kit Holmes, and Jim decided leaving the candy bars at everyone's seat would remind them of who Kit Holmes was. Obviously it worked, because to this day everyone who was there remembers Kit Holmes and everyone immediately knew who Jim Seavey was. He also managed to inject some badly needed personality into the group."

Dudley, Mass. was another one-year stop as Seavey stepped up a division and took his talents to Merrimack College. It was at Merrimack where he became involved with CoSIDA's Capital One Academic All-America® program and began a passion that still burns deeply.

"Dick Lipe of Bentley was the chair of the committee at the time," noted Seavey. "I asked him how I could become involved and he said, 'You're on the committee'."

That simple conversation has resulted in a 22-year commitment that in 2009 was recognized with Seavey recognized with CoSIDA's Lester Jordan Award for "exemplary service to the organization's Academic All-America® program and the promotion of the ideals of being a student-athlete". Last summer Seavey was named the Committee's associate chair for marketing and Hall of Fame event operations after serving for four years as a Vice Chair. He previously served for 17 years as both a national and district coordinator.

Service is in Seavey's DNA. The list of organizations, championships, and conferences with which he has worked is as long and varied. Many of the positions are volunteer, and he approaches each with the same zeal and enthusiasm as he does his full-time job.

His professional passion for the Capital One Academic All-America® program has been matched only by his dedication to ECAC-SIDA. He has hosted two ECAC-SIDA Workshops and served that organization throughout its presidential rotation, including serving as its president and workshop chair during that organization's 50th Anniversary celebration. He is currently in his second stint as ECAC-SIDA Marketing Director.

"Jim has been a loyal, committed and devoted 'friend' to our profession for nearly a quarter of century," University of Notre Dame Assistant Athletic Director and fellow 2013 CoSIDA Hall of Fame inductee Bernie Cafarelli says. "Jim's time as a sports media relations professional has been characterized by a passion to service for the countless coaches, student-athletes and administrators that he has worked with and for throughout his career. His contributions, however, have extended beyond the campuses where he has worked. What I have most respected about Jim is the history he has shown and his willingness to serve on so many different committees and organizations in a very proactive manner."

Bill Gorman, Associate Director of Athletics at Wentworth Institute of Technology, echoes that sentiment.

"Need an extra statistician? Jim is there. Hosting an NCAA Tournament? Jim is there. Need help writing a release during a challenging time? Jim is there to lend an ear and provide an extra set of eyes. While these are some great examples of him giving his time to help others, there is one occasion that will always stick out in my mind. On February 10, 2004, I lost my dad after a lengthy battle with cancer. It was a Tuesday morning and in the midst of my family's mourning and making arrangements, I realized we had a home basketball doubleheader two nights later and because I am a one-person shop, I needed someone to cover for me. One quick call was made to Jim and he and his intern staffed the game for me. I will be forever grateful that he came through in my time of need."

Following his time at Merrimack, Seavey moved across Interstate 93 to UMass Lowell. That led to a stint at Stonehill where he was media relations director, tournament coordinator and site coordinator for four NCAA Championship competitions and media relations director for a fifth. He came aboard as an Assistant Athletics Director in 1998 and was promoted to Associate Athletics Director for External Affairs & Communications just two years later.

Yet in 2007, Seavey was feeling the pressure that a young family can pose on a job with non-traditional hours.

"I came home from work around midnight for about the 10th night in a row," he remembers. "The girls were eight and five at the time. Cheryl's dad (the late Art Tebou) was suffering from throat cancer and in the hospital, and I was never around when they needed me to be. As much as I loved being in the business, I love my family more. I had to take a break."

An opportunity to work in the insurance industry came along that spring, but Seavey never truly left sports information behind. He maintained his memberships in professional organizations and when the sports information position at Suffolk University opened that summer, he leapt at the opportunity.

"That year was truly the best of both worlds," Seavey says. "I was able to be in the business while spending more time with my family."

"And I even learned a thing or two about selling insurance, which never hurts in our business," he quipped.

In 2009 he reversed his commute by taking the position of Director of Sports Information and Compliance at Massachusetts Maritime Academy. Proving that he is getting better rather than older, he successfully nominated and promoted two major NCAA honors that Massachusetts Maritime received in an 18-month span: Captain Richard Phillips received the NCAA Award of Valor in January, 2010 and Meredith Hall was one of four recipients of the NCAA Sportsmanship Award in August of 2011.

Roy Pickerill of Kentucky Wesleyan University and a member of the CoSIDA Hall of Fame Class of 1999 says, "I have known Jim for nearly 30 years where his passionate enthusiasm, trailblazing innovating ideas and mentoring for our profession and student-athletes is unparalleled and inspiring to all. When describing the ideal sports information director, no one needs to look any further than Jim Seavey."

"I've been very blessed to have great mentors," Seavey says while rattling off a list of who's who in CoSIDA. "I firmly believe that no one is honored for anything without having a lasting debt to those they try to emulate."

ARCH WARD AWARD

Shelly Poe, Auburn

by John Antonik
West Virginia University
Director of New Media

For someone who has made a career out of publicizing the exploits of others, it's always nice to be recognized, too.

Such is the case for Auburn Assistant Athletics Director of Media Relations Shelly Poe, who is this year's recipient of the Arch Ward Award. This honor is presented annually by the College Sports Information Director's of America (CoSIDA) to a member from the university (Division I) division who has made outstanding contributions in the field of sports information and through their activities has brought dignity and prestige to the profession.

It is considered one of the profession's highest honors.

That is certainly fitting for Poe, CoSIDA's 1st Vice President who takes the reigns as the organization's 2013-14 President during the June CoSIDA Convention in Orlando.

Poe will be recognized on June 14th during the Special Awards Luncheon. At the end of the convention, she will become only the third female to hold the post of CoSIDA president.

Poe got her start in the business more than 30 years ago as a high school student keeping the scorebook for West Virginia University women's basketball and baseball games. From there, she became a student worker in the sports information office before her rapid ascension, first as a full-time assistant and then as the school's sports information director in 1987 at age 24 to become the youngest person and the only female SID covering Division IA football at that time.

It was during her first year working with the Mountaineers in 1988 that WVU produced its first undefeated, untied regular season in school history and met Notre Dame in the Sunkist



Fiesta Bowl for the 1989 national championship.

That began a run of success under coaches Don Nehlen and Rich Rodriguez that transformed Mountaineer football from a regional power to a national contender, and Poe was right there to chronicle it all. From 1987 to 2007, she worked with 14 bowl teams, promoted finalists for the Heisman Trophy, Rimington, Outland, Doak Walker, Lombardi, Butkus and Nagurski Awards, worked with 47 players who were drafted by NFL organizations and publicized 34 National Football Foundation scholar-athletes.

Yet it was a string of consensus All-American football players - nine in all during a 25-year span - that really sets her apart from most of her peers. It's one thing to do it at schools such as Notre Dame, USC or Ohio State, but it's something entirely different to do it at West Virginia University - a school that had just two consensus All-American football players in its history prior to Poe's arrival.

Shelly Poe's success promoting All-American football players and her bulging Rolodex attracted the attention of Ohio State, which hired her in the summer of 2007 to promote the

Buckeye football program. She spent five seasons in Columbus before assuming her current role as assistant athletic director for media relations at Auburn in 2012.

During her career, she has covered football teams that have played in all four major bowl games, teams that participated in the NCAA men's and women's basketball tournaments as well as teams that have competed in other sports championships.

Due to her outstanding media relations reputation and work, Poe served as official scorer for the 1996 Women's Final Four held in Charlotte, NC, was the chief press officer for shooting sports at the 1987 Pan American Games in Indianapolis and was the host media coordinator for the 2012 NCAA Rifle Championships.

Poe is no stranger to being honored by her colleagues and peers. In 2002, Poe was inducted into the CoSIDA Hall of Fame, becoming the first WVU publicist and just the fifth female to be honored. In 2012, she received CoSIDA's Trailblazer Award, presented annually to pioneers of that organization. At the time, she was just the 12th recipient of the prestigious award.

Poe joins an elite group by winning this year's Arch Award, becoming one of only three females to be recognized since 1958 - the other two being Tennessee's Debby Jennings and Penn State's Mary Jo Haverbeck.

A National Merit Scholar coming out of high school, the Morgantown native graduated with honors (magna cum laude) from West Virginia University's Perley Isaac Reed School of Journalism as one of the first class of University Honors Scholars. Poe was recognized in 2006 as one of the National Merit Scholarship 25-year alumni of distinction in that group's annual report.

TRAILBLAZER AWARD

Lawrence Fan, San Jose State

by **Chuck Yahng**
Maryville University Assistant AD
for Communications

A trailblazer is defined as someone who is a pioneer in any field of endeavor.

Of the previous 12 recipients of the College Sports Information Directors of America (CoSIDA) Trailblazer Award, nine are women and three are men. Two are African-American. By nature of the award, all are true pioneers in the field of athletic media relations. In setting a new frontier for diversity, however, this year's Trailblazer recipient - Lawrence Fan - is the first of Chinese descent.

Fan, who has served as the sports information director at San Jose State University for more than 30 years, adds to a remarkable career as the recipient of the Trailblazer Award. It will be presented during the 2013 CoSIDA Convention's Special Awards Luncheon on Friday, June 14 at the Marriott World Center in Orlando, Fla.

The Trailblazer Award is presented annually to an individual who is a pioneer in the field of sports information and who has mentored and helped improve the level of ethnic and gender diversity within CoSIDA.

"It is an honor and humbling to receive CoSIDA's Trailblazer Award," Fan said. "Every recipient is a giant and luminary in our profession. Their work and standing in college athletics are a standard for today's professionals to emulate and take to the next level in the future. I take great pride being a member of CoSIDA. Today's CoSIDA is much more diverse thanks to the previous award winners. Not just gender, racial or ethnic diversity, but also diversity of action, thought and philosophy.

"Lawrence is most deserving of this prestigious award," San Jose State director of athletics Gene Bleymaier said. "His dedication to student-athletes and coaches coupled with his commitment to the highest



standards of journalism excellence during his long and storied career are second to none. He is a model for the profession."

Fan made organization history as the first member of Chinese descent named to the CoSIDA Hall of Fame when he was enshrined at the 2012 Convention in St. Louis. Additionally during last year's workshop, he earned the organization's Arch Ward Award, which goes to a CoSIDA member who has made an outstanding contribution to the field of college sports communications from the university division (Division I), and who by his or her activities has brought dignity and prestige to the profession.

In 2007, Lawrence was the recipient of the CoSIDA 25 Year Service Award and served on the CoSIDA Board as an at-large member from 2007 to 2009.

A native of San Francisco, Fan has attended every Workshop since 1978 after he began his career as sports information director at Frostburg State College in 1977. While completing his master's degree at Western Illinois University, he

served as a volunteer in the sports information office working for CoSIDA Hall of Famer Larry Heimburger. From 1978 to 1980, Fan was SID at La Salle University (was a College at the time).

"Lawrence Fan has made an impact on every generation of CoSIDA members," Union College sports information director Eric McDowell said. "He welcomes job seekers into our 'family' and educates them about professionalism, appearance, interviews and expectations. He finds the right fit for those of us looking for people as well as the people looking for positions. Established professionals have benefited from his guidance and friendship in helping to remain 'old school' yet adapt to our ever changing technology in our profession.

"His service to the board did not end with his term, as he continues to provide wisdom and thoughts through his experiences to presidents and other board members each year," McDowell said. "We are all truly blessed that Lawrence chose this profession, as we all have benefited from his career path."

At every workshop since 1994, Fan has coordinated the Job Seekers Committee. With the assistance of committee members from all three NCAA Divisions and the NAIA, he organizes and manages job fair activities. Fan initiated and managed an email service for more than 10 years that today evolved into the popular CoSIDA Career Center email blast – the communications tool keeping the membership informed about job vacancies and movement within the profession. Numerous athletic communications professionals at a wide range of levels owe their positions to his work and dedication to the Job Seekers Committee.

"I could go on and on about Lawrence's accomplishments, but what I really want you to know is about his huge heart and compassion for CoSIDA members," The Sage

Colleges sports information director Ann King said.

"Lawrence Fan is one of the first people that I met at the 1988 CoSIDA convention in Kansas City. For me as a new SID and sort of lost first-time attendee, he was the welcoming ambassador for the profession and for CoSIDA through his role with the job seekers and rookie committees. He took a genuine interest in helping me with advice, suggestions and advocacy for me. His passion for helping his fellow sports information professionals is a gift he has shared for decades and is a gift I know I continue to treasure.

"He has always been supportive, enthusiastic, and interested in contributing to my success," King said. "His ability to connect the new and old faces of CoSIDA is a legacy he continues to pass along and he has touched so many people and made such a difference. I am only one of hundreds of SID's that Lawrence has supported throughout his career; he has been a constant advocate for SID's. When Lawrence Fan is in your corner, he is in your corner for life!"

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

In addition, he has been a mentor to numerous SIDs and other media professionals either in sports information or corporate communications. He has been the primary contact for football and men's basketball as well as many other Spartan sports during his tenure at SJSU. In addition to his duties at San Jose State, he has worked at many NCAA Basketball Tournaments in the West. He was the media coordinator for the 1991 NCAA Men's Golf Championship, the 1997 NCAA Men's Basketball West Regional and the 1999 Women's Soccer College Cup.

"Every CoSIDA member is a trailblazer in his or her own way," Fan said. "We're given the assignment and responsibility to service our institution, athletics department, coaches, staff and student-athletes, the media

and the public. With the resources available to us, the trails we blaze may start out as dirt paths, but evolve into two-lane roads and reach full fruition as coast-to-coast interstates.

"This award belongs to San Jose State, La Salle, Frostburg State and Western Illinois respectively, for standing tall in the area of diversity," Fan said. "It belongs to the student-athletes, coaches, administrators and media members with whom I join on the occupational trail daily. And, they share it with my family that supported a very rewarding career."

JUSTIN DOHERTY

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That would entail meeting on a more regular basis with the NCAA's leadership and NACDA and "having the membership of CoSIDA seeing itself as pieces and parts of that bigger picture," Doherty said. "I think those who have accepted leadership roles with CoSIDA in recent years would say they see great progress in this regard. And it's still evolving."

Doherty has come a long way since 1990 when he left Marshall for Marquette where he was the media relations contact during Northern Michigan's run to an NCAA title in hockey, a Doherty passion.

Living out his Walter Mitty/Gordie Howe fantasy, Doherty still laces up the blades and competes in a veterans (aka Mostly Old Dudes) league with players ranging in age from their mid-40s to mid-60s.

The pool consists of about 25 hockey enthusiasts that choose up teams and play a couple times a week all year round.

When asked if he would trade his CoSIDA Hall of Fame induction for the chance to skate one shift with his beloved Detroit Red Wings, he said that he had to think about it. He was kidding.

The CoSIDA honor is obviously meaningful to Doherty because of the company that he's now keeping. Over the years, he has been influenced by many whose names are on the Hall of Fame roster.

That dates back to his Michigan State undergrad days and Nick Vista and Fred Stabley, whose son, Fred, Jr., the former Central Michigan sports information director, is also in the 2013 Hall of Fame class.

Doherty crossed paths, at one stage or another, with Northern Michigan's Gil Heard, North Dakota's Lee Bohnet and Wisconsin's Jim Mott and Tam Flarup and each Hall of Famer left their mark.

That would be true of so many others, including Humenik, Jim Pinar (who hired Doherty at Northern Michigan) and Steve Malchow, the former UW sports information director, who hired Doherty and recruited him to be the best man in his wedding.

"It would be really hard to pick out just one person who's had the biggest influence – that's kind of difficult," Doherty said. "A lot of people affect you in a lot of different ways."

And he's most grateful for the opportunity to thank them in Orlando.

RISING STAR AWARD

UNIVERSITY DIVISION

Nicole Bostel, Denver

by **Erich Bacher**
**University of Virginia Assistant AD
for Public Relations**

“Pay attention to the details.”
Sounds like simple advice, right?
2013 CoSIDA Rising Star
recipient Nicole Bostel of the
University of Denver credits one of her
mentors, Joel Glass of the Orlando
Magic, for passing along that golden
advice while she interned with the
NBA franchise in 2007-08.

“Joel advised me to pay attention
to the details,” Bostel said. “It could
be something as easy as making
sure you have an extra water bottle
for your coach after an interview, or
making sure that a media member
feels welcome at your press event.
All of those little details go a long way
and can really separate the good from
the great.”

Bostel, the first-year Director
of Media Relations at Denver, has
paid attention to many details during
her young career and will receive
the University Division Rising Star
award on Friday, June 14 during the
CoSIDA Convention Special Awards
Luncheon at the Marriott World Center
in Orlando.

The Davie, Fla., native first
became interested in sports
information while watching the 1998
World Cup prior to her sophomore
year in high school.

“I was watching the 1998 World
Cup and I was so inspired by the
sportsmanship of the players,” Bostel
said. “I wanted to find a way to work
within a sport that promoted such
great sportsmanship. So, when
the opportunity presented itself to
work for the Miami Fusion, our local
professional soccer team, which
was practicing at my high school,
I volunteered. I met with the public
relations director and he told me what
his job entailed and it sounded really
interesting. I was hooked from there.”



Bostel's star has risen since
cleaning and organizing a closet in
her first task with the Fusion. Bostel
worked four years as a student
in the University of Florida sports
information department under mentors
Steve McClain and Mary Howard.
Bostel worked closely with nine of
the Gators' sports, including football,
men's and women's basketball,
men's and women's golf, men's
and women's swimming and diving,
volleyball and softball.

“Florida gave me the autonomy
and responsibility to work with several
sports programs,” Bostel said. “I
loved my experience as a student,
working for an athletic department
that achieved a lot of success in many
sports.”

Bostel accepted her first full-
time position at Nova Southeastern
University in Fort Lauderdale, Fla.,
after interning with the school the
previous two summers. She spent
two years as a sports information
assistant and one year as a marketing
coordinator at the Division II school.

“Nova Southeastern provided
me a platform to wear many hats

and learn a lot about an athletic
department,” Bostel said. “I learned
how to maximize our limited resources
and I also managed our printing and
publications budget.”

After three years at Nova
Southeastern and a one-year
internship with the Orlando Magic,
Bostel needed a new challenge and
took a leap of faith when she accepted
an assistant director of media
relation's position across the country
at the University of Denver. Bostel
would be moving away from home and
out of the state of Florida for the first
time in her young life.

“My biggest influence in my life
has always been my mom,” Bostel
said. “Moving out of Florida, especially
across the country to Denver, was a
big deal to me and my mother. Even
though she doesn't always understand
exactly what I do, she has a general
idea and it never stops her from
supporting me 100 percent and for
that I'm truly grateful.”

Within two years, Bostel was
promoted to associate director at
DU and earned her promotion to
director less than three years later.
Bostel manages the media relations
operations of DU's 17 Division I
athletics teams. In addition, Bostel
manages the publicity efforts for DU's
highly visible men's lacrosse program
under the direction of legendary head
coach Bill Tierney, who guided the
Pioneers to their first NCAA Final Four
in 2011.

“Nicole has been instrumental in
the growth of our program and letting
the world know about it,” Tierney said.
“Honestly, I get tired thinking about
all Nicole does at the University of
Denver.”

In addition to her day-to-day
responsibilities as director, Bostel has
worked tirelessly to showcase the DU
men's lacrosse program on a national

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RISING STAR AWARD COLLEGE DIVISION

KatieJo Kuhens, Wartburg

by *Diane Nordstrom,*
University of Wisconsin

For 2013 CoSIDA Rising Star Award College Division recipient KatieJo Kuhens of Wartburg College, there are three things that she has learned in her career and would like to pass on to younger CoSIDA members.

“Work and life balance is extremely important, get involved and get to know people in and outside of your conference, and take the initiative to learn as much as you can,” says Kuhens, who will receive the college division award at the Orlando Convention.

Kuhens has certainly learned a lot in her nine years in the sports communications field. By the time she was 25, she had worked at three divisions – I, II and III – including two one-person shops. She is currently the SID at Wartburg College in Waverly, Iowa, her alma mater.

“The thought of returning to work at Wartburg honestly became one of my dream jobs during my time as a student,” says Kuhens. “Wartburg has very strong traditions in academics and athletics, and I feel very blessed to be back on campus. The Knights continue to be a national powerhouse in Division III and I feel fortunate to tell the story about our teams and student-athletes to the local and national media.”

Sports information wasn't something Kuhens was interested in until she saw an advertisement while a student at Wartburg.

“I got started in sports information by answering a want ad in our weekly student e-mail newsletter for a volleyball statistician towards the end of my freshman year,” explains Kuhens. “I had done stats for my high school team for three years and thought it'd be fun to work with Wartburg's team. Mark Adkins, then-Wartburg's SID, then assigned me to



work with the Knights' other 18 teams.”

By her senior year, Kuhens was supervising a staff of 12 students, recruiting new workers and organizing the work schedule for all home events. Adkins suggested she look at sports information as a career, a change from Kuhens' plan to work in public relations and marketing.

“I have always been a sports nut and remember reading the sports page of the newspaper first every morning over breakfast while I was growing up,” says Kuhens. “I feel very lucky to have found a job that incorporates my interest in athletics and doesn't feel like 'work' most days.”

After graduating from Wartburg, Kuhens interned at the University of Wisconsin Athletic Communications office for a year.

“I have been very fortunate to work for some of whom I consider the greats in college athletics,” says Kuhens. “I was incredibly blessed to work in the athletic communications office at Wisconsin under current Hall of Fame inductee and former CoSIDA President Justin Doherty.

My time with the Badgers afforded me the opportunity to learn so much from all of the SIDs in that office and I am forever grateful of my time there. I saw first-hand how this first-class department operated and have taken many of the things they did with me in my career.”

But Kuhens' passion lay at the Division III level and she was hired as the SID at Maryville University in St. Louis in 2008. Her one-person shop covered 18 sports for the Saints and she also assisted with the department's transition from Division III to Division II.

“I am also grateful for my time working for Tony Duckworth at Maryville University,” says Kuhens. “As the AD, he allowed me to grow as a professional and make improvements in my office which bettered the entire athletic department.

“Also during my time in St. Louis, I was fortunate to get to know Chris Mitchell from Washington University and see how another Division III athletic powerhouse operated. He has continued to be a great mentor since I've been at Wartburg.”

Mitchell also assisted with the nomination of Kuhens for the Rising Star award.

The job at Wartburg opened up in 2011. Kuhens was quick to apply and Knight's athletic director Rick Willis was just as anxious to bring back an alumnus and former student standout.

“KatieJo was a leader within our sports information office as a student and through that experience, found her career path,” says Willis. “Now as our sports information director, KatieJo is totally invested in all our programs and student-athletes. Her position and her commitment allow her to significantly and uniquely impact the experience of our student-athletes, alumni and fans.”

Kuhens has found her home at Wartburg as well.

“Wartburg was a dream job for me

because of the first-class conference (Iowa Intercollegiate Athletic Conference) it competes in and how this is another group of top-notch SIDs," says Kuhens.

"The amount of support of athletics from alumni, current students and from the academic side and administration is also refreshing. Wartburg has the best support from across and around campus I've seen in my career. "

In the two years Kuhens has been at Wartburg, the Knights have won four national championships, including two in one day in 2012.

"To win a national championship is the goal of every student-athlete and coach and to have experience covering four national championship teams in my first two years was absolutely incredible," says Kuhens.

But covering championships is just part of what Kuhens enjoys about the athletic communications profession.

"For me, the division level that the institution competes in has never been the most important," explains Kuhens. "I put more into how well the institution's conference operates as these SIDs are whom you will work with the most.

"I've had the fortunate experiences of seeing first-class SIDs run first-class offices during my young career. They've all had a passion for athletics and working with student-athletes and coaches. We all know we aren't going to make millions of dollars in this industry, but do this job for the love of sports and truly care about the student-athletes and coaches that wear our school's colors."

NICOLE BOSTEL

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level. With her leadership, Denver is now known as "The Lacrosse Capital of the West." Bostel has managed the media operations at many on-campus NCAA and conference events. She was also instrumental in telling the DU story as the school has gone through changes in conference affiliation, securing membership in the WAC and most recently, in the Summit League.

"The tremendous impact Nicole has had at DU since her hiring in 2008 speaks volumes about her ability, passion and work ethic," said Peg Bradley-Doppes, DU Vice Chancellor for Athletics and Recreation and Ritchie Center Operations. "I have had the opportunity to see Nicole expand her sphere of influence to areas not only within athletics, but also across our campus and throughout the intercollegiate athletics landscape."

There have been many highlights in Bostel's eight-year career so far. She has worked three NBA championship games and played a large support role in DU's magical run to the 2011 NCAA Final Four. Bostel also worked with the U.S. National Soccer Team and met Cobi Jones, her favorite player at the time. But for Bostel, it's all about meeting people and promoting her coaches, student-athletes and school along the way.

"What I like most about this profession is the opportunity to work with some amazing people and to see how championships and winning teams are made," Bostel said. "I've learned so much from all the coaches, student-athletes, players and support staffs that I truly cherish all of those life lessons."

Bostel's transition from associate director to director has been full of new and exciting challenges. The rising star has leaned on her media relations' staff and past mentors to guide her through her first year. One of her biggest challenges at Denver is leading the publicity efforts for a private collegiate institution in a professional sports dominated market.

"I am a competitive person and I enjoy the challenge of earning the

media coverage in Denver, where the Broncos, Rockies, Nuggets and Avalanche dominate a lot of the attention. There is always room to improve at everything you do, so I feel that I still have a lot of work to do to be the best that I possibly can be."

Bostel couldn't achieve the success without the support of her husband, Shane. She credits his support for allowing her to work countless hours during the seven-day workweek.

"I'm still learning how to balance my work life and my home life," Bostel said. "I have a wonderful husband, Shane, who has been so supportive of me since I took over as director a week after getting married. Shane and my family have been so positive and encouraging that it makes me want to be the best I can be for them as well."

"There is no doubt in my mind that Nicole, through her professionalism, attention to detail, listening and writing skills, and true caring about others, will be receiving very high praise for years to come," Tierney said.

LIFETIME ACHIEVEMENT AWARD

Ken Cerino, Western New England

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

Dick Baker of the Springfield Republican said of Ken Cerino, “If a college building were ever to be named after Ken Cerino, it could be called the “Cerino Campus Center for Cultivating Cheerfulness.”

For those of you who have been fortunate to work with and know Ken Cerino of Western New England University, it’s a recurring theme when one talks about him. He is never not ‘happy’ and is always ready with a smart and witty quip. That gift is one of the traits that make him so special and dear to so many different people he has touched in his career as well as an obvious choice for the 2013 CoSIDA Lifetime Achievement Award.

Now in his 13th year as a member of the Western New England University staff, the 2012-2013 academic year marks the first time Cerino isn’t working as a sports information director. He transitioned to a new position as the Athletic Publications Coordinator for the Golden Bears after spending 38 years working as a college sports publicist, including the last 12 as the director of athletic communications at Western New England.

Baker penned a wonderful story that ran in the *Springfield Republican* when Cerino stepped away from his role as SID at Western New England University last summer, writing “While buildings don’t usually get renamed without sizable checks from the family of the honored, the foundation for all that is good about Division III college athletics has already been laid in these parts by the likable 60-year-old athletic communications director.”

Baker continued, “No bricks and mortar will be needed to remember Ken Cerino – the ultimate people person. For over a quarter century, Cerino has served both Springfield College (14 years) and Western



New England University (12) not only as the main communicator to the print and broadcast media, but as a developer of people with the students, a friendly and soothing liaison for the coaches, and a meticulous organizer of an endless maze of events. But now he feels it’s time to step down. No, he won’t go away completely – he’s cutting his duties at WNE down to a 10-month position as athletic publication coordinator – but he is retiring from his more familiar role.”

Cerino was inducted in the CoSIDA Hall of Fame in 1996, while serving as the SID at Springfield College. During his tenure at Springfield College, he was also named the recipient of CoSIDA Warren Berg Award for outstanding achievement in sports information in 1992/ That was the same year he received the Eastern College Athletic Conference (ECAC) “Irving T. Marsh Award” for outstanding contributions and support of the ECAC Service Bureau.

A fixture in the profession for nearly 40 years, Cerino served as the sports information director at Springfield College for 14 years

(1986-2000). He was also the SID at Massachusetts Institute of Technology (1979-86), and was the first SID for women’s athletics at Iowa State University (1977-79) before serving at Siena College (1974-77).

He has also served as a member of the CoSIDA Board of Directors, a role he held for a five-year period from 1988-93. Cerino also is a past president of the ECAC Sports Information Directors Association, holding that role in the 1982-83 academic year.

In his feature on Cerino, Baker also penned that “Ken is known for his puns, and the visiting-team roster was turned into quick fodder, particularly at basketball games where he had a few minutes to breathe – unlike football, where the rapidly changing statistics and player identification undermines any hope of frivolity.”

Baker noted, “At one women’s basketball game, Ken and I teamed up to nickname former WNE softball and basketball star Ashley Koch ‘The Mayor’ after former New York mayor Ed Koch. During that contest, we convinced the WNE student newspaper reporter she was Mayor Koch’s daughter, and acted somewhat disgusted and astonished he didn’t know that already. We only fessed up to our gag seconds before he was about to interview her. But the ‘Mayor’ stayed the ‘Mayor,’ and she actually seemed to like the tag.”

And that’s Ken Cerino – fun to be around, serious when he had to be, always willing to help. He’s old school, from the days when communication was not limited to a text message or a tweet.

He always returned phone calls, and his voice never leaked any discontent. If he had lived in Noah’s time, he would have said, “Don’t worry, Noah, we’ll just put down the tarp.”

Perhaps this perpetual positive attitude stems from overcoming an early baseball disappointment. He was cut from the freshman team at

Arizona State University, but gratefully ended up covering the Sun Devils for the ASU Daily. Coach Bobby Winkles allowed him to work out with the varsity prior to games, and then he'd go back to the office afterward to write the story. When the Western New England baseball team visited Arizona two years ago, Cerino visited hooked up with several former acquaintances, including former ASU standout Clint Myers who now serves as the Sun Devils' softball coach.

In quite a change of climate, Cerino was next a student assistant at Saint Bonaventure University where he wrote his undergraduate thesis on Pittsburgh Pirate great Roberto Clemente, who died in a plane crash New Year's Eve of Cerino's junior year. He has the opportunity to interview the late Hall of Fame coach John Wooden when the Bonnies played UCLA.

From there, Cerino became sports information director at Siena College from 1974-77, where public relations director Joe Orzechowski hired him at the annual salary of \$7,500 even though he wasn't the first choice. It was an exciting three years with Siena opening the Alumni Recreation Center and moving from Division II to Division I in basketball.

Tony Rossi, Siena's head baseball coach of 44 seasons, said of Cerino, "I guess we can start by saying that Ken was the first Sports Information Director to really organize that part of the department at Siena College.

"Along with his organization, he was the only Director, who really spread himself around to cater to all sports. He was equally versed and comfortable about speaking on all of our sports," Rossi added. "Ken was very professional, while still being able to communicate and socialize at the coaches' level. It was a lot of fun to be around him and being an athlete himself, he was able to understand the needs of both the coaches and student-athletes. He was always promoting the student-athlete in any endeavor, whether it be athletic or academic."

Rossi continued, "He is a true friend, who even though he left Siena College many years ago, he still

communicates with me, and when passing through this area always stops in. Ken, I believe, makes friends for a lifetime. He's a real genuine person and I personally have really cherished my relationship with him over the years. A great person!"

After departing Siena, it was off to Iowa State as the first women's sports information director (1977-79), followed by a long stint at MIT (1979-86) where he had an opportunity to work the 1984 Summer Olympics in Los Angeles as an assistant press venue chief covering fencing and women's volleyball.

His traveling days were over when he joined Springfield College in 1986. Football coach Mike DeLong had him over for dinner on his first day. "Those are things you never forget," Cerino said. His biggest thrill at SC was the men's basketball team playing the USSR-Select Team on Nov. 19, 1991.

"We played a great game despite losing 92-86 in overtime. It was the college debut of Hassan Robinson, who became both a hoops and baseball standout for SC," Cerino said.

He also supervised the stat crew at the 1986 Tip-Off Classic between North Carolina State and Navy at what was then the Springfield Civic Center. It was the first official game using the 3-point field goal. N.C. State forward Bennie Bolton made the first trey just under three minutes in. Springfield native Vinny Del Negro scored 19 points in the Wolfpack's 86-84 win while Hall of Famer David Robinson led Navy with 36 points.

"I had the pleasure of working with Ken Cerino, one of the true professionals in the worlds of sports information," said DeLong. "He was always positive and a pleasure to work with on the field. He did a great job working for the student athletes and coaches while at Springfield. He was a tireless worker for the benefit of the College. On a personal note he made me look good, which was quite a task! Ken is more than deserving of CoSIDA's Lifetime Achievement Award. Congratulations Ken!"

On May 22, 2012 Cerino worked his last WNE event, a 2-0 loss to Wheaton in the NCAA Division III

baseball championship at Mansfield, Connecticut.

Dr. Michael Theulen, Director of Athletics and Head Men's Basketball Coach at Western New England University said of Ken, "I have had the privilege of having Ken as a friend and a co-worker for nearly 30 years. He is without peer as an SID based upon his talent, passion, experience, and knowledge. Simply put, Ken is VERY worthy of the CoSIDA Lifetime Achievement Award. As great a professional as he is, he is even a better person. His commitment to student-athletes and their endeavors is truly amazing."

"Ken has always had a 'big picture' mentality," added Theulen. "He is a highly organized individual who knows his craft inside and out. He strongly supports and endorses the student-athlete label and believes strongly in the NCAA Division III philosophy. His experience has given him perspective that has helped to elevate the Western New England University Athletics Program, and the University itself, to unprecedented heights. The members of our Athletic Family are very proud of Ken and thank him for ALL that he has done and will continue to do for us."

A native of both Maywood, New Jersey, New Jersey and Wappingers Falls, New York, Cerino is a 1974 graduate of St. Bonaventure University, where he earned a Bachelor of Arts degree in journalism. He and his wife Kelly reside in Enfield, Connecticut.

LIFETIME ACHIEVEMENT AWARD

Joe Mitch, Missouri Valley Conference

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

When Joe Mitch retired in June 2012, his professional career spanned 44 years, most of which was in college athletics administration and sports publicity.

Mitch will receive a CoSIDA Lifetime Achievement Award on June 14 at the annual CoSIDA Convention taking place June 12-15 in Orlando, Fla.

"I am thrilled and humbled to receive the Lifetime Achievement Award from CoSIDA," Mitch said. "I got my start in college athletics in sports information and am forever indebted to people who have helped me along the way, starting with Fred Stabley and Nick Vista of Michigan State and later Doug Elgin (Missouri Valley Conference commissioner and former Virginia SID).

"I look forward to the next chapter of my life and continuing my work to serve members of the Basketball Writers Association."

His last position before retirement was associate commissioner for the Missouri Valley Conference, a job he held for 27 years. He also serves as the executive director of the U.S. Basketball Writers Association.

"Joe Mitch dedicated more than a quarter of a century of his professional life to the Missouri Valley, and his love for the league has always been very obvious," Elgin said. "He's had a tremendous impact on our conference in so many areas.

"He has a network of national colleagues, media representatives and friends that is second to none. Above all, he is a wonderful person who is beloved in our conference, and he will forever be a member of the Valley family."

Mitch held sports information positions at four schools: Illinois-Chicago (1968-70), Southern Illinois (1970-73), Dayton (1973-75) and St.



Louis (1975-76).

He then embarked on a career path that saw him associated with two NCAA Division I conferences. He served as an assistant commissioner for the Metro Conference from 1975-83 and later associate commissioner for the MVC (1985-2012).

While at the Metro Conference, Mitch was in charge of media relations and publicity.

At the MVC, he was responsible for promotions, marketing, sponsorships and television advertising sales. He is credited with originating the idea of a Hall of Fame for the league and fostering a change in the conference logo to reflect an emphasis on "The Valley".

He directed a sponsorship and sales effort for the MVC that generated over \$1.5 million annually. With the league office overseeing an in-house television package, Mitch was responsible for selling the advertising that provided funding for the production of league games on the FSN Midwest cable network and ESPNU.

Mitch was the primary administrator for the MVC men's basketball tournaments in St. Louis that ranked in the top nationally

in attendance among Division I conferences. He also handled baseball for the Valley, serving as director for the MVC tournament, arranging league schedules and overseeing the assignment of umpires for conference games.

Between the jobs at the two conferences, he served as communications manager for the St. Louis-based Sports Time Cable Network from 1983-85.

He was a member of the Local Organizing Committee for NCAA basketball tournaments in St. Louis. He participated in a presentation to the NCAA that led to St. Louis being awarded the 2005 NCAA Final Four where he served as chair of the Games Management Committee.

Mitch has been involved in various capacities at 37 consecutive NCAA Final Fours.

He was tournament manager for seven NCAA tournaments in St. Louis and local media coordinator for three NCAA regionals and the 1978 NCAA Final Four.

Mitch is a 1968 graduate of Michigan State with a bachelor's degree in journalism.

He and his wife, Sue, make their home in St. Louis.

They have two adult children and one grandchild.

25-YEAR AWARD

Linda Chalich, Washington State

by Craig Lawson
Washington State University
Athletic Communications Assistant
Director

For Washington State's Linda Chalich, her career in sports information has come full circle. After graduating from WSU in 1975 with a degree in education, she returned to school and earned a second degree, this one in communications in 1977.

In July of 1977, Chalich was named the assistant sports information director for her alma mater and became the first assistant SID in Pullman for the now-retired Rod Commons, a past president of CoSIDA.

This June, she joins others who have served a quarter of a century in the athletic communications field in receiving a CoSIDA 25-Year Award for long-time service to the profession.

After one year in Pullman, the Spokane, Wash., native was named sports information director at Eastern Washington. She worked at the Cheney, Wash., school for two years, served as a spokesman for the AIAW's Region IX (1979-81) and was editor of the NCWSA Forum, a quarterly newsletter of the Northwest College Women's Sports Association Executive Board (1981-83).

Chalich then took a break from the profession to start a family and relocated to San Diego with her family. She returned to the business in 1988 as assistant director of athletic media relations at San Diego State.

When her position with the Aztecs was eliminated due to state-mandated budget restrictions, Chalich remained the football press box manager and director of statisticians at San Diego State.

In 1992, Chalich returned home to Washington State and has been in Pullman for over two decades. In her current role, she serves as an assistant athletic communications



director. She is responsible for the day-to-day publicity of the Cougar track and field, cross country and women's volleyball teams.

In addition, she coordinates the WSU student program for athletic communications which has produced dozen of SIDs through the years.

Chalich is a past co-chair of CoSIDA's Gambling Awareness Committee, was assistant venue press chief for the 1990 Goodwill Games in Spokane, Wash., and currently teaches sport management classes at Washington State.

She has one daughter, Alison.

25-YEAR AWARD

Rick Nixon, NCAA

**by Tammy Bocclair, Alday
Communications, Inc./former
CoSIDA President
CoSIDA Special Awards Committee**

In Rick Nixon's case, timing isn't everything. He also has benefited from the first rule of real estate – location, location, location – in a career as a sports information director that now covers 25 years.

Witness his entry into the field, when those two factors came together and served as a springboard for the diverse and distinguished career has followed – and continues.

"I was lucky to be in the right place at the right time, as UTSA (University of Texas-San Antonio) was looking for someone who already had relationships with the local media," noted Nixon, who now serves as an NCAA Associate Director, Championships and Alliances.

Nixon has been involved in CoSIDA throughout his career attending more than 20 conventions and was also instrumental in landing the 2009 CoSIDA Workshop in San Antonio.

He will be honored for his 25 years of service during the 2013 CoSIDA Convention.

"I have been fortunate to be involved with CoSIDA throughout my career, attending numerous workshops and working for a time to get the convention to come to San Antonio," he said. "I am very honored to receive the CoSIDA 25-Year Award to commemorate my time spent in the profession.

"I am very thankful to all of those I have worked with over the past 25 years as well as to all of those I have met along the way."

Nixon took his time before he joined the profession.

He graduated from Trinity University in 1982 with a bachelor's degree in journalism, broadcasting and film. Rather than pursuing a job as a sports broadcaster, he started his



professional career as a copywriter for Accent Advertising Agency in San Antonio. With a freelance portfolio that included working for UPI and AP covering the San Antonio Spurs, boxing matches, golf tournaments, car races and other large sporting events, Nixon was establishing relationships with various media members throughout the San Antonio market.

Thus, when UTSA was looking for its next sports information director in 1987, he was the obvious choice.

Nixon spent nearly 20 years at UTSA starting as sports information director in a one-man shop with 14 sports, and was later promoted to assistant athletic director for media relations. He also served as play-by-play announcer for UTSA men's and women's basketball and baseball radio and television broadcasts.

It was the perfect location to set up the next step in his career.

With UTSA as the host institution for many NCAA Division I championship events, Nixon served as local media coordinator for the 1998 and 2004 Men's Final Four, 2002 Women's Final Four and men's basketball regional championships in 1997, 2001 and 2003 at San Antonio's Alamodome.

In 2006, he was named NCAA associate director of the Division I Women's Basketball Championship,

coordinating media relations for the NCAA Division I Women's Basketball Championship and Women's Final Four.

In the last two years, Nixon was given the added responsibility of managing media relations for eight NCAA championships, including the Division I Women's Lacrosse Championship.

"My work with the various NCAA championship events in San Antonio eventually led to my current position with the NCAA as I was able to meet and work with many individuals from the association," he said.

Nixon also served as a press officer for the United States Olympic Committee, staffing the Summer World University Games in Daegu, South Korea (2003 swimming) and Izmir, Turkey (2005-men's basketball).

"To be successful, every organization needs someone like Rick," said Mark Lewis, NCAA Executive Vice President, Championships and Alliances. "He brings a passion and energy to work that infects those around him. Rick does a great job day in and day out, and you know everything he does will be high quality. It's nice to see him be recognized by his peers for a job and a career well done."

Nixon and his wife, Cathy, have been married for 27 years and have two adult sons, Christopher and Michael.

"From a very young age, I had an ambition to work in sports journalism," Nixon said. "My father was a sports writer and later the sports information director at St. Mary's University and Trinity University, and that is where I developed an early interest in the sports information profession.

"I am blessed to have a family that is so understanding of the job demands. Without their support, it would have been very difficult to manage. I have tried to include my family in the adventure so that we can experience the journey together."

25-YEAR AWARD

Dave Saba, Duquesne

by **Bill Little**

University of Texas Special Assistant to Football Coach for Communications
CoSIDA Special Awards Committee

"You can't go home again," wrote the author Thomas Wolfe - but Wolfe obviously never met Dave Saba, Duquesne University's Associate Athletics Director for Media Relations whose 25 years in the SID profession will be recognized at the 2013 CoSIDA Convention in Orlando this summer.

At a June 14th Special Awards Luncheon, Saba will be among a group of CoSIDA members receiving a 25-Year Award for their quarter century of collegiate athletic communications service.

Saba's odyssey from, and back to, his hometown of Pittsburgh began over thirty years ago when he graduated from the University of Pittsburgh in 1982 and headed to Ohio University in search of a master's degree in Sports Administration. He completed his degree there in 1985. He worked as an intern with the Philadelphia Eagles that fall, and in 1986 he decided to follow sports administration in the college ranks, heading to the ticket office at The University of Texas at Austin in the fall of 1986.

"I showed up in Texas in October of 1986 with two suitcases, and my first day of work was in the will call booth for the Texas-Oklahoma football game in the Cotton Bowl Stadium at the State Fair of Texas," Saba recalled, adding, "I had never been west of Chicago, and I lived my first year in Austin without a car."

It didn't take long for Saba to reconnect with sports journalism. Co-workers in the UT ticket office, including now-UT Associate AD Mike Bos, soon realized that his passion lay in the media relations side of college sports. So the ticket office guys and the SID staff soon got together, and a new career path was defined for the



young man from Pittsburgh.

By the season of 1987-88, Saba had become the baseball SID for Texas, assisting with both basketball and football. It soon became apparent that not only was he very good at what he did, the teams with which he worked soon experienced amazing success.

In 1989, Saba accompanied the tradition-rich Longhorn baseball team to the NCAA College World Series in Omaha, where an admittedly over-achieving Cliff Gustafson squad lost in the championship game to Wichita. The 1989-90 basketball season brought Saba into the bright lights of national media, as he took over the UT basketball coverage for a Tom Penders team which surprised everyone by winning their way to the Elite Eight—falling when a last second three-point shot bounced off the rim with UT's first trip to the Final Four in over 40 years hanging in the balance.

Saba captured national attention for UT in the spring of 1991, when he came up with the idea of an exhibition baseball game matching the Longhorns with the Texas Rangers. It was unique in that it matched the

Rangers' baseball icon Nolan Ryan against his oldest son (then UT freshman Reid Ryan) as the starting pitchers in the game. The coverage went way beyond anything the college baseball world had ever seen, including a live report on NBC Nightly News.

In 1992 Saba became only the fourth full-time Men's Sports Information Director in the history of The University of Texas, joining CoSIDA Hall of Famers Bill Sansing, Wilbur Evans, Jones Ramsey and Bill Little.

But while his success was growing in Texas, his heart remained in Pittsburgh. Always hanging proudly in his office, from the time he was an intern to his post as head of the UT office, was a 16 by 20 color picture of the Pittsburgh skyline at night.

By the late 1990s, Saba was one of the most popular members of the UT athletics staff, and had earned national respect as one of the best SIDs in the business. He had accompanied Texas to seven NCAA Men's Basketball Tournaments, and worked five bowl games, including two BCS-level games. But all who knew him understood fully—if the chance ever came, Dave Saba needed to go home.

That opportunity came in the summer of 1998, when he learned of an opening in the athletics communications area at Duquesne University, located not too far from where he grew up in Pittsburgh, Pennsylvania.

Reluctant at first, he followed the urging of his colleagues at Texas and applied for the job. In the fall of 1998, he accepted the job as the Associate Athletics Director for Media Relations at Duquesne.

And his life also took an unforeseen other turn. During his job interview, he met Shelly Heisey, a former Boston College athlete who was the head women's soccer coach at Duquesne. The two married, and

now have two daughters, Sydney, 9, and Avery, 7.

At Duquesne, Saba has continued a work ethic and excellence that have validated his career. He has staffed 730 basketball games, missing only one game when his first daughter was about to be born. He has accompanied teams to games in 38 states.

He's served as a regional Media Coordinator for two NCAA Division I Men's Basketball Tournaments. And he continues to mix new ideas into the concepts of a well-established modern media relations office.

"Dave is an integral member of the Duquesne University athletic department senior staff," says athletics director Greg Amodio. "He is highly motivated and does a tremendous job promoting the academic and athletic achievements of our student-athletes. Dave is a true professional and we are pleased he is being honored with the CoSIDA 25-year award for service in media relations."

His comment underscores the essence of Dave Saba, who has devoted his professional life—whether at Texas or Duquesne—to promoting his university, his coaches and his players. They are the people of his SID "playbook." It has never been about him.

From "the Forty Acres" at UT to "the Bluff" at Duquesne, he proved his mettle in the lights of the brightest arenas, but most of all, he validated his heart—and he reinforces that as human kind's greatest asset.

And for Dave Saba, his heart will always be in Pittsburgh.



2013

CoSIDA

CONVENTION

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



COSIDA CALENDAR

UPCOMING MEMBERSHIP SCHEDULE AND DEADLINES

MAY

• 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 ENDS; 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

• 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)

MEMBER CONTINUING EDUCATION CONFERENCE
CALL: "HOT TOPICS IN SPORTS PR: AN NFL PERSPECTIVE."

PRESENTERS AND LINKS TBA.
(11:30 AM-12:30 PM 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)

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)

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				

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 5:20 P.M. PT | 8:20 P.M. ET
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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**

COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA PRESIDENTS

2012-13	Joe Hornstein	FIU
2011-12	Tom Di Camillo	Pacific West Conference & Central Arizona College
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2008-09	Nick Joos	Baylor
2007-08	Charles Bloom	Southeastern Conference
2006-07	Doug Dull	Maryland
2005-06	Joe Hernandez	Ball State
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2003-04	Tammy Bocclair	Vanderbilt
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2001-02	Pete Moore	Syracuse
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1998-99	Maxey Parrish	Baylor
1997-98	Pete Kowalski	Rutgers
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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**



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