

Marriott

June 2013 E-Digest



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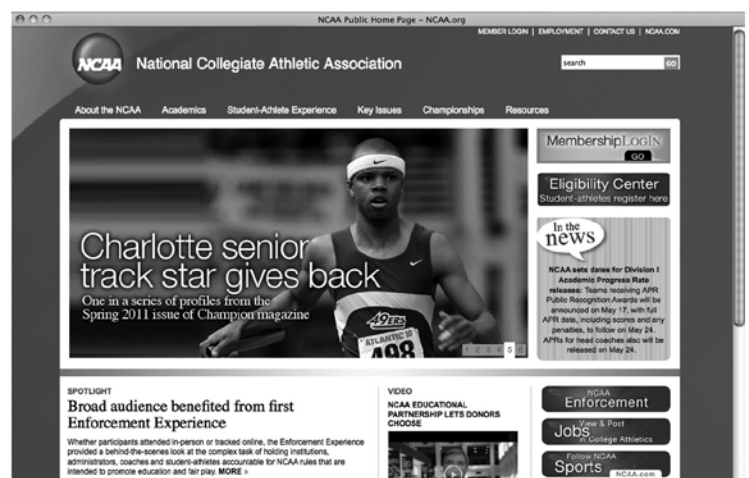
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# More news. More topics. More for you.

College sports are always fun — and sometimes complicated. If you want reliable information about the issues surrounding intercollegiate athletics, visit [NCAA.org](http://NCAA.org)

[NCAA.org](http://NCAA.org). You'll get more than the score.



# 2013 CoSIDA

## JUNE E-DIGEST

### 2013 CONVENTION IS HERE!



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# 2013 **CoSIDA** CONVENTION REGISTRATION INFORMATION

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

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**REGISTRATION FEES:** CoSIDA preregistration ended May 10. On-site registration will take place in Orlando beginning June 12.

**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](http://www.cosidafamilycommittee.com)

# 2013 CoSIDA CONVENTION Program Schedule

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

**#cosida13**  
**as of June 3, 2013**

## **TUESDAY, June 11**

**8:15 - 9:30 p.m.**  
Nominating Committee Meeting

## **WEDNESDAY, June 12**

**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 Committee (Aruba)

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

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

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

**2:00 - 3:00 p.m.**  
FAME (Female Athletic Media Relations Executives)  
(Marco Island)  
"Practical Applications: Balancing Work with Personal Life and Health," Presenters: Julie Bennett (Director of Athletic Communications, Baylor); Natalia Ciccone (Assistant Commissioner/Communications, Pac-12 Conference); Don Stoner (Sports Information Director, Augsburg).  
Moderator: Chevonne Mansfield (Southeastern Conference).

**2:00 - 3:00 p.m.**  
Membership Services Committee (Aruba)  
NCAA Media Coordination Board Meeting (Bahamas)

**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.  
Introduction: Eric McDowell (Assistant AD/Sports Information, Union (N.Y.)/CoSIDA 2nd Vice President)  
(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.  
*Dress is business casual*  
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.**  
Goodwill and Wellness Committee (Aruba)  
Scholarship Committee (Bahamas)  
Special Awards Committee (Grand Canyon)



**THURSDAY, June 13****6:00 - 7:00 a.m.**

(Check-in 5:30 a.m.)

**CoSIDA 5K Fun Run/Walk**

Hawk's Landing Golf Course (Marriott property)

**7:00 - 8:15 a.m.****NAIA Divisional Meeting**

(Harbor Beach/Marco Island)

**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

Introduction: Eric McDowell (Assistant AD/Sports Information, Union (N.Y.)/CoSIDA 2nd Vice President) (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 Sgraves (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 [Fla.])  
Moderator: Scottie Rodgers (Ivy League)

**10:00 - 11:45 a.m.**

**Exhibit Hall open** (Sabal)

**10:30 - 11:45 a.m.****Divisional Meetings**

NCAA Division I (Vinoy)

NCAA Division II (Sawgrass)

NCAA Division III (Harbor Beach/Marco Island)

Canadian Interuniversity Sport [CIS] (Aruba)

**11:00 a.m. - 5:00 p.m.**

**Family Committee Room open** (Key West)

**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)

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

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

**3:30 - 4:25 p.m.****Session: "Social Media Strategies"** (Salon H)

Panelists: Tony Morreale (Public Relations Manager-Sports, Disney), 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

**4:30 - 5:30 p.m.****Publications Awards & Writing Contest Awards Presentation** (Aruba)**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/Treasurer

**6:00 - 8:30 p.m.****CoSIDA/NACDA & Affiliates Social in NACDA Exhibit Hall**

(Cypress 2-3)

**8:00 - 9:00 p.m.****College Division Management Advisory Committee (CDMAC)** (Aruba)**8:15 - 9:15 p.m.****BCSIDA Meeting** (Marco Island)**8:30 - 9:00 p.m.****New Media/Technology Committee** (Bahamas)

**FRIDAY, June 14**

**8:00 - 8:45 a.m.**

**NACDA & Affiliates Featured Session**

CoSIDA attendees welcome

**Session: “The State of Intercollegiate Athletics from the Media’s Perspective”**

Opening remarks: Kevin Anderson (Athletics Director, Maryland/NACDA President)  
 Panelists: Jay Bilas (College Basketball Analyst, ESPN), Dan Wolken (National College Football Writer, USA Today); Dan Wetzel (Sports National Columnist, Yahoo!Sports)  
 Moderator: Abe Madkour (Executive Editor, Sports Business Journal/Daily) (Salon G-H)

**9:00 - 9:45 a.m.**

**NACDA & Affiliates Featured Session**

CoSIDA attendees welcome

**Session: “The State of Intercollegiate Athletics from the Athletic Director’s Perspective”**

Panelists: Chris Del Conte (Dir. of Athletics, TCU); Jean Lenti Ponsetto (Dir. of Athletics, DePaul); Lee Reed (Dir. of Athletics, Georgetown); Kevin White (Dir. of Athletics, Duke)  
 Moderator: Abe Madkour (Executive Editor, Sports Business Journal/Daily) (Salon G-H)

**10:00 - 10:50 a.m.**

**Session: “Excelling 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 a.m. - 5:00 p.m.**

**Family Committee Room open (Key West)**

**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; Bud Nangle Award

**2:00 - 4:00 p.m.**

**Exhibit Hall open (Sabal)**

**2:00 - 2:50 p.m.**

**Session: “You Are More Than an SID” (Royal)**

Panelists: 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), Chuck Yahng (Maryville)  
 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)  
 (Session A - Royal, Session B - Harbor Beach)

AND

**5:00 - 5:30 p.m.**

**Skill Sessions** (two held simultaneous – A, B)  
 (Session A - Royal, Session B - Harbor Beach)

(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**

**8:00 - 9:00 a.m.**

**NACDA & Affiliates Featured Session**

CoSIDA attendees welcome

**“High Performance Leadership”**

John Foley, (CEO of John Foley, Inc., former Blue Angel Pilot); Mike Alden (Director of Athletics, Missouri) (SALON G-H)

**9:00 - 10:00 a.m.**

**NACDA & Affiliates Featured Session**

CoSIDA attendees welcome

**Session: “The Value of a Scholarship”**

DeMaurice Smith (NFL Players Association Executive Director). Introduction: Kevin Anderson (Director of Athletics, Maryland/NACDA President) (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). Introduction: Eric McDowell (CoSIDA 2nd Vice President, Union [N.Y.]

**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

**11:00 a.m. - 3:00 p.m.**

**Family Committee Room open** (Key West)

**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); Brandon Davis (SID, Dominican, Calif.)

**Volleyball (SC) – (Puerto Rico)**

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

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

Presenters: Matt Brady (Director of Media Relations, Texas A&M-Corpus Christi); Blair Cash (Sports Information Director, George Fox); James Wagner (Director of Athletic Communications, Ursinus)

Rob Garcia (SID, Academy of Art University)

**Presto Sports statistical software – (West Indies)**

Presenters: Brad Bee (Assistant SID, Mount Union), Presto Sports staff members

**11:30 am-12:30 p.m.**

**“Introducing College Football’s Total Quarterback Rating (QBR) and Team Power Index?”**

Presented by ESPN’s Stats and Information Group.

Presenters: Jeff Bennett (Senior, Director II), Alok Pattani (Analytics Specialist)

**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: Mary Beth Challoner (Manager, Events & Marketing, Toronto)

**2:00 - 2:50 p.m.**

**Session: “Multimedia Expansion”** (Royal)

Panelists: Mike Bianchi (Columnist, Orlando Sentinel), Jessica Smith, (Social Media Strategist, NCAA), Jemele Hill (Columnist/College Football Reporter, ESPN.com)

Moderator: April Goode (Athletic Communications Associate Director, 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 (Royal), D (Salon 8A)

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

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

**5:00 - 5:30 p.m.:** Sessions E (Royal), F (Salon 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) – **“Video Editing”**

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

(Salon 8A)

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

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

(Salon 7A)

**6:30 - 8:00 p.m.**

**ESPN Farewell Party/Reception**

at ESPN Wide World of Sports (Jostens Center)

Buses will leave from the Palms Registration area beginning at 5:45 p.m. with final trips departing by 6:30. Following the ESPN party, several buses will go directly to Downtown Disney; other buses will return to the Marriott. Shuttles then will run between the hotel and Downtown Disney, with the final shuttle leaving Downtown Disney at 10:30 p.m. All shuttles are first-come, first-served



# Reaching out to help in the **OKLAHOMA** tornado relief efforts

The CoSIDA Goodwill and Wellness Committee wanted to reach out to our colleagues in Oklahoma after recent tornadoes that impacted so many communities. If you are a CoSIDA member or know of someone in our profession directly impacted by the tornadoes please email Sam Atkinson at [sam.atkinson@gallaudet.edu](mailto:sam.atkinson@gallaudet.edu) so we can begin to coordinate efforts to help.

If you want to get involved with the recovery relief efforts there are several ways to donate.

## **RED CROSS**

People who wish to make a donation can support American Red Cross Disaster Relief, which helps provide food, shelter and emotional support to those affected by disasters like the recent tornadoes in Oklahoma as well as disasters big and small throughout the United States by visiting [www.redcross.org](http://www.redcross.org), dialing 1-800-REDCROSS or texting REDCROSS to 90999 to make a \$10 donation.

## **UNITED WAY DISASTER RELIEF SHIRT**

The University of Oklahoma has partnered with Oklahoma State University and the University of Tulsa to utilize logos from all three institutions to develop the 2013 Oklahoma Disaster Relief Shirt. Net proceeds from the sale of the shirts will be donated directly to the United Way to aid disaster relief and recovery efforts across the state of Oklahoma.

After deadly tornadoes impacted areas across the state on May 19-20, the University of Oklahoma implemented a benefit merchandise program for a third straight year to benefit affected Oklahomans. This year's T-shirt – featuring Oklahoma State and Tulsa logos for the first time – will sell for \$19.95 and will be available through the official OU online store at [shop.soonersports.com](http://shop.soonersports.com), operated by Fanatics. A long-sleeve version of the shirt is also available for \$24.95 at [shop.soonersports.com](http://shop.soonersports.com).

Both shirts are produced by Box Seat Clothing Company, an official OU licensee. The shirts will only be available online to help ensure the United Way realizes the greatest benefit from the sales of this one-of-kind shirt design. The OSU and Tulsa online stores operated by Fanatics will also have the shirts available. Flat-rate shipping is available for only \$5.99 regardless of the quantity of shirts ordered.

The United Way works directly with agencies such as the American Red Cross and Salvation Army that have been providing round-the-clock assistance to Oklahomans in need. Services provided include opening and operating shelters, case management for those experiencing loss, mobile feeding sites for those working in disaster-affected areas, and more. Disaster relief efforts are provided free of charge and are entirely supported by financial contributions.



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# 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 night is highlighted by a trip to the famed Downtown Disney for a wonderful variety of restaurants, including:

- 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. **THERE ARE VERY LIMITED SPOTS STILL AVAILABLE FOR THE BREAKFAST!** 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](http://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.

# 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 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](http://www.cosidafamilycommittee.com)

# 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](mailto: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](http://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](mailto:sam.atkinson@gallaudet.edu)) and Ryan Klinkner ([rklinkner@csbsju.edu](mailto: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](mailto:sam.atkinson@gallaudet.edu)) or Ryan Klinkner ([rklinkner@csbsju.edu](mailto:rklinkner@csbsju.edu)).



# Thank You CoSIDA

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

**ESPN**

# 2013 CAPITAL ONE ACADEMIC ALL-AMERICA® HALL OF FAME CLASS



Arizona State University standout linebacker Pat Tillman, who later starred for the National Football League's Arizona Cardinals before serving his country in the military, joins University of Florida and Olympic gymnast Elfi Schlegel, Pepperdine University and Olympic men's water polo standout Dr. Terry Schroeder, Lycoming College football star and current United States Circuit Court Judge Thomas Vanaskie and United States Coast Guard Academy gridiron great and NASA astronaut Commander Bruce Melnick as this year's 2013 inductees into the Capital One Academic All-America® Hall of Fame, as selected by CoSIDA.

The five new inductees join 122 members of the Capital One Academic All-America® Hall of Fame, which was created in 1988.

This marks the third year that Capital One is the title sponsor of both the Academic All-America® program and the Academic All-America® Hall of Fame.

The biographical information on this year's Academic All-America® Hall of Fame induction class is listed below:

**PAT TILLMAN**  
**FOOTBALL (Posthumous)**  
**ARIZONA STATE UNIVERSITY**

A talented football player in high school in his native San Jose, Calif., Pat Tillman received a scholarship from Arizona State University to play for the Sun Devils who he helped lead to the Rose Bowl after an undefeated season in 1997. A three-time Pac-10 all-league selection, Tillman earned Pac-10 Defensive Player of the Year Award during his senior campaign that also saw him garner First Team GTE Academic All-America® accolades.

Tillman graduated summa cum laude with a degree in marketing in just three-and-a-half years from Arizona State. He also earned a prestigious NCAA Postgraduate Scholarship and was a Pac-10 All-Academic selection. He was a seventh-round pick of the Arizona Cardinals in the 1998 NFL entry draft and quickly became the team's starting safety, breaking the franchise record for tackles (144) in his third season in the league in 2000. Pat served as a volunteer with the Boys and Girls Club of Arizona,

Boys Hope Girls Hope and the March of Dimes, and read and talked to students in schools across the Phoenix Valley.

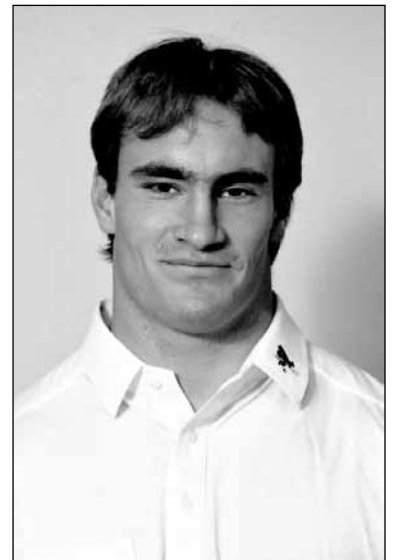
In the aftermath of the attacks on September 11, 2001, Tillman proudly put his NFL career on hold to serve his country. This decision was just one of many he made over the course of his lifetime to help others and serve a cause greater than self-interest.

Pat and his brother Kevin joined the United States Army in July of 2002, committing to a three-year enlistment. They were assigned to the second battalion of the 75th Ranger Regiment in Fort Lewis, Wash., serving tours in Iraq during Operation Iraqi Freedom in 2003 and in Afghanistan during Operation Enduring Freedom in 2004. They were recipients of the Arthur Ashe Courage Award at the 11th Annual ESPY Awards in 2003.

While the story of Tillman's death may have been among the most publicized in the War on Terror, sadly, it is merely one of the thousands of tragic stories that deserve recognition. Pat's family and friends created the Pat Tillman Foundation in 2004, following Tillman's death while serving with the 75th Ranger Regiment in Afghanistan.

The Pat Tillman Foundation is building a community of scholars dedicated to improving their own lives, the lives of their families and their country by creating a spirit of service while serving as a national leader in providing resources and educational support to veterans, active service members and their dependents.

In May 2010, Tillman was one of 12 players enshrined into the College Football Hall of Fame. His number 42 jersey was retired later that year by Arizona State, and the Arizona Cardinals have also retired his number 40 jersey.



## CAPITAL ONE ACADEMIC ALL-AMERICA® HALL OF FAME

### **ELFI SCHLEGEL** WOMEN'S GYMNASTICS UNIVERSITY of FLORIDA

One of the most decorated gymnasts in the history of NCAA competition, Elfi Schlegel's legacy in the sport has spanned for over three decades while bringing great distinction to the University of Florida as well as international recognition and acclaim.

Schlegel earned Academic All-America® accolades in 1984 during her sophomore season in Gainesville, as she earned six All-America honors during her career and



12 NCAA Southeast Region event titles. In addition, she was the Southeastern Conference all-around titlist in 1983 and captured individual crowns in both the vault and beam. Schlegel was the 1984 national runner-up in the floor exercise and claimed a school record 27 event victories as a Gator, leading Florida to a third place, two top-five and one eighth-place team finish at the NCAA Championships. She was inducted into the school's Athletic Hall of Fame in 1997.

A member of the 1980 Canadian Olympic team, Schlegel also competed in the 1983 and 1985 World University Games and was a member of the Canadian national team for eight years (1976-84). She was the all-around bronze medalist at the 1979 Pan American Games and the vault bronze medalist at the 1980 World Cup.

Schlegel graduated from Florida with a degree in telecommunications and she put those skills to work immediately, becoming arguably the most recognized broadcaster in gymnastics around the world. She has served as an analyst for NBC Sports for each Olympic men's and women's competition since 1992, and she has branched out to cover other events such as downhill and freestyle skiing and snowboarding as well as international figure skating and curling.

In addition to her duties with NBC, Schlegel has also served as a broadcaster and analyst for the Canadian Broadcasting Corporation, CTV Sports and Sports Channel Florida. She currently serves as the President of Schlegel's Gymnastics Centre in her hometown of Toronto and is very active in her community, including serving with the Cystic Fibrosis and Big Brothers & Big Sisters organizations. Schlegel received a Commemorative Medal for the 125th Anniversary of Canadian Confederation in 1993 for making significant contributions to the country.

### **DR. TERRY SCHROEDER** MEN'S WATER POLO PEPPERDINE UNIVERSITY

There is no more recognized name in the sport of men's water polo than Dr. Terry Schroeder. A three-time All-America at Pepperdine University and a six-time Olympian as a coach or athlete on three Team USA silver medalist squads, he indeed as established a legacy in the sport of men's water polo.

Dr. Schroeder is this year's Honorary Inductee into the Academic All-America® Hall of Fame. That category recognizes



outstanding student-athletes who would almost assuredly have been Academic All-Americans had the program existed in their sport at the time they were competing. A 1981 graduate of Pepperdine with a degree in sports medicine, Schroeder led the nation in scoring in both 1977 and 1978 and concluded his career as the Waves' all-time leading goal scorer (392) while also holding the single-season scoring mark (138) in 1978. His efforts helped lead Pepperdine to three fourth-place finishes at the NCAA Championships in 1977, 1978 & 1980, the same years in which he was named an All-America performer.

A fixture on the United States national team, Schroeder first played for the squad during 1977 which was his Pepperdine sophomore season; two years later, he led Team USA to a gold medal at the World University Games in Mexico City. A four-time Olympian as a player (including the boycotted 1980 Games in Moscow), he won silver medals in the pool in 1984 in Los Angeles and in 1988 in Seoul, South Korea before leading the Americans to a fourth place finish in Barcelona in 1992. Schroeder served as national team captain for nine years and carried the American flag at the closing ceremonies in Seoul in 1988. Named by *Swimming World Magazine* as the best all-around player in the world in 1982, he was the first American player to be named to four Olympic water polo teams.

Schroeder returned to his alma mater in 1986 and served as Pepperdine's head men's water polo coach for 20 seasons. He posted a 340-220 mark over that time span that included six regular season conference titles as well as the 1997 NCAA national championship. He took a hiatus from the position to serve as Team USA's head coach from 2007 through 2012, leading the Americans to a silver medal at the 2008 Olympics in Beijing, China and an eighth place finish in the 2012 Olympiad in London, and earlier this year he returned to the sidelines as Pepperdine's head coach.

***Continued on Page 17***

## CAPITAL ONE ACADEMIC ALL-AMERICA® HALL OF FAME

Dr. Schroeder has been an active member of the Westlake Village, Calif. community, working with the California Special Olympics as well as with fellow Olympian Evelyn Ashford and former First Lady Barbara Bush on Project Literacy. He also been active with the Calvary Community Church and has worked with Mattel and the Humane Society on a campaign to save baby seals.

### **JUDGE THOMAS VANASKIE** FOOTBALL LYCOMING COLLEGE

A hard-nosed defender on the football field and a leader in jurisprudence, Judge Thomas Vanaskie has been a dedicated public servant that has certainly made Lycoming College very proud over the years.

A 1974 first team Academic All-America® selection, Vanaskie was a two-time Middle Atlantic Conference defensive back and earned honorable mention Associated Press All-America College

Division honors as a senior. He graduated as the Warriors' all-time leader with 11 interceptions and signed as a free agent with the Philadelphia Bell of the World Football League. Vanaskie, who earned a degree in political science from Lycoming in 1975, was inducted into the Shamokin Chapter of the Pennsylvania Sports Hall of Fame in 1993 and into his alma mater's Athletics Hall of Fame a year later.

After working as a private practice lawyer for 14 years in Scranton, Pa., Vanaskie served for 16 years as a federal mid-district judge in his home state before being appointed by President Barack Obama to his current position as a judge in the United States Third Circuit Appeals Court, which is one step below the Supreme Court. He has received numerous awards during his tenure on the bench, including Honorary Master of the Bench of the Herbert B. Cohen Inn of Court in York, Pa., the Federal Bar Association Middle District of Pennsylvania Chapter's President's Award and a lifetime honorary member of the Wilkes-Barre Law & Library Association.

An active member of the community, Judge Vanaskie is a current member of the University of Scranton Board of Regents and has served on the Scranton Area Chamber of Commerce, the Scranton Area Foundation



and the Economic Development Council of Northeastern Pennsylvania. He has also served on the board of directors for the local chapter of the American Heart Association, the Scranton Community Medical Center and the Lackawanna Valley Heritage, Inc.

### **COMMANDER BRUCE MELNICK** FOOTBALL UNITED STATES COAST GUARD ACADEMY

Whether soaring to new heights on the football field or into space as a decorated NASA astronaut, Commander Bruce Melnick achieved success and great distinction in service to his country and the United States Coast Guard Academy.

A two-year letterwinner on the gridiron for the Bears, Melnick earned Academic All-America® honors and helped lead Coast Guard to an 8-2 mark during his senior campaign of 1971, which equaled the school record for victories in a season. After graduating from the Academy with a degree in engineering in 1972, Melnick embarked on a 20-year career in the Coast Guard where his assignments included serving as operations office and chief test pilot in the Aircraft Program Office. He received numerous awards during that tenure, including two Department of Defense Distinguished Service Medals, two Distinguished Flying Crosses and the Secretary of Transportation Heroism Award.

Selected by NASA in June 1987, Melnick qualified for space flight and became an astronaut in August 1988. He performed subsequent technical assignments before flying as a mission specialist on the Shuttle Discovery from October 6-10, 1990 as well as the flight engineer on Shuttle Endeavour's maiden voyage from May 7-16, 1992. He logged more than 300 hours in space, orbiting the Earth 207 times.

After retiring from the Coast Guard and leaving NASA in 1992, Melnick joined Lockheed Space Operations Company. In 1996, he joined McDonnell Douglas as Vice President for Payload Ground Operations Contract with NASA, and in 1997, when McDonnell Douglas merged with The Boeing Company, Melnick became Vice President of Boeing Florida Operations, serving in that role until his retirement in 2007.

Melnick earned his master's degree in aeronautical systems in 1975 from the University of West Florida, which bestowed upon him an honorary doctorate of science degree in April 2001.



# CAPITAL ONE ACADEMIC ALL-AMERICA® HALL OF FAME® MEMBERS



## Class of 2013

Commander Bruce Melnick,  
U.S. Coast Guard Academy '72  
Elfi Schlegel, Florida '86  
Dr. Terry Schroeder, Pepperdine '81\*  
Pat Tillman, Arizona State '98  
Judge Thomas Vanaskie, Lycoming '75

## Class of 2012

Alvan Adams, Oklahoma '75  
Arne Duncan, Harvard, '87  
John Naber, Southern California '77  
Dr. Todd Olsen, Slippery Rock '85  
Ruth Riley, Notre Dame, '01

## Class of 2011

Peter Metzelaars, Wabash '82  
Dr. Megan Neyer, Florida '86  
Dr. Randal Pinkett, Rutgers '94  
Dr. Julie Bremner Romias, UCLA '94  
Dr. Carol Lally Shields, Notre Dame '79 \*

## Class of 2010

Anita DeFrantz,  
Connecticut College '74\*  
Adonal Foyle, Colgate '99  
Dr. James Kovach, Kentucky '78  
Dewey Selmon, Oklahoma '76

## Class of 2009

Tom Clark, Mount Vernon Nazarene '87  
Diane Dietz, Michigan '82  
Karch Kiraly, UCLA '83\*  
Julie Roe Lach, Millikin '97  
Dr. Patrick Tyrance, Nebraska '90

## Class of 2008

Dr. Kenneth Caldwell, Citadel '79  
Nancy Hogshead-Makar, Duke '86\*  
Karen Jennings, Nebraska '93  
Rebecca Lobo, Connecticut '95  
Amy Privette Perko, Wake Forest '87

## Class of 2007

Julie Foudy, Stanford '94  
Joe Girardi, Northwestern '86  
Lance Pilch, Air Force '93  
Steve Smith, Stanford '81\*  
Amy Sullivan Nordmann,  
Washington (Mo.) '94

## Class of 2006

Dr. Robert Burger, Notre Dame '81  
Dr. Hilarie Cranmer, Hofstra '88  
Michael Gminski, Duke '80  
Timothy Green, Syracuse '86  
Dr. Joseph H. Taylor, Haverford '63\*

## Class of 2005

Cormac Carney, UCLA '83  
Ken Dryden, Cornell '69\*  
Dr. Claudia Henemyre Harris,  
Western Maryland '92  
John Paxson, Notre Dame '83  
Tracy Warren, Trenton State '87

## Class of 2004

Terry Hoage, Georgia '84  
Dave Rimington, Nebraska '83  
Rolf Benirschke, UC Davis '77\*  
Dylann Duncan Ceriani,  
Brigham Young '88  
Gill Beck, Appalachian State '78

## Class of 2003

Kip Corrington, Texas A&M '87  
Chris Howard, Air Force '91  
Donna Lopiano, Southern Connecticut St. '68\*  
Kim Mulkey-Robertson, Louisiana Tech '84  
Steve Young, BYU '84

## Class of 2002

Richard Balzhiser, Michigan '52  
Susan Cassidy, Molloy College '86  
Raymond Shafer, Allegheny '38\*  
John Stockton, Gonzaga '84  
Susan Walsh, UNC '84

## Class of 2001

Lynn Barry, William & Mary '81  
Cris Collinsworth, Florida '81  
Gary Hall, Sr., Indiana\*  
John Hall, Vanderbilt '55  
Jennifer Trosper, M.I.T. '91

## Class of 2000

Danny Ainge, BYU '92  
Regina Cavanaugh Murphy, Rice '87  
Oliver Luck, West Virginia '82  
Pablo Morales, Stanford '87  
Sherwood Rowland,  
Ohio Wesleyan '48\*

## Class of 1999

Val Ackerman, Virginia '81  
John Fowler, Jr., UCLA '78  
Chad Hennings, Air Force '88  
Jeannie Henningsen, Buena Vista '87  
Jolanda Jones, Houston '89

## Class of 1998

Leigh Curl, Connecticut '85  
Bernie Kosar, Miami (Fla.) '85  
Marv Levy, Coe '50\*  
Jack Mildren, Oklahoma '72  
Jack Sikma, Illinois Wesleyan '77

## Class of 1997

Todd Blackledge, Penn State '83  
Dick Enberg, Central Michigan '57\*  
Tim Foley, Purdue '70  
Ellen Mayer-Sabik, Cornell '84  
Tracy Caulkins Stockwell, Florida '85

## Class of 1996

Wade Mitchell, Georgia Tech '57  
Ron Perry, Holy Cross '80  
Bob Thomas, Notre Dame '74  
Byron White, Colorado '38\*  
Carlton Young, Villanova '83

## Class of 1995

Doug Collins, Illinois State '81  
Bob Elliott, Arizona '77  
Michelle Johnson, Air Force '81  
Pat Richter, Wisconsin '64

## Class of 1994

Anne Donovan, Old Dominion '83  
Rich Mayo, Air Force '61  
Lee Roy Selmon, Oklahoma '75  
Bill Walton, UCLA '74  
John Wooden, Purdue '32\*

## Class of 1993

Raymond Berry, SMU '55  
Dave Casper, Notre Dame '74  
Jim Grabowski, Illinois '66  
Kermit Washington, American '73

## Class of 1992

Alan Ameche, Wisconsin '55  
Steve Eisenhauer, Navy '54  
Randy Gradishar, Ohio State '74  
Lynette Woodard, Kansas '81

## Class of 1991

Terry Baker, Oregon State '63  
Joe Holland, Cornell '78  
David Joyner, Penn State '72  
Brock Strom, Air Force '59

## Class of 1990

Lester Jordan, SMU\*  
Steve Taylor, Delaware '78  
Joe Theismann, Notre Dame '71  
Howard Twilley, Tulsa '68  
Jamaal Wilkes, UCLA '74

## Class of 1989

Carlos Alvarez, Florida '72  
Willie Bogan, Dartmouth '71  
Steve Bramwell, Washington '67  
Joe Romig, Colorado '63  
Jim Swink, Texas Christian '57  
John Wilson, Michigan State '53

## Class of 1988

Bill Bradley, Princeton '65  
Pete Dawkins, Army '59  
Pat Haden, USC '75  
Tom McMillen, Maryland '74  
Donn Moomaw, UCLA '54  
Merlin Olsen, Utah State '62

\* Honorary inductee

# PROPOSED CHANGES TO COSIDA CONSTITUTION:

There are three proposed CoSIDA Constitutional amendments being proposed. They are published below, per CoSIDA constitution bylaws, and will be voted upon at the 2013 CoSIDA Convention at the Marriott World Center in Orlando during the Thursday, June 13th business meeting. That business meeting - open to all convention attendees - takes place at 5:15-5:45 pm in Salon H.

## **PROPOSED CONSTITUTIONAL AMENDMENT #1 PROPOSED BY CoSIDA BOARD OF DIRECTORS:**

### **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.

## **PROPOSED CONSTITUTIONAL AMENDMENT #2 PROPOSED BY SHELLY POE and CoSIDA BOARD OF DIRECTORS:**

### **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.

**PROPOSED CONSTITUTIONAL AMENDMENT #3  
PROPOSED BY DEBBIE COPP, CHAIR OF CoSIDA COMMITTEE ON COMMITTEES**

**CURRENT**

**Article 8 – Committees, Section 2:** Any member of CoSIDA may hold committee membership. Committee chairs must be active members of the Association. The Committee on Committees shall survey members annually to determine their willingness and/or preference for committee service.

**PROPOSED (New language in italics)**

**Article 8 - Committees, Section 2:** *Any member of CoSIDA may hold committee membership. Committee chairs may be active or associate members of the Association and serve with Board of Directors' approval. There is an understanding that certain committee chairs must be active members of the Association and, if the chair is an associate member, then the co-chair or the vice chair must be an active member of the Association.* The Committee on Committees shall survey committee chairs annually to determine the need for additions to the committee. The Committee on Committees shall survey members annually to determine their willingness and/or preference for committee service.

**RATIONALE**

The rationale behind this is it would give the organization more flexibility to select chairs because, quite frankly, we do not have people lining up to be chairs. Depending on the committee, a member who agrees to be a chair may devote a significant amount of time and there really aren't benefits to being a chair. Associate members pay dues at a higher rate than active members and still have an involvement with our profession. The amendment includes language that refers to the committees which must be chaired by an active member and that is already a part of the Constitution. Finally, the board would still have the option to say "no" to a proposed committee chair.

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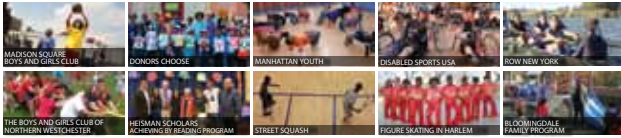
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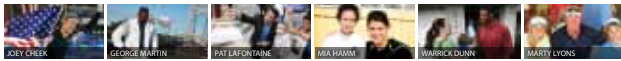
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*Answer:* The Heisman Trophy Trust is a 501 (c)(3) charitable organization managed by a Board of Trustees who serve pro bono to preserve the integrity of the Heisman award and to provide opportunities for underserved youth and other deserving members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

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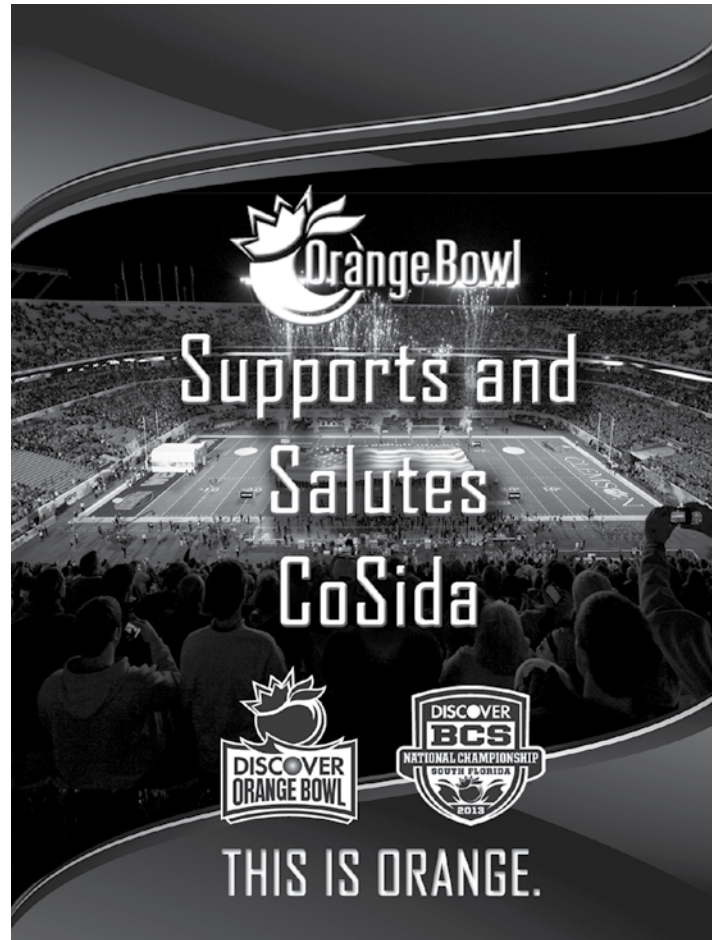


## HEISMAN HUMANITIANS



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**THE HEISMAN TROPHY TRUST  
IS PROUD AND PLEASED TO SUPPORT  
THE 2013 COSIDA CONVENTION.  
WE APPLAUD AND THANK  
SPORTS INFORMATION DIRECTORS  
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# STEVE WILSON

## Named 2013 Ike Pearson Award Winner

*By Alan Grosbach, Manager of Communications and Sports Information*

*Photo by Michael J. Chaloupka*

KANSAS CITY, Mo. – The National Association of Intercollegiate Athletics (NAIA) is pleased to announce that Steve Wilson, Assistant Athletics Director for Sports Communications at Park University (Mo.), is the recipient of the 2013 Clarence “Ike” Pearson Award. The honor is named for the former statistical crew chief for the NAIA Division I Men’s Basketball National Championship and given annually to an outstanding NAIA Communications and Sports Information Director. The award, in its 37th year, will be presented at the Ike Pearson Awards Dinner on June 11 at the annual NAIA-Sports Information Directors Association (NAIA-SIDA) Convention at Embry-Riddle Aeronautical University in Daytona Beach, Fla.

“I never expected to be an award-winner of this magnitude in my career,” Wilson said. “The list of Ike Pearson award winners is impressive and I am truly humbled to be mentioned in the same breath as some of those professionals. I’ve had the opportunity to work with some extremely talented student-athletes both in the classroom and on the field or court, and without them, I don’t get to do what I love. I must also thank Ron Mears (current Assistant AD for Media Relations at the University of Memphis) for giving me my start at Texas State and serving as my mentor in this profession and my Director of Athletics, Claude English, for his continued guidance and the opportunity to serve a great institution like Park.”

Wilson, a native of Salina, Kan., is in his sixth year of serving as the Sports Information Director at Park. He oversees all aspects of the sports information department, including the publicity, social media strategy and branding of Park’s 13 athletics programs. Additionally, Wilson coordinates the university’s athletics drug-testing program, game-day operations, departmental community outreach and is the editor-in-chief for all Park athletics publications. Between 2009 and 2012, Wilson played a key role in the introduction of social media at Park and this past year launched the Pirate Sports Network, which provides live statistics and live video to the institution’s parents, fans and alumni.

In addition to his work at Park, Wilson serves as the Co-Sports Information Director of the American Midwest Conference and is an active member of the NAIA-SIDA Board as an at-large officer.

During this tenure at Park, Wilson has had 18 publications named NAIA-SIDA top 10, including two first-place publications – 2011 Walt McAlexander Baseball Brochure and 2011 Individual Sport Brochure (Women’s Golf) – and received the honor as the NAIA’s top In-House Website in 2010.



“Steve brings the ideal talents needed to be successful in his role at Park University,” said Rita Weighill, Vice President for Communications and Marketing at Park University, in her recommendation letter. “He is well-respected by Park University coaches and athletes who rely on his expertise and networks to share details and news with the media and other constituency groups about team and individual player accomplishments. He truly serves as the “go to guy” in the athletic department and can always be counted on to help provide the best fan experience at every home game.”

Prior to Park, Wilson spent eight months at the NAIA national office as the Manager of Sports Information and Media Services. He served as the primary media contact for 23 NAIA championships and managed the association’s website in addition to serving as the liaison between the NAIA’s Sports Information Directors and NAIA Governing Bodies. Wilson also spent more than two years as the Assistant Athletics Media Relations Director at Texas State University – San Marcos, serving as the primary contact for baseball, women’s basketball and volleyball, while being a secondary contact for football and men’s basketball.

Wilson earned a bachelor’s degree from Kansas State University in journalism and mass communications in 2004. This April, he completed requirements for his master’s degree from the Hauptmann School for Public Affairs in Nonprofit and Community Services Management, and he will graduate in May.

“Over the last six years, I have had the pleasure of working both alongside and across the table from Steve,” said McKendree University (Ill.) Sports Information Director and 2005 Clarence “Ike” Pearson Award Winner Scott Cummings in his recommendation letter. “Steve has a great attention to detail and it is shown in every public facet of the Park athletics department. Fans, parents and alumni of Park have a better understanding of the Pirate programs because of his efforts. Steve is always willing to talk about the profession and at the same time is willing to help others in the profession, from newcomers up to those veterans in the business, like myself, who always want to get better.”

**NAIA-SIDA** is the professional association for sports information directors with the NAIA. The Clarence "Ike" Pearson Award is the association's highest honor and recognizes its honoree for accomplishments and services performed over a career. Criteria for nomination include at least five years as a member of the NAIA-SIDA and outstanding service to the profession and the NAIA at the conference and national levels.

The Clarence "Ike" Pearson Award was first given in 1977. Wilson's legacy joins an impressive list of former winners that include: Melvin Schreves, Elon College (N.C.); Gene Warren, Pembroke State University (N.C.); Stan Green, Harding University (Ark.); Don Briggs, University of Nebraska-Kearney; Dr. D.L. Ligon, Midwestern State University (Texas); Fred Nuesch, Texas A&I University; Andy Solomon, Winthrop University (S.C.); Kevin Keys, Liberty Baptist College (Va.); Tim Petermann, University of Wisconsin-Eau Claire; Mac Sisson, Ouachita Baptist University (Ark.); Gary Spitler, Pembroke State University (N.C.); Walt McAlexander, Lubbock Christian University (Texas); Larry Smith, Arkansas Tech University; Larry Scott, Minnesota State University-Moorhead; Bobby Hall, Wayland Baptist University (Texas); Reed Richmond, Tarleton State University (Texas); Paul Madison, Western Washington University; Jerry Hanson, Briar Cliff College (Iowa); Bill Boote, Northwestern College (Iowa); Bob Guptill, Central Washington University; Gary Pine, Azusa Pacific University (Calif.); Mark Bankert, Malone College (Ohio); David Fillmore, Evangel College (Mo.); Mark Womack, Cedarville College (Ohio); Russ Blunck, Western Oregon University; Ray Fink, Oklahoma Baptist University; Ken Isaak, Fresno Pacific University (Calif.); Jeff Raymond, Westmont College (Calif.); Scott Cummings, McKendree University (Ill.); Sam Ghrist, Eastern Oregon University; A. John Pearson, Kansas Collegiate Athletic Conference; Dave Parsons, Mount Vernon Nazarene University (Ohio); Candy Sullinger, College of the Ozarks (Mo.); Jay Stancil, Union College Ky.; Michael MacEachern, SCAD Savannah (Ga.); Steven Aldridge, Union (Tenn.).

# MATT LAWS Named Willie Belcher Appalachian Athletic Conference SID of the Year

At its spring meeting of the Council of Athletics Administrator's held in Kingsport, Tenn., the Appalachian Athletic Conference awarded the Willie Belcher AAC Sports Information Director of the Year Award to Matt Laws of Milligan.

This the second year of the award, named in honor of longtime Virginia Intermont sports information director Willie Belcher. Belcher always exhibited a strong passion for her job and for the students and student-athletes that she came in contact with on a daily basis. She is strong in her faith and has and continues to be an influence to those around her. In 2010, she was diagnosed with liomyosarcoma and lost her battle to cancer in June of 2012.

"It's an absolute honor to be recognized by your peers, and it is even more of an honor to win an award named for Wille," said Laws. "She was a great mentor and friend when I first came to Milligan. I am extremely humbled to win this award."

The award is voted on by all of the sports information directors in the AAC.

Laws is in his third year at Milligan and has exhibited extraordinary service to the conference during his tenure. He has served as the tournament/championship media director for seven AAC championships which Milligan was the host institution. The events included women's golf twice, track & field twice, men's basketball once, and men's soccer twice. In addition, he has assisted with a number of neutral site conference tournaments such as baseball, softball and men's and women's basketball.



*Appalachian Athletic Conference Commissioner John Sullivan (left) congratulates Matt Laws of Milligan (Tenn.) as the Willie Belcher AAC SID of the Year Award recipient.*

# EDDIE GROTH

## former SID at three New Mexico schools passes away at age 82

*From the Las Cruces Bulletin*

*Photos courtesy of New Mexico State Athletics*

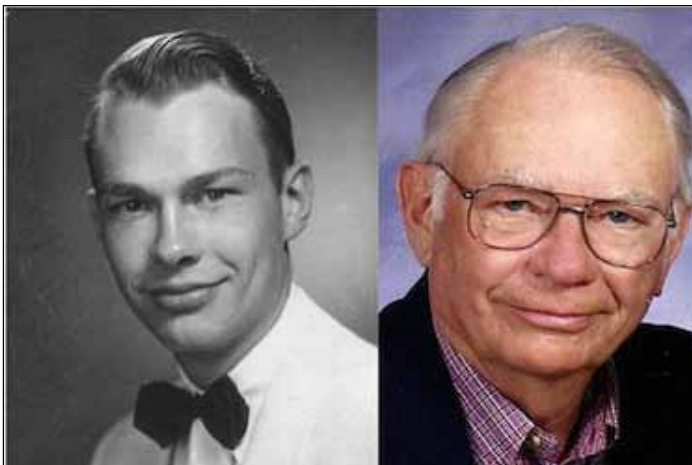
Edward James Groth III, 82, passed away at La Posada Mesilla Valley Hospice on May 11, 2013. Eddie was born in Las Vegas, New Mexico, to Edward James Groth, Jr. and Emma Lowe Groth, the oldest of three children. His sisters Marion O'Brien and Jane Steward preceded him in death. He lived in New Mexico all of his life except for his military years when he served his country during the Korean War as a Navy corpsman embedded with the Marines.

Eddie attended Immaculate Conception school in Las Vegas and later received two degrees from New Mexico Highlands University. His career began with one summer working at Ruidoso Downs and then a year at the Albuquerque Journal strengthening his journalism skills.

Highlands called him back to teach printing and to act as the sports information director. His love of college sports developed strongly during these years. In 1965 he was hired by the athletic department at the University of New Mexico as their sports information director. He worked with all sports and traveled with the teams having many exciting times and making many lifelong friendships along the way. He frequently told people at this time that he himself had had a promising tennis career until he lost his racket.

Ten years later, Eddie moved his family to Las Cruces, New Mexico and New Mexico State University. He served as the Director of Information Services there until his retirement in 1993. He worked with general news, the print shop, and supervised the sports information office. He was a mentor to many young professionals in the sports information community. His personality was such that he enjoyed everything he did. He continued to work at the Aggie basketball games until the end of the 2013 season.

Eddie was a long time member of the Las Cruces Rotary Club and spent the last year serving as President. He was active in the Council for the Advancement and Support of Education (CASE) District IV. He was the recipient of the CASE District IV Distinguished Service award, the highest honor of the university advancement organization. He was also a long serving member of the Highlands Foundation Board and was named Distinguished Alumnus in 2003. He received the 1990 Alumni Spirit award and became a member of the NMHU Sports Hall of Honor in 2003.



Many interests kept his life active. A man of faith, he was an usher at his church for many years. He liked jazz, all college sports, people, photography, genealogy and telling stories. He loved his family dearly and was loved completely in return. He is survived by his wife Sue Davidson Groth (51 years) and daughter Patty Groth; son David Groth, wife Lori and children Lauren and Connor; daughter Valerie Groth Pickett and husband Mark. His brother-in-law Joel Stewart of Houston and many cousins and nieces and nephews also survive him. He is also survived by many in the Davidson family.

Donations can be made to La Posada Mesilla Valley Hospice or to the Groth Family Scholarship at New Mexico Highlands University (c/o HU Foundation, NMHU, Las Vegas, New Mexico 87701).

## BILL SHAPLAND

# Georgetown's long-serving SID passes away at 57

by Liz Clarke, *Washington Post*

He never landed a prized recruit, never scouted an opponent nor scored a single point for Georgetown.

But for more than three decades, Bill Shapland was a force behind Georgetown basketball, standing just beyond the spotlight but always within earshot of the coaches and players who delivered the Big East titles and NCAA tournament appearances should they need his counsel, or intervention when reporters came calling.

News of Shapland's death, at age 57, hit the program hard. The Hoyas' longtime sports information director and a 1977 Georgetown graduate, Shapland had been in failing health the last two years, no longer traveled to road games and ceded home-game responsibilities to his top assistant, while he watched from courtside seats next to former coach John Thompson Jr., his first boss and longtime friend.

In recent years Shapland had been serving primarily as the school's senior sports communications director.

"Bill really was very special to me because of the time that we spent during tough times, as well as good times," said Thompson, the Hall of Fame coach, in a telephone interview. "A lot of time he took the blame and responsibility for a lot of things to buffer me. That meant a lot to me. Bill was not just somebody who worked with me; he was my friend, and he protected me."

Coach John Thompson III, under whom Shapland served these last nine years, offered praise and gratitude, as well.

"You go through life, you go through this job, and you come across unfortunately few people that you know, by their word and actions, unequivocally through good and bad, are going to be there for you — who are going to support you, have your back and throw themselves under the bus if necessary to protect our institution and to protect our program," Thompson III said.

"Bill, beyond a shadow of a doubt, has been that for as long as I can remember. He has been at the forefront of Georgetown basketball. And we love him for that."

Though Shapland dedicated his professional life to Georgetown basketball and the father-and-son coaches responsible for its greatest achievement, he indulged other passions. He was an avid reader and a prolific writer of science fiction, completing three novels and multiple short stories, most set 50 years in the future in a world inhabited by dragons and teeming with magic and political unrest.

He was a cagey chess player and wicked impressionist, capable of mimicking the voices of Georgetown's entire athletics staff. Once, on a dare, he



brayed nothing but Irish brogue for an entire workday that included a pregame media session with reporters.

A lover of theater, he was active as an undergraduate in Georgetown's Mask & Bauble Society, the nation's longest-running college theater troupe.

But Shapland's favorite adult role was defender of Georgetown basketball, which explains why John Thompson Jr. called him his "wartime consigliere."

"Based on how our program was, it was not an easy job that he had," the elder Thompson said. "I wasn't the most social person in the world to work with. And he had to deal with that."

Often, Shapland's approach to media relations meant circling the wagons rather than spinning a narrative. He could be gruff and intractable, offering no explanation for denying interview requests beyond "That's how we do things."

But a kind, caring man lurked just beneath the surface.

"Our rooms were situated across the hallway and I can remember hearing his loud, booming laugh," recalled Lorry Michel, the Hoyas' longtime athletic trainer. "You wouldn't even know what he was laughing about, but it would make me laugh, too. I always felt he was somebody who had my back. He knew I didn't like to do interviews, so he would filter every request. He would probably laugh right now because I'm doing this interview for him. He was a special person, a compassionate person."

Born on a military base in Honolulu on July 13, 1955, Shapland enrolled at Georgetown in 1973, earning bachelors and masters degrees in English literature. After serving three years as the athletic department's equipment manager, he was named sports information director in August 1984, four months after the Hoyas won the NCAA men's basketball championship.

In the decades that followed, Shapland crafted the Hoyas' public image and counseled players such as Patrick Ewing, Alonzo Mourning, Dikembe Mutombo, Allen Iverson and Roy Hibbert on media relations.

He is survived by his mother, Mildred, of Port St. Lucie, Fla.; sisters Laura, of Phoenix, Md.; and Dorothy, of Denver; and a brother, Edward, of Bethesda.

The family has asked that a donation be made to Academy 360, a health & wellness focused charter school in Denver, Colo., being founded by his sister, Dorothy Shapland. All donations will go toward an Athletic Facility that will be dedicated in Bill's name. Academy 360 accepts donations through PayPal and more information can be found at <http://www.academy-360.org/get-involved/donate>.

## CLAUDE FELTON

# Georgia Associate Athletic Director Receives John Holliman, Jr., Lifetime Achievement Award

*Information courtesy of University of Georgia's Grady College of Journalism and Mass Communication via <http://www.grady.uga.edu/>*

Claude Felton, the current University of Georgia Senior Associate Athletic Director/Sports Communications was one of four distinguished alumni of the University of Georgia Grady College of Journalism and Mass Communication who were recognized on May 9 at the Georgian Hotel in Athens.

Felton, who received a bachelor's degree in 1970 and master's degree in 1971, received the John Holliman Jr. Lifetime Achievement Award.

"The selection committee of our Alumni Board has made yet another stellar set of recommendations for our four outstanding achievement awards," said E. Culpepper Clark, dean of the Grady College. "Each recipient exhibits a commitment to excellence in a purposeful life, and thereby commands the attention of our students as role models."

Felton has served in the Georgia Athletic Association since 1979, holding positions such as sports information director, assistant athletic director and associate athletic director for external affairs. He currently serves as the senior associate athletic director.

A decorated alumnus, he was inducted into the College Sports Information Directors of America Hall of Fame in 2001 and the Savannah Athletic Hall of Fame in 2005. In 2008, he received the Football Writers Association of America Bert McGrane Award for his service to the organization and the writing profession. His most recent recognition came in 2012, when he received the Contributions to Amateur Football Award by the UGA chapter of the National Football Foundation.

The Grady College Alumni Awards are given to those who demonstrate distinguished achievement in journalism and mass communication. The Holliman Award honors Grady alumnus and former CNN reporter, the late John Holliman, and is given to someone who has accomplished exceptional contributions within his or her journalistic profession.



## PAUL CARSON

### Recognized by Ontario University Athletics with J.P. Loosemore Award

*Release and photo  
courtesy of  
University of Toronto  
Athletics via  
<http://www.varsityblues.ca/>.*

Long-time University of Toronto employee Paul Carson, who retired in 2009, received the J.P. Loosemore Award at the 2013 Ontario University Athletics Honour Awards Banquet on Thursday, May 9 at Taboo Resort in Gravenhurst, Ont.



The award is given to an individual who exemplifies the best in university sport in terms of ethics, integrity and honesty. Carson has been associated with the athletics and recreation program at the University of Toronto for more than 50 years.

He then served as the U of T's Sports Information Director for more than 25 years before becoming executive assistant to former Dean Bruce Kidd for 11 years at the U of T Faculty of Kinesiology and Physical Education. He retired from the university in 2009.

Paul becomes the first person from the Sports Information profession, media relations, and game operations to receive this prestigious award since it was initiated in 1975. The award is named after Mr. J. P. Loosemore, a well-respected individual involved in university sport at the University of Toronto and interuniversity sports in Ontario from 1930-72.

As a student, Carson was involved with game operations for men's football and hockey, and also was active in refereeing several intramural sports, particularly tackle football.

In 1965, Carson was the scorekeeper at the first Vanier Cup, Canada's national university football championship game, and later was Vanier Cup media officer for 18 years, most recently in 2003. He also served as media officer for the University Cup for seven years, when the Canadian Interuniversity Sport men's ice hockey championship was held in Toronto. He was co-coordinating SID for 27 Canadian national university championships hosted by U of T between 1973-1996 and during his career was involved in the operation of more than 100 OUA championship events. In 2001 Carson was manager of media services for Canada at the World University Games in Beijing.

Carson received a 25-year service award from CoSIDA in 2004 and in July 2010, he was the first Canadian to receive a CoSIDA Lifetime Achievement Award. He has been and continues to be active with CoSIDA.

Carson served for several years on CoSIDA committees, including the workshop program, job attrition & guidance and computer/new media technology committees. He was also deeply involved in

helping organize CoSIDA's 2004 annual workshop hosted in Calgary.

He participated in the formation of the Association of Canadian University Sports Information Directors (ACUSID) in the early 1980's and served as ACUSID president from 1989-94.

At U of T, the Faculty has created two awards in his honour: the Paul Carson student leadership award and the Paul Carson intramural referee of the year award. In addition, in July 2010 the Faculty named the game operations room in Varsity Centre after Carson to recognize his service to U of T athletics.

In September 2011, he received a University of Toronto Arbor Award in recognition of his lengthy volunteer service to the University. He is currently the chairperson of the U of T Sports Hall of Fame selection committee and a PA announcer for Varsity Blues football.



## COLIN BONNICKSEN

# Chosen as 2013 RMAC Campbell/Marshall Sports Information Director of the Year

*Release courtesy of RMAC (<http://www.rmacsports.org/>). Additional release information courtesy Colorado School of Mines Athletics.*

Colorado School of Mines' Colin Bonnicksen has been selected by his peers as the 2013 Rocky Mountain Athletic Conference J.W. Campbell/Con Marshall Sports Information Director of the Year, the league office has announced.

The award is voted on by the league's 14 sports information directors. This is the third such award for Colorado School of Mines, as former sports information directors Greg Murphy (2004) and Jeff Duggan (2009) captured the award as well.

"To be honored by my peers with this award is extremely humbling, especially knowing their collective work ethic and abilities," said Bonnicksen. "I'm fortunate in that I get to work with whom I believe to be the best group of student-athletes, coaches and staff in the entire conference, and I would like to thank them all for the support they have given me since day one. Specifically, I would like to thank our Assistant S.I.D., Bryan Desch, who brings a tireless work ethic, professionalism and strong passion for Mines Athletics with him to work on a daily basis. This honor is just as much his as it is mine."

The 2012-13 season marks Bonnicksen's first full year with the Oredigger athletic department. He joined the Oredigger Athletics staff in December of 2011.

Bonnicksen is responsible for the promotion of the Orediggers' 18 intercollegiate athletics programs through the school's athletics website ([www.csmorediggers.com](http://www.csmorediggers.com)), in addition to composing press releases, print publications, game programs, and game notes while keeping track of statistics and records. He also serves as the Orediggers' primary contact for football, volleyball, men's basketball, wrestling, baseball and golf.

"Colin is a tireless worker and has an incredible passion for Mines' Athletics and the welfare of our student-athletes," said Associate Director of Athletics Brandon Leimbach. "His skill set goes above and beyond just reporting scores and statistics, most notably he has revamped our web site and all graphic arts material in addition to hosting numerous RMAC and NCAA Championships. He has been an unbelievable fit to our administrative staff and his ability to connect with our coaches has been tremendous. On behalf of the Colorado School of Mines Athletics Department, I would like to personally congratulate Colin on this amazing award as it is extremely fitting for him to be recognized considering the quality of work that he puts forth on a daily basis for the betterment of Mines Athletics."



The 2012-13 season marks the first full year with the Oredigger athletic department for both Bonnicksen and Desch. Bonnicksen joined the Oredigger Athletics staff in December of 2011 and Desch came to Golden in September of 2012.

Prior to arriving at Colorado Mines, the Ringsted, Iowa native spent nearly

two years as the Associate Director of Athletic Media Relations at the University of North Carolina at Pembroke in Pembroke, N.C. In 2010, Bonnicksen received his graduate degree in education from Northern State (Aberdeen, S.D.) where he was a graduate assistant in the sports information office. He received his undergraduate degree in sports management from Minnesota State University, Mankato in 2008.

Desch spent the two years prior to his appointment at Mines as a graduate assistant in the sports information office at his alma mater, Ohio Dominican University in Columbus, Ohio. He also worked with the athletic facilities operations staff at Ohio State University and also served as an intern in the University of Dayton sports information office.

Bonnicksen will be awarded the J.W. Campbell/Con Marshall Sports Information Director of the Year plaque at the 2013 RMAC Hall of Fame & Awards Ceremony on Friday, July 12 at the Colorado Springs Marriott.

Metro State's Andy Schlichting came in second in voting for the award while Chadron State's Alex Helmbrecht was third.

J. W. Campbell was a long-time sports information director at Western State. He was also the assistant to the Western State President, an assistant professor, teaching seven separate disciplines and was the school's information director. He also co-authored two books and wrote numerous articles for magazines and trade publications. Campbell, who passed away in March 2000, was inducted into the RMAC Hall of Fame in July 2007.

Con Marshall, who resigned from the sports information director's post from Chadron State College in 2007 after 36 years, continues to assist in the promotions of Chadron State and its athletics programs, and he is a member of the RMAC Hall of Fame committee. A native of Chadron and a CSC graduate, Marshall's named was added to the award in 2007. He has received a 25-year award from CoSIDA.

# PUBLICATIONS CONTEST

## 2012-13 WINNERS ANNOUNCED

Following is a partial list of CoSIDA Publications Contest winners for the 2012-13 academic year. More awards will be announced at a later date.

If you have a correction of names or schools please contact Publications Committee Chair Tyler Cundith (Johnson Country CC) at [tcundith@jccc.edu](mailto:tcundith@jccc.edu).

The certificates will be distributed on Thursday, June 13 at the 2013 CoSIDA Orlando Convention during the Publications & Writing Awards session (4:30-5 pm, in the Aruba room).

If you or a fellow staff member are not attending the 2013 CoSIDA Convention, your certificates will be mailed to you after the convention.

### MEDIA GUIDES & GAME PROGRAMS

#### Basketball Guides/University (19 entries)

1. Clemson University (Philip Sikes)
2. Xavier University (Tom Eiser, Xavier Athletic Communications)
3. University of Kansas (Chris Theisen, Jackie Berra, Jeff Jacobson)
4. Hofstra University (Len Skoros, Stephen Gorchov)

Best Cover:

Temple University (Kelli Sheesely, Larry Dougherty, Temple Athletic Communications)

#### Women's Basketball Guides/College (19 entries)

1. Johnson County Community College (Tyler Cundith)
2. Washburn University (Gene Cassell, Jeremy Wangler)
3. Fort Hays State University (Ryan Pickett, Tim Hanson)
4. Tarleton State University (Nathan Bural)

Best Cover:

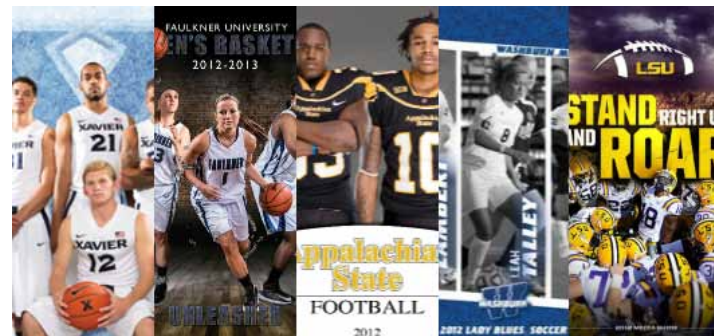
Faulkner University (Ryan Bartels)

#### Basketball Game Programs/University (17 entries)

1. The University of Wisconsin - Men (Patrick Herb, Jeremy Wodajo, Julia Hujet)
2. University of Alabama (Aaron Jordan, Doug Walker, Brent Hollingsworth)
3. The University of Wisconsin - Women (Diane Nordstrom, Anna Poulter-Hendrickson, Julia Underwood)

Best Cover:

University of Alabama (Aaron Jordan, Doug Walker, Brent Hollingsworth)



#### Basketball Game Programs/College (3 entries)

1. Saint John's University (Lori Gnahn, Ryan Klinkner, Tom Stock)

Best Cover:

Saint John's University (Lori Gnahn, Ryan Klinkner, Tom Stock)

#### Cross Country Guides/University (4 entries)

1. Georgia State University (Robert Carnes)
2. University of Kansas (Brad Gilbert, Jackie Berra, Jeff Jacobsen)

Best Cover:

University of Kansas (Brad Gilbert, Jackie Berra, Jeff Jacobsen)

#### Cross Country Guides/College (7 entries)

1. Nebraska Wesleyan University (Alex Linden, Jonah Bradley, Erin Twibell)
2. Carthage College (Steve Marovich, Jenna Apple, Mike Gryniwicz)

Best Cover:

Nebraska Wesleyan University (Alex Linden, Jonah Bradley, Erin Twibell)

#### Football Media Guide / FBS (12 entries)

1. Louisiana State University (Michael Bonnette, Jason Feirman, Krystal Bennett)
2. University of Notre Dame (Brian Hardin, Michael Bertsch)
3. University of Oklahoma (David Bassity, Pete Moris, Scott Matthews)

Best Cover:

University of Georgia (Claude Felton, Harold Dean, Leland Barrow)

#### Football Media Guide / FCS (3 entries)

1. Appalachian State University (Mike Flynn, Charles Cochrum, Ryan Bower)

Best Cover:

Bethune-Cookman University (Michael Stambaugh, Andrew Brown, Darian McCaskill)

## Football Game Programs/University (9 entries)

1. Louisiana State University (Bill Franques, Jason Feirman, Michael Bonnette)

2. Clemson University (Tom Bourret, Brian Hennessy)

Best Cover:

Louisiana State University (Bill Franques, Jason Feirman, Michael Bonnette)

## Football Game Programs/College (7 entries)

1. Saint John's University (Lori Gnahn, Ryan Klinkner, Tom Stock)

2. Washburn University (Gene Cassell, Jeremy Wangler)

Best Cover:

Washburn University (Gene Cassell, Jeremy Wangler)

## Women's Soccer Guides/University (7 entries)

1. Missouri State University (Timothy Bohn)

2. University of Notre Dame (Chris Masters)

Best Cover:

St. John's University (Mekale Jackson, Kristin Quinn, St. John's Athletic Communications)

## Women's Soccer Guides/College (15 entries)

1. Washburn University (Gene Cassell, Jeremy Wangler)

2. Johnson County Community College (Tyler Cundith)

3. Embry Riddle Aeronautical University (Alison Smalling)

Best Cover:

Faulkner University (Ryan Bartels)

## Men's Soccer Guides/University (6 entries)

1. University of Notre Dame (Sean Carroll)

2. Missouri State University (Adam Samson, Tim Bohn, Rick Kindhart)

Best Cover:

Clemson University (Sam Blackman)

## Men's Soccer Guides/College (14 entries)

1. Johnson County Community College (Tyler Cundith)

2. Embry-Riddle (Alison Smalling)

3. Ohio Wesleyan (Mark Beckenbach, Doug Thompson)

Best Cover:

Faulkner University (Ryan Bartels)

## Winter At-Large Guides/University (16 entries)

1. University of Oklahoma - swimming (Jared Tompson, Jordan Christiansen, Kelsey Hargen)

2. Northeastern University - men's hockey (Mark Majewski, Matt Houde, Matt McDonald)

3. University of Tennessee at Chattanooga - wrestling (Jay Blackman, Anne Wehunt, Jim Horten)

Best Cover: University of Oklahoma (Jared Tompson, Jordan Christiansen, Kelsey Hargen)

## Winter At-Large Guides/College (4 entries)

1. Grove City College - swimming (R.A. Briggs)

2. Carthage College - swimming (Steve Marovich, Jenna Apple, Mike Gryniewicz)

Best Cover:

Carthage College - swimming (Steve Marovich, Jenna Apple, Mike Gryniewicz)

## POSTERS

### Posters / College (24 entries)

1. Faulkner University - volleyball (Ryan Bartels)

2. Rogers State University - softball/baseball (Sara Williams, Steve Braun, Randy Riggs)

3. Faulkner University - football (Ryan Bartels)

4. Rogers State University - basketball (Sara Williams, Steve Braun, Randy Riggs)

### Football Posters / University (7 entries)

1. West Virginia University (West Virginia Sports Communications)

2. Kansas State University (Ron Cook, Kenny Lannou, Ryan Lackey)

### Fall Posters / University (14 entries)

1. St. John's University - men's soccer (Mekale Jackson, Tim Brown)

2. University of Kansas - volleyball (Alissa Bauer, Jackie Berra, Jeff Jacobsen)

3. Louisiana State University - women's soccer (Will Stafford, Corey Schneider, Chris Parent)



## **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](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 43



## 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 Week  
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

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# 2013

## AWARDS PRESENTATION SCHEDULE

**Wednesday - June 12**

**5:00 p.m.**

Capital One Academic

All-America® Hall of Fame

Inductions

Lester Jordan Award

Academic All-America@

Hall of Fame

Enberg Award

**Thursday - June 13**

**Noon**

CoSIDA Hall of Fame

Luncheon

Lifetime Achievement Awards

CoSIDA Hall of Fame

**Friday - June 14**

**Noon**

CoSIDA

Special Awards Luncheon

Keith Jackson Award

Warren Berg Award

Arch Ward Award

Jake Wade Award

Bud Nangle Award

Trailblazer Award

Kenworthy Award

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**



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# HALL OF FAME

## Bernadette “Bernie” Cafarelli, Notre Dame

**By Mark Beckenbach, Ohio Wesleyan University Sports Information Director**

If it were up to Bernadette (Bernie) Cafarelli, assistant athletics director for media relations at the University of Notre Dame, you wouldn't be reading this article. She would sooner walk through fire than receive personal accolades.

What her colleagues and counterparts have long known, however, is that Cafarelli is a consummate professional at the top of her field, and so they have made her one of five members of the College Sports Information Directors of America to be inducted into the CoSIDA Hall of Fame at the 2013 CoSIDA Convention.

Cafarelli is a native of Schenectady, N.Y. After graduating from Notre Dame, she earned a master's degree in sports administration from Ohio University prior to entering the athletic communications profession.

Cafarelli's storied career has seen her make stops at the College of William & Mary and Providence College before returning to her alma mater in 1994, then move up the ladder during her two decades at Notre Dame. Currently, she works primarily with the Fighting Irish men's basketball team and serves as co-editor of both the football game program and the athletic department's annual report.

Along the way, she has made an indelible impact on those who work alongside her, as well as those fortunate enough to have her work on their behalf.

Gregg Burke, the SID at Providence during Cafarelli's time there, says, "Bernie has those old-fashioned qualities that represent the very best of an SID's role and relationship with campus and department administration, coaches



and athletes, boosters and fans, and with the people of the media. But, as the profession changed, she changed with it and is now among its most-respected practitioners."

As Cafarelli's supervisor for much of those two decades at Notre Dame, senior associate athletics director John Heisler is perhaps the most qualified to offer a perspective on her work.

"While Bernie currently specializes in working with our men's basketball squad here at Notre Dame, she has worked with a number of our sports over the years," Heisler states. "And you won't find any of those student-athletes who would not have special words for the way in which Bernie has cared for them, more as students and people, and far beyond being concerned with only their athletic accomplishments. And, again, that's what our business is supposed to be about."

That's the essence of this well-deserved recognition: Cafarelli embodies what this profession is about.

She works not only to recognize her student-athletes for their on-the-field accomplishments, but for their classroom successes as well. She

serves as a member of Notre Dame's Academic Honors Program, working as one of six committee members from the University who coordinate the program. The Honors Program pairs student-athletes who excel both in the classroom and on the playing field with a faculty mentor in their designated field of interest, and includes 40-44 student-athletes annually.

Cafarelli also has been a member of CoSIDA's Academic All-America® committee since 1988. She first served as a district coordinator and then a national coordinator, then for many years as a vice-chair, before assuming her current position as co-chair of the national committee. She oversees the external functions of the committee, including publicity, awards, and the Capital One Academic All-America® Hall of Fame. She received CoSIDA's Lester Jordan Award, recognizing service to the Academic All-America® program, in 2000.

It was Dave Wrath, longtime SID at Augustana College and member of the Academic All-America® committee, who summed it up best. "Bernie is the absolute essence of professionalism at its highest level. She operates under a huge microscope at Notre Dame and she works her craft with the precision that most of us can only hope to emulate. She has taken on every challenge in the fishbowl that comes with being the public voice of the Irish and, like everything she does in life, she has met each one."

# HALL OF FAME

## Jim McGrath, Butler

**By Claude Felton**  
**Sr. Associate Athletic Director/UGA**  
**Sports Communications**  
**University of Georgia**

Ultimate professional, family man, dedicated, caring, delightful colleague, class, selfless, The Butler Way, and producer of the country's greatest game notes. All are used by peers, co-workers, and media to describe well-deserving 2013 CoSIDA Hall of Fame inductee Jim McGrath.

Jim has served as Butler University's sports information director since 1981 and assumed the title of associate athletic director in 1989 after four years as an assistant athletic director. In his current role, he is responsible for overseeing media relations for Butler's 19 intercollegiate sports, and he's the individual sport contact for men's basketball, football, men's soccer, softball, men's and women's golf and men's and women's cross country and track. During his tenure, McGrath has covered more than 2,000 Butler athletic events.

"In the four decades I have worked with Jim, I have found him to be the consummate professional, a warm and caring human being, and a delightful colleague," said Bill Hancock, current Executive Director, College Football Playoff. "In short, he has all the attributes that every Hall of Fame member should possess. Jim is dedicated to the profession and to its members. Like all of us, he has devoted thousands of hours--millions, probably--to making sure everything has been done properly. He has sacrificed, grown, and thrived. He has laughed and hugged and celebrated. In short, Jim has done it all."

Since assuming his post at Butler, McGrath has served as the host SID for four NCAA Division I Men's Final Fours and one Women's Final Four, as well as nine NCAA men's first and second rounds tournaments. He's served on the NCAA Media Coordination staff for the Final Four since 2008, and he's been a member of the NCAA Media Coordination Advisory Board since 2012.



"Jim has been a rock in the business," says ESPN's Andy Katz. "While there has been change at Butler over the years, Jim has been the one constant. Everyone talks about the Butler way but Jim exhibits that daily with his wholesome Midwestern approach to his job."

"I have dealt with Jim plenty over the last few years, and he is the ultimate professional," noted CBSsports.com senior writer Jeff Goodman. "As good at what he does as anyone in the industry. Class - and selfless."

McGrath has worked in press operations at amateur national championships in boxing, swimming and track and field. He was a press officer at the 1982 and 1983 USOC National Sports Festivals and the 1986 U.S. Olympic Festival, and he served as a press officer for the United States team at the 1984 Summer Olympics in Los Angeles and the 1987 Pan American Games in Indianapolis. He further served as co-chairman for the Media Center Development and Operations Committee for Pan American Games X and served on the Media Coordination staff for the 2002 World Basketball Championship.

"Jim is the ultimate professional in the industry, and the United States Olympic Committee was

fortunate to have him as part of our Press Officer Teams at the Olympic Festivals and the Olympic Games," said Mike Moran, former USOC Managing Director for Media and Public Relations. "He's deserving for Hall of Fame honors with CoSIDA because he has been, without question, one of the best in the business for years."

McGrath arrived at Butler after a 10-year stint as sports information director at his alma mater, Augustana College (Rock Island, Ill.). While at Augustana, he served as the host SID for five NCAA Division III national basketball championships. He was publicity director for the Ed McMahon Quad-Cities Open professional golf tournament for five years, and he served five years as the director of communications for the College Conference of Illinois and Wisconsin. While at Augustana, he received 30 publications awards from CoSIDA, including 10 Best in the Nation certificates.

McGrath received the "Helping Hand" Award from the Indiana Sportswriters and Sportscasters Association in 2010, and he was inducted into the Butler Athletic Hall of Fame in September of 2012. He also joined the Augustana College Tribe of Vikings Hall of Fame with the 1972-73 men's basketball team in the fall of 2012.

"In my opinion, there is no one more deserving of this Hall of Fame honor than Jim McGrath," said Chris Denari, television voice of the Indiana Pacers. "I am honored that I had the chance to work with Jim on many different levels, but my experience on staff with him at Butler University for 10 years made me understand what a true professional, colleague and family man he is. And as the radio voice of Butler basketball for 17 years, I can tell you this: NOBODY'S game notes/information are better than Jim McGrath's!"

A 1971 graduate of Augustana, McGrath and his wife, Judy, have three sons, Chad, Scott and Christopher and five grandchildren.

# HALL OF FAME

## Fred Stabley, Jr., Central Michigan

**By Bill Little, University of Texas  
Special Assistant to Football Coach  
for Communications**

Folks would tell you that sports journalism runs in Fred Stabley Jr.'s blood. But his roots in the college sports information profession go straight down to the soul.

Fact is, all he ever wanted to be was a newspaper sports editor, or a sports information professional. He came by it naturally. He is part of a family that spans three generations in the field of college media relations.

Stabley, who will be enshrined in the CoSIDA Hall of Fame at the organization's annual convention in June at Orlando's Marriott World Center, joins the 2013 inductees as a designate of CoSIDA's Special Awards Committee's Veterans committee. The Veterans committee was formed to recognize deserving Division I SIDs who had retired or left the profession and had been overlooked when they were active in the business.

The former SID at Central Michigan and CoSIDA's president in 2000-2001, Stabley joins his late father, Fred Stabley Sr. as a member of the organization's Hall of Fame.

While his greatest claim to fame actually came as a sports writer for the Lansing State Journal in 1974 when he tabbed a young high school player named Earvin Johnson with the nickname "Magic," Stabley's steady influence on the SID profession at CMU lasted from 1982 through his retirement in 2005.

"I guess you could say I was born to be an SID," Stabley recalled recently. "Upstairs in our home in East Lansing was my father, Fred, the SID for 32 years at Michigan State, and across the hall downstairs was a college student named Nick Vista, who was a long-time assistant to my dad and then the head SID at MSU when Dad retired in 1980."

Fred attended his first CoSIDA workshop 30 years ago in San Diego, and the next year when the group met



in St. Louis, he and his wife, Barb, loaded up their car with their three kids and began bringing them to the meetings.

"Not many young people attended. We just felt the workshops were in so many neat places that our kids would enjoy the trips as much as we did. So for the next 22 years we continued to include them on select workshop trips," he said.

The interest in the business became contagious, and after daughter Amy spent four years as a student in the CMU office and a year as an intern at Michigan State, she set something of a pioneering goal of being a woman as the head SID at a Division I school.

For a close-knit family nestled in the heart of the state of Michigan, leaving home was going to be a stretch—but neither Fred nor Barb realized just how far that stretch would be. In the summer of 1992, Amy Stabley completed the Stabley-clan's third generation in the SID business when she took (with encouragement from her Dad and Granddad) a job as a full-time assistant as the baseball SID in the men's athletics department at The University of Texas at Austin. As such, she became one of the

nation's first women employed as a full-time assistant in a department dealing strictly with men's sports.

The 1,400 miles between Mount Pleasant, Michigan and Austin, Texas, soon meant another adventure for the Stableys, as Fred managed to balance his time at work at CMU with top-to-bottom drives in the family Oldsmobile on breaks to visit Amy in Austin.

And when Amy's Longhorns made it to the College World Series in 1993, she proudly got him a media credential, fulfilling one of Fred's "bucket list" dreams of being connected to a team participating in Omaha.

Several years later, Amy (who by then was married to a former Michigan State baseball player named Steve Hirschman) achieved her Division I SID goal when she took the head job at Oakland University, and the family was once again reunited in Michigan.

The next years were a busy time for Fred professionally. Always active in CoSIDA, he became an at-large member of the Board of Directors in the mid-1990s, and then moved into the officer rotation. He served as CoSIDA's president in 2000-2001 and remained on the board through 2004.

The author of several books who began writing sports as a freshman in high school before earning a degree from Michigan State in 1970, Fred retired after 23 years at Central Michigan in 2005. He still works seven different part time jobs, several of which involve his abiding love of golf. He serves as a substitute teacher, as golf coach at two different schools, as a golf instructor and pro shop worker at two different golf clubs, and as a radio announcer for high school sports in Mt. Pleasant. Being busy is nothing new—among his many obligations, Fred found time to serve his country for nine years with the Michigan National Guard.

***Continued on Page 47***

# BUD NANGLE AWARD

## Christopher Lakos, Georgia

**By Steve Colquitt, Associate Director, University of Georgia Sports Communications**

Serving as the media relations director for Georgia's nationally ranked baseball and women's tennis teams, not to mention having several responsibilities with the Bulldogs' football team and serving on various professional committees, Christopher Lakos knows about hard work and long hours.

Staffing events, editing copy for game programs and helping select award winners comes with the territory for SIDs, including Lakos. But when faced with unusual or stressful situations, it takes a special athletic communications professional to demonstrate an even higher level of ethics and integrity.

The Georgia baseball team was rocked by a catastrophic injury not once but twice. In the fall of 2009, second baseman Chance Veazey was involved in a scooter accident on the Georgia campus. Then in 2011, Johnathan Taylor collided with a fellow outfielder while diving for a fly ball.

The incidents left both Veazey and Taylor paralyzed from the waist down. Following each accident, media attention was predictable — and Lakos was the man contacted for information and with interview requests from both local and national outlets. Not only did he have to try to facilitate requests from the likes of ESPN and *Sports Illustrated*, he did so with a heavy heart. Lakos, who always has developed strong relationships with the student-athletes, was aching emotionally right along with the Georgia players and coaches.

Following each accident, Lakos was one of the first members of the Georgia staff to arrive at the hospital. But knowing he had a job to do, Lakos showed the mettle that made him the winner of CoSIDA's inaugural Bud Nangle Award. This award was



recently established by the CoSIDA Board of Directors and will 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. It is named for and honors Owen "Bud" Nangle, former longtime Sports Information Director at Northern Illinois and CoSIDA Hall of Famer who, in 1974, authored the CoSIDA Code of Ethics which is the standard for the profession to this day.

Lakos showed the respect deserved by Veazey and Taylor, their families, their teammates and their coaches during these horrific ordeals. Lakos was the ideal liaison with these groups and the press. And while he made several of the interviews possible, he also was not afraid to say no in allowing Veazey and Taylor the time they needed to cope and focus on their rehabilitation processes.

"We could not do it without Christopher," Georgia baseball coach David Perno said. "He's as good as it gets. He's very professional and I cannot imagine this program without his involvement. He handled these situations the way he handles everything else — in a first-class

manner. He was thorough, he was out front, he was forward thinking, he made sure all the lines of communication stayed open. He handled every detail in a professional way that helped all of us deal with an extremely tough situation."

Athletic communications professionals are trained for the "normal" aspects of their jobs — compiling stats, facilitating interviews, developing and maintaining web sites, notes and media guides, and staffing a press box. But there is no handbook for when crises arise. So much of what Lakos and the other members of the Georgia baseball team dealt with were foreign feelings. Their response was the humanistic approach of simply doing what was in the best interests of Veazey and Taylor.

Throughout the process, Lakos cobbled together an outline of what was done and, perhaps as importantly, what wasn't done. His notes included:

- How best to manage the information flow and what the tones of press briefings should be;
- Establishing a policy of "one voice," identifying who would speak on behalf of the program with information updates;
- Using traditional and social media to help promote fund-raising opportunities;
- Extended media training for the players and coaches, reminding them to "stick to what you know and don't speculate."

Moreover, Lakos assisted administrators from other athletic association departments as they worked with hospitals, insurance companies, attorneys, counselors, the players' professors, scooter safety instructors and fund-raisers.

Similar accidents later occurred with student-athletes at fellow SEC institutions, and Lakos was quick to reach out to the SIDs at those schools

**Continued on Page 47**

**LAKOS***Continued from Page 46*

to offer his assistance and to relay his own roadmap.

“Every sports information department in America would be blessed to have Chris on its staff,” said Claude Felton, Georgia Senior Associate Athletic Director. “He’s the kind of man who makes the people around him better. When we all heard about Chance and Johnathan, it was just natural that we were equally concerned about Chris.

“I knew how talented and respected Chris was in our field, but in the days and weeks and months that followed the accidents, those realizations ramped up even more. I know he must have been hurting and that he was emotionally and physically drained, but he never let it show. He did so much for those young men, and I’m sure there was a great deal that they don’t even know about. But that’s Chris’ way. He rolls up his sleeves and does his job without any fanfare. The way he dealt with those situations was an incredible example for all of us.”

Today, Veazey and Taylor remain close to the Georgia program as they serve as student assistants and are continuing their studies at UGA. Periodically, requests for additional interviews and photo shoots reach Lakos’ desk — most recently from UGA’s alumni magazine and *Spinal Column*, a quarterly publication produced by Atlanta’s Shepherd Center (where both Veazey and Taylor were treated). And, as from the start, Lakos handles them with great aplomb.

A veteran SID, Lakos has a background that prepared him for the Veazey-Taylor situation. A member of the Georgia staff for two decades, Lakos has accompanied the baseball team to the College World Series four times and has been a part of the host SID staff for 14 championships in five sports. In addition, Lakos has game-day and practice duties with the football team and he is the managing editor for the award-winning football game-day program. During the 1996

Olympics in Atlanta, Lakos oversaw a 68-member staff as the Venue Press Chief for baseball. His staff also assisted in the opening and closing ceremonies. Moreover, Lakos sits on the Convention Program Committee for CoSIDA and is on the Peach of an Athlete Selection Committee that is part of the Boy Scouts of America’s Atlanta Area Council.

Said Perno, “We’d have a tough time surviving without him. He’s the best in the business.”

**STABLEY***Continued from Page 45*

But there has always been a space on the Stabley calendar for the annual CoSIDA Workshop—an organization which his Dad, Fred Sr., helped form in the 1940s. For a number of years, Fred and Barb have been visible fixtures assisting with the workshop registration.

The Stableys have been married for 45 years, have three children, nine grandchildren and one great-grandchild. They split their time now between Michigan and Florida, living seven months in Michigan and five in Florida.

But this summer, that trip to Florida will have added significance as CoSIDA gathers in Orlando. For a clan that arguably could be called “CoSIDA’s First Family,” this workshop will have special meaning indeed.

# 25-YEAR AWARD

## Ray Simmons, Southern Indiana

**By Ed Hill, Jr., Howard University**

Ray Simmons has been named recipient of the College Sports Information Directors of America 25-year Award. The award is presented to CoSIDA members who have served 25 years in the profession.

Simmons was named the University of Southern Indiana Director of Sports Information in August of 1989. He has worked in the sports information field for more than 25 years. Simmons is the media liaison for the USI Department of Athletics and the primary media contact for the men's and women's soccer and tennis, men's basketball team, men's golf, and baseball programs.

During his tenure at USI, Simmons has helped promote and publicize four NCAA Division II national players of the year, more than 40 All-Americans, and 12 Academic All-Americans. He also has helped to publicize the USI's team successes such as the USI men's basketball 1995 national championship; baseball 2010 national championship; the 1994 and 2004 men's basketball national finalist teams; the 1997 women's basketball national finalist team; and the 2007 baseball run to the national championship series.

Simmons was the host site media coordinator when USI and the City of Evansville hosted the 2002 NCAA Division II Men's Basketball Elite Eight and the 2004 and 2009 NCAA Division II Men's and Women's Cross Country National Championships. He also was the media liaison to CBS Sports for the national championship events.

Outside of his University duties, the tireless Simmons has assisted with media relations as a press officer at the 1994 and 1995 United States Olympic Festivals and a sports information coordinator at the 1996, 1998, 1999, and 2000 NCAA Division II Men's Basketball Elite Eights.



“Ray has been my boss since 2000,” says Dan McDonnell, assistant SID at USI. “I came to USI as an intern and he has been an unbelievable supervisor and teacher. He has been a very good role model for me as well as several students who have gone on to have successes in their careers. It is in large part because of his leadership..”.

The native of Litchfield, Illinois, came to USI after a year as the assistant sports information director at Florida International University in Miami, Florida, where he worked with Division I men's and women's soccer, women's basketball, men's and women's tennis, volleyball, and baseball.

Simmons started building his sports information background while earning his bachelor's degree from Southern Illinois University Edwardsville. He was a student assistant for three years and was recognized by the NCAA for outstanding contributions to the success of the 1986 NCAA Division II Wrestling Championships.

Prior to graduation, Simmons did his under-graduate internship at ESPN in Bristol, Connecticut. He worked in the area of media and public relations for ESPN, dealing with Chris Berman and Dick Vitale on fan mail and announcer broadcast appearances.

A member of CoSIDA, Simmons is a representative on the D-II SIDA Board of Directors. He was the chair of the CoSIDA NCAA Legislation Liaison Committee for five years (2001-05) prior to a tenure on the Charity Committee. Simmons was also elected to the USI Administrative Senate in 2011.

Simmons and his wife, Vicki, reside in Evansville.

# LIFETIME ACHIEVEMENT AWARD

## Jim Wright, NCAA

**By Barb Kowal**  
**CoSIDA Director of External Affairs**

A great friend and resource for CoSIDA and its members will step away into retirement this summer after a distinguished 38 years of service at the NCAA. And, will be solely missed.

Jim Wright, Director of NCAA Statistics, who has been involved with the College Sports Information Directors of America (CoSIDA) for over 40 years, will retire on July 5, 2013.

Wright will receive a CoSIDA Lifetime Achievement Award during the Special Awards Luncheon (June 14) at the 2013 CoSIDA Convention in Orlando.

Wright's relationship with CoSIDA began when he joined the sports information staff at the Air Force Academy as an assistant SID in 1970. He left the Academy in 1974 to serve as the Sports Information Director at the University of Southern Colorado. The following year he was named to the NCAA statistics staff where he embarked on a career with the national intercollegiate governing body that has lasted to this day.

In 1993 Wright was named the NCAA's Director of Statistics and, in this role, has interacted with SIDs from all divisions. Wright now works with an expanded staff of nine full-time statisticians and five media coordinators at the NCAA to produce weekly national rankings and annual records books for 14 sports in all divisions, as well as statisticians' manuals. The statistics staff also is responsible for providing daily and weekly statistics updates for numerous sports, a Rating Percentage Index (RPI) for 11 Division I championships and score-reporting data for Divisions II and III, while the media coordination staff handles press operations for most of the biggest NCAA events.

Under Wright's direction, the statistics staff has digitized its vast historical records and each year has



expanded its archives which serve as a valuable resource for the college athletic community. In an expanded role with CoSIDA, Wright has chaired the NCAA Statistics and Records Advisory Board for many years which is comprised of NCAA staff members and college athletic communications professional.

"I've been very fortunate to have worked both with great folks as part of the NCAA statistics staff, as well as hundreds of dedicated, hard-working SIDs across all divisions," Wright noted. "There is no way our staff could do the work we do, generating weekly stats, annual records books, and all kinds of other cool numbers, without the consistent help from a great group of professionals, both at schools and conference offices. I'll miss the daily interaction with everyone, but I also am confident that our NCAA staff will continue to maintain the terrific relationship we have with SIDs everywhere."

Wright has received two of CoSIDA's highest honors during his distinguished career. In 2008, Wright was inducted into the CoSIDA Hall of Fame at the organization's annual convention held in Tampa, Fla. It was

his second major CoSIDA award as he received the Arch Ward Award in 2003 which is given to a CoSIDA member who has made outstanding contributions to athletic media relations and who brings dignity and professionalism to the profession.

Wright served as media coordinator for 34 national championships in his NCAA career. He has worked the Division I Wrestling championship, the Women's Final Four and, for 25 years, was media coordinator for the College World Series in Omaha.

In addition to his CoSIDA Hall of Fame and Arch Ward Award honors, Wright was acknowledged by the American Baseball Coaches Association (ABCA) with its Meritorious Service Award in 2004 and also was presented the 1989 Wilbur Snyppe Award, awarded annually for contributions to the sport of college baseball, by the National Collegiate Baseball Writers Association (NCBWA). In 2010, he was elected to the Ball State University Journalism Hall of Fame.

A native of Connersville, Indiana, he was awarded both a bachelor's and master's degree in journalism from Ball State University in Muncie, Indiana (where he was a classmate of David Letterman).

Jim is a lifelong Cincinnati Reds fan and still has the box score he kept at his first game between the Reds and the New York Giants with Willie Mays.

# LESTER JORDAN AWARD

## Mark Fleming, Moravian

**By Dick Lipe, Sports Information Director, Bentley University**

More than 60 years ago, Lester Jordan, the then-sports information director at SMU, had the foresight to create what we now know as the Capital One Academic All-America® program. Nearly 20 years later, CoSIDA leaders voted to name an award in Mr. Jordan's honor to keep alive the memory of the Academic All-America® program's founder. The annual CoSIDA Lester Jordan Award recognizes those who have made a major commitment to the program with their time, energy and passion and who promote the ideals of being a student-athlete.

The latest to join that distinguished list is Mark Fleming of Moravian College.

"I am very honored to be receiving the Lester Jordan Award," said Fleming, who is in his 16th year as Sports Information Director at Moravian which is in Bethlehem, Pennsylvania. "The Academic All-America® program is one of the most active in CoSIDA and honors hundreds of student-athletes every year for the work that they accomplish both in competition and in the classroom, and that is why I wanted to become a member of the Academic All-America® committee at some point."

It didn't take Mark long to get involved in CoSIDA's flagship program. In fact, it was just weeks after he joined this author's staff at Bentley College as an intern back in 1996.

"I first learned of the Academic All-America® program as a high school intern in the sports information office at Edinboro University when SID Todd Jay showed me a district ballot and asked if I felt we had anyone that should be nominated in the future," remembered Fleming. "Reading through the ballots over the years



and seeing the teams announced, I became intrigued with the program and wanted to be involved."

"When finishing up my graduate assistantship with CoSIDA Hall of Famer Pete Nevins at East Stroudsburg University, I had the opportunity for an internship with Dick Lipe at Bentley, who was then the chair of the Academic All-America® committee. I relished the chance to work with Dick and learn more about the program. Shortly after I started at Bentley, Dick came across the hall and asked if I was interested in becoming a district coordinator since the soccer programs were broken out from the at-large program, and he needed more district coordinators. I jumped at the chance to be part of the committee and have been since.

The following year saw Mark become the sports information director at Moravian, a position he continues to excel at to this day. And after his move back to his native Pennsylvania, Mark continued his involvement with the Academic All-America® program, fulfilling whatever role the committee leadership has requested.

"Five years ago, I was approached by Dick and several other committee

members to become the coordinator of the Capital One Academic All-America® Hall of Fame component of the program and help transition the voting part of the program from paper to online," said Fleming. "Again, I jumped at the chance to do something new within the program. It has been a rewarding experience to work with the last five Academic All-America® Hall of Fame classes as you really get to see what these former student-athletes have done with their careers after college and truly what being named an Academic All-American® while a student meant to them. Our Academic All-America® Hall of Fame is an amazing group and each new class is excited to join the Hall of Fame and tell their stories of being outstanding student-athletes."

The Capital One Academic All-America® program isn't the only national involvement that Mark has been involved with during his tenure at Moravian, where he is responsible for handling the athletic communications for 18 varsity sports. Making it more impressive is that he spent most of that time without an assistant to help carry the load.

Mark's involvement with CoSIDA has included coordinating a national email list for Division III and currently is serving a three-year term on the CoSIDA Board of Directors as a college division representative.

Mark's efforts have drawn considerable praise, both from the Academic All-America® Committee leadership and from his superiors at Moravian.

"Mark has done an outstanding job, not only directing sports information at Moravian, but also bringing visibility to our athletics program and student athletes through his participation in CoSIDA," noted Michael Wilson, director of public relations at Moravian College.

"We certainly are proud of Mark's achievement and his work at the

highest levels of national collegiate athletics organizations.”

“For the past 16 years as Moravian SID, Mark has been exemplary at focusing the spot light on the scholar athletes that excel both in the classroom and in NCAA completion,” Wilson continued. “We are pleased he is being recognized for his seventeen years of service with the Academic All-America® Committee, including twelve as a district coordinator, and five as coordinator of the Capital One Academic All-America® Hall of Fame.”

Bernie Cafarelli, Notre Dame Assistant Athletic Director for Media Relations and co-chair of the Academic All-America® Committee, noted “I am thrilled we are honoring Mark with this year’s Lester Jordan Award for his longtime service to the Academic All-America® Committee.

“Mark has a shown a passion, dedication and loyalty to the program for nearly 17 years and has been a friend to so many of us on the committee. He is a tremendous advocate for the mission of the program and for the student-athletes we recognize each year for their success both in the classroom and on the field. Mark plays a vital role in coordinating the nomination and voting process for the Hall of Fame program. We’re fortunate to have his leadership on our committee.”

Fleming is a 1994 graduate of Edinboro University of Pennsylvania with a bachelor’s degree in speech communications. He went on to receive a master’s degree in health and physical education with a concentration in sport management from East Stroudsburg University of Pennsylvania in May of 1997. Fleming resides in Bethlehem, Pa. with his wife, Sandy, and their sons, Justin (9) and Ryan (7).



2013

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at NACDA Affiliates Convention Week

June 12-15

Orlando Marriott

World Center



# KEITH JACKSON ETERNAL FLAME AWARD

## Pat Summitt, Tennessee

**By Eric Trainer, University of Tennessee Associate Media Relations Director**

Pat Summitt, University of Tennessee Head Women's Basketball Coach Emeritus and the winningest coach in NCAA hoops history, will be presented the Keith Jackson Eternal Flame Award by the College Sports Information Directors of America on June 14.

Summitt will be the ninth recipient of the honor since it was established in 1998.

The Eternal Flame Award is named for legendary longtime broadcaster Keith Jackson and recognizes an individual or an organization that has made a lasting contribution to intercollegiate athletics, demonstrating a long and consistent commitment to excellence and support of CoSIDA and its mission.

Serving as head coach emeritus at UT since ending her legendary career at the helm on April 18, 2012, Summitt was previously honored by CoSIDA in 2007 with the Dick Enberg Award for her actions and commitment to further the meaning and reach of the Academic All-America® Teams Program and the student-athlete while promoting the values of education and academics.

In addition to Jackson, the initial honoree in 1998, other winners of the Eternal Flame Award have included the GTE Corporation in 1999, Dick Enberg (NBC/CBS) in 2001, Rosa Gatti (ESPN) in 2003, Jim Albright (Kodak) in 2005, Dick Vitale (ESPN) in 2008, the late Myles Brand (NCAA) in 2009 and Bob Condon (U.S. Olympic Committee) in 2012.

During 38 seasons at Tennessee, Summitt produced a record of 1,098-208 (.840) and led her Lady Volunteers to 18 NCAA Final Fours, eight NCAA titles, 32 combined SEC championships and 31 NCAA tournament appearances.



After accepting the job as a graduate assistant in Knoxville and unexpectedly taking over the program at the age of 22 just prior to the 1974-75 season, Summitt also developed 12 U.S. Olympians, 21 WBCA All-Americans and 44 professional basketball players, including 15 first-round selections in the WNBA Draft.

During the early years of her career, she also took time to help the 1976 U.S. Olympic women's team earn a silver medal in Montreal as a player, and she directed the 1984 American squad to gold in Los Angeles, where she was carried off the floor by her joyous team.

A testament to her commitment to developing the total student-athlete, all 122 players under her watch who completed their eligibility at UT graduated. Ten of her players earned a combined 13 CoSIDA Academic All-America honors through the years, two were named CoSIDA Academic All-American of the Year and one was selected to the CoSIDA All-Time Academic All-America Team.

Nearly 50 of her former players followed her into the coaching

profession. Many others are making a difference around the country, thanks to their UT degrees and the code of conduct instilled in them by their mentor.

What can't be quantified, though, is the number of people Summitt has impacted outside her program through the years. Her effect on sports and American society as a whole wasn't lost on President Barack Obama, just before he draped the Presidential Medal of Freedom around her neck at the White House on May 29, 2012.

Summitt was honored that day along with 12 other individuals who had made especially meritorious contributions to the security or national interests of the United States, to world peace, or to cultural or other significant public or private endeavors. The UT coach was in the company of such dignitaries as our nation's first female secretary of state, Madeleine Albright, treasured musician Bob Dylan and astronaut John Glenn, the first man to orbit the Earth and later a U.S. senator.

"When I think about my two daughters who are tall and gifted, knowing that [because of] folks like Coach Summitt, they are standing up straight and diving after loose balls and feeling confident and strong," President Obama said prior to awarding Summitt the medal. "Then I understand the impact that these people have had extends beyond me. It will continue for generations to come."

Certainly, Summitt had a coaching career worthy of numerous awards. To cite a few, she was a seven-time NCAA Coach of the Year, eight-time SEC Coach of the Year and 2011 *Sports Illustrated* Sportswoman of the Year, sharing that season's honor with Sportsman of the Year Mike Krzyzewski of Duke. In April 2000,

***Continued on Page 53***

she was named Naismith Coach of the Century, while The Sporting News in 2009 included her as one the “50 Greatest Coaches of All-Time,” ranking her 11th in that club and the only woman on the list.

Her accomplishments earned her admission into no fewer than eight halls of fame. She’s enshrined in the Naismith Memorial Basketball Hall of Fame, the Women’s Basketball Hall of Fame, the Women’s Sports Foundation Hall of Fame and the National Association for Sport and Physical Fitness Hall of Fame. She also was inducted into the Tennessee Women’s Hall of Fame, the Tennessee Sports Hall of Fame, the Tennessee Lady Vol Hall of Fame and the Greater Knoxville Sports Hall of Fame.

At age 59, and with her hall of fame career still in progress, Summitt received a stunning medical diagnosis from doctors at the Mayo Clinic. On Aug. 23, 2011, she shared that news, revealing that she was battling early onset dementia, Alzheimer’s type. That announcement sent shockwaves through the sports world.

While Summitt was understandably floored by the reality of the situation, it didn’t take her long to do what she always does -- take on the next challenge armed with a purpose and a passion. She did so aided by the support of her university, staff and team.

During the 2011-12 season, which turned out to be her final year on the Tennessee bench, Summitt and her staff guided the Lady Vols to a 27-9 overall record, a second-straight SEC tourney title and an appearance in the NCAA Elite 8. Along the way, Summitt was honored during pregame introductions with standing ovations, and “We Back Pat” shirts became commonplace as the campaign went viral via social media.

Upon the season’s conclusion, Summitt took time to reflect as well as look ahead. She then made a decision that many feared and hoped wouldn’t occur. She relinquished her duties as head coach on April 18, 2012.

By then, dozens of organizations had presented, or wanted to

present, awards to her or name one in her honor. One of the most visible was the Arthur Ashe Courage Award, which she received at the 2012 ESPYs while joined by son Tyler Summitt and friend Peyton Manning. Among other honors, she also received the Billie Jean King Legacy Award from the USTA, the NCAA’s Gerald R. Ford Award, NACDA’s Michael J. Cleary Merit of Honor Award, the USBWA’s Most Courageous Award and the Alzheimer’s Association Sargent & Eunice Shriver Profiles in Dignity Award.

“It is extremely difficult to adequately express what Pat Summitt has meant to the University of Tennessee, the sport of basketball, and the growth of women’s athletics nationally,” said UT Vice Chancellor and Director of Athletics Dave Hart at the news conference announcing her decision to step away from her coaching duties. “She is an icon who does not view herself in that light, and her legacy is well-defined and everlasting. Just like there will never be another John Wooden, there will never be another Pat Summitt.”

Summitt, as she stepped down, passed the torch of tradition to her long-time assistant, friend and former player, Holly Warlick. She did so by symbolically placing her coaching whistle around Warlick’s neck during the news conference at UT’s Thompson-Boling Arena, where the court is aptly named “The Summitt.”

“I’ve loved being the head coach at Tennessee for 38 years, but I recognize that the time has come to move into the future and to step into a new role,” said Summitt. “I support Holly Warlick being named the next head coach, and I want to help ensure the stability of the program going forward. I would like to emphasize that I fully intend to continue working as head coach emeritus, mentoring and teaching life skills to our players, and I will continue my active role as a spokesperson in the fight against Alzheimer’s through the Pat Summitt Foundation Fund.”

And that she certainly has done, launching a highly-visible onslaught

against Alzheimer’s via her foundation as well as the “We Back Pat” initiative. The organization has raised hundreds of thousands of dollars, and former Vol and current NFL quarterback Peyton Manning and his wife, Ashley, added momentum to the campaign by committing \$500,000 to the Pat Summitt Foundation on April 11, 2013.

Manning, a 1996 and 1997 CoSIDA Academic All-America honoree and the 1997-98 Academic All-America Male Student-Athlete of the Year, also jumped at the opportunity to serve as an honorary co-chair on Summitt’s foundation to lend a helping hand.

“I have such great respect and admiration for Coach Summitt as a mentor, coach and friend from my days as a Tennessee Volunteer and throughout my pro career,” Manning said. “I hope my role as honorary co-chair can bring attention to the important mission of defeating Alzheimer’s through research for a cure, support services for patients and caregivers, and building education and awareness.”

PSF Advisory Board Chairman James A. Haslam II, perhaps, said it best when referring to Summitt’s pursuit of victory in basketball and against Alzheimer’s as well as the role the Mannings’ generosity will play in that fight.

“As we all know, Pat Summitt has been a success at everything she has ever taken on, and we truly believe the Mannings’ gift and our efforts with Pat’s team will make a huge difference on the national platform for Alzheimer’s. Together, We Will Win!”

Those who know firsthand about Summitt’s incredible resolve and wear her orange and purple #FierceCourage wristbands don’t doubt that for a second.

***(Those wishing to donate or learn more about the Pat Summitt Foundation may go to [www.patsummitt.org](http://www.patsummitt.org).)***

# COSIDA CALENDAR

## UPCOMING MEMBERSHIP SCHEDULE AND DEADLINES

### 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](mailto: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				

PASADENA TOURNAMENT of ROSES

ROSE BOWL GAME® PRESENTED BY VIZIO



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**JANUARY 1, 2014**  
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**ESPN**

PROUD SUPPORTER OF CoSIDA

**JANUARY 6, 2014**  
 5:20 P.M. PT | 8:20 P.M. ET  
**ESPN**



WWW.TOURNAMENTOFROSES.COM  
 f/RoseBowlGame | @RoseBowlGame

PASSION • STRENGTH • TRADITION • HONOR



**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](http://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](mailto:rlipe@bentley.edu)) or CoSIDA Executive Director John Humenik ([jhumenik@bellsouth.net](mailto: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](mailto:jseavey@maritime.edu)) or Barb Kowal, CoSIDA's Director of External Affairs ([barbkowal@cosida.com](mailto: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
<b>Nomination Deadline</b>	<b>6 p.m. ET Tues. Oct. 16</b>	<b>6 p.m. ET Tues. Oct. 23</b>	<b>6 p.m. ET Tues. Oct. 23</b>	<b>6 p.m. ET Tues. Jan. 15</b>	<b>6 p.m. ET Tues. April 16</b>	<b>6 p.m. ET Tues. April 30</b>	<b>6 p.m. ET Tues. May 14</b>
DCs Finalize Ballots	Fri. Oct. 19	Fri. Oct. 26	Fri. Oct. 26	Fri. Jan. 18	Fri. April 19	Fri. May 3	Fri. May 17
<b>District Voting Deadline</b>	<b>6 p.m. ET Tues. Oct. 30</b>	<b>6 p.m. ET Tues. Nov. 6</b>	<b>6 p.m. ET Tues. Nov. 6</b>	<b>6 p.m. ET Tues. Jan. 29</b>	<b>6 p.m. ET Tues. April 30</b>	<b>6 p.m. ET Tues. May 14</b>	<b>6 p.m. ET Tues. May 28</b>
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	<b>6 p.m. ET Tues. Nov. 13</b>	<b>6 p.m. ET Tues. Nov. 20</b>	<b>6 p.m. ET Tues. Nov. 20</b>	<b>6 p.m. ET Tues. Feb. 12</b>	<b>6 p.m. ET Tues. May 14</b>	<b>6 p.m. ET Tues. May 28</b>	<b>6 p.m. ET Tues. June 11</b>
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)	<b>noon ET</b> M. Nov. 26 (C) T. Nov. 27 (3) W. Nov. 28 (2) Th. Nov. 29 (1)	<b>noon ET</b> M. Dec. 3 (C) T. Dec. 4 (3) W. Dec. 5 (2) Th. Dec. 6 (1)	<b>noon ET</b> M. Dec. 10 (C) T. Dec. 11 (3) W. Dec. 12 (2) Th. Dec. 13 (1)	<b>noon ET</b> M. Feb. 18 (C) T. Feb. 19 (3) W. Feb. 20 (2) Th. Feb. 21 (1)	<b>noon ET</b> 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	<b>noon ET</b> M. June 3 (C) T. June 4 (3) W. June 5 (2) Th. June 6 (1)	<b>noon ET</b> 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
2010-11	Larry Dougherty	Temple
2009-10	Justin Doherty	Wisconsin
2008-09	Nick Joos	Baylor
2007-08	Charles Bloom	Southeastern Conference
2006-07	Doug Dull	Maryland
2005-06	Joe Hernandez	Ball State
2004-05	Rod Commons	Washington State
2003-04	Tammy Bocclair	Vanderbilt
2002-03	Alan Cannon	Texas A&M
2001-02	Pete Moore	Syracuse
2000-01	Fred Stabley Jr.	Central Michigan
1999-00	Max Corbet	Boise State
1998-99	Maxey Parrish	Baylor
1997-98	Pete Kowalski	Rutgers
1996-97	Jim Vrugink	Purdue
1995-96	Rick Brewer	North Carolina
1994-95	Hal Cowan	Oregon State
1993-94	Doug Vance	Kansas
1992-93	Ed Carpenter	Boston University
1991-92	George Wine	Iowa
1990-91	June Stewart	Vanderbilt
1989-90	Arnie Sgalio	Big Sky Conference
1988-89	Bill Little	Texas
1987-88	Bob Smith	Rutgers
1986-87	Roger Valdiserri	Notre Dame
1985-86	Jack Zane	Maryland
1984-85	Nordy Jenson	Western Athletic Conference
1983-84	Bill Whitmore	Rice
1982-83	Howie Davis	Massachusetts
1981-82	Nick Vista	Michigan State
1980-81	Langston Rogers	Delta State
1979-80	Dave Schulthess	Brigham Young
1978-79	Don Bryant	Nebraska
1977-78	Bob Peterson	Minnesota
1976-77	Bill Esposito	St. John's
1975-76	Bob Bradley	Clemson
1974-75	Hal Bateman	Air Force
1973-74	Jones Ramsey	Texas
1972-73	Jim Mott	Wisconsin
1971-72	Dick Page	Massachusetts
1970-71	Elmore Hudgins	Southeastern Conference
1969-70	Harry Burrell	Iowa State
1968-69	Tom Miller	Indiana
1967-68	Bill Young	Wyoming
1966-67	Marvin Francis	Wake Forest
1965-66	Bob Culp	Western Michigan
1965-66	Val Pinchbeck	Syracuse

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



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



*Contact Information*  
**THE 2012-13 COSIDA BOARD OF DIRECTORS**

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Director of Internal Operations	Will Roleson	(317) 490-2905	willroleson@cosida.com