

**Association-Wide Menu Sessions  
(as of 12/14/06)**

**Friday, January 5  
1:30-3 p.m.**

**New Media: Grasping the Opportunities of Changing Technology**

Technological advances provide unique opportunities for athletics departments to promote their programs. Online communication has forced many organizations, including the NCAA, to consider how they package information and present it to the public. This session will focus on recognizing those opportunities and making them work for you. Whether it's broadcasting games on the Internet, producing podcasts with coaches and administrators or starting your own blog, new media opportunities can change the way you communicate.

**Moderator:**

Josh Centor, Coordinator of New Media Communications, NCAA

**Panelists:**

Dr. Charles Ambrose, President, Pfeiffer University

Brad Bankston, Commissioner, Old Dominion Athletic Conference

Scott Kuykendall, Assistant Sports Information Director, University of South Florida

Marta Lawrence, Associate Director of Communications Development, NCAA

Greg Weitekamp, Director of Broadcasting, NCAA

**Friday, January 5  
1:30-3 p.m.**

**Risk Management in Athletics**

This session will focus on the role of risk management in intercollegiate athletics and the opportunity for collaboration between campus risk managers and athletics administrators. We will also include discussion on NCAA resources developed to promote improved risk management practices. These include student-athlete insurance programs; self-audit tools; applications of the NCAA Injury Surveillance system data for informed decision making and emergency response resources.

**Moderator:**

Juanita Sheely, Manager of Travel and Insurance, NCAA

**Panelists:**

Brian Cappo, Director of Risk Management, Carnegie Mellon University

Randy Dick, Associate Director for Research and Injury Surveillance System, NCAA

Clayton Hamilton, Assistant Athletics Director, Florida State University

Alyssa Keehan, Risk Analyst, United Educators

Marla Peters, Senior Vice President, American Specialty

**Friday, January 5**  
**1:30-3 p.m.**

**Emerging Eligibility Issues**

This panel discussion will share updates and address questions related to initial eligibility trends, the Division I academic performance program and the amateurism certification process.

**Moderator:**

Dan Calandro, Associate Director of Membership Services, NCAA

**Panelists:**

Maritza Jones, Assistant Director of Membership Services, NCAA

Greg Sankey, Associate Commissioner, SEC

Jennifer Strawley, Director of Membership Services, NCAA

Lori Williams, Director of Membership Services, NCAA

**Friday, January 5**  
**1:30-3 p.m.**

**The Impact of Changing Cultural Trends in Intercollegiate Athletics.**

Whether it is clothing, language or attitude, today's student athletes are not easy to understand. This is particularly true when it comes to responding to authority and managing conflict. This panel will help define the impact of the "hip hop" culture on college sports, as well as explore other changing cultural trends that can have an impact on college sports and college campuses. The phenomenon is not restricted to race alone and transcends many social, racial and ethnic groups. Understanding the subtleties of conflict management within contemporary cultures is imperative for any effective Division I, II, or III administrator or coach.

**Moderator:**

Ron Stratten, Vice President for Education Services, NCAA

**Panelists:**

Richard Ashby, Vice President, Strongside Law Enforcement Consultants Inc.

Demetrius Marlowe, Assistant Director, Academic Support Program for Student-Athletes, North Carolina State University

Derrick Watkins, Criminal Justice Instructor, Golden West College

**Friday, January 5**  
**3:15-4:45 p.m.**

**Thinking Through the Unthinkable: Crisis Planning and Management.**

This session will provide practical and real-life advice about how to plan for a crisis, identify when a crisis is looming, prioritize and react during and after the crisis, and keep communication with key decision-makers open.

**Moderator:**

Scott Bearby, Associate General Counsel, NCAA

**Panelists:**

Britton Banowsky, Commissioner, Conference USA

Noreen Morris, Associate Athletics Director/SWA, Northwestern University

Tim Neal, Assistant Director of Athletics for Sports Medicine, Syracuse University

**Friday, January 5**

**3:15-4:45 p.m.**

**Marketing and Fundraising Strategies for Small Colleges and Universities.**

This interactive session will address the issues and challenges small colleges and universities face with marketing and fundraising. Panelists will include corporate representation, a National Governing Body official with experience in promoting an Olympic sport and campus representatives from Divisions I, II and III who have been successful on their campuses. Afterwards, attendees will take participate in a discussion of best practices for marketing and fundraising.

**Moderator:**

Keshia M. Campbell, Assistant Director of Championships, NCAA

**Panelists:**

Chuck Beddingfield, Senior Associate Athletics Director, The Citadel

Ron Fraser, Regional Marketing Manager, Coca-Cola

Dot Sheehan, Senior Associate Athletics Director-External Relations, University of New Hampshire

Tom Simmons, Athletics Director, Ohio Northern University

Wendy Snodgrass, Associate Athletic Director, Clarion University

Chuck Wielgus, Executive Director, USA Swimming

**Friday, January 5**

**3:15-4:45 p.m.**

**The Fusion of College Basketball, Racial Diversity, Media, Art and Urban Life.**

The popularity of college basketball and the NCAA Men's Final Four is undeniable and this session will discuss basketball's impact on a broad range of areas in popular culture. Basketball cuts across economic, racial and social boundaries and globally crosses over into other forms of popular entertainment more than any other sport. This session will provide tremendous insight into the evolution of the game of basketball as it distinguishes itself from baseball and football, as the predominate sport in which individual creativity within a team context has transformed the sport, and in doing so transformed the culture.

**Moderator:**

Kevin Anderson, Director of Athletics, United States Military Academy

**Panelists:**

Dr. Harry Edwards, Professor Emeritus of Sociology, University of California, Berkley

Bill Russell, former Boston Celtics professional athlete

Dr. Jamie Williams, Director of Athletics, Academy of Art University

**Friday, January 5**

**3:15-4:45 p.m.**

**Sports Wagering Update.**

In this session, the staff will provide an update to the Sports Wagering Task Force Report by reviewing the new sports wagering initiatives currently in progress as well as providing a description of the goals and objectives of the upcoming 2007 Sports Wagering survey. Additionally, the staff will address questions regarding conference and/or on-campus sports wagering educational initiatives, trends in sports wagering and Internet Gambling. Finally, the staff will provide an update on federal sports wagering legislation.

**Speaker:**

Deana Garner, Associate Director of Agent, Gambling and Amateurism Activities, NCAA

**Saturday, January 6**

**9-10:30 a.m.**

**Integrating Academics and Athletics**

This panel will discuss the benefits student-athletes have when athletics programs are facilitated into the university's mission, creating genuine academic opportunities and shaping the experience of student-athletes today. Audience interaction.

**Moderator:**

Dr. Edward Leoni, Professor in the Department of Health, Human Performance and Recreation, Southeast Missouri State University

**Panelists:**

Cindy Gannon, Associate Athletics Director/Senior Woman Administrator, Southeast Missouri State University

Debora Lazorik, Athletics Director, Marietta College

Robert Malekoff, Senior Advisor, College Sports Project

Brianne Roney, student-athlete, Montana State University, Billings

Nathan Tublitz, Professor in the Department of Biology and the Institute of Neuroscience, University of Oregon

David Williams, II, Vice Chancellor for University Affairs, General Counsel and University Secretary at the Vanderbilt University and Medical Center

**Saturday, January 6**

**9-10:30 a.m.**

**Sportsmanship Lessons Learned - What Happens When Things Go Wrong? A Town Hall Meeting**

Problems occur in intercollegiate athletics and sometimes they occur in very public settings. This session will feature a Town Hall meeting format where Athletics Directors Paul Dee, University of Miami and Pete Garcia, Florida International University discuss with the audience what they learned from the brawl that took place during their most recent football game. The panel will also feature Chancellor Jacquelin Johnson, University of Minnesota, Morris, whose university experienced the death of a student during a post-game celebration on the university's football field in 2005, as well as Alan Patterson, Commissioner of the Carolinas-Virginia Athletics Conference and chair of the NCAA Committee on Sportsmanship and Ethical Conduct. How could these unfortunate events been avoided? Listen to what these administrators would recommend to every administrator as they prepare for the 2007 basketball and football seasons.

**Moderator:**

Ron Stratten, Vice President for Education Services

**Panelists:**

Paul Dee, Athletics Director, University of Miami

Pete Garcia, Director of Intercollegiate Athletics, Florida International University

Jacqueline Johnson, Chancellor, University of Minnesota, Morris

Alan Patterson, Commissioner, Carolinas-Virginia Athletics Conference

**Saturday, January 6**

**9-10:30 a.m.**

**Leadership: Transcending Buzzwords and Providing Transformative Experiences**

This session provides resources for campuses and conferences seeking leadership development opportunities for student-athletes, coaches, administrators and faculty. Since 1997, the NCAA has provided leadership training to over 5200 participants at national and divisional leadership conferences. Join leadership conference alumni, NCAA leaders and members of the national Student-Athlete Advisory Committees (SAAC) to discuss existing programming and applied impact.

**Saturday, January 6**

**9-10:30 a.m.**

**Technology and Recruiting: An Overview**

This session will provide a general background regarding communication methods in the electronic world. It will provide an overview of how prospective student-athletes and

current student-athletes use technology to communicate. The session will also identify issues to consider within the on-going development of the recruiting models.

**Moderator:**

Lynn Holzman, Director of Membership Services, NCAA

**Panelists:**

Matthew Dobbins, student-athlete, Jacksonville University

Petrina Long, Senior Associate Athletics Director, UCLA

Krystal Thomas, student-athlete, The First Academy

Eric Toliver, Associate Athletics Director for Administration and NCAA Compliance, UNLV

**Saturday, January 6**

**10:45 a.m. – 12:15 p.m.**

**The Changing Fan Culture for Division III**

This session will examine the dynamics of the ever changing fan behavior and the challenge member institutions, officials and communities face in addressing these issues. The session will bring together a panel of leaders to discuss common problems and concerns involving fan behavior while offering potential solutions to maintain and even enhance game day experiences across Division III. The panel will focus on areas such as education, campus policies, enforcement and student-athletes' perspective.

**Moderator:**

Chuck Mitrano, Commissioner, Empire 8 Conference

**Panelists:**

Pete Bothner, Athletics Director, Nazareth College

Laura Edholm, Associate Athletics Director and Senior Woman Administrator, Medaille College

Del Malloy, Athletics Director, Salve Regina University

Barry Mano, National Association of Sports Officials

Steven Suggs, student-athlete, Stevens Institute of Technology

**Saturday, January 6**

**10:45 a.m. – 12:15 p.m.**

**Keeping Up with the Times: Meeting the Changing Needs of Today's Student-Athletes.**

This session will provide an opportunity to learn more about the environment in which today's student-athletes function. From Facebook to Ipods, to parental influence and the perception they have of themselves. Who are these 17 to 23 year-olds within the uniform?

**Moderator:**

Becky Ahlgren-Bedics, Associate Director of Education Outreach, NCAA

**Panelists:**

Dr. Finnie Coleman, Associate Professor and Director of African American Studies, University of New Mexico

Edward Dadez, Vice President for Continuing Education and Student Services, Saint Leo University

Rebecca Weidensaul Gigli, Ph.D., Associate Director of Athletics, Academic Services, Drexel University

**Saturday, January 6**

**10:45 a.m. – 12:15 p.m.**

**Yours, Mine and Ours: Sports Doping Among Collegiate and Elite Athletes.**

As core components of sport participation on both the NCAA and Olympic levels, protecting athlete health and the integrity of sport are paramount. Many NCAA student-athletes also compete for our nation at Olympic level competitions both during and following their collegiate careers. This session will bring together an esteemed panel of experts to address the issue and potential solutions to deter the use of performance enhancing substances among college and elite athletes.

**Moderator:**

Frank Uryasz, President, The National Center for Drug Free Sport, Inc.

**Speakers:**

Evelyn Ashford, former student-athlete and Olympian

Dr. Gary Green, United States Soccer Federation/Major League Baseball

Herman Frazier, Director of Athletics, University of Hawaii

**Saturday, January 6**

**10:45 a.m. – 12:15 p.m.**

**Diversity Leadership Strategic Planning Committee Report**

The Diversity Leadership Strategic Planning Committee will help frame and establish association-wide goals, objectives and strategies that should ultimately produce a more diverse and inclusive association committed to enhancing opportunities for historically underrepresented groups in intercollegiate athletics. The NCAA leadership has set the stage for an open dialogue among association leaders which will forge the agenda for a more inclusive environment where opportunities and advancement is accessible for everyone.

**Moderator:**

Alfreeda Goff, Senior Associate Commissioner, Horizon League

**Panelists:**

Clint Bryant, Director of Athletics, Augusta State University

Dr. George Cunningham, Director of the Laboratory for Diversity in Sport, Assistant Professor, co-founder/co-director of the Sport Management Research Group, Texas

A&M University  
Warde Manuel, Director of Athletics, University of Buffalo  
Dell Robinson, Associate Commissioner, Mid-American Conference  
Eli Wolff, Founding member and Project Director of the Disability in Sport Program,  
Northeastern University's Center for the Study of Sport in Society

**Saturday, January 6**  
**1:30-3 p.m.**

**NCAA Division II Partnership with CSTV and Other Media Opportunities for Division II.**

This session will provide an overview of the three-year Division II partnership with CSTV that includes regular-season television and broadband coverage. It will also discuss the various regional media opportunities available for institutions and conferences. Finally, this session will highlight the current and future media opportunities for Division II National Championships.

**Moderator:**

Greg Weitekamp, Director of Broadcasting, NCAA

**Saturday, January 6**  
**1:30-3 p.m.**

**Preliminary Findings from the SCORE and GOALS studies.**

This session will provide data from the Study of College Outcomes and Recent Experiences (SCORE) and the Growth, Opportunities, Aspirations and Learning of Students in college (GOALS) study. SCORE is a study of former student-athletes who applied to the IEC in 1994. Topics will include academic attainment, career trajectories, health and well-being and satisfaction with their college experience. GOALS data examines similar issues of current student-athletes in addition to issues related to time commitments. Together, these studies represent the NCAA's most ambitious effort to understand the lives and experiences of student-athletes on campus. There will be a student-athlete panel included in this session.

**Moderator:**

Todd Petr, Managing Director of Research, NCAA

**Panelists:**

Marian Broderick, student-athlete, Missouri Western State University  
Benjamin Hanson, student-athlete, University of Minnesota, Twin Cities  
Ann Kearns, Associate Director of Research, NCAA  
John J. (Jack) McArdle, Senior Professor, University of Southern California  
Thomas Paskus, Principal Research Scientist, NCAA  
Marcus Pryor, student-athlete, College of Mount St. Joseph

**Saturday, January 6**  
**1:30-3 p.m.**

**Hot Topics in Gender Equity.**

Join a panel of experts in discussions about some of the current issues in gender equity, including: the use of interest surveys for Title IX compliance; early commitments by prospects; an update on the life/work balance task force; role of the SWA; transgendered/transsexual student-athlete issues and male practice players working with women's teams.

**Moderator:**

Judy Sweet, NCAA Consultant and former Sr. Vice President for NCAA Championships

**Panelists:**

Barbara Burke, Deputy Athletics Director, University of Wyoming

Dr. Carol Cartwright, President Emeritus, Kent State University

Pam Gill-Fisher, Associate Director of Athletics, University of California, Davis

Nancy Hogshead-Makar, Professor, Florida Coastal School of Law

Janet Kittell, Associate Athletics Director, Indiana University