

2009 CoSIDA Convention Tentative Schedule (as of June 11)

Marriott Rivercenter, San Antonio

SUNDAY, June 21

TIME: 2-6 p.m.

EVENT: Central Intercollegiate Athletic Association

LOCATION: **Conference Room 11**

TIME: 2-5 p.m. *

EVENT: Job Seekers

MODERATOR: Lawrence Fan, San Jose State

LOCATION: **Salon D**

DESCRIPTION: This session presents an opportunity for employers with position openings to meet with those seeking positions in the profession.

*Job Seekers Committee meeting from 1-2 p.m. in Salon D

TIME: 3-6 p.m.

EVENT: Lone Star Conference

LOCATION: Conference Room 16

DESCRIPTION: Lone Star Conference meeting. By invitation only.

TIME: 6:30-8:30 p.m.

EVENT: Past Officers Dinner

LOCATION: Conference Rooms 17-18

DESCRIPTION: By invitation only.

TIME: 7:30-9 p.m.

EVENT: Riverwalk Boat Tours

LOCATION: Meet outside of hotel

DESCRIPTION: Take a 35-minute ride on the San Antonio River. Riverboats will hold 30-35 adults. All are welcome.

WEB SITE: <http://www.thesanantonioriverwalk.com/index.asp>

TIME: 9-11 p.m.

EVENT: Nominating Committee Meeting

LOCATION: **Conference Room 16**

DESCRIPTION: By invitation only.

MONDAY, June 22

TIME: 8:30-9:30 a.m.

EVENT: "CoSIDA Newcomers Session"

MODERATOR: AnnMarie Person, Atlantic 10 Conference

PANELISTS: Christopher Lakos, Georgia; Rob Knox, Lincoln; Karen Auerbach, Northern Arizona

LOCATION: Salon E

DESCRIPTION: Anyone is welcome to attend, but this session is aimed at educating first-time convention attendees and answering their questions.

TIME: 9 a.m.-Noon

EVENT: CoSIDA Goodwill Committee Service Project

LOCATION: San Antonio Food Bank

DESCRIPTION: CoSIDA's Goodwill Committee will assist at a local food bank

TIME: 10 a.m.-3 p.m.

EVENT: Registration

MODERATOR: Dave Wohlhueter, Cornell (retired)

LOCATION: Registration Desk 2

DESCRIPTION: All convention attendees must check in here either on this day or on Tuesday morning.

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

EVENT: "Lessons for a Lifetime of Investing"

MODERATOR: Jack Neumann, Calgary

PRESENTER: Eric Weissgarber, RBC Wealth Management

LOCATION: Salon E

DESCRIPTION: We're all dealing with cutbacks and shrinking budgets, both at home and at work. This session will provide some tips and discussion on how to handle today's financial challenges.

TIME: 10:30 a.m.-12:30 p.m.

EVENT: Brunch

SPONSOR: CollegeFanz Sports Network

LOCATION: Salon I

DESCRIPTION: Join your friends and colleagues (and meet some new ones) at the CollegeFanz Sports Network Brunch.

TIME: 11 a.m.-3 p.m.

EVENT: Exhibit Hall open

MODERATOR: Paul Allan, Minnesota State, Mankato

LOCATION: Salons B and F

DESCRIPTION: You're encouraged to visit the exhibit booths of these companies and organizations who both support CoSIDA and work with our members throughout the year. Make new contacts and check out the latest in technology, printing, software and more.

TIME: 11:30-3:30 p.m.

EVENT: Various committee and organizational meetings

MODERATOR: NA

LOCATION: See below

DESCRIPTION: This three-hour block of time is reserved for CoSIDA committees, divisional and conference meetings. See the list below to find the meetings that apply to you. Also, note the Academic All-America Committee Q & A for those with questions or suggestions for that committee.

11:30-1:30 p.m.

Academic All-America Committee Meeting (Salon A) theater style for 180 with head table, four chairs and 2 mics

12:30-1:30 p.m.

Membership Services Committee Meeting (Conference Room 1) ... conference style

NCAA Records and Statistics Meeting (Conference Room 5) conference style for 26 (noon-1:30 p.m.)

Committee on Committees Meeting (Conference Room 6) conference style for 26

Goodwill Committee Meeting (Conference Room 8) conference style for 26

Scholarship Committee Meeting (Conference Room 9) conference style for 28

Writing Contest Committee Meeting (Conference Room 10) conference style for 28

Southeastern Conference SIDs Meeting (Conference Room 11) conference style for 26
Special Awards Committee Meeting (Conference Room 12) conference style for 28
Legislative Services Committee Meeting (Conference Suite 514) conference style for 10
Publications Committee Meeting **Conference Rooms 3-4** conference style for 30
F.A.M.E. Meeting (Salon D) theater style for 100

1:30-2 p.m.

Academic All-America Program Q&A (Salon A) theatre style for 180 (**max set 150**), head table, 4 chairs, 2 mic

2-2:45 p.m.

Division I Meeting (Salon C) theatre style for 125 (**max set 100**) **1 stick mic at podium, 1 wireless mic**

2-3:30 p.m.

Division II Meeting (Salon A) theatre style for 180, (**max set 150**) 1 stick mic at podium, 1 wireless mic
Division III Meeting (Salon D) theatre style for 180 (**max set 150**), 1 stick mic at podium, 1 wireless mic
NAIA Meeting (**Conference Room 11**) theatre style for 70, 1 stick mic at podium, 1 wireless mic
Canadian SIDs Meeting (Conference Room 6) Conference style for 26
Junior college SIDs Meeting (Conference Room 8) conference style for 26
Allied Organizations Committee Meeting (Conference Room 10) conference style for 28

2:30-3:30 p.m.

Senior Communicators Meeting (**Conference Room 12**) theatre style for 60

TIME: 4-5:15 p.m.

EVENT: "Table Topics"

MODERATOR: Roy Pickerill, Kentucky Wesleyan

LOCATION: **Salon I**

DESCRIPTION: Annually one of the most popular sessions at the convention, Table Topics gives attendees the chance to visit with others in the business about a variety of current issues in a relaxed, informal setting.

TIME: 4-5 p.m.

EVENT: FWAA / USBWA Meeting and Presentation

MODERATOR: Steve Richardson, FWAA

PANELISTS: Steve Richardson, FWAA; Joe Mitch, USBWA; Steve Carp, USBWA; Tim Griffin, FWAA; Malcolm Moran, FWAA Board

LOCATION: **Salon A**

DESCRIPTION: The FWAA and USBWA invite SIDs to attend this meeting to discuss improving the relationship between athletic communications professionals, their coaches and staffs and the media.

TIME: 4-6 p.m.

EVENT: Black College Sports Information Directors Meeting

LOCATION: **Salon C**

TIME: 6-7:30 p.m.

EVENT: Academic All-America Hall of Fame Induction Ceremonies

EMCEE: Ron Franklin, ESPN

LOCATION: Salon I

DESCRIPTION: One of the signature events at the annual CoSIDA Convention. All CoSIDA members are encouraged to attend and honor the best of the best in college athletics.

TIME: 7:30-9 p.m.

EVENT: Reception

SPONSOR: ESPN

LOCATION: Salon E

DESCRIPTION: Relax and hang out with your friends and colleagues following the Academic All-America Hall of Fame ceremonies.

TUESDAY, June 23

TIME: 8-11 a.m.

EVENT: Registration

MODERATOR: Dave Wohlhueter, Cornell (retired)

LOCATION: Registration Desk 2

DESCRIPTION: All convention attendees must check in here either on this day or on Monday morning.

TIME: 8:30-10 a.m.

EVENT: "Writing Right for the Web"

MODERATOR: Rob Knox, Lincoln

LOCATION: Salon E

DESCRIPTION: Bob Johnson, of Bob Johnson Consulting, has given this presentation to university and college clients all over the country. Among the topics he'll cover are: how people read online; basics of direct marketing copy style; length of sentences and paragraphs; use of subheads and bullet points; importance of the first sentence; the danger of using PDFs to display print magazines and viewbooks online; basic pointers for search engine optimization that writers can implement.

WEB SITE: <http://www.bobjohnsonconsulting.com/index.html>

TIME: 10 a.m.-4 p.m. (closed from noon-2 p.m.)

EVENT: Exhibit Hall open

MODERATOR: Paul Allan, Minnesota State, Mankato

LOCATION: Salons B and F

DESCRIPTION: You're encouraged to visit the exhibit booths of these companies and organizations who both support CoSIDA and work with our members throughout the year. Make new contacts and check out the latest in technology, printing, software and more.

TIME: 10:10-11:40 a.m.

EVENT: "Preparing for Catastrophe: Understanding the Communicator's Role During Disasters"

MODERATOR: Bill Smith, Arkansas

PANELISTS: Lou Marciani, Center for Spectator Sport Security Management; Charles Bloom, Southeastern Conference; Daucy Crizer, Lamar

LOCATION: Salon E

DESCRIPTION: Lou Marciani, head of the Center for Spectator Sport Security Management, will be joined by others from our profession to present about the role of communications in a large-scale crisis.

WEB SITE: <http://www.sporteventsecurity.com/index.php>

TIME: Noon-1:30 p.m.

EVENT: Luncheon

AWARDS: Keith Jackson Eternal Flame, Trailblazer, 25-Year, Lifetime Achievement

KEYNOTE SPEAKER: Kevin Sullivan

SPONSORS: ESPN, ESPN The Magazine, ICS-SIDEARM, NCAA, Sports Systems, TRZ

LOCATION: Salon I

DESCRIPTION: Join your friends and colleagues for lunch featuring keynote speaker Kevin Sullivan, a former Purdue sports information student assistant who worked his way into a position in the White House as President George W. Bush's communications director during the last two years of the Bush presidency.

WEB SITE: <http://www.ksullivancommunications.com/ksc/>

TIME: 1:50-3 p.m.

EVENT: "The Changing Face of the Media"

MODERATOR: Wayne Witt, Incarnate Word

PANELISTS: Kevin Sullivan, former White House Communications Director; Malcolm Moran, Knight Chair in Sports Journalism and Society; Richard Oliver, San Antonio Express News; Jim Litke, Associated Press

LOCATION: Salon E

DESCRIPTION: An outstanding group of panelists will address the rapidly changing media and communications business. A terrific opportunity to hear from veterans of the communications profession.

TIME: 3:10-4 p.m.

EVENT: University Division Advisory Committee Meeting

MODERATOR: Charles Bloom, Southeastern Conference

LOCATION: Salons C and D

DESCRIPTION: Committee members only.

TIME: 3:10-4 p.m. (College Division Programming)

EVENT: "Basics of the Profession"

PANELISTS: Cindy Fotti, Columbia (Mo.); Dennis Jezek, Barry; Jim Seavey, Massachusetts Maritime Academy

LOCATION: Salon E

DESCRIPTION: College Division members present on the basic elements of our profession. Aimed at College Division members, but all are welcome to attend.

TIME: 4:10-5 p.m. (College Division Programming)

EVENT: "Web Sites for the College Division"

PANELISTS: Anne Abicht, St. Cloud State; Blake Timm, Pacific (Ore.); Mark Womack, Cedarville

LOCATION: Salon E

DESCRIPTION: College Division members present on Web sites geared toward smaller shops. Aimed at College Division members, but all are welcome to attend.

TIME: 4-5 p.m. (University Division Programming)

EVENT: "Public Relations: A Critical Component of Sports Information: The Basics of Reputation Management and Recovery: Our Story"

PRESENTER: Christine Syme, Montana State

LOCATION: Salons C and D

DESCRIPTION: This presentation will incorporate a case-study approach of how Montana State University Athletics turned around a negative series of events with devastating potential and recaptured important stakeholders and community support through a process spearheaded by MSU Athletics Media Relations. All are welcome to attend.

TIME: 5-5:30

EVENT: College Division Management Advisory Committee Meeting

MODERATOR: Eric McDowell, Union (N.Y.)

LOCATION: Salon E

DESCRIPTION: Meeting for the members of this committee

TIME: 5:30-7 p.m.

EVENT: Reception in the Exhibitors Hall

LOCATION: Salons B and F

DESCRIPTION: Please come and mingle with our exhibitors in this first-ever reception in the Exhibitors Hall. Beverages and light fare will be available. A great event to catch before you grab dinner in San Antonio.

WEDNESDAY, June 24

TIME: 8:30-9 a.m.

EVENT: "The SID-AD Relationship"

MODERATOR: Dennis O'Donnell

LOCATION: Salon E

DESCRIPTION: An overview of the relationship between athletics communications professionals and athletic directors. This will be followed by three breakout sessions (see below).

TIME: 9:10-10 a.m. (SID-AD Relationship Breakouts)

Division I (Women's AD Chris Plonsky, Texas; SID TBA), Salon A

Division II (AD Mark Papich, Incarnate Word; SID Richard Acosta, Texas-Permian Basin), Salon C

Division III (AD Bill Miller and SID Tim Clark, both of Texas Lutheran), Salon D

TIME: 10 a.m.-5 p.m. (closed from noon-2 p.m.)

EVENT: Exhibit Hall open

MODERATOR: Paul Allan, Minnesota State, Mankato

LOCATION: Salons B and F

DESCRIPTION: You're encouraged to visit the exhibit booths of these companies and organizations who both support CoSIDA and work with our members throughout the year. Make new contacts and check out the latest in technology, printing, software and more.

TIME: 10:10-10:40 a.m.

EVENT: "Getting the Most Out of Your Web Site"

MODERATOR: Christine Syme, Montana State

LOCATION: Salon E

DESCRIPTION: An overview of best practices on athletic department Web sites. This will be followed by three breakout sessions (see below).

TIME: 10:50-11:40 a.m. (Getting the Most Out of Your Web Site Breakouts)

Written content (Brad Sheffield, Baylor), Salon A

Video (Mark Fratto, St. John's; Heather Hirschman, Atlantic Coast Conference), Salon C

Audio (Jamie Weir, Michigan State), Salon D

TIME: Noon-1:30 p.m.

EVENT: Awards Luncheon

AWARDS: Warren Berg, Arch Ward, Jake Wade, Bob Kenworthy, Rising Star, Lester Jordan

SPONSORS: DigiPixArt, CBS College Sports Network, Lowe's Senior Class Award, ASAP Sports, Collegiate Images

LOCATION: Salon I

DESCRIPTION: Don't miss the chance to have lunch with friends and colleagues as we honor CoSIDA Award winners.

TIME: 1:45-2:45 p.m.

EVENT: "Strategic Communications Strategies and Managing Your Message"

MODERATOR: Norma Collett, BYU

PRESENTER: Kathy Connors, KMC Consulting, LLC

LOCATION: Salon E

DESCRIPTION: Communications and public relations veteran Kathy Connors joins us to discuss the importance of strategizing the messages that come out of athletic departments. Connors was Director of Strategic Communications at Octagon, a member of the NBC Sports & Olympics Communications team and a sports information staffer at UMass and Notre Dame.

TIME: 3-4 p.m. (University Division Programming)

EVENT: "Beyond the Printed Media Guide"

PANELISTS: Justin Doherty, Wisconsin; Alyssa Chambers, Fresno State; Tom Wywrot, Michigan

LOCATION: Salons C and D

DESCRIPTION: Budget cuts and potential NCAA legislation may force athletic departments to stop printing media guides (or recruiting brochures). If that happens, how will we handle it?

TIME: 3-3:30 p.m. (College Division Programming)

EVENT: "Youth in the Profession"

PANELISTS: Dan Pambianco, Humboldt State; Kevin Zalaznik, Union (N.Y.)

LOCATION: Salon E

DESCRIPTION: College Division members present on the younger generation of CoSIDA members. Aimed at College Division members, but all are welcome to attend.

TIME: 3:30-4 p.m. (College Division Programming)

EVENT: "Office Management"

PANELISTS: Geoff Hassard, SUNY Oneonta; Dave Wrath, Augustana

LOCATION: Salon E

DESCRIPTION: College Division members present on the running the SID office. Aimed at College Division members, but all are welcome to attend.

TIME: 4-5 p.m.

EVENT: Publications Awards Presentations

MODERATOR: Cathy Bongiovi, Temple

LOCATION: Salon A

DESCRIPTION: The CoSIDA Publications Committee hands out the annual publications awards.

TIME: 7-8:30 p.m.

EVENT: Reception

SPONSORS: Rose Bowl Game presented by Citi, Allstate Sugar Bowl

LOCATION: Salon E

DESCRIPTION: Come hang out with your friends and colleagues!

THURSDAY, June 25

TIME: 8-9 a.m.

EVENT: CoSIDA Business Meeting

LOCATION: Salon E

DESCRIPTION: All CoSIDA members are encouraged to attend the association's annual business meeting.

TIME: 9 a.m.-Noon

EVENT: Exhibit Hall open

MODERATOR: Paul Allan, Minnesota State, Mankato

LOCATION: Salons B and F

DESCRIPTION: You're encouraged to visit the exhibit booths of these companies and organizations who both support CoSIDA and work with our members throughout the year. Make new contacts and check out the latest in technology, printing, software and more.

TIME: 9:15-10:30 a.m.

EVENT: "Take Care of Yourself"

MODERATOR: Justin Doherty, Wisconsin

PANELIST: Dr. Tiffany Vargas-Tonsing, UT-San Antonio

LOCATION: Salon E

DESCRIPTION: The hectic pace of our profession and personal lives can leave us out of shape, stressed out and in need of some self evaluation. This session will provide an overview on some things you can do to care for yourself as you manage stress.

TIME: 10:55-11:45 a.m.

EVENT: "The Latest in Social/New Media"

MODERATOR: Dave Reed, Colorado College

PRESENTER: Kami Watson Huyse, My PR Pro

LOCATION: Salon E

DESCRIPTION: Kami Watson Huyse, who runs My PR Pro from Houston, was recently recognized in the Austin American-Statesman's "Texas Social Media Awards" competition. She's a national leader in the use of social media for public relations. Be sure to check out her blog (<http://overtonecomm.blogspot.com/>) for many valuable insights.

WEB SITE: <http://myprpro.com/>

TIME: Noon-1:30 p.m.

EVENT: Awards Luncheon

AWARDS: Hall of Fame, President's Award

SPONSORS: FOX Sports Interactive Media, NFL

LOCATION: Salon I

DESCRIPTION: Don't miss the chance to have lunch with friends and colleagues as we honor CoSIDA Award winners.

TIME: 2:15-3:15 p.m.

EVENT: "Crisis Communication: Navigating the Perpetual News Cycle with Speed, Transparency and Outside Perspective"

MODERATOR: Will Roleson, Horizon League

PANELIST: Ben Porritt, Outside Eyes

LOCATION: Salon E

DESCRIPTION: Outside Eyes is a communication firm that provides media strategy, brand development, and crisis management to clients in many industries. Among their recent clients was baseball star Alex Rodriguez. Outside Eyes personnel include a number of people with White House experience, including today's presenter, Ben Porritt.

WEB SITE: <http://www.outsideeyes.com/index.php>

TIME: 3:45-5 p.m.

EVENT: "Stat Crew: How Do I ...?"

MODERATOR: Dan Drutz, St. Peters

PANELISTS: Tom DiCamillo, Pacific West Conference; Dan Drutz, St. Peters

LOCATION: Salon E

DESCRIPTION: Statistics remain a constant in the ever-changing field of athletic communications. This session will address some helpful hints on working with Stat Crew software.