

NACMA



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Whether it's your first time attending the NACMA Convention in person or you're a veteran and have attended Convention for years, there's opportunities and benefits for all attendees. The typical marketing staff member doesn't travel to away competitions, so your network is based on colleagues you exchange emails with, interact with through the opportunities NACMA provides virtually throughout the year and via social media. It's the first chance you have to put a voice and face together with the Twitter handle or email address and meet most people in person for the first time. Attending Convention isn't just learning about what others are doing and taking ideas to implement, but also about networking.

The first year I attended NACMA was in 2016 when it was in Dallas and I've attended each Convention since then, both the in-person and

virtual versions. I had no idea what to expect or how to take advantage of all the opportunities attending Convention had to offer, but I think that worked in my favor. I had a plan of what sessions I was going to attend and a list of colleagues in the industry I wanted to meet. However, I quickly learned that while one learns and can network throughout each day's sessions, one gets just as much if not more from the networking, exhibit hall and sponsor events. You also have no idea who you'll run into or meet in a session and strike up a conversation that leads to grabbing a coffee or lunch. So while I strongly recommend not to just wing the entire thing and go in with a plan, be prepared to adapt and deviate from the agenda you set for yourself.

The best way to start your Convention experience is by arriving the day before, whether that's the morning, afternoon or evening if possible so you're not arriving and jumping straight into sessions. Also, while venues repeat, if it's a new venue I usually go with a few friends to get a lay of the land since time between sessions is limited. The next thing I highly recommend is attending your designated workshop. Whether you're a young professional or veteran, starting the Convention with either of these sessions allows you to network with a

smaller group of peers and not be overwhelmed with huge groups of people trying to figure out who to talk to and what to do first.

Although the 2021 Convention is being held virtually, I strongly encourage and recommend to anyone who hasn't been or it's been a few years to do whatever you can to attend convention once it's back in person as soon as you're able to. Not only do you learn a lot in a few short days, build and continue growing your network, but you also make friendships with your peers that will last a lifetime. I have several friend groups that were formed in large part due to the Convention, and they've helped me throughout my career, both personally and professionally.

NADIIIAA



NADIIIAA Mentoring Program

It is with great excitement that we announce our inaugural Mentoring Program participants. This year's program will officially begin in September and conclude at the 2022 NACDA & Affiliates Convention in Las Vegas. The program seeks to engage the NADIIIAA membership with educational programs; promote growth among future leaders in Division III; and provide a connection between entry-level and senior level administrators.

Mentors				Mentees			
Jonathan	Accardi	AVP, Director of Athletics	Keuka	Allison	Franklin	Administrative Coordinator of Athletics	Earlham
Nancy	Carney DeBord	Associate Vice President of Athletics	Denison	Ryan	Kane	Athletics Director and Men's Basketball Coach	Ripon
Stephanie	Dollar	Senior Associate AD/SWA	UMass Boston	Becca	Shaw	Special Assistant to the Director of Athletics/Department Head	MIT
Samuel	Ferguson	Vice President of Student Affairs & Intercollegiate Athletics	McMurry	Sean	King	Assistant AD for Communications	Allegheny
Jerry	Fisk	Director of Athletics and Recreation	Fredonia State	Andrew	Fee	Assistant Director of Athletics	Geneva
Drew	Galbraith	Director of Athletics	Trinity (CT)	Michael	Matt	Assistant Athletics Director	Brandeis
Daniella	Irlle	Director of Athletics	Knox	Cayla	Neipris	Assistant Women's Soccer Coach	UC Santa Cruz
Bill	Petitt	Director of Athletics	Texas at Dallas	Kiana	Verdugo	Associate Athletics Director for Operations and Compliance/ SWA	Alma
Tim	Sceggel	Director of Athletics	Covenant	Thomas	Chatfield	Associate Athletic Trainer	Hood
John	Sutyak	Director of Athletics	Ferrum	Jim	Cranmer	Associate Athletics Director for Internal Operations	St. Mary's of Maryland
Lenore	Walsh	Director of Athletics	SUNY Old Westbury	Meighan	Julbert	Assistant AD Student-Athlete Success	Bethany