



NACDA Senior Administrators Mentoring Institute

June 12-13, 2024

Las Vegas, Nevada



All sessions will take place in the Mandalay Bay South Convention Center

WEDNESDAY, JUNE 12

All sessions will take place in Mandalay Bay Ballroom K-L unless otherwise noted.

12:45 - 1:00 p.m.

Welcome, Opening Remarks and Partner Message

Desiree Reed Francois, Vice President & Director of Athletics, University of Arizona

Dr. Tommy Shavers, Founder & CEO, NESTRE Health and Performance

1:00 - 2:00 p.m.

Kickoff Session

Introduction: Desiree Reed Francois, Vice President & Director of Athletics, University of Arizona

Speaker: Dr. Kim Schatzel, President, University of Louisville

The President and Athletics Director Relationship

Moderator: Kurt Svoboda, Associate Athletics Director for External Communications & PR, University of Michigan

Panelists: Josh Heird, Director of Athletics, University of Louisville

Dr. Kim Schatzel, President, University of Louisville

2:05 - 2:45 p.m.

AD's Perspective on the Search Process

Moderator: Kate O'Brien, Senior Associate Athletics Director for Academic Advising and Student-Athlete Development, DePaul University

Panelists: David Harris, Ben Weiner Director of Athletics, Tulane University

Kristene Kelly, Director of Athletics, Albany State University

Gene Taylor, Director of Athletics, Kansas State University

2:45 - 2:55 p.m.

Break

2:55 - 3:35 p.m.

I Got the Job, Now What?

Moderator: Michael Yant, Associate Athletics Director, Strategic Initiatives, Development, Corporate Partnerships, Prairie View A&M University

Panelists: Kirby Hocutt, Director of Athletics, Texas Tech University

DeWayne Peevy, Vice President and Director of Athletics, DePaul University

Diana Sabau, Vice President and Director of Athletics, Utah State University

3:40 - 4:20 p.m.

The First 100 Days and Lessons Learned on the Job

Moderator: Brad Brown, Chief Operating Officer, Clemson University, IPTAY

Panelists: Terrance Jones, Director of Athletics & Recreation, Southern Connecticut State University

Tiffani-Dawn Sykes, Vice President and Director of Intercollegiate Athletics, Florida A&M University

Adam Tschuor, Director of Athletics, University of the Pacific

4:20 - 4:30 p.m.

Break



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TED Talks

Two (2) 30-minute presentations

Topic 1: Maximizing New Revenue in Intercollegiate Athletics - Tips from the Pros

Speaker: Mark Shearer, Former Senior Vice President & Chief Revenue Officer, Las Vegas Raiders

Topic 2: Neck Up Fitness: The Next Frontier in Human Health, Wellness, and Performance

Speaker: Dr. Tommy Shavers, Founder & CEO, Nestre Health and Performance

5:30 - 6:00 p.m.

TED Talks Q&A and Discussion

6:00 - 6:45 p.m.

Pre-Dinner Networking Reception

(Mandalay Bay Ballroom I-J)

6:45 - 8:45 p.m.

Dinner with a Legend and the Future of Intercollegiate Athletics

(Mandalay Bay Ballroom I-J)

Moderator: Desiree Reed Francois, Vice President & Director of Athletics, University of Arizona

Speaker: Gene DeFilippo, Former Director of Athletics, Boston College, 2024 NACDA James J. Corbett Award Recipient

THURSDAY, JUNE 13

All sessions will take place in Mandalay Bay Ballroom K-L unless otherwise noted.

7:30 - 8:00 a.m.

Continental Breakfast

8:00 - 8:10 a.m.

Opening Comments

Desiree Reed Francois, Vice President & Director of Athletics, University of Arizona

8:15 - 9:25 a.m.

Search Firm Breakout Sessions

Two (2) 30-minute sessions with 10-minutes in between

Session 1: College Sports Solutions

Jeff Schemmel, Founder and President, College Sports Solutions

Lauren Belisle, Senior Associate Athletics Director of Fan Experience & Sales, Vanderbilt University

(Reef Ballroom A)

Session 2: CarrSports Consulting

Mike Thomas, Managing Partner, CarrSports Consulting, LLC

Ashton Henderson, Deputy Athletics Director, Championship Resources & Culture, Michigan State University

(Reef Ballroom C)

Session 3: CarrSports Consulting

Jeff Hathaway, Managing Partner, CarrSports Consulting, LLC

Kendra Greene, Deputy Athletics Director for Internal Affairs/SWA, North Carolina Central University

(Reef Ballroom D)



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Search Firm Breakout Sessions (cont.)

Two (2) 30-minute sessions with 10-minutes in between

Session 4: WittKieffer

Jeff Compher, Principal and Athletics Practice Leader, WittKieffer

*JP Abercrombie, Executive Associate Athletics Director, Culture & Engagement, University of Notre Dame
(Reef Ballroom E)*

Session 5: Bowlsby Sports Advisors

Kyle Bowlsby, Founder and President, Bowlsby Sports Advisors

*Stephanie Albano, Senior Associate Athletics Director for Internal Operations/SWA, Daemen University
(Reef Ballroom F)*

9:25 - 9:35 a.m.

Break

9:35 - 10:20 a.m.

NIL Perspectives from the AD Chair

Moderator: Jason Coomer, Vice President for Intercollegiate Athletics, Lindenwood University

Panelists: Chad Weiberg, Director of Athletics, Oklahoma State University

Craig Pintens, Athletic Director, Loyola Marymount University

10:25 - 11:25 a.m.

Ask the ADs - Open Forum Discussion

Moderator: Shawn Heilbron, Director of Athletics, Stony Brook University

Panelists: Lisa Goddard McGuirk, Director of Athletics, Gannon University

Eddie Nunez, Vice President/Director of Athletics, University of New Mexico

11:25 - 11:45 a.m.

Closing Remarks and Evaluation of the Institute

Desiree Reed Francois, Vice President & Director of Athletics, University of Arizona

Shawn Heilbron, Director of Athletics, Stony Brook University

11:45 a.m.

Adjournment

END OF PROGRAM