



Presented By:  **GoDaddy**

NACDA Senior Administrators Mentoring Institute
September 28-30, 2025
Cleveland, Ohio

SUNDAY, SEPTEMBER 28

- 2:00 - 5:00 p.m. **Registration**
(Hotel Cleveland - Ambassador Ballroom Foyer)
- 5:30 - 7:00 p.m. **Welcome Reception**
(Hotel Cleveland - Ambassador Ballroom)

MONDAY, SEPTEMBER 29

*All sessions & events, with the exception of the evening reception, will take place on campus at Cleveland State University in their Student Center.
Attendees will not return to the hotel until after the evening reception.*

- 8:00 a.m. **Buses Depart Hotel Cleveland for Cleveland State University**
(Hotel Cleveland - Main Entrance)
- 8:20 - 9:00 a.m. **Breakfast**
Sponsored by the Mid-American Conference
- 9:00 - 9:10 a.m. **Welcome & Opening Remarks**
Shawn Heilbron, Director of Athletics, Stony Brook University
Pat Manak, Chief Executive Officer, NACDA
- 9:10 - 10:00 a.m. **Opening Session - Situational Fluency: Be What the Moment Requires**
Craig Lucas, Founder & CEO, Authentica
- 10:05 - 10:45 a.m. **The New Frontier: Strategic Integration of Collegiate and Professional Sports Ecosystems**
Jim Kahler, Director, Sport and Entertainment Management Program, Cleveland State University (MODERATOR)
Ross Bjork, Senior Vice President and Wolfe Foundation-Eugene Smith Endowed Athletics Director, The Ohio State University
David Jenkins, President, Cleveland Browns/Haslam Sports Group
- 10:50 - 11:00 a.m. **Break**
- 11:00 - 11:40 a.m. **Unified Leadership: Creating a Strong Athletics Culture While Maintaining Individual Team Identity**
Dallas Boyer, Senior Associate Athletics Director for Business & Facility Operations/Former Women's Soccer Head Coach, Cleveland State University (MODERATOR)
Andy German, Men's Lacrosse Head Coach, Cleveland State University
Rob Summers, Men's Basketball Head Coach, Cleveland State University
Chuck Voss, Women's Volleyball Head Coach, Cleveland State University
- 11:45 a.m. - 12:25 p.m. **Fueling College Sports: Cultivating Corporate Relationships That Matter**
Nikhil Hunshikatti, Chief Marketing Officer, yorCMO
Chad Schroeder, Director, Business Development, Learfield Ohio State Sports Properties
- 12:30 - 1:30 p.m. **Mentoring Lunch with Athletics Directors**
Ross Bjork, Senior Vice President and Wolfe Foundation-Eugene Smith Endowed Athletics Director, The Ohio State University
Sean Frazier, Vice President/Director of Athletics and Recreation, Northern Illinois University, NACDA President



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12:30 - 1:30 p.m.	Mentoring Lunch with Athletics Directors (cont.) <u>Andrew Goodrich, Director of Athletics, University of Akron</u> <u>Shawn Heilbron, Director of Athletics, Stony Brook University</u> <u>Molly Hoffman, Executive Director of Athletics, Lake Erie College</u> <u>Lynn Holleran, Director of Athletics and Physical Education, The College of Wooster</u> <u>Christina Paone, Vice President for Athletics/Athletic Director, Walsh University</u> <u>Brian Polian, Vice President for Athletics and National Engagement, John Carroll University</u> <u>Randale Richmond, Vice President, Director of Intercollegiate Athletics, Kent State University</u> <u>TJ Shelton, James C. Wyant Director of Athletics and Chair of Physical Education, Case Western Reserve University</u> <u>Steve Thompson, Director of Athletics and Recreation, Baldwin Wallace University</u> <u>Natalie Winkelfoos, Associate Vice President for Athletics Advancement and Delta Lodge Director of Athletics & Physical Education, Oberlin College</u>
1:40 - 2:20 p.m.	Institutional Integration: The Expanding Role of Athletics Directors in Campus Leadership <u>Keri Alexander Luchowski, Executive Director, North Coast Athletic Conference (MODERATOR)</u> <u>Carmen Twillie Ambar, President, Oberlin College</u> <u>Natalie Winkelfoos, Associate Vice President for Athletics Advancement and Delta Lodge Director of Athletics & Physical Education, Oberlin College</u>
2:20 - 3:10 p.m.	Playbook in Practice: Simulating the Unexpected in Athletic Administration <u>Sean Frazier, Vice President/Director of Athletics and Recreation, Northern Illinois University, NACDA President</u>
3:10 - 3:20 p.m.	Break
3:20 - 4:20 p.m.	Blueprints & Backstories: The Next Chapter - Tour & Overview of Cleveland State's Wolstein Center <u>Dallas Boyer, Senior Associate Athletics Director for Business & Facility Operations/Former Women's Soccer Head Coach, Cleveland State University (MODERATOR)</u> <u>Nick Vande Velde, Associate Vice President, Division of Hospitality Services, Cleveland State University</u>
4:20 p.m.	Buses Depart Cleveland State University for the Rock & Roll Hall of Fame
4:30 - 7:00 p.m.	Reception and Self-Guided Tour of the Rock & Roll Hall of Fame (Rock & Roll Hall of Fame - Lower Level Atrium & Museum)
7:00 p.m.	Buses Depart Rock & Roll Hall of Fame for Return to Hotel Cleveland

TUESDAY, SEPTEMBER 30

All sessions & events will take place at Hotel Cleveland in the Ambassador Ballroom.

8:00 - 8:45 a.m.	Breakfast
8:45 - 9:00 a.m.	Opening Remarks <u>Shawn Heilbron, Director of Athletics, Stony Brook University</u>
9:00 - 9:50 a.m.	Keynote Address <u>Lt. Governor Jim Tressel, Former Head Football Coach, The Ohio State University; Former President, Youngstown State University; Current Board of Trustees member, Baldwin-Wallace University</u>



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9:50 - 10:00 a.m.	Break
10:00 - 10:40 a.m.	Winning the Narrative: Athletics Media 101 <i>Lisa Levine, Owner, Zone Sports Media Consulting</i>
10:45 - 11:10 a.m.	Institute Download & Wrap-Up <i><u>Shawn Heilbron, Director of Athletics, Stony Brook University</u></i>
11:10 - 11:20 a.m.	Closing Remarks <i><u>Shawn Heilbron, Director of Athletics, Stony Brook University</u></i>
11:45 a.m.	Adjournment

END OF PROGRAM