



2025 NACMA Convention

June 8-11, 2025 | Orlando, Florida | World Center Marriott
Agenda Subject to Change - updated as of 6/2/2025

Sunday, June 8, 2025

7:30 a.m. - 8 p.m.	Registration/Information	Registration Desk
4 - 4:30 p.m.	NACMA Officers and Past Presidents Meeting	Magnolia 1
4:30 - 6 p.m.	NACMA Board of Directors Meeting	Magnolia 1
6 - 7:30 p.m.	NACMA Board/Sponsors/Past Presidents/Committee Member Happy Hour Reception - Invite only	Magnolia 2

Monday, June 9, 2025

6:30 a.m. - 7:30 a.m.	CSC/NACDA & Affiliates 5k Fun Run/2-Mile Walk	Hawk's Landing Course
7 a.m. - 6 p.m.	Registration/Information	Registration Desk
8 - 8:45 a.m.	Mentor/Mentee Meet Up	Magnolia 1-3
9 - 11:30 a.m.	NACMA Convention Kickoff, Opening Ceremonies, Keynote and Awards	Crystal Ballroom H
9 - 9:30 a.m.	Convention Kickoff & Opening Ceremonies, with giveaway provided by 4imprint	
9:30 - 10:30 a.m.	Keynote: Brittany Hodak, award-winning entrepreneur, speaker, and author of <i>Creating Superfans</i>	
10:45 - 11:30 a.m.	NACMA 'Best of' Awards, Unity Award, and Marketing Team of the Year sponsored by Presto Sports	
11:30 a.m. - 1 p.m.	Lunch - Food trucks available	
11:45 a.m. - 12:45 p.m.	Mid-Level Cohort Lunch - Invite only	Latitude Longitude
1 - 3:50 p.m.	NACMA Young Professionals Workshop	Magnolia 1 - 3
1 - 1:15	Welcome, Introductions, Networking	
1:15 - 2	Making the Most of Game Themes and Promotions Learn best practices and walk away with ideas as you prepare and plan special game themes, initiatives and campaigns. - Zoe Gasell, Assistant Director of Marketing & Fan Experience, Colorado - Stacey Thrower Jr, Assistant Director of Marketing, Georgia Southern	
2 - 2:10	Networking Break	
2:10 - 2:55	Generating Revenue Through Unique Game Day Experiences Learn some ways you can make the most of unique experiences and help generate incremental dollars for your department. - Julia Greuel, Director of Digital Marketing & Revenue, Maryland - Joe Kronander, Senior Director of Revenue Generation and Development, Purdue - Kelly Valentine, Associate AD for Marketing & Promotions, Monmouth	
2:55 - 3:05	Networking Break	
3:05 - 3:50	Branding 101: Branding is a collective effort—discover your role in crafting it! Learn how to safeguard your institution's brand identity, educate and guide your team on the significance of proper branding, and take advantage of co-branded giveaway opportunities effectively. Moderator: Torria Tucker, Associate AD for Marketing & Promotions, Wayne State - Zack Belsky, Director of Branding & Creative, Wayne State - Tami Breymeyer, Director of Licensing, K-State - Quintin Payton, Senior Associate AD for Brand Development & Fan Experience, Abilene Christian	
1 - 3:50 p.m.	NACMA Mid-Level Workshop	Magnolia 4 - 6
1 - 2	Brittany Hodak Workshop Join Brittany Hodak for an interactive session on intentional experience design, tailored for collegiate marketing professionals looking to elevate the fan experience. You'll collaborate with peers to map key touchpoints, share strategies, and uncover actionable ways to boost engagement and turn attendees into lifelong supporters. <i>You'll also receive a copy of her book!</i>	
2 - 2:10	Networking Break	
2:10 - 2:55	Driving Revenue Through Digital, presented by Paciolan Revenue is more critical than ever. Learn how to drive ticketing and non-traditional incremental revenue for your department through email marketing, digital advertising, your website and more! Moderator: Michaela Patt, Client Partner, Paciolan - Emily Jakimowicz, Assistant AD for Marketing & Digital Strategy, Penn - Ethan Lounsbury, Director of Marketing, K-State - Leslie Ellis, Assistant AD of Digital Marketing, SMU	
2:55 - 3:05	Networking Break	
3:05 - 3:50	NCAA Leadership Development Program: Leadership Evolution - Evolve your leadership. - Lamar Pottinger, Human Resources, Detroit Pistons	

1 - 3:50 p.m.	NACMA Veterans Workshop 1 - 1:55 NCAA Leadership Development Program: Leadership Renovation - Learn ways to enhance and improve your leadership. - Mark Trumbo, Director of Leadership Development, NCAA 1:55 - 2:10 <i>Networking Break</i> 2:10 - 2:55 Leveraging AI to Drive Efficiencies & Revenue Not only does AI not have to be scary, but it can be used to make your jobs easier. This convo will cover best practices on how to use simple AI tools to drive efficiencies and revenue. Moderator: Matt Lavery, Associate AD of External Affairs, Campbell - Bill Bailey, CRO, Satisfi Labs - Kathryn Dillin, Assistant AD of Marketing & Fan Development, Virginia Tech - Joe Rafanelli, Senior Associate AD of Revenue Generation & External Ops, Old Dominion 2:55 - 3:05 <i>Networking Break</i> 3:05 - 3:50 Revenue Generation Roundtables, presented by Elevate Discuss hot topics and Rev Gen ideas with peers in a round table format. Moderator: Alexa Huchingson, Senior VP of Business Development, Elevate - David Almodova, Senior Associate AD of External, BYU - Julie Austin, Senior Associate AD of Marketing & Branding, TCU	Magnolia 7 - 9
4 - 5 p.m.	NACDA Featured Session, sponsored by Ameritas John Jacobs, co-founder and chief creative optimist, Life Is Good	Cypress 1
5 - 8 p.m.	Exhibit Hall	Cypress 2 - 3
8 - 9 p.m.	Small School Mixer	Magnolia 2
Tuesday, June 10, 2025		
7:30 a.m. – 5 p.m.	Registration/Information	Registration Desk
9 - 9:50 a.m.	NACMA General Session Unlock your Network, presented by Venue Edge Don't let anyone tell you networking can't be fun. Join us for a memorable session, with nonstop action and excitement that you have to experience to believe! You'll leave this session with new connections and some great stories.	Crystal Ballroom H
10 – 11:50 a.m.	Breakout Sessions (10 – 10:50 a.m.) 6 Options Total - Attend 2 (11 – 11:50 a.m.)	
	Survey Says: The Art of Fan Feedback and What It Tells Us Capturing feedback & using data doesn't have to be overwhelming. Learn best practices on surveying, how to create actionable data, and how you can layer other sources on top of the results to discover even more insights. - Cameron Conner, Director of Marketing & Fan Engagement, Southern Indiana - Rhett Hobart, Deputy AD of External Affairs, Auburn - Alicia Korte, Executive Director, Learfield Amplify	Magnolia 1
	Fan Development Then & Now: The Evolution of Game Day & Fan Engagement Take a look at how fan engagement has changed over the years. Hear from peers on ways to enhance tools to create new fan experiences for your brand. Moderator: Jana Woodson, Deputy AD for External Operations, Tulane - Megan MacLeod, Senior Associate AD of Brand Advancement, Illinois State - Reggie McIntyre, Assistant AD of Marketing & Fan Experience, Georgia Tech - Sammy Roush, Associate Director for Marketing, Clemson	Magnolia 2
	Intro to NIL and Logo Enforcement, in collaboration with ICLA Learn how to be creative and stay on trend while maintaining the integrity of your institution's brand. Will include ways to operate in the NIL world and a discussion around co-branding philosophies. - Erika Austin, Director of Licensing, Michigan State - Katelyn Gier, Director of Marketing and Licensing, Delaware - Morgyn Seigfried, General Manager of NIL, Penn State	Magnolia 3
	What would you do if you had 100 interns? Join the Go! Team. MSUM had 60 interns last year when they won MTOY; they started this year with 100. Learn how they recruit, hire, train and operate their award-winning internship program. - Jon Wepking, Associate AD for External Relations, Minnesota State Moorhead	Magnolia 4
	Selling the Underdog: Ticketing Strategies for Olympic & Non-Revenue Sports, in collaboration with NAATSO. Best practices and creative strategies on ways to generate revenue regardless of the number of eyeballs or butts in seats. Moderator: Justin Lisk, Assistant AD of Marketing and Fan Experience, NC State - Hunter Daniels, Director of Sales and Sponsorships, Belmont - Cora Jacoby, Associate Director of Ticketing, Cal Baptist - Andrew Keller, Associate Director of Tickets, Sales & Brand, Rochester Institute of Technology	Magnolia 5

	<p>Tailoring Content Strategies and Best Practices for Multiple Channels of Communication, in collaboration with CSC A discussion on establishing a consistent brand voice and strategy, ensuring content is tailored to each channel's unique audience. We also will discuss various analytics you can use as indicators of success, to track performance, and to optimize content, and will discuss strategic ways to manage workflows with colleagues.</p> <p><i>Moderator: Jonathan Gantt, Founder, Gantt Creative Services</i></p> <p>- Eric DeSalvo, Senior Associate AD for #Content, UCF</p> <p>- Erin Gibson, Senior Associate AD for Marketing, West Virginia</p> <p>- Tyson Hutchins, Associate AD for Creative Strategy, BYU</p>	Magnolia 7-8
Noon – 2 p.m.	All Association Networking Luncheon	Cypress 2 - 3
2 - 2:50 p.m.	<p>Joint General Session with NAATSO</p> <p>Why Stay in the Game? Amid the ever-shifting world of college athletics, how do you stay centered? Even when you're doing a great job, doubts about your career will inevitably creep in. In this session, we'll explore best practices to operate with peace, positivity, and confidence - even when things feel chaotic. Because you and your work matter.</p> <p><i>John Roberson, CEO & Chief Cheerleader, Advent</i></p>	Crystal Ballroom H
3 - 3:50 p.m.	<p>Joint General Session with College Sports Communicators</p> <p>Winning with Content: How Storytelling Fuels your Business Growth Join industry experts from pro teams, marketing agencies and universities as they share insights on harnessing the power of content and storytelling to drive revenue, enhance brand identity, and engage fans. Whether you're early in your career or a seasoned veteran, this session will offer practical strategies, real-world examples, and takeaways to help you create impact—no matter your role or organization.</p> <p><i>Moderator: Kyle Bruce, Senior Deputy AD for External Relations & CRO, Pitt</i></p> <p>- Astasia Williams, Senior Manager of Digital Strategy, Wasserman Creators</p> <p>- Lynnea Phillips, Director of Social Media, NCAA</p> <p>- Michelle Stenger, Partnerships & Research Analyst, Orlando Magic</p>	Sabal
4 – 5 p.m.	<p>NACDA Featured Session</p> <p>Charlie Baker, NCAA President</p>	Cypress 1
5 – 8 p.m.	All Association Exhibit Hall Reception	Cypress 2 - 3
Wednesday, June 11, 2025		
7:30 a.m. – Noon	Registration/Information	Registration Desk
9 – 10 a.m.	<p>Personal & Professional Development Panels</p> <p>3 Options Total - Attend 1</p> <p>Raising Families and Building Careers: Real Talk of Doing It All Hear from a panel of parents on how they navigate the demanding college athletics schedule with family/parenting responsibilities. This discussion is for both current parents and aspiring ones.</p> <p><i>Moderator: Nicole Jones, Senior Assoc AD of Marketing, Fan Engagement & Branding, Florida</i></p> <p>- Jessica Bennett, Assistant AD for Marketing & SWA, Colorado College</p> <p>- Michael Murtagh, Associate AD for External Affairs, Buffalo</p> <p>- Ariana Palmer, Assistant AD of Marketing & Engagement, Delaware</p> <p>Listening & Leading: The Art of Navigating Varied Communication Styles Discover ways leaders adapt their style to inspire clarity, connection and collaboration, so that you can too!</p> <p><i>Moderator: Cam Bastian, Associate AD of Marketing & Fan Engagement, NDSU</i></p> <p>- Kristene Kelly, Director of Athletics, Albany State</p> <p>- Austin McClain, Assistant AD of Marketing and Fan Engagement, Army</p> <p>- Brooke Robinson, Assistant AD of Marketing & Fan Experience, Oregon</p> <p>Managing Career Transitions and Making the Most of a New Opportunity A discussion on how to best approach transitions in your career, including managing and leading people who are new to you, and managing up.</p> <p><i>Moderator: Rebecca Plescia, Director of Marketing, Penn State</i></p> <p>- Jessica Dorsey, Senior Associate AD of External Operations, Stephen F. Austin</p> <p>- Alundis Pledge, Assistant AD of Marketing & Promotions, Tulane</p> <p>- Marcos Rael, Director of Marketing & Fan Experience, Colorado</p>	<p>Magnolia 1 & 2</p> <p>Magnolia 4 & 5</p> <p>Magnolia 7 & 8</p>
10:15 a.m. – Noon	<p>Open Forums - Three Pillars</p> <p>3 Options Total - Attend 2</p> <p>Revenue Generation: Teamwork Makes the Dream Work A discussion on best practices for collaboration with third-party partners. Find ways to do things differently to move the needle.</p> <p>- LaRhonda Burley, Executive Sr. Associate AD, Michigan State</p> <p>- Drew Gaschler, Associate AD for Marketing, Kansas</p> <p>- Taylor Stewart, Associate AD for External, Grambling State</p> <p>Fan Development: Taking Your Video Board Show to the Next Level Let's discuss conception of content to resource management (in-house vs third party), intro videos, expectations, music and more!</p> <p>- Jeremy Armstrong, Associate AD of Marketing, Texas</p>	<p>Magnolia 1 & 2</p> <p>Magnolia 4 & 5</p>

- Tony Ledwell, Director of Marketing & Game Experience, Northern Illinois

Brand Management: ReALIGNment - Preparing Your Brand & Staying Relevant in Conference Realignment A conversation around best practices for aligning your brand and new conference during transition.

Magnolia 7 & 8

- Jessica Ley, Associate Director of Marketing, Big Ten Conference

- Tamica Smith Jones, Chief Operating Officer, Kennesaw State

12:30 - 1 p.m.

NACMA Board of Directors Wrap Up Meeting

Magnolia 9