



COLLEGE ATHLETIC BUSINESS MANAGEMENT ASSOCIATION (CABMA)
75th ANNUAL CONVENTION
JUNE 7-11, 2025

Time	Session/Event	Location
Saturday, June 7		
10:00am-7:00pm	Registration/Information	Registration Desk
TBD	CABMA Convention Space Walkthrough - Executive Committee Meeting	Meet at Canary
5:00-10:30pm	CABMA 75th Anniversary Past Presidents Event - (<i>invitation only</i>)	OWC International Suite / Disney Springs
Sunday, June 8		
7:30am-8:00pm	Registration/Information	Registration Desk
11:30-12:00pm	Mentor Me Lunch - (<i>invitation only</i>) <i>Sponsored by Shorts Travel Management</i>	Crystal Ballroom K/L
12:00-2:30pm	Mentor Me Program Training- First Line Mentors and Proteges - (<i>invitation only</i>) <i>Sponsored by Shorts Travel Management</i>	Crystal Ballroom K/L
4:00-5:00pm	Rookie & Mentor Me Reception <i>Sponsored by TBD</i>	Canary
5:15-5:45pm	Bus Loop - Welcome Social & CABMA Golf Tournament at Top Golf <i>Transportation by Shorts Travel Management</i> <i>Must be a CABMA member or CABMA sponsor to attend</i> <i>Last Bus Departs at 5:45pm</i>	Convention Center Entrance
6:00-9:00pm	2025 CABMA Welcome Social & CABMA Golf Tournament <i>Sponsored by Shorts Travel Management</i> <i>CABMA Badge Required</i>	Top Golf Orlando
Monday, June 9		
6:30am	CSC/NACDA 5K Fun Run & 2-Mile Walk	Hawks Landing Golf Course
7:00am-6:00pm	Registration/Information	Registration Desk
8:30-9:30am	Annual Business Meeting and 3rd Vice President Speeches <i>Sponsored by Commerce Payments</i> <i>CABMA President - Rob Novak - Chief Financial Officer, University of Texas</i>	Canary
9:30-10:30am	GENERAL SESSION #1 - Keynote Speaker - Walter Bond <i>Sponsored by Red Card</i> <i>Honoring the Past, Adapting to the Present, and Embracing the Future</i>	Canary
10:40-11:40am	GENERAL SESSION #2 - Future-Proofing Athletics: Financial Sustainability Post House Settlement <i>Sponsored by Dissinger Reed (A Division of HUB International)</i> <i>Explore strategies to ensure long-term financial stability in athletics following the House Settlement, focusing on sustainable practices and innovative financial management</i> <i>Ken Kurdziel - CPA Partner, James Moore [Moderator]</i> <i>Mario Morris - Senior VP of Administration & Chief Financial Officer, NCAA</i> <i>Katie Davis - CPA, LSS Certified Partner, James Moore</i> <i>Jamie Pollard - Director of Athletics, Iowa State</i>	Canary
11:50-12:50pm	Lunch and Learn - Get your Title IX 'House' in Order <i>Sponsored by Teamworks CABMA Badge Required for Meal Only</i> <i>Reflecting on the implications of the House settlement and its impacts on Title IX Compliance</i> <i>Cheryl Levick - Founder & Chief Executive Officer, Personalized Executive Training</i> <i>Daniel Cohen - Partner, Barnes & Thornburg</i>	Canary
12:55-1:45pm	Breakout Sessions (Choose 1 - Does not repeat)	
	Breakout Session #1 - Front Office Finance: Adapting Pro Cap Tactics for College Athletics <i>Sponsored by Risk Point Consulting, a division of HUB International</i> <i>Explore how roster cap management strategies from professional sports can inform smarter roster planning in college athletics. This session will cover applying pro-style principles to scholarship distribution, roster size decisions, and resource allocation</i> <i>Mike Greenberg - Assistant General Manager, Tampa Bay Buccaneers</i>	Canary



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	Breakout Session #2 - Structuring Success: Inside Coaching Contract Negotiations <i>Sponsored by Game Point Capital</i> <i>This session will offer an AD/Deputy AD's perspective on negotiating coaching contracts, covering key strategies, compensation structures, and incentives. Gain insights into balancing institutional priorities while securing competitive and fair agreements.</i> <i>John Daniel - Senior Deputy AD/COO, University of Cincinnati [Moderator/Panelist]</i> <i>Marcus Blossom - McCormick Endowed Athletic Director, Creighton University</i> <i>Julie Cromer - Director of Athletics, Ohio University</i> <i>Tamika Smith Jones - Chief Operating Officer, Kennesaw State</i>	Crystal Ballroom K/L
	Rookies - Breakout Session #3a - Building Your Playbook: Strategies for Early Wins with Coaches [NAAC Crossover] <i>Sponsored by TBD</i> <i>As NCAA deregulation pushes more decision-making to campuses, early-career business and compliance professionals must navigate coach conversations with clarity and confidence. This session will help participants build the tools, language, and strategies needed to balance what's permissible with what's practical.</i> <i>Joshua Henson - Assistant Director of Business Operations, The University of Texas at Arlington</i> <i>Kristin Masker - Associate AD, Budget & Finance, University of Colorado Boulder</i> <i>Dan Morrissey, Assistant Athletic Director for Compliance, University of Louisville</i> <i>Mark Stanton, Associate Athletics Director for Compliance, University of Richmond</i>	Crystal Ballroom M/N
	Veterans - Breakout Session #3b - The Veteran Playbook: Navigating New Norms with Coaches [NAAC Crossover] <i>Sponsored by IHG Hotels</i> <i>As NCAA deregulation moves more decisions to campuses, veteran business and compliance professionals face the challenge of aligning coach expectations with institutional realities. This session will focus on experience-driven strategies for guiding sport programs through budget and policy conversations in a shifting landscape.</i> <i>Mark Wagner - Senior Associate A.D./Internal Operations, University of North Carolina at Wilmington</i> <i>John Senter - Assistant Athletic Director, Business and Finance, University of Pittsburgh</i> <i>Brendan Armitage - Senior Associate Athletics Director for Compliance, University of South Florida</i> <i>James Feeney, Assistant Athletic Director of Compliance, Vanderbilt University</i>	Crystal Ballroom P/Q
1:45-2:25pm	Coffee Break with CABMA Sponsors <i>Sponsored by Sodexo</i>	Canary
2:30-3:55pm	<u>Roundtable Sessions (Choose 2 of 3 options)</u>	
	Round Table Session #1 - NCAA Reporting Updates post House <i>Sponsored by TBD</i> <i>Explore the latest FRS updates following the House v. NCAA decision, with a focus on its impact on revenue distribution and financial planning within collegiate athletics.</i> <i>Abbey Bales - Vice President of Accounting and Insurance Operations / Controller, NCAA</i> <i>Andrea Worlock - Assistant Director of Accounting, NCAA</i>	Crystal Ballroom K/L
Choice 1 (2:30-3:10pm) AND Choice 2 (3:15-3:55pm)	Round Table Session #2 - (Re)Building Team Culture <i>Sponsored by Advent</i> <i>Strategies for rebuilding and strengthening team culture, emphasizing communication, trust, and shared values to drive success after times of transition</i> <i>Brianna Baez - Director of Business Operations, University of South Florida</i> <i>Austin Dillard - Associate AD of Business Operations / Acting CFO, Clemson University</i>	Crystal Ballroom M/N
	Round Table Session #3 - Olympic Sport Administration <i>Sponsored by Teamworks</i> <i>Discussing the unique challenges and opportunities in managing Olympic sports programs, focusing on administrative strategies, resource allocation, and enhancing athlete support.</i> <i>Katelyn Fischer - Senior Associate AD / Administration & Chief of Staff, Jacksonville University</i> <i>Haley Prewett - Senior Associate Athletic Director / Chief Financial Officer, University of Memphis</i> <i>Andrew Roberts - Executive Athletics Director / Chief Financial Officer, University of Missouri</i>	Crystal Ballroom P/Q
4:00-5:00pm	Association Wide Featured Session Speaker	Cypress Ballroom 1
5:00-8:00pm	All Association Exhibit Hall Opening Reception	NACDA Exhibit Hall
Tuesday, June 10		
7:30am-5:00pm	Registration/Information	Registration Desk
8:30-9:00am	CABMA Wake Up & Coffee	Canary
9:00-10:00am	Pastries & Perspectives: Lessons in Leadership presented by Mentor Me	Canary



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	<p><i>Sponsored by Sonesta</i></p> <p><i>Industry leaders will share valuable insights into effective leadership practices, reflecting on lessons they've learned from mentors and peers throughout their careers.</i></p> <p><i>Kim Moore - President - Group Hotel, Shorts Travel Management [Moderator]</i></p> <p><i>Michael Boele - Associate AD for Business Operations/Chief Financial Officer, Stetson</i></p> <p><i>Chris Iacoi - Executive Senior Associate Athletics Director/Chief Financial Officer, UCLA</i></p> <p><i>Marvin Lewis - Assistant Vice President and Director of Intercollegiate Athletics, George Mason</i></p>	
10:00-10:50am	<p>GENERAL SESSION #5 - When Lightning Strikes: Turning Athletic Triumphs into Long-Term Success</p> <p><i>Sponsored by TBD</i></p> <p><i>Explore how athletic departments have successfully capitalized on once-in-a-lifetime events and achievements to drive engagement, revenue, and long-term brand impact</i></p> <p><i>Brandi Bryant - Senior Business Development Executive, Teamworks [Moderator]</i></p> <p><i>Jami Hagedorn - Associate AD of Financial Reporting, Nebraska</i></p> <p><i>Cory Hilliard - Senior Associate AD/Business Operations/AFO, Colorado</i></p> <p><i>Caroline Kane - Senior Associate AD/Business and Finance/CFO, Florida Atlantic</i></p>	Canary
11:00-11:50am	<p><u>Breakout Sessions (Choose 1 - Does not repeat)</u></p>	
	<p>Breakout Session #4 - Unlocking Revenue Potential: The Art of Hosting Championships</p> <p><i>Sponsored by Paciolan</i></p> <p><i>Sharing strategies for maximizing revenue opportunities when hosting championship events, focusing on effective marketing, sponsorships, ticket sales, and fan engagement.</i></p> <p><i>Liz Kelley - Director - Client Partners, Paciolan [Moderator]</i></p> <p><i>Julie Austin - Senior Associate AD / Marketing, Branding & Licensing, TCU</i></p> <p><i>Stephanie Davis - Senior Associate AD / Event Management, University of Minnesota</i></p> <p><i>Rob Novak - CABMA President - Chief Financial Officer, University of Texas</i></p> <p><i>Kris Pierce - Deputy Athletic Director / COO / SWA, University of South Florida</i></p>	Canary
	<p>Breakout Session #5 - Creating Athletics Titles & Organizational Structures</p> <p><i>Sponsored by TBD</i></p> <p><i>Examine how thoughtfully crafted athletics titles and organizational structures can drive departmental efficiency, clarity, and long-term success. Panelists will share insights on defining roles, aligning responsibilities with institutional goals, and implementing best practices to support collaboration and accountability.</i></p> <p><i>Dr. Karla Gacasan - Senior Associate AD, Human Resources and Talent Development/ADID, Brown University</i></p> <p><i>Lauren Leister - Deputy AD, Chief Operating Officer / SWA, Florida Gulf Coast University</i></p> <p><i>Kyle Rae - Associate Athletics Director for Business Operations, University of Virginia</i></p>	Crystal Ballroom K/L
	<p>Rookies - Breakout Session #6a - Feedback 101: Best Practices for Giving and Receiving Feedback Early in Your Career</p> <p><i>Sponsored by TBD</i></p> <p><i>Focusing on effective strategies for giving and receiving feedback, tailored to early-career professionals. Attendees will explore techniques for managing feedback in all directions, from peers to supervisors, and learn how to use it as a tool for personal and professional growth.</i></p> <p><i>Margaret Laws - Senior Associate Athletics Director for Finance and Operations / CFO, Elon University</i></p> <p><i>Ajohnee Rodney - Chief of Staff / Associate AD of Administration, Southern University and A&M College</i></p> <p><i>Gordon Shouler - Assistant Director of Business Operations, University of Virginia</i></p>	Crystal Ballroom M/N
	<p>Veterans - Breakout Session #6b - Elevating Feedback: Best Practices for Experienced Professionals</p> <p><i>Sponsored by TBD</i></p> <p><i>Focusing on effective strategies for giving and receiving feedback, tailored to seasoned veterans. Attendees will explore techniques for managing feedback in all directions, from peers to supervisors, and learn how to use it as a tool for personal and professional growth.</i></p> <p><i>Dr. Domenica Jones - Associate Athletics Director/Human Resources, University of South Florida</i></p> <p><i>Ashlee Magosin - Senior Associate AD for Business Operations, University of North Carolina at Greensboro</i></p> <p><i>Jake Silverman - Assistant Vice President for Athletics and Recreation, Brown University</i></p>	Crystal Ballroom P/Q
12:00-2:00pm	<p>All Association Networking Luncheon</p>	Cypress Ballrooms 2-3
2:00pm - 3:25pm	<p><u>Roundtable Sessions (Choose 2 of 3 options)</u></p>	
	<p>Round Table Session #4 - Practical AI Applications for College Athletics Business Offices</p> <p><i>Sponsored by TBD</i></p> <p><i>Discuss how AI can streamline operations, improve financial forecasting, and enhance decision-making within the business office and explore real-world applications and strategies for leveraging AI effectively.</i></p> <p><i>Andrew Edson - Senior Associate Athletic Director, Chief Financial Officer, Tarleton State</i></p>	Crystal Ballroom K/L
	<p>Round Table Session #5 - Winning Together: Boosting Procurement & Athletics Synergy</p>	Crystal Ballroom M/N



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Choice 1 (2:00-2:40pm)	<i>Sponsored by E&I Cooperative Services</i> <i>Explore strategies for achieving cost savings through efficient procurement processes, effective vendor management, and proactive contract negotiation. Panelists will also discuss best practices for ensuring compliance with institutional policies</i>	
AND	<i>Brienne Matier - Director of Procurement, University of South Florida</i>	
Choice 2 (2:45-3:25pm)	Round Table Session #6 - Proactive Approach to Risk Management & Crisis Preparedness <i>Sponsored by Academy Bus</i> <i>Explore proactive strategies for identifying potential risks, building effective crisis response plans, and fostering institutional readiness. This session will cover tools and practices to help your department respond with confidence while managing both operational and emotional impacts during critical situations.</i> <i>Dr. Dene Williamson - Associate Professor of Sport Management, University of Tampa [Moderator]</i> <i>Dan Satter - Deputy Commissioner, Big Sky Conference</i> <i>Josh Turner - Deputy AD / Chief Financial Officer, Florida State University</i>	Crystal Ballroom P/Q
4:00-5:00pm	Association Wide Featured Session	Cypress Ballroom 1
5:00-8:00pm	All Association Exhibit Hall Reception	Cypress Ballroom 2-3
9:00-11:00pm	Anthony Travel After Hours Lounge - (CABMA Badge Required for Entry)	Canary - Working Lounge
Wednesday, June 11		
7:30am-12:00pm	Registration/Information	Registration Desk
9:00-9:50am	CABMA Member Appreciation Breakfast <i>Sponsored by BWH Hotels</i> <i>Celebrating our dedicated members, this special event will honor recipients of the annual service awards and feature the Mentor Me Graduation. Additional raffle prizes will be awarded to attendees, must be present to win.</i>	Canary
10:00-11:00am	GENERAL SESSION #6 - Generational Leadership Workshop: Bridging Divides and Elevating Impact <i>Sponsored by TBD</i> <i>Leading across generations, balancing management challenges, and recognizing the often-overlooked contributions that drive success. Learn strategies to bridge divides and enhance leadership skills</i> <i>Dr. Domenica Jones - Associate Athletics Director/Human Resources, University of South Florida</i> <i>Dr. Janelle Wells - Founder Facilitator, WellsQuest</i>	Canary
11:00-12:00pm	GENERAL SESSION #7 - One Team, One Goal: Embracing Your Role to help Achieve the Vision <i>Sponsored by TBD</i> <i>By aligning efforts and embracing responsibility, we can collectively drive success and contribute to a unified goal. Current leaders discuss how every action, no matter how small, shapes the bigger picture.</i> <i>Jack Luddy - Director, Finance and Operations, University of Texas [Moderator]</i> <i>Dr. Andrew Goodrich - Director of Athletics, University of Akron</i> <i>Colin Hargis - Director of Athletics, Florida Gulf Coast University</i> <i>Michael Kelly - Vice President for Athletics, University of South Florida</i> <i>Yulander Wells, Jr - Deputy Athletics Director – Finance, Operations, Revenue & Business Strategy, Notre Dame</i>	Canary
12:00 PM	Closing Remarks <i>CABMA Outgoing President - Rob Novak - Chief Financial Officer, University of Texas</i>	Canary
12:00-1:30pm	CABMA Executive Committee Meeting	Canary