



# 2025 NACDA & AFFILIATES CONVENTION

## WORLD CENTER MARRIOTT RESORT

# JUNE 8-11

### NACDA & Affiliates Convention Division I Athletics Administrators Meeting Agenda

#### **Sunday, June 8**

7:30 am-8:00 pm	Registration	
4:00-7:30 pm	FCS ADA and I-AAA ADA Joint Educational Programming	Crystal A-F
4:00-4:08 pm	Welcome/Purpose of Meeting/Introduction of Teamworks Speakers: Mark Benson, Director of Athletics, University at Albany Steve Watson, Director of Athletics, Loyola University Chicago	Crystal A-F
4:10-5:00 pm	Revenue Sharing and the Future of NIL <i>Sponsored by <a href="#">Teamworks</a></i> <ul style="list-style-type: none"><li>➤ As college athletics enters a new chapter, collegiate athletic departments face critical decisions around revenue sharing, NIL, and student-athlete compensation. Join this high-impact panel of FCS ADs—some embracing the shift, others standing firm—for a candid conversation moderated by Kevin Barefoot of Teamworks. Together, we'll explore strategy, culture, and the evolving role of the AD in the era of athlete empowerment.</li></ul> Speakers: Kevin Barefoot, Senior Vice President, Teamworks Shawn Heilbron, Director of Athletics, Stony Brook University FCS/AAA Athletics Directors	Crystal A-F
5:15-5:45 pm	Closing the Revenue Gap: Strategies FCS and DI-AAA Leaders are Using to Drive Six-Figure Growth <i>Sponsored by <a href="#">eTeamSponsor</a></i> Speakers: TBD	Crystal A-F
5:50-6:30 pm	NCAA Division I Governance Restructuring Open Discussion Moderator: Shoshanna Engel Lewis, Founder, VH Consulting Speakers: Janet R. Cone, Senior Administrator for Enterprises and Director of Athletics, UNC Asheville Jenn Fraser, Division I Vice President, NCAA Tom Michael, Director of Athletics, Eastern Illinois University	Crystal A-F
6:30-7:30 pm	Reception	Crystal A-F

#### **Monday, June 9**

7:00 am-6:00 pm	Registration	
8:00-8:20 am	FCS ADA Executive Committee meeting with Steve Hatchell (National Football Foundation)	Grand 12-14
8:30-10:00 am	FCS ADA/DI-AAA ADA Joint Meeting (ADs/Commissioners Only) Moderators: Mark Benson, Director of Athletics, University at Albany Steve Watson, Director of Athletics, Loyola University Chicago	Grand 12-14



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9:00-9:30 am

### Division I Athletics Administrators Session: Changing & Emerging Roles in College Athletics

Grand 7A

Sponsored by [WTW](#)

There is no one-size-fits-all model when it comes to structuring athletic departments in today's fast-paced and ever-changing world of college sports. WTW has observed many of our clients creating unique and different roles and reporting structures to fit their specific needs and culture.

Our discussion will feature a deep dive into various factors related to the changing/emerging positions in athletic departments, such as span of control, market competitiveness and affordability, while keeping an eye towards empowering Athletic Directors to continue to succeed in their roles both now and in the future.

**Speakers:** Josephine Gartrell, Managing Director, Work & Rewards, WTW  
Brett Sweet, Vice Chancellor for Finance, Information Technology and Chief Financial Officer, Vanderbilt University  
Russ Wilson, Senior Director, Work & Rewards, WTW

11:15-11:45 am

### Division I Athletics Administrators Session: Crafting the Future of Live Event Fan Engagement

Grand 7A

Sponsored by [Verizon](#) and [HP Enterprise](#)

Our smartphones have become more than just devices—they're now lifelines to our world. In Q3 2023, mobile internet traffic surged to nearly 60% of total web traffic, showcasing our insatiable appetite for connectivity. The flow of information is now powering our digital age, reshaping how we live, work and play.

This shift is particularly evident in the sports and entertainment industry. At live sporting events and concerts, fans rely on their phones to enhance their experience by tracking real-time stats, placing bets, managing ticketing, accessing VIP experiences, and capturing perfect shots or videos of performances. This evolution in fan behavior has led to an exponential year-over-year increase in data usage volume, highlighting the pressing need for reliable connectivity in global venues.

**Moderator:** Ben Portnoy, College Sports Reporter, *Sports Business Journal*  
**Speakers:** Randal Eastman, Senior Director, Business Development, Verizon  
Michael Johnston, Business Development Manager, Hewlett-Packard Enterprise

11:30 am-1:00 pm

### I-AAA ADA and FCS ADA Joint Luncheon

Grand 12-14

Sponsored by *Knight Commission on Intercollegiate Athletics*

- Award Winner Recognition
  - o FCS ADA Postgraduate Scholarship Recipients
  - o DI-AAA ADA Postgraduate Scholarship Recipients
  - o NACDA Athletics Directors of the Year Recognition
  - o DI-AAA ADA All-Sports Trophy Recognition
  - o FCS ADA CBiz Borden Perlman Stipend Recognition
  - o 2024-25 Fellows Program Recognition
  - o Sandy Hatfield Clubb – Special Recognition Award
  - o Steve Potts – DI-AAA ADA Gary Cunningham Lifetime Achievement Award

12:00-1:00 pm

### FBS ADA Board of Directors Private Luncheon



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- 1:00-3:00 pm FBS ADA Board of Directors' Meeting
- 4:00-5:00 pm **Featured Session** Cypress Ballroom 1  
Speaker: John Jacobs, Co-Founder and Chief Creative Optimist, Life is Good  
*Sponsored by Ameritas*
- 5:00-8:00 pm Opening Reception and Exhibit Hall Open Cypress Ballrooms 2-3

### **Tuesday, June 10**

- 7:30 am-5:00 pm Registration
- 10:00-10:40 am **Division I Athletics Administrators Session:** Grand 7A

**Leveraging Social Media and Influencer Partnerships in Collegiate Athletics**  
*Sponsored by [Sports Business Journal](#)*  
Discover how strategic social media and influencer collaborations can drive revenue, enhance brand visibility, and foster deeper fan engagement in collegiate sports

**Moderator:** Ben Portnoy, College Sports Reporter, *Sports Business Journal*

**Speakers:** Jaelyn Arndt, Associate Director of Social Media, NCAA  
Grant Jones, Head of Content, Learfield  
Alex Kopilow, Founder, Sponcon Sports  
Leanne Wong, USA Gymnast, University of Florida

- 10:30-11:00 am **Division I Athletics Administrators Session:** Grand 7B
- Help Prepare Your Staff's Financial Future in Every Stage of Life**  
*Sponsored by [Ameritas](#)*

Discover how GamePlan by Ameritas can work with you and your staff to tailor a financial plan to help meet unique needs, providing the knowledge and tools to help achieve goals and secure their future. Join moderator Troy Branch and a panel of professionals to discover practical strategies for budgeting, saving, investing and retirement planning.

**Speaker:** Troy Branch, 2<sup>nd</sup> Vice President, Advanced Planning, Ameritas

- 10:40-11:20 am **Division I Athletics Administrators Session:** Grand 7A
- Developing Athletic Districts - How to Transform the Experience for Game Day and Beyond**  
*Sponsored by [Sports Business Journal](#)*

Join industry leaders as they discuss innovative strategies for creating vibrant athletic districts that enhance the game day experience, drive year-round engagement, attract and catalyze demand drivers, and activate under-utilized real estate assets as potential new revenue sources. Learn how to leverage infrastructure, partnerships, venue demand, and community involvement to transform your athletic program's footprint and maximize its impact.

**Moderator:** Abe Madkour, Publisher & Executive Editor, *Sports Business Journal*

**Speakers:** Ryan Alpert, Senior Deputy AD & CRO, University of Tennessee  
Chris Dunlavey, CEO, Brailsford & Dunlavey  
Marvin Lewis, Assistant Vice President & Director of Intercollegiate Athletics, George Mason University



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11:20 am-12:00 pm	<b>Division I Athletics Administrators Session:</b> <b>Learnings From the Professional Ranks - How to Drive Revenue Across Campus</b> <i>Sponsored by <a href="#">Sports Business Journal</a></i> Discover proven strategies from top professionals in the sports industry on how to boost revenue streams across collegiate campuses. Gain insights into innovative business practices, partnership opportunities, and marketing tactics that can elevate your athletic program's financial success.  <b>Moderator:</b> Abe Madkour, Publisher & Executive Editor, <i>Sports Business Journal</i> <b>Speakers:</b> Jarrod Dillon, President, Business Operations, Orlando City & Pride Soccer Michael Drake, CEO, Clemson Ventures Ryan Holmes, President, Cincy Sports Partners	Grand 7A
12:00-2:00 pm	All Attendees Networking Lunch in Exhibit Hall	Cypress Ballrooms 2-3
12:00-5:00 pm	FBS ADA Closed-Door Athletics Directors Only Meeting	
2:15-2:45 pm	<b>Division I Athletics Administrators Session:</b> <b>NCAA Fan Database - Growing Revenue and Helping Membership</b> <i>Sponsored by the <a href="#">NCAA</a></i> NCAA SVP of Business Performance will give an overview of the National Office's Fan Database, how NCAA is using it to grow revenue, and how member institutions can tap into the data to better sell their own games.  <b>Speaker:</b> Brian Higgins, Senior Vice President, Business Performance, NCAA	Grand 7A
4:00-5:00 pm	<b>Featured Session</b> <b>Speaker:</b> Charlie Baker, President, NCAA	Cypress Ballroom 1
5:00-8:00 pm	Reception and Exhibit Hall Open ( <i>CSC Included</i> )	Cypress Ballrooms 2-3
5:30-7:30 pm	FBS ADA Reception – Invited Guests Only	