



2025 ICLA Convention Agenda

June 8-11, 2025

Agenda Subject to Change

Sunday, June 8		
TIME	SESSION/EVENT	LOCATION
7:30 a.m. – 8 p.m.	Registration/Information	Crystal Registration Desk
10 a.m. – 3 p.m.	ICLA Board of Directors Meeting	Tampa
Buses to depart at 5:15 Buses to return upon park closure	ICLA Reception <i>Buses depart from World Center Marriott</i> If you would like to bring a guest, they MUST be registered as a Spouse/Partner for Convention. Cost is \$250.	Dinner 6-8 p.m. at Antojitos in Universal City Walk AND Everyone will also receive a pass to Universal or Islands of Adventure
Monday, June 9		
TIME	SESSION/EVENT	LOCATION
6:30 – 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	Crystal Registration Desk
9 – 9:15 a.m.	President's Welcome Clarence Chiong, Director of Trademark Licensing, Fresno State	Grand 4-6
9:15 – 10:05 a.m.	Keynote Session - Yogi Roth	Grand 4-6
10:10 – 10:50 a.m.	General Session - AD Panel - Winning Off the Field: The Future of Licensing in College Athletics <i>Sponsored by Unrivald Teamwear</i> Chris Davis, Director of Athletics, Georgia Southern Beth Goetz, Director of Athletics, Iowa Moderator: Jason Harbison, Auburn	Grand 4-6
11 – 11:50 a.m.	General Session - ICLA/NAAC: Exploring the Infrastructure of Institutional License Agreements Matt Banker, MB Consulting Brett Eden, Director of Auxiliary Business Development, Utah Jason Greco, Sr. Associate AD for Compliance, Utah Daniel Feig, Stames Davis Florie Danielle Davison, Assistant AD for NIL, Michigan Moderator: Katie Renaut, Associate AD for Compliance/Student Athlete Development, UNC Charlotte	Salon G
11:55 a.m. – 1:15 p.m.	ICLA Hall of Fame & Networking Lunch <i>Lunch Sponsored by Unrivald Teamwear</i>	Magnolia 19-21
1:30 – 2:15 p.m.	General Session - From Court to Campaigns: Leveraging NIL for Long-Term Success General Booty, Former Quarterback, Oklahoma Alex Glover, Sports Media Specialist/NIL Consultant, SMU Moderator: Steve Rollins, Sr. Vice President, Rock 'em Socks	Grand 4-6
2:25 – 3:15 p.m.	General Session - BYU and the Search for Story: Listening to Data and Discussion to Build the Brand Jeff McClellan, Director, Brand & Creative, BYU	Grand 4-6
3:15 – 3:45 p.m.	Open Networking	Grand 4-6
4 – 5 p.m.	NACDA Featured Session John Jacobs, Co-Founder & Chief Creative Optimist, Life is Good	Cypress 1
5 – 8 p.m.	All Association Exhibit Hall Opening Reception	Cypress 2-3
Tuesday, June 10		
TIME	SESSION/EVENT	LOCATION
7:30 a.m. – 5 p.m.	Registration/Information	Crystal Registration Desk
9 – 9:50 a.m.	General Session - Using Data to Engage Licensees & Retailers Abby Roberts, Trademarks & Licensing Manager, Utah Kyle Luttrell, Image One	Grand 4-6
10 – 11:50 a.m.	Breakout Sessions 1. ICLA Session - Tariffs & the Collegiate Market: A Practical Look at Current and Potential Impacts Panelist: Jared Harding, VP of Growth, Trevco Panelist: Joe Stefani, President, Desert Cactus	Magnolia 6

Panelist: Jael Thorpe, Founder & CEO, Gameday Social Apparel

Moderator: Tiffany Swenson, Founder & Chief Strategist, Sagely Brand Licensing

2. ICLA Session - Shattering the Glass Ceiling: Empowering Women in the Workplace

Magnolia 9

Duski Hale, Sr. Legal Administrator & Licensing Director, Mississippi State

Maggie Harris McHugh, VP Strategic Partnerships, Logo Brands

Dani Schroeder, Assistant Director, Trademark Licensing and Project Communications, Illinois State University

Moderator: Abby Roberts, Trademarks & Licensing Manager, Utah

3. Intro to NIL and Logo Enforcement, in collaboration with NACMA 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.

Magnolia 3

Erika Austin, Director of Licensing, Michigan State

Katelyn Gier, Director of Marketing and Licensing, Delaware

Morgyn Seigfried, General Manager of NIL, Penn State

Moderator: Tayler Sandberg, CLC Director of Partnerships

Noon – 2 p.m.

All Association Networking Luncheon

Cypress 2-3

2 – 2:50 p.m.

General Session - Gaming Strategies: Winning plays with EA SPORTS

Grand 4-6

Kevin Camps, Director of Creative Media, Florida

Cody Gougler, Sr. Associate AD for External Affairs, Boise State

Craig Westemeier, Senior Associate Athletics Director for Business Development, Texas

Moderator: Matt Sacks, Senior Manager, Partnerships, EA Sports

3 – 3:45 p.m.

General Session - Retail 101

Grand 4-6

Kirk Peters, Trademarks & Licensing Assistant Director, Iowa

Trey Ham, Licensing Manager, Unrivaled Teamwear

Jared Harding, VP of Growth, Trevco

Moderator: Kyle Luttrell, Image One

3:45 – 4 p.m.

Wrap Up & Prize Giveaways

Grand 4-6

4 – 5 p.m.

NACDA Featured Session

Cypress 1

Charlie Baker, President, NCAA

5 – 8 p.m.

All Association Exhibit Hall Reception

Cypress 2-3

Wednesday, June 11		
TIME	SESSION/EVENT	LOCATION
Buses depart at 9:30 Event: 10 a.m.-Noon	EA Sports Tour - We are at capacity and are not accepting anymore registrations at this time. Please contact Richard Fairchild richard.fairchild@utah.edu and Nick Strah (nstrah@nacda.com) with questions.	EA Sports