



2025 NAATSO Convention Presented by TFL Agenda
June 8-11, 2025
Agenda Subject to Change



Sunday, June 8		Location
7:30 a.m. – 8 p.m.	Registration/Information	Crystal Registration Desk
Noon – 4 p.m.	Board of Directors' Meeting	St. Louis
5 – 6:15 p.m.	NAATSO Past President's/Board Reception (at World Center) <i>Invite only</i> <i>Sponsored by TFL</i>	St. Louis
7 – 10 p.m.	NAATSO Reception - Offsite Main Event <i>Sponsored by Ticketmaster</i> <i>NAATSO Registrants Only</i>	Main Event - Orlando
Buses to depart at 6:30 p.m.		
Monday, June 9		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
8:30 – 9:15 a.m.	Breakfast (Full Hot Breakfast) <i>NAATSO Registrants Only</i> <i>Sponsored by NAATSO</i>	Grand 8B
9:30 – 10:15 a.m.	President's Welcome & Ticket Team of the Year Drink Station <i>Sponsored by Teamwork Tickets</i>	Grand 8B
10:30 – 11:30 a.m.	General Session - Ticket to Win It: Trivia, Networking, and Good Times <i>Get ready to flex your sports and ticketing knowledge in Ticket to Win It - a fast-paced trivia showdown packed with laughs, prizes, and networking with fellow pros. Whether you're in it to win it or just for the fun, this is your chance to connect and compete!</i> <i>Hosted by NAATSO Board Members Megan Christensen & Shekia Smith</i> <i>Sponsored by Ticketmaster</i>	Grand 8B
11:30 a.m. – 1:00 p.m.	Lunch <i>Food Truck Vouchers sponsored by TFL</i> <i>NAATSO Registrants Only</i>	Food Trucks
1:15 – 2 p.m.	General Session - Beyond the Box Office: Innovative Revenue Streams in College Athletics <i>Sponsored by: Learfield Amplify</i> <i>As the landscape of college athletics continues to evolve, so do the strategies for generating revenue. This session will explore creative and emerging financial opportunities beyond traditional ticket sales. Panelists will share insights on implementing innovative initiatives and maximizing existing revenue streams, offering real-world examples and practical takeaways. Whether you're looking to diversify income sources or rethink your current approach, this discussion will provide fresh perspectives to help drive sustainable growth in your department.</i> Gary Mata, Director of Season & Plan Sales, Orlando Magic Courtney Moser Quintero, Asst. Director of Client Services, Orlando Magic Martin Murphy, Sr. Associate AD, Ticket Operations, Sales & Strategy, DePaul Dan Stahl, Chief Revenue & Data Officer, South Carolina Abbie Wiinikainen, Assistant Ticket Manager, Providence Moderator: Tyler Reichwein, Vice President, Learfield Amplify	Grand 8B
2:10 – 2:50 p.m.	Breakout Sessions (3 options, choose 1) Career Tracks	

This session is designed to support growth at every stage of your career in college athletics. With dedicated tracks for entry-level, mid-level, and senior professionals, attendees will engage in focused conversations about development, leadership, and long-term career planning. Whether you're just starting out, building your leadership toolkit, or exploring executive-level roles, this session offers insight and advice to help you take the next step.

Entry Level - For early-career professionals navigating the start of their journey. Learn how to build a strong foundation, clarify your goals, and get the most out of your first few years in the industry. Grand 14

Audrey Santilli, Asst. AD, Marketing & Promotions, Providence

Joe Lanser, Asst. AD, Ticket Sales & Service, UW Milwaukee

Mid Level - For professionals stepping into leadership roles and managing others. This track explores how to grow as a manager, develop your team, and prepare for your next career move. Grand 13

Alexis Williams, Sr. Assoc. AD, External Operations, Colorado

Brady Collier, Asst. AD, Ticket Sales & Service, Butler

Senior Level (Invite Only) - Presented in partnership with Marcy Lanoue (CSA) and Mark Trumbo (NCAA Leadership Development), this exclusive session provides senior professionals with a unique opportunity to connect with a search firm executive. Gain insight into hiring trends, positioning yourself for advancement, and what it takes to step into a CRO or Deputy AD role. Grand 12

Marcy Lanoue, VP & Chief of Staff, Collegiate Sports Associates

Mark Trumbo, Assoc. Director, Leadership Development, Programs, and Initiatives, NCAA

3 - 3:40 p.m.

FREE TIME - NO Breakout Sessions

Mentorship Program & ROI Cohort Meet Ups - Invite Only

Mentors and Mentees for the 2024-25 year, along with the ROI cohorts from 2023 & 2024 are invited to meet in person. Nevin Caple, Founder & CEO of Return on Inclusion, will be in attendance as well.

4 – 5 p.m.

NACDA Featured Session - John Jacobs, Life is Good

Cypress 1

Sponsored by Ameritas

5 – 8 p.m.

All Association Exhibit Hall Opening Reception

Cypress 2-3

Tuesday, June 10

Location

7:30 a.m. – 5 p.m.

Registration/Information

Crystal Registration Desk

8 – 9 a.m.

Breakfast

NAATSO Registrants Only

*Sponsored by **NAATSO***

Grand 8B

9 – 9:50 a.m.

Keynote - How Legislation is Reshaping College Athletics, Ticketing, and Revenue

Grand 8B

*Sponsored by **Paciolan***

Description: The college athletics landscape is shifting fast—and ticketing pros are right in the middle of the action. From NIL to fee transparency to the House v. NCAA settlement, new legislation is rewriting the playbook on how we generate and manage revenue.

Join the Paciolan team for a high-impact session that breaks down what's happening, what's next, and what it all means for ticket offices. We'll dive into third-party events, pricing strategies, NIL partnerships, and more—giving you the tools to stay ahead of the game and drive value in your department.

Colin Hargis, Director of Athletics, Florida Gulf Coast

Patrick Nowlin, Deputy AD & CRO, Utah

Andrew Schoepfer, Sr. Assoc. AD, Revenue Generation & Business Intelligence, Providence

Moderator: Christian Lewis, CRO, Paciolan

10 – 11:50 a.m.

Breakout Sessions (3 options, choose 2)

10 – 10:50 a.m. **Offer Three, Choose Two**

11 – 11:50 a.m. **Betting on Yourself: The Key to Long-Term Success in College Athletics**

Grand 14

Description: Thriving in college athletics requires more than just showing up. It takes self-awareness, intentional growth, and sometimes the courage to make a move. This session explores what it means to truly invest in yourself, whether you're climbing the ladder within ticketing, shifting departments, or stepping into new parts of the industry. Our panelists will share how they've recognized the right opportunities, made meaningful transitions, or chosen to stay and grow where they are. We'll talk about personal development beyond the job title, how to build skills that last, and how to prioritize well-being along the way. Whether you're just starting out or reevaluating your next step, this session will help you take ownership of your path in college athletics.

Presenters:

Ebony Jackson, Asst. AD, Ticket Operations & Revenue Strategy, Cal

Brian Simorka, Asst. AD, Revenue Generation, NC State

Liz Wacieng, Asst. Director, Media Coordination & Statistics, NCAA

Moderator: Kyne Sheehy, Asst. AD, Ticket Sales, Premium Seating & Service, Notre Dame

More Hats, Same Headcount: Thriving with Expanding Responsibilities

Grand 13

Description: In an industry where change is constant and expectations are ever-growing, staff sizes often remain the same. This session will explore how professionals are finding ways to thrive despite limited bandwidth. From managing unexpected schedule changes and playoff runs to balancing departmental priorities and automating routine tasks, our panelists will share practical strategies and lessons learned from operating in lean environments. If you're looking to streamline workflows, align across departments, or simply stay afloat when responsibilities multiply, this session offers real-world insights to help you do more with the same, or even less.

Sponsored by: **TFL**

Presenters:

Emily Brady, Ticket Operations Manager, Clemson

Jarrett Hart, Director of Ticketing & Fan Relations, Abilene Christian

Roderick Smothers Jr., Asst. AD for Ticketing, Alabama A&M

Moderator: TFL

Selling the Underdog: Ticketing Strategies for Olympic & Non-Revenue Sports

Magnolia 5

Description: When it comes to ticketing Olympic sports, non-revenue programs, or underperforming high-profile teams, success often requires a creative and strategic approach. This session will highlight innovative tactics that drive both engagement and revenue, regardless of the number of eyeballs or butts in seats. Learn how your peers are building momentum through targeted promotions, community outreach, and data-informed decision-making to elevate programs that traditionally fly under the radar. Presented in collaboration with NACMA and open to both NAATSO and NACMA attendees.

Presenters:

Hunter Daniels, Director of Sales and Sponsorships, Belmont

Cora Jacoby, Associate Director of Ticketing, Cal Baptist

Andrew Keller, Associate Director for Ticketing, Sales, and Brand Advancement

Moderator: Justin Lisk, Asst. AD, Fan Experience & Marketing, NC State

Noon – 2 p.m.

All Association Networking Luncheon

Cypress 2-3

2 – 2:50 p.m.

General Session (NAATSO/NACMA)

Crystal Ballroom H

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 matters.

John Roberson, CEO & Chief Cheerleader, Advent

3 – 3:50 p.m.

General Session - The Climb: Women Rising in College Athletics

Grand 8B

Sponsored by: **Teamwork Tickets**

Leadership in college athletics is evolving, but the path to the top isn't the same for everyone. This session features a dynamic panel of sitting Athletic Directors who will share their personal journeys, the lessons that shaped them, and how they've helped others rise alongside them. While we'll spotlight the advancement of women, this conversation is open to all and grounded in the belief that everyone has a role in fostering inclusive, equitable workplaces. Join us as we explore how to challenge systemic barriers, support underrepresented voices, and create a more representative future in college athletics. Whether you lead now or aspire to, this session offers practical takeaways and a powerful call to action.

Janet Cone, Director of Athletics & Sr. Administrator for University Enterprises, UNC Asheville

Dr. Kristene Kelly, Director of Athletics, Albany State

Dr. Jacqueline Schuman, Vice Chancellor & Director of Athletics & Recreation, UMass Boston

Tiffani-Dawn Sykes, Associate Vice President for Intercollegiate Athletics, Virginia State

Moderator: Tom Theodorakis, Director of Athletics, West Point

4 – 5 p.m.

NACDA Featured Session - Charlie Baker, NCAA

Cypress 1

5 – 8 p.m.

All Association Exhibit Hall Reception

Cypress 2-3

Wednesday, June 11

Location

7:30 a.m. – Noon

Registration/Information

Crystal Registration Desk

9 – 11 a.m.

Officer's Meeting

St. Louis