



## 2025 NACDA & AFFILIATES CONVENTION WORLD CENTER MARRIOTT RESORT

**JUNE 8-11**

### NACDA & Affiliates Convention NIL Educational Sessions Agenda Location – Hawk's Landing Event Space

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

9:45-10:15 am

##### **NIL Educational Session:**

##### **Health vs. Hype - Navigating Medical Decisions in the NIL Era**

*Sponsored by [CCHA Sports Law](#)*

As NIL deals redefine the college athletic experience, universities are navigating uncharted territory where injury management, student-athlete autonomy, and institutional liability increasingly intersect. This timely panel will explore how schools can proactively address the new pressures student-athletes face—from rushing back from injury to meet endorsement obligations to the shifting influence of agents, brands, and social media. Through real-world scenarios and ethical dilemmas, we'll examine the evolving role of athletic departments, medical staff, and university leadership. Join us for a forward-looking discussion on policies, safeguards, and support systems universities can implement to protect athlete health and institutional integrity in the NIL era.

**Speakers:** Angie Beisner, Senior Director, US Council for Athletes' Health  
Bryan Blair, Director of Athletics, University of Toledo  
Paia LaPalombara, Partner, Church Church Hittle + Antrim  
Keli Zinn, Executive Deputy Athletics Director/Chief Operating Officer, LSU

10:30-11:30 am

##### **NIL Educational Session:**

##### **Redefining College Athletics - Strategy, Structure, Survival**

*Sponsored by [Teamworks](#)*

The college athletics landscape is shifting - fast. Are you ready to lead through the change?

Join us for a *can't miss Mega Session* that unpacks the most pressing and disruptive topic facing athletics departments today: revenue sharing and the operational transformation it demands. Hear directly from ADs and program leaders navigating this evolution in real-time.

##### **AD Panel - Leadership in a Changing Landscape**

A candid panel discussion with athletics directors from across the country sharing how they're confronting the challenges of tomorrow, today.

##### **Discussion Topics**

- Strategic restructuring and staffing implications
- Budget realities and hard decisions: sports cuts, expense evaluation, and financial modeling
- Transfer portal impact on coaching KPIs
- Operational readiness and planning for uncertainty

##### **Inside the Office - A Football GM's Perspective on Revenue Sharing**

A pointed discussion with a sitting Football General Manager sharing how they're implementing revenue sharing at the ground level - and what it means for the future of college athletics.



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### Key Insights:

- How the GM role is evolving (and why your department may need one)
- Managing up, down, and across: aligning diverse stakeholders
- Defining success in the revenue-sharing era
- Lessons learned from the front lines of restructuring

### Teamworks Product Update - Built for the New Era

You've heard the challenge. Now see the solution.

### Teamworks takes the stage to share:

- What we've built in the last year to empower athletics departments
- Adoption trends and early wins from our **Wallet** feature
- How our platform is leading the way in athlete support and organizational readiness
- A look ahead, including future vision

This session is built for leaders who want to get ahead of seismic changes in college sports. If you're an AD, administrator, or general manager preparing your department for the era of athlete revenue sharing, this is your playbook.

**Speaker:** Kevin Barefoot, Senior Vice President, Business Development, Teamworks

1:30-2:30 pm

### NIL Educational Session:

#### **Risk, Revenue & Roster Management - Building an Innovative Collegiate Front Office**

*Sponsored by [Players Health](#)*

As the NIL era evolves, athletic departments and programs are being pushed to evolve beyond yesterday's approach to roster management and budgeting. This panel brings together some of the foremost voices in NIL strategy, sports law, and risk management to explore how forward-thinking programs are modernizing their front office approach.

Join Adrian Wojnarowski (St. Bonaventure MBB GM, formerly ESPN), Mit Winter (sports attorney and NIL legal expert), Jake Rosenberg (Founder of The Athlete Group, formerly Philadelphia Eagles), and Tate Gillespie (Director of NIL Strategy at Players Health, formerly University of Kansas & The NIL Store) for a dynamic conversation on leveraging risk management, innovating retention & recruiting efforts, and creating a sustainable front office strategy.

Whether you're an AD, GM, CFO, compliance leader, or external affairs executive, this is your playbook for navigating the next phase of NIL—with tools that go beyond guardrails and shift towards competitive advantage. Expect real examples, strategic insights, and takeaways that can be applied immediately within your department.

**Speakers:** Tate Gillespie, Director of NIL Strategy, Players Health

Jake Rosenberg, Founder, The Athlete Group

Mit Winter, Sports Law Attorney

Adrian Wojnarowski, General Manager, St. Bonaventure University



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3:00-3:30 pm

### **NIL Educational Session:**

#### **Unlocking Athlete Potential: Digital NIL & Digital DNA**

*Sponsored by [Modern Mirror](#)*

Join us for a game-changing conversation at the intersection of NIL, tech, and performance led by the CEO of Modern Mirror and OneTeam Partners' SVP of IP Partnerships & College. This session will dive into how Digital NIL and Digital DNA are reshaping the future of professional and collegiate sports — empowering student-athletes to monetize their name, image, and likeness without sacrificing time, education, or performance.

Discover how cutting-edge 3D/4D scanning technology can turn active opportunities into passive income, enabling schools to support NIL efforts in a way that's scalable, athlete-friendly, and performance-enhancing. We'll explore the dual impact of this innovation: from commercial use in marketing campaigns, endorsements and sponsorships to performance tracking over time.

#### **Why Attend?**

Learn what Digital NIL and Digital DNA are comprised of – uncover how college athletes can build powerful personal brands, leveraging their Digital NIL and Digital DNA, and turning data into opportunities to thrive in the new era of Name, Image and Likeness.

Discover how OneTeam Partners & Modern Mirror are currently using digital assets to power NIL initiatives in professional sports with strategic partnerships with players' associations and teams.

- Explore commercial licensing models that benefit both schools and athletes.
- See how performance data and NIL can coexist in one efficient system.
- Analyze how this technology can super-charge performance tracking.
- Get an invite to see and try the scanning technology live in action.

Don't miss this opportunity to see how technology makes NIL more scalable, more sustainable, and more impactful for student-athletes and institutions alike.

**Speakers:** Lauren Glaubach, SVP IP Partnerships & College, OneTeam Partners  
Nicole Reader, CEO, Modern Mirror

### **Tuesday, June 10**

10:30-11:00 am

### **NIL Educational Session:**

#### **Real NIL and the Impact to the Student-Athlete Experience**

*Sponsored by [Learfield](#)*

Pre-NIL, the narrative and value for student-athletes were receiving a degree, winning championships, and character development. With the changing landscape of college athletics, the fourth element driving value for student-athletes is real NIL and commercial opportunities. With NCAA regulatory changes and the House settlement, real NIL, or student-athlete marketing associated with brand partners, is critically important.

Explore strategies to generate revenue for your athletics organizations while enriching the student-athlete experience. Learn proven techniques to authentically connect student-athletes with the ideal brand partners and deliver highly engaging storytelling to your fans.



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You will also hear how industry-leading organizations maximize NIL opportunities with proven programs that deliver results.

**Speakers:** Greg Byrne, Director of Athletics, University of Alabama  
Solly Fulp, Executive Vice President, Business Development, NIL Growth & Development, Learfield  
Jenna Johnson, Coordinator, NIL Partnerships & Operations, Crimson Tide Sports Marketing  
Ed Scott, Senior Vice President and Director of Intercollegiate Athletics, University of Memphis

11:15-11:45 am

### **NIL Educational Session:**

#### **Navigating the House Settlement: How Tech Can Put You Ahead of Legal, Tax, and Compliance Changes**

*Sponsored by [Scout](#)*

Meet Scout: the financial infrastructure built for athletics departments, coaches, and athletes. Scout offers custom tools that streamline NIL earnings, payments, tax compliance, and financial management—empowering athletes while easing administrative burdens.

Join our panel and explore how Scout helps schools navigate the evolving NIL landscape, including state and federal regulations, compliance, NCAA rules, and the anticipated House settlement. Jarrod will cover legal risks and legislative trends; Thad will break down NIL-related tax concerns; Cindy will highlight the critical role of system-level compliance and operational security; and Mike will explain how Scout connects it all into a seamless, end-to-end solution.

Scout's Admin Portal and Athlete App enable income tracking, entity formation, tax filing, deal disclosures, and risk monitoring. Utilizing experts in the field, Scout delivers clarity, compliance, and peace of mind-- all tailored to the needs of ADs, coaches, administrators, and athletes.

**Speakers:** Jarrod Loadholt, Legal Advisor, Scout  
Michael Haddix, Co-Founder/CEO, Scout  
Thad Madden, Tax Expert, Scout  
Cindy Zeng, Co-Founder/CTO, Scout

2:15-3:15 pm

### **NIL Educational Session:**

#### **The Biggest Hurdles Facing Athlete Compensation in 2025**

As the landscape of college athletics rapidly evolves, so do the challenges around compensating student-athletes. This panel brings together experts in finance, immigration law, Title IX, and athletics program management to unpack the complex realities of NIL deals, revenue sharing, and legal compliance. We'll explore how schools—large and small—can navigate this shifting terrain while maintaining fairness, competitiveness, and sustainability.

**Moderator:** Kristi Dosh, Founder, Business of College Sports  
**Speakers:** Katie Davis, CPA, LSS Certified Partner, James Moore  
Colin Hargis, Director of Athletics, Florida Gulf Coast University  
Montoya Ho-Sang, JD, Partner, Akerman LLP



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Ksenia Maiorova, JD, Partner, Green and Spiegel