



2025 NACDA & AFFILIATES CONVENTION WORLD CENTER MARRIOTT RESORT

JUNE 8-11

NACDA & Affiliates Convention Week Revenue Generation Educational Meeting Agenda

Monday, June 9

9:00-9:30 am

Revenue Generation Educational Session:

Grand 7B

A New Model for a New Era: Incorporating College Athletics While Preserving its Mission and Values

As the new economic realities come into focus for college athletics departments and institutions, leaders are being forced to re-examine every facet of their businesses, both on and off the playing surface. Revenue and expenses are under the microscope, the relationship with student-athletes is quickly evolving along with more opportunities for student-athletes to commercialize themselves and generate revenue and brand exposure for themselves and their institutions. In response to that, institutions are looking for new models to operate athletics, more flexible governance structures, and the ability to unlock new funding vehicles and potential public-private partnerships. This discussion will provide deep insights on how to approach this change in partnership between university and athletics leadership, what new models might look like, and what shifts need to happen to successfully implement and optimize these changes. What happens to your existing assets, such as intellectual property and facilities? How do you evaluate the decision to move employment contracts into a new entity while ensuring that there is no interruption of service for benefits purposes? The leaders on stage are tackling these problems as we speak, all in preparation for July 1, when the ground formally shifts underneath us all.

Speakers: Gary Barta, NACDA Hall of Fame Class of 2025 and Retired Director of Athletics, University of Iowa
Mitch Barnhart, Director of Athletics, University of Kentucky
Eric Monday, Executive Vice President for Finance and Administration and Co-Executive Vice President for Health Affairs, University of Kentucky

9:45-10:15 am

Revenue Generation Educational Session:

Grand 7A

Unlocking Revenue: Monetization Strategies Through Rev-Share & Generation — Without Touching Donor Dollars or MMR Partners

Sponsored by [TheLinkU](#)

Join TheLinkU as we reveal how to unlock new, sustainable revenue streams — without tapping into your donor base or overlapping with MMR partners. In this session, we'll explore how our network of 40+ national, regional, and local strategic business partners helps athletics departments generate additional income that complements, rather than competes with, existing fundraising and sponsorship efforts. Learn how to drive incremental revenue through scalable partnerships — without causing donor fatigue or diverting donor dollars — and leave with actionable strategies you can implement right away.

Speakers: Jeramiah Dickey, Director of Athletics, Boise State University
Austin Elrod, President and Founder, TheLinkU
Landon Goesling, VP of Sales, TheLinkU
Mario Lee, Operations, Priority 1
John McDonough, Broker, Capstone Insurance
Kevin McLendon, CEO, LaaSy
Eddie Nuñez, Vice President for Intercollegiate Athletics, University of Houston
James Spencer - National VP of College Partnerships, Compass Group
Mit Winter, Winter Sports Law



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Growth Mindset – The New Pac-12 and Revenue Generation Strategies

Sponsored by [Learfield](#)

The changing dynamics in college athletics have never been more exciting. During the session, we'll discuss how to unlock new revenue-generation opportunities for your athletics organizations with innovative strategies and powerful programs to grow revenue.

You will hear from two of the new Pac-12 athletic directors about the growth opportunities ahead that the rebirth of the conference will afford their institutions and how they plan to capitalize on them. This panel will address essential revenue streams, including new sponsorship opportunities, NIL revenue growth for college athletics organizations and student-athletes, non-traditional revenue streams, and reimagining traditional revenue sources.

Speakers: Deana Barnes, Executive Vice President, Learfield

Garrett Klassy, Director of Athletics, Fresno State

Diana Sabau, Vice President and Director of Athletics, Utah State University

10:30-11:00 am

Revenue Generation Educational Session:

Grand 7A

Beyond the Game Day: Activating Your Venue 365

Sponsored by [Populous](#)

This panel will explore how college athletics leaders and partners are turning traditional game day venues into dynamic, year-round destinations. Chad Weiberg will share how Oklahoma State brought life back to Boone Pickens Stadium with the Red Dirt concert series—transforming the field into a festival-style venue rooted in local culture and community. Gavin will dive into Utah's approach at Rice-Eccles Stadium, where recent renovations have enabled new revenue opportunities and consistent bookings outside of football season. Peter Zingoni will share how Oak View Group is actively building their business in the collegiate space, creating smart booking strategies that bring big acts to campus. And Brian Mirakian will offer a look at the future of live entertainment—how music, fashion, celebrity culture, and immersive tech are shaping the next generation of college venues.

It's a conversation about innovation, revenue, and redefining what's possible—well beyond the final whistle.

Speakers: Gavin Gough, Associate Athletics Director for Facilities, Operations and Capital Projects, University of Utah

Brian Mirakian, Senior Principal | Co-Director of Performance Venues, Populous

Chad Weiberg, Director of Athletics, Oklahoma State University

Peter Zingoni, Senior Vice President, Business Development, Oak View Group

10:30-11:00 am

Revenue Generation Educational Session:

Grand 7B

Beyond Private Equity - Rethinking College Sports Funding

Sponsored by [Keeps](#)

As athletics departments explore new models to sustain their programs in the post-House Settlement era, many are considering new sources of outside capital to fill critical funding gaps. Yet the frontrunner in this space—private equity—collides with the values, mission, and community orientation that define collegiate sports.



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This session will introduce the Keeps Regenerative Financing Model, an alternative approach designed to provide sustainable capital that reinforces—not replaces—the mission of college athletics.

Join a dynamic on-stage discussion as financial leaders from Sterling Select, Cushman & Wakefield, Riverside Management Group, and the Keeps team explore how regenerative

financing works, why it offers a cultural fit for colleges, and what it means for the long-term health of athletics programs. The panel will dive into real-world use cases, the mechanics of the model, and practical strategies for assessing and implementing this type of funding.

Attendees will gain fresh insights into how athletics departments can access much-needed resources without undue influence on institutional values and the student-athlete experience. This session aims to spark new thinking about the role of capital in college sports and open the door to financing solutions that reflect the unique fabric of higher education.

Speakers: Chris Golden, Partner, Sterling Select
Josh McGee, Head of Capital Markets, Cushman & Wakefield
Ian Smith, CEO, Keeps
Ross Yehia, Head of Strategy and Partnerships, Keeps

11:15-11:45 am

Revenue Generation Educational Session: Optimizing Revenue Generation Efforts and Results

Grand 7B

Sponsored by [Huron](#)

In this session, Huron team members Sandy Barbour and Tierra Thompson and University of North Carolina Director of Athletics, Bubba Cunningham, and Chief Revenue Officer, Rick Barakat, will discuss how the Tar Heels are rethinking their approach to their revenue

generation efforts to optimize results. This conversation will focus on both traditional and non-traditional forms of revenue generation and how organizational structure, personnel, campus partnerships, and facilities all play a role in driving revenue in obvious and less obvious ways.

Speakers: Sandy Barbour, Senior Advisor, Huron
Rick Barakat, Deputy Athletics Director/Chief Revenue Officer, University of North Carolina
Bubba Cunningham, Director of Athletics, University of North Carolina
Tierra Thompson, Manager, Huron

Tuesday, June 10

11:15-11:45 am

Revenue Generation Educational Session: Leveraging Capital Projects as Revenue Catalysts

Grand 7B

Sponsored by [Legends](#)

Big capital projects are more than just expensive upgrades—they're powerful investments that drive long-term revenue. This session dives into how athletics departments are thinking differently about renovations and new builds to generate returns far beyond game day.



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In a time when revenue is so important to athletics departments, hear from a dynamic group of panelists on how making major investments in their stadiums are yielding results in a variety of ways, short and long-term. The esteemed panelists will discuss how their transformational projects have long-lasting positive impacts across their communities, campuses, fanbases, and bottom lines.

Moderator: Tim Statezni, Executive Vice President, Legends

Speakers: Michael Alford, Director of Athletics and Vice President,
Florida State University

Travis Goff, Director of Athletics and Vice President, University of Kansas

Jesse Marks, Chief Revenue Officer, Northwestern University

Dan Stahl, Chief Revenue & Data Officer, The Gamecock Club,
University of South Carolina