



2025 Midwest Division III Athletic Communicators Workshop
July 27-29, 2025 | La Crosse, Wis. | Radisson Hotel



Sunday, July 27 (Wisconsin Room)

4:30 p.m. **Registration**

5-7 p.m. **Social**

Monday, July 28 (Wisconsin Room)

7:45-8:30 a.m. **Breakfast**

8:30-8:45 a.m. **Opening Remarks**
Kim Blum, UWL Director of Athletics

8:45-9:30 a.m. **College Sports Communicators**
Will Roleson, Associate Executive Director

9:30-10:15 a.m. **Live Streaming**
Eric Kunick, UW-La Crosse
Matt McLagan, Macalester College
Jacob Oyler, College of Saint Scholastica

10:15-11 a.m. **Hudl**
Troy Jensen, Mark Krug, Brady Vossler

11-11:45 a.m. **Working with Conference Offices**
Ali Wilson, American Rivers Conference
BJ Pickard, Minnesota Intercollegiate Athletic Conference
Bryan Moore, College Conference of Illinois & Wisconsin

11:45 a.m.-12:30 p.m. **Lunch**

12:30-1:15 p.m. **Working With (and Around) the Media (Zoom)**
Howard Sinker, Macalester College/Minnesota Star Tribune

1:15-2 p.m. **FanWord**
Christopher Aumueller, Mike Murakami

2-2:45 p.m. **Maintaining a Healthy Diet**
Dr. Andrew Jagim, Mayo Clinic Health System

2:45-3:30 p.m. **Dealing with Coaches**
Trent Jackson, UW-River Falls
Dan Lukes, St. Norbert College
KatieJo Svenson, Upper Midwest Athletic Conference

Monday, July 28

3:30-4:15 p.m.

Social Media Strategies

*Keara Chaperon, UW-La Crosse
Lindsay Dietmeier, UW-Platteville
Dan Genzler, The College of Saint Benedict*

4:15-5 p.m.

Working with Assistants/Student Assistants

*Eric Willuweit, Illinois Tech
Matt McLagan, Macalester
Jeremy Crawford, Concordia University Wisconsin*

5 p.m.

Dinner on your own

Tuesday, July 29 (Radisson Center Ballroom & Foyer)

7:45-8:30 a.m.

Breakfast

8:30-9:15 a.m.

“Purpose and Compassion at Work”

Creating Top Workplace Cultures

John McHugh, Kwik Trip Vice President of External Relations

9:15-10 a.m.

SIDEARM (Zoom)

Michael Bielak, Matt Coy, Josh Hazard

10-10:45 a.m.

Statistics

*Christine Bjornstal, Luther College
Jeremy Crawford, Concordia University Wisconsin
Dan Genzler, The College of Saint Benedict*

10:45-11:30 a.m.

Genius Sports (Zoom)

Kevin Ross

11:30-12:15 p.m.

Game-Day Programs

*Jacob Oyler, College of Saint Scholastica
Adam Heinzen, Wisconsin Lutheran College*

12:15-1 p.m.

Open Forum

*David Johnson, UW-La Crosse
Eric Kunick, UW-La Crosse*

1 p.m.

Lunch