



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



POWERED BY  LEARFIELD



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