

**COLLEGE SPORTS
INFORMATION DIRECTORS OF AMERICA**

COSIDA

Strategic Communicators for College Athletics



INSIDE

Final Countdown to 2014 Convention

Keynote Speakers Announced

Goodwill/Wellness Activities Announced

Constitutional Amendments Proposed

Features on 2014 Award Winners

Video clips of Academic All-Americans of the Year

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2014 CoSIDA

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Table of Contents . . .

2014 Convention and hotel registration information	6
CoSIDA Convention Keynote Speaker Bob Beaudine	8
CoSIDA Convention Closing Keynote Speaker Dain Blanton	10
Proposed Constitutional Amendments	13
Stat Crew tips on migrating data from Legacy to Next Gen Cloud	14
Goodwill & Wellness Committee announces 2014 events	15
2014 CoSIDA Special Award recipients.....	19
Proforma joins CoSIDA as a corporate partner	39
USBWA Announces new Mary Jo Haverbeck Award	43
Capital One Academic All-America®	
Academic All-American of the Year Videos.....	44
2014 CoSIDA Convention FAQs.....	47
11 ways communicators can conduct better interviews.....	52
CoSIDA Profile: Saint Martin’s University SID Katie Simons	54
Syracuse University’s Sue Edson honored by ECAC-SIDA	56
Annual membership and convention totals.....	57
Five Questions with Gallaudet University’s Sam Atkinson	58
CoSIDA’s year-round Continuing Education program	61
Maximizing your Capital One Academic All-America® nominations.....	62
2013-14 Capital One Academic All-America® schedule	64
All-Time CoSIDA Presidents.....	65
CoSIDA Board contact information.....	66

Supporting CoSIDA >

• Allstate Sugar Bowl.....	35
• ASAP Sports	51
• Capital One	2
• CBS Sports Network/Stat Crew.....	51
• CoSIDA’s “Service Providers”	12
• ESPN	23
• Fiesta Bowl	60
• Fox Sports.....	17
• Heisman Trophy	28
• NBA.....	33
• NCAA.....	3
• NewTek.....	50
• NFL	17
• Populous.....	60
• Rose Bowl Game	57
• SIDEARM Sports	4
• Sports Systems	35
• Turner Sports	60
• XOS Digital.....	28

2014 **CoSIDA** CONVENTION REGISTRATION INFORMATION

Sunday-Wednesday, June 8-11, 2014
WORLD CENTER MARRIOTT RESORT
Orlando, Florida

2014 Convention Preregistration Closes May 12
ONLINE RESERVATIONS ARE NOW LIVE

TO PREREGISTER FOR CONVENTION: Direct link: www.sportssystems.com/cosida

NEW REGISTRATION TIERED RATES FOR 2014:

FOR CURRENT COSIDA MEMBERS

- **From March 22-May 12:** Preregistration is \$235 per current individual member. May 12 is the final date to pay Convention preregistration rates.
- **Convention on-site registration (June 8-10):** \$255 is the current member on-site registration fee.

FOR NON-COSIDA MEMBERS

- Each preregistration amount will be \$30 more for non-CoSIDA members (\$265 between March 22-May 12; and \$285 for on-site registration).

COSIDA PREREGISTRATION WILL CLOSE ON MAY 12, 2014.

On-site registration will take place beginning June 8, 2014 at the Palms Registration area at the World Center Marriott.

Check out the most current 2014 CoSIDA Convention Schedule online at:

http://www.cosida.com/documents/2014/4/25/2014_Convention_Schedule_Apr25.pdf

WHAT DO I GET FOR MY CONVENTION REGISTRATION?

CoSIDA registration rates include: CoSIDA Exhibit Hall Welcome/Kickoff Reception (June 8); ESPN Party (June 8); one entrance/ ticket to Capital One Academic All-America® Hall of Fame Induction Ceremony (June 9); CoSIDA Hall of Fame Luncheon (June 9); one entrance/ticket to NACDA Exhibit Hall social (June 10); CoSIDA Special Awards Luncheon (June 11); CoSIDA Farewell Party (June 11); entrance to all CoSIDA-sponsored programming; and entrance to programming at the NACDA & Affiliates Convention **which is designated as "open to all attendees."**

PLEASE NOTE: CoSIDA's online registration portal will be separate from the NACDA & Affiliates online registration. CoSIDA members need to register for the convention and reserve hotel rooms via the CoSIDA links above and not via the NACDA.com convention site.

If you have questions while using the Sports Systems online convention registration system, see our Convention Registration FAQs:

http://www.cosida.com/documents/2014/1/30/2014_CoSIDA_Convention_Registration_FAQs.pdf



2014 **CoSIDA** CONVENTION HOTEL REGISTRATION INFORMATION

Sunday-Wednesday, June 8-11, 2014
WORLD CENTER MARRIOTT RESORT
Orlando, Florida

ONLINE RESERVATIONS RESERVATIONS

As of March 27, rooms in the CoSIDA block at the World Center Marriott are sold-out. Convention attendees should continue to request rooms at:

<https://resweb.passkey.com/go/CoSIDA2014> and will be added to the wait-list for any nights not currently available.

If rooms open up, attendees will be asked if they want to accept the reservation at the World Center. Upon being wait-listed, attendees will be directed to make a concurrent reservation at a nearby hotel.

BOB BEAUDINE

Sunday - June 8



“The Power of WHO!”

Bob Beaudine To Serve as CoSIDA Keynote Speaker

Beaudine, President and CEO of Eastman & Beaudine executive search firm and bestselling author of The Power of Who, will speak on Sunday, June 8 during the CoSIDA Convention held in conjunction with NACDA & Affiliates Convention Week

Bob Beaudine, President and CEO of Eastman & Beaudine, the nation's leading executive search firm in professional sports and entertainment, will give the keynote kickoff presentation at the upcoming 2014 CoSIDA Convention. Beaudine is also the bestselling author of *The Power of WHO* and a frequent speaker at universities, corporations, conventions and conferences.

A dynamic speaker, Beaudine will provide his presentation at 3:15 p.m. on Sunday, June 8 at the World Center Marriott in Orlando, site of the annual CoSIDA Convention. For the second consecutive year, the annual CoSIDA Convention, which runs from June 8-11, will be held in association with the NACDA and Affiliates Convention. Although CoSIDA will hold its convention activities in conjunction with NACDA and share programming, a social event and a 5k fun run/walk for charity, the CoSIDA leadership is running the convention - and its other social activities - independently.

The Wall Street Journal named Eastman & Beaudine the “top recruiting firm in college sports,” and Sports Illustrated named Beaudine the “top front-office matchmaker in sports” as well as the “most influential man in sports you’ve never heard of.”

Beaudine has helped shape the leadership teams of NBA, MLB, NFL, and NHL franchises and league offices, in addition to university athletic departments across the nation. Bob's experience also extends to the PGA Tour, USTA, Arena Football, PBR, U.S. Olympics, NASCAR, and UFC, among others.

An engaging speaker, Beaudine has spoken on more than 20 college campuses on a multitude of topics centered around his books, *The Power of WHO* and *The Power of WHO Workbook*. *The Power of Who* provides a step-by-step plan to help you find your dream and reach your goals through the power of relationships. In *The Power of Who*, Bob Beaudine challenges many widely held presumptions regarding how to get the job and career you want, including the importance of traditional networking. Instead, Beaudine says, you should identify people within your group of friends and friends of friends — as they are the foundation for helping you achieve your goals.

The main emphasis of his CoSIDA keynote address centers around *The Power of Who*. Copies of the workbook will be available to CoSIDA convention attendees. Bob regularly speaks at the Division I-A Athletic Director Institute, NACDA, NACWAA, the American Football

Coaches Association, and the Black Coaches Association, among many others. Additionally, Beaudine has brought his WHOUniversity program to over 20 colleges and universities across the country.

“CoSIDA is extremely fortunate to have Bob Beaudine leading off our convention as a keynote speaker,” noted Judy Willson, Mountain West Conference Associate Director of Communications and CoSIDA second vice president who is coordinating the 2014 convention programming. “We have heard many times that it isn't always what you know, but WHO you know that will help you the most along your career path. Bob will challenge all of us to rethink how we look at the way we network as professionals, especially how we develop the relationships we already have in our daily lives. We look forward to having Bob share his insights on the *Power of Who*. Recently, Beaudine was named one of North America's Top Executive Recruiters in *The New Career Makers*, and Eastman & Beaudine was honored as a member of the elite “Top 50” executive search firms by the industry's Executive Recruiter News.

Among his recent speaking engagements, he addressed participants at the Texas Conference for Women and the Sports Business Journal Motorsports Marketing Forum. He has spoken at Nike, Advocare, Cessna, MSG Sports, Learfield, and dozens of other major corporations.

He has appeared on *The Today Show*, Fox Business Network, Canada's Business News Network, ABC Good Morning Texas, Fox Good Day, CBN News, and often appears on CNBC as an expert on intercollegiate athletics.

Bob's leadership also extends into the community. He is on the Board of Directors of the two-time American League Champion Texas Rangers, serves on the Advisory Board of Directors for the Positive Coaching Alliance, the College Football Assistance Fund, and the Cox School of Business at SMU, his alma mater. He is the former Chairman of the Doak Walker National Running Back Award.

DAIN BLANTON

Wednesday - June 11



“Getting to Gold”

Dain Blanton To Serve as CoSIDA Closing Keynote Speaker

An Olympic beach volleyball gold medalist and motivational speaker, Blanton will do a presentation on “Getting to Gold” – a business and career leadership and motivation model.

Dain Blanton, who captured the 2000 Olympic Gold Medal in Men’s Beach Volleyball in Sydney, Australia and now provides motivational messages to both adults and youth groups across the nation, will serve as the closing keynote speaker at the 2014 CoSIDA Convention.

His presentation – Getting to Gold – will parallel his experiences and the successful formula he used in pursuit of that Olympic Gold Medal with “most every pursuit in life and business.”

Blanton’s presentation is scheduled for Wednesday, June 11, in the afternoon prior to the closing social beach volleyball event hosted by USA Volleyball. Blanton will also take part in the closing convention social which is sponsored by CoSIDA’ corporate partner USA Volleyball.

In addition to his participation in the 2000 Olympics as a member of the USA Team, Blanton returned to the Games in Athens 2004. In doing so, he became the first U.S. male to compete in two different Olympics in the sport of Beach Volleyball.

In 1997, Blanton became the first-ever African-American to win a major beach volleyball title when he won the Hermosa Beach Grand Slam. He is also one of the only players in the history of volleyball to win a championship at every level of the game (collegiate, professional, Olympics).

Blanton attended Pepperdine University, where helped the Waves earn the 1992 national championship in volleyball during his sophomore season. He earned his degree in public relations and received a teaching credential in physical education.

After his athletic career, Blanton used his education and directed his attention and focus toward becoming a sports broadcaster. He is currently a sports broadcaster and motivational speaker to youth across the nation. An analyst for professional beach volleyball worldwide, Blanton covers the FIVB (Federation of International Volleyball), AVP, NVL (National Volleyball League), and the Jose Cuervo Pro Beach Series. He also has served as a sideline reporter for the NBA Los Angeles Clippers and has worked with ABC, NBC, ESPN, Fox Sports Net and Universal Sports Network in the sports of college football and basketball, and MLB baseball.

Blanton provides a sponsor-driven series of volleyball clinics that exposes youth in urban areas across the country to the fundamental lessons of beach volleyball. The youth also learn from Blanton the importance of education, goal-setting, vision and focus, leadership and discipline.



***The following corporate partners have
CoSIDA “official provider”
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Capital One - Entitlement rights holder for CoSIDA's Academic All-America® programs

SIDEARM - Official provider of CoSIDA's website (including Academic All-America® online nomination and selection system, Career Center, Online Directory, awards and online membership systems)

ASAP Sports - CoSIDA's official instant transcripts provider

NewTek - CoSIDA's official continuing education video production provider

Sports Systems - CoSIDA's official online convention registration provider

Populous - CoSIDA's official convention registration badge printer and provider

XOS Digital - CoSIDA's official legal services provider
for the Academic All-America® program



online innovations for events



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Proposed CoSIDA CONSTITUTIONAL AMENDMENTS

to be voted on at
**2014 CoSIDA Convention
Annual Business Meeting**
Tuesday - June 10 - 2:20

Revision proposed by Paul Carson,
University of Toronto

Article 3 – Membership

Proposal by Paul Carson, University of Toronto

Additions to Section 1:

D. Retired member: Any person who has retired from a career engaged in the administration of a collegiate sports public relations and communications program at an accredited institution of higher learning, an intercollegiate athletic conference, a national athletics governing body, or of similar organizations devoted to the administration of collegiate athletics.

E. Honorary member: A person so designated by vote of the Board of Directors.

Rationale: Article 3 (Membership) defines 3 classifications of CoSIDA members in Section 1--Active, Associate and Student--but then in Section 2 there is reference to "honorary" members, and nowhere is there any reference to my category--"retired". It might be appropriate to a) expand Section 1 to include definitions of "Honorary" and "Retired" membership, and b) to give the Board specific authority to appoint "Honorary" members...an important category which is currently unexplained.

Revision proposed by Shelly Poe on behalf of the CoSIDA Board of Directors

Article 7 - Directors and Election of Directors

Proposal by Shelly Poe, Auburn University on behalf of the CoSIDA Board of Directors

Currently reads:

Section 1: There shall be a Board of Directors consisting of all officers of the Association, six college division members, four members at-large and the three immediate past presidents who continue to be active members of the Association.

Revision would read: There shall be a Board of Directors consisting of all officers of the Association, six college division members, four members at-large and the most immediate past president who continues to be an active member of the Association.

Rationale: Current officers serve a seven-year term on the Board from the time they enter as third vice-president until they have served as third past president. With people changing positions within and out of athletics, as has been the case with our two most recent past presidents, we have had frequent gaps in the rotation and may continue to do so. It is not considerate to pressure those who have ably served CoSIDA through their presidential term to continue to participate in Board activities when their professional obligations are now in other areas, and it is not practical to ask past presidents who have already served seven years to rejoin the Board. Also, some potential candidates for the officer rotation have stated the term is too long for them to consider serving.

The duties currently assigned to the third past president could easily be assigned to the immediate past president. All past presidents are welcome to remain involved in the work of CoSIDA in whatever most interests them.

CoSIDA Goodwill and Wellness Activities

5k FUN RUN/WALK SERVICE PROJECT DONATION DRIVE ANNOUNCED

By Sam Atkinson (Gallaudet University/Chair of the CoSIDA Goodwill and Wellness Committee), Ryan Klinkner (Saint John's University, Minn./Vice-Chair of the CoSIDA Goodwill and Wellness Committee)

The College Sports Information Directors of America (CoSIDA) Goodwill and Wellness Committee is excited to announce details for its annual "CoSIDA Cares" events set to take place in Orlando at the 2014 CoSIDA Convention June 8-11. This year, the committee has a full slate of events taking place to once again help this year's charity, the Coalition for the Homeless of Central Florida, the largest provider of homeless services in the area.

Details on all "CoSIDA Cares" events and the annual Goodwill Committee meeting at the convention is below.

CoSIDA 5K Fun Run/Walk

Last year's CoSIDA 5K fun run/walk raised over \$1,000 for the Coalition for the Homeless as 90 people registered. For the fourth consecutive year, the CoSIDA Executive Board has pledged its support of the Goodwill and Wellness Committee to organize and run this event along with the local organizing committee.

This year's CoSIDA 5K fun run/walk is scheduled to start at 6 a.m. on Tuesday, June 10, at the Hawks Landing Golf Course located on the hotel's grounds.

This year's registration fee is \$10 per participant or \$20 for a family of three or more. All of the proceeds will go to the Coalition for the Homeless. All participants will need to sign a waiver before participating.



"The CoSIDA Goodwill and Wellness Committee is excited about this year's activities to get our membership active and give back while at our annual convention," CoSIDA Goodwill Committee Chair Sam Atkinson, Assistant Athletic Director for Communications at Gallaudet University, said. "This year's events would not be possible without the continued support of the CoSIDA Executive Board, dedicated members of the Goodwill and Wellness committee and the generosity of the CoSIDA membership, who have donated and participated in our past events."

To help the committee plan for the 5K fun run/walk, please pre-register via email to Sam Atkinson at sam.atkinson@gallaudet.edu with your name, school and how many participants.

The 5K run/walk is open to all CoSIDA and NACDA Convention attendees along with their spouses, friends and children. Water will be supplied throughout the course for all to stay hydrated, and hotel security will be on hand for any emergencies.

The CoSIDA Goodwill Committee will run check-in at 5:30-6 a.m. at the start/finish line with a scheduled run/walk start time of 6 a.m. on Tuesday. Prizes will be awarded for the top male and female finishers, as well as the top family.



More information will be emailed out to all pre-registered participants before the convention. In addition, information will be available at the CoSIDA Goodwill and Wellness donation table during Sunday's convention registration 1-5 p.m. in the Palms Registration area.

The CoSIDA 5K Fun Run/Walk started in 2011 to help improve health and fitness for Sports Information Directors and their families while attending the annual convention. The hope is to get individuals active and motivate them to make healthy lifestyle changes to diet and exercise.

Service Project

A service project will be conducted for the fifth time in the past six years as a group of CoSIDA Convention attendees, who sign up, will go to the Coalition for the Homeless on Tuesday, June 10, to volunteer their time from 11 a.m.-2 p.m. Like last year, the CoSIDA volunteers will help staff the Coalition for the Homeless' "Water Day" for the children at the shelter. There will be a moon bounce, slip-and-slides, face painting, bubbles and a pizza-and-ice cream party for the children. There will be a shuttle bus leaving from the Palms Registration area at 10:15 a.m. to take volunteers to the Coalition's location in downtown Orlando.

If you are interested in securing a spot for the service project, please contact Sam Atkinson (sam.atkinson@gallaudet.edu) and/or Ryan Klinkner (rklinkner@csbsju.edu) with your name, school. Spouses, friends and children over 16 are encouraged to volunteer.

Donation Drive for The Coalition

The CoSIDA Goodwill Committee is proud to run its fifth annual donation drive for a local charity during CoSIDA registration. Donations will be collected at the Goodwill Committee table during registration on Sunday, June 8, from 1-5 p.m. in the Palms Registration area.

The Coalition is most in need of large flip flops (shower shoes) for men and baby diapers sizes 4, 5 and 6. They will also accept the following: clothing – shirts, children's and baby clothing and especially toiletries – travel-

size shampoo, lotions, soap, deodorant, toothpaste, toothbrushes, disposable razors and shaving cream. Monetary donations will also be accepted.

The CoSIDA Goodwill and Wellness Committee collected over 1,000 items from convention attendees to help benefit homeless families and individuals during the past four conventions in San Francisco, Marco Island, St. Louis and Orlando.

"We had a great time last year at the Coalition for the Homeless of Central Florida and are excited to return this year to interact with the residents," CoSIDA Goodwill Committee Vice-Chair Ryan Klinkner, Athletic Media Relations Director at Saint John's University (Minn.), said. "Thank you to our colleagues for continuing to donate, support, volunteer and participate in this events as we show CoSIDA Cares about giving back and getting fit."

Coalition for the Homeless of Central Florida was created in 1987 by a group of concerned citizens who noted a growing problem of homelessness in the community. Its mission is to transform the lives of homeless men, women and children by providing crucial services to end their crisis of homelessness. The Coalition is able to help over 750 people every day, including men, women and children. As one of the few emergency shelters that accept intact families in Central Florida, the organization helps a large number of families in need of shelter and support. On any given night, the Coalition provides services to over 250 children, with a current average age of eight years old. Last year, the Coalition served more than 300,000 meals.

The Coalition's goal is to return its residents to self-sufficiency through counseling, job training and educational programs. While its clients work to reestablish productive lives, the Coalition provides transitional housing and daycare for their children until they are ready to move back into the community. More information about the Coalition for the Homeless can be found on its website: www.centralfloridahomeless.org.

Goodwill Committee Meeting

The annual CoSIDA Goodwill and Wellness Committee meeting is scheduled for Sunday, June 8, for those interested in attending. For more information about the CoSIDA Goodwill and Wellness Committee, or if you are interested in joining the committee, please contact Sam Atkinson (sam.atkinson@gallaudet.edu) and/or Ryan Klinkner (rklinkner@csbsju.edu).

Tips on migrating data from Stat Crew Legacy to Next Gen Cloud



The Stat Crew cloud now supports importing historical records from legacy Stat Crew into the cloud. The goal is to migrate all historical data, including stats, records and results, from the local legacy software to the cloud for future updating, as well as safe-keeping.

Once the data is migrated from legacy to the cloud, it will be available for career reports in the Next Generation scoring app, and will update automatically as new games are added to the Next Generation scoring application.

Currently Soccer and Basketball support career stats, records and results in Next Gen.

To import historical data, first prepare the data in Legacy Stat Crew.

- Ensure that you are running version 4.14.07 or 4.15 (basketball) 1.14.07 or 1.15 (soccer)
- Run "Capture Season" and "Capture Game Records" for all the seasons you wish to import.
- Use the Edit All Time Results option to fill in NCAA (RPI) codes set for opponents.

When data is prepared, select HTML | XML (by season-for archives). This will generate four files in legacy Career-W or Career-M \REPORTS sub-directory, and these four files are now ready to be imported into the cloud: (same file names are generated for any sport)

IGRECS.XML
PGRECS.XML
TGRECS.XML
INDALL.XML

Next, login to schoolname.statcrew.com cloud account. Select the sport from left panel (men's or women's)

- Click "Import Stats" and import the INDALL.XML file just created in legacy.
- Click "Records" tab, then "Import Legacy Records File" and import IGRCS.XML.
- Repeat the Import Legacy Records File action for the PGRECS.XML and TGRCS.XML file.

All four files created in legacy are now imported into the cloud. Verify stats in cloud for players and team match those in legacy. Confirm the new created cloud schedule of games is the same as results in legacy career reports for that season.

This will complete the migration of past data from legacy to next gen. Of course, users can still import game XML's from past seasons. (see instructions on using the season import wizard in the next gen app) For example, if season stats for 2008 are imported via the INDALL.XML file, and then the season import wizard is used to import all game XML's for 2008, well, the season and career stats would recalculate based on this complete season import. If only a few game XML's are imported, then season stats do NOT recalculate.

As new games are added to future seasons, career data will automatically update, no need to continually run a "capture" routine on new data.

We welcome feedback from the CoSIDA community, about this new function, or any questions about Stat Crew. We will provide more information soon about upcoming releases and new software for next year.

Have questions?

Here is our contact information

Software Support Team

Monica Pellman 513-771-4192
Kelby Siler 513-771-4195

<http://www.statcrew.com>

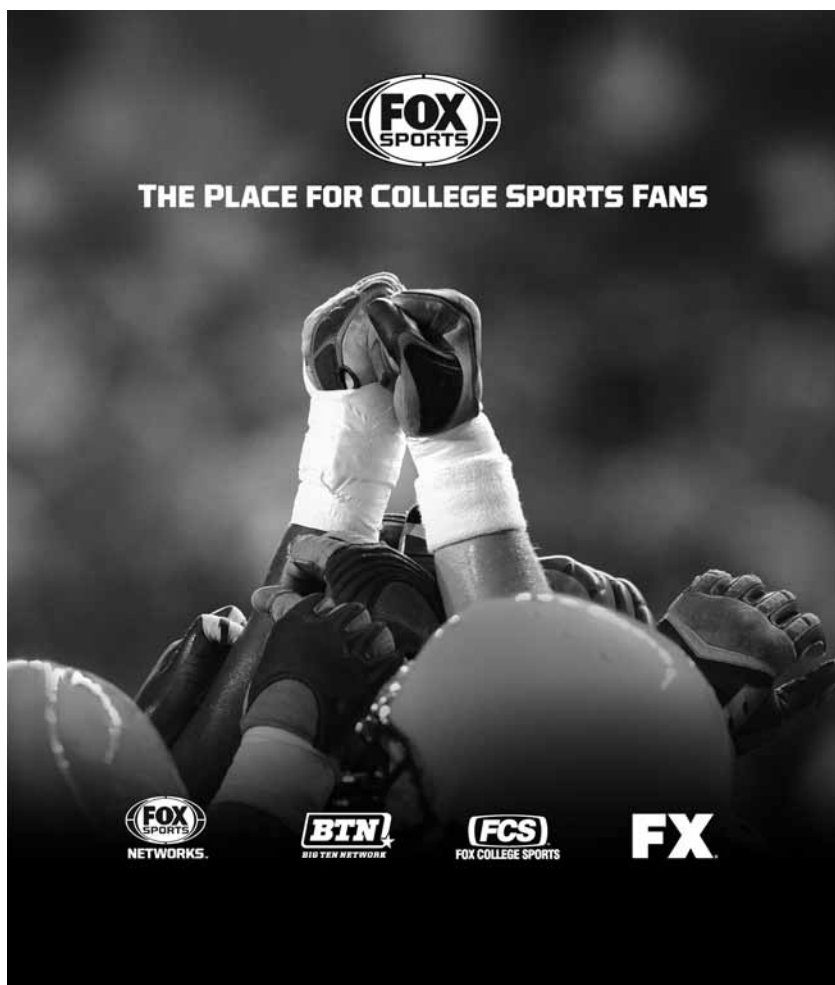
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for their help
and assistance
throughout
the year**



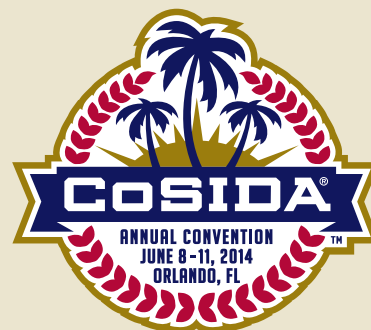
**SAVE
THE DATE**

**2014
CoSIDA
CONVENTION**

**at NACDA & Affiliates
Convention Week
June 8-11
Orlando Marriott
World Center**

**CONVENTION REGISTRATION AND
HOTEL RESERVATIONS
NOW OPEN**

2014 **CoSIDA** SPECIAL AWARDS HONOREES



HALL OF FAME

Wayne Block, Christopher Newport
 Alan Cannon, Texas A&M
 Sam Jefferson, Jackson State
 Nick Joos, Baylor
 Bill Wagner, DePauw

ARCH WARD AWARD

Julie Bennett, Baylor

WARREN BERG AWARD

Mark Beckenbach, Ohio Wesleyan

JAKE WADE AWARD

Beth Mowins, ESPN

TRAILBLAZER AWARD

Ed Hill, Jr., Howard

BOB KENWORTHY COMMUNITY SERVICE AWARD

Sam Atkinson, Gallaudet

RISING STAR - University Division

Christopher Yandle, Miami (Fla.)

RISING STAR - College Division

Ryan Klinkner, St. John's (Minn.)

BILL ESPOSITO AWARD

John Paquette, Big East Conference

25-YEAR AWARDS

Kelly Bird, Linfield
 Kent Brown, Illinois
 Mark Cohen, TCU
 Stan Cole, Campbell
 Bill Dyer, Virginia Tech
 Michael Fragale, West Virginia
 Paul Helgren, Toledo
 Joe Hernandez, Ball State
 Dave Hilbert, St. Francis (Ill.)
 Doug Ireland, Northwestern State
 Steve McCloskey, Mansfield
 Tom McGuire, Bloomsburg
 Mark Owens, Middle Tennessee State
 John Painter, Colgate
 Hunter Reid, Furman
 Stew Salowitz, Illinois Wesleyan
 Jeff Weiss, Wayne State (Mich.)

LIFETIME ACHIEVEMENT AWARDS

Tom Fick, Wisconsin-Whitewater
 Rick Leddy, Southern Connecticut State
 Bruce Madej, Michigan
 Tom Renner, Hope

Wayne Block

Christopher Newport

by Jack Neumann, University of Calgary (retired)

One of the true pioneers of the sports information profession will get the recognition so justly deserved this coming June. Wayne Block will be inducted into the CoSIDA Hall of Fame at the 2014 convention in Orlando, Florida. Block is no stranger to sports. He became involved early as the ball boy for the New York Knicks of the NBA.

He was the student assistant on Howard Cosell's radio show before graduating from Hofstra University but the big city boy from Manhattan made his mark in sports information at a Division III program.

"Wayne Block can be described as a true pioneer in the field of sports information," states long time friend and colleague Bill Steinman, former Sports Information Director at Columbia University, who spearheaded Block's nomination.

Wayne's first SID job was at Rensselaer Polytechnic Institute for two years beginning in 1968. In 1970 he moved to C.W. Post College for one year. The next four years from 1971 to 1975 he served as assistant sports information director at Virginia Tech University under the late CoSIDA Hall of Fame member Wendy Weisend, who Block considers his mentor.

"Wendy truly taught me the vast majority of what I know about sports information, not from a technical standpoint, obviously everything has changed drastically, but in terms of how an SID should conduct himself and his job. It was all about

professionalism. I always hoped I could join Wendy in the Hall of Fame," states Block.

Block was awarded a CoSIDA special publications award in 1974 for Best Special Project of the Year for a recruiting brochure based on Virginia Tech's championship of the NIT the previous year.

The next three-and-a-half years were spent at Hampton University where he served as Director of the University's new bureau before taking jobs with a couple of radio stations in Virginia.

The lure of being a SID brought Block back to the profession in 1983 when he joined Christopher Newport University where served for 27 years as Assistant to the Athletic Director of Communications until retiring in 2010.

Another individual who was influential in Block's career is the late C.J. Woolum, the late former men's basketball coach and Athletic Director at Christopher Newport.

"C.J. and I worked together for 26 years at CNU. He arrived the year after I did as head basketball coach and soon became Athletic Director. His influence on me had little to do



with the technical aspects of being an SID, after all that wasn't his area. It was the support he gave me. He provided all the tools I could ever need to build a strong sports information operation, including bringing in two full-time assistants. I can't give enough credit to those two individuals, Francis Tommasino and Dave Gosselin. All that we accomplished at CNU was a three-way collaboration. C.J.'s passing last year was heart-breaking for all involved in CNU athletics, and many others," Block states.

At Christopher Newport, just as he had done at RPI, he brought D-I sports information methods to a D-III program. Thanks to Block, CNU became well-known for its publications. He established an athletics website years before most D-1 schools did, and was among the first nationally in D-III to initiate fax-back, and to utilize the Internet for televising and broadcasting.

While at Christopher Newport Wayne earned 80 national awards of excellence - 17 noted as "Best in the Nation." He authored Christopher Newport University Athletics: A Championship History, the first athletic history of Christopher Newport University, a 150-page book published in the summer of 2011.

Continued on page 21

Alan Cannon

Texas A&M

*by Bill Little, University of Texas/
Special Assistant for Communications*

Roots for Alan Cannon run very deep. And as the Associate Athletic Director for Media Relations at Texas A&M University and one of CoSIDA's newest Hall of Fame inductees, they are intertwined with loyalty, commitment, wisdom and heart.

"AC"—as he has been known throughout the college sports information industry for more than 30 years—has a career that has spanned from the sandlot baseball fields of his hometown Dallas, to the hallowed halls of the Heisman Trophy room in New York City.

Along the way, he has earned a reputation as a sports information director who has combined great public relations skills with the nuts-and-bolts knowledge of his business that blends professionalism with a love of athletics, his university, and the young men and women whose lives he has been involved with since the late 1970s.

While his first association with athletics at Texas A&M University came as a walk-on baseball player in 1981, he had experienced the SID business while still in high school in the Dallas area. There, as a participant in an intern program in his high school, he "walked on" to the media relations office at SMU. There, working with Bob Condron (who later would become the director of media services for the U.S. Olympic Committee) and Maxey Parrish (who years later retired as SID at Baylor), he got an early lesson in the profession.

But it would be after his enrollment at Texas A&M in College Station, Texas, that he would catch "the bug" of the business.

Working as a student assistant in the sports information office while headed on a career path as a marketing major, he assumed the primary responsibility for the sport of baseball. Soon, his journey would take him to friendships and opportunities that involved some of the university's most famous people.

While still a student, he intersected the baseball coaching careers of two Aggie legends—Tom Chandler and Mark Johnson—the two winningest diamond coaches in school history. Then, in 1983, Cannon was a student at Texas A&M when arguably the most famous Aggie of his time—Heisman Trophy Winner John David Crow—became the school's associate athletic director. Under football coach and AD Jackie Sherrill, Crow assumed responsibilities for all sports at Texas A&M other than football.



As Cannon was finishing his collegiate studies, fortune turned positive for him, Texas A&M, and the profession of sports information in general. It was the summer of 1985, Cannon needed a job and the Aggies found themselves in need of a full-time assistant sports information director. That was when John David Crow hired Alan Cannon.

"You have to hire Alan Cannon," a close friend at The University of Texas told Crow. "He is everything that Texas A&M stands for, and he is everything an SID should be."

So with loyalty in his pocket and excellence on his sleeve, Cannon made a career move to the only full-time job he's ever had.

"I figured if somebody from our biggest rival thought he was that good," Crow would say years later, "then we darned sure should look at him. And we were right. He's as good as there is."

In the spring of 1989, after four years of working with primary responsibilities in baseball and men's basketball, AC was promoted to Sports Information Director, and he started by combining down-home Texas hospitality with information efficiency. For years in the days of the old Southwest Conference, CoSIDA legends such as Jim Brock, Wilbur Evans and Jones Ramsey had earned the reputation as the ultimate hosts and goodwill representatives to the

media on their campuses.

Cannon took that to a different level. Legendary television announcer Keith Jackson remembers the time that AC hustled over to a College Station barbecue place and shipped a care package—complete with a knife to cut the meat-- to Jackson and the ABC crew when they were on the air at another venue.

While bowl games and NCAA events would be frequent, Cannon would be called on to manage some of his university's most historic moments in the years that would follow. The prelude to the sporting side came when he was part of a team at Texas A&M that helped with the planning of the George H. W. Bush Presidential Library on the College Station campus.

Then, in 2012, athletics at Texas A&M took a dramatic turn, and managing information and people became a vital part of the excursion.

Cannon had been a part of the ending of the Southwest Conference and the creation of the Big 12 Conference in the 1990s. Now, he was no longer telling folks about history—he was walking through it.

Texas A&M elected to become a member of the Southeastern Conference in 2012, and suddenly, Cannon was blending new media outlets with those of his traditional roots. But an even bigger opportunity was about to present itself. In a red-shirt freshman quarterback named Johnny Manziel, Texas A&M found perhaps the most dynamic, and certainly the most famous, football player of the era.

High profile didn't come close to fitting a description for Manziel. In that first year in the SEC, Manziel won big games and eventually the Heisman Trophy, launching two seasons of intense media relations and media

scrutiny. Through all of that, AC maintained a steadying influence in an arena filled with potential danger zones.

And so, in the summer of 2014, Cannon, the 2002-03 CoSIDA president, will be joined by his wife Kaye - who still teaches kindergarten in College Station - and daughters Katie (19) and Macie (13) as one of CoSIDA's newest Hall of Fame members.

He is, after all, a creature of the roots and values he has learned and nurtured. AC is a great and loyal friend, a credit to his profession and his school, and rock-solid in a business where too often steady is overlooked, and underestimated.

Block continued from page 19

He helped to found the Virginia State SID's Association. And as Chair of CoSIDA's Committee on Committees, he teamed with Debbie Copp, his successor, to restructure what had always been an unwieldy committee. Truly, Wayne is a pioneer in Division III sports information.

Upon retiring Wayne and his wife, Linda, moved to Arizona. Refusing to stay retired, he has gone back to work as the part-time SID at Mesa Community College, a large (25,000 students) two-year college in Mesa, Ariz. In addition to vastly improving the Thunderbirds' website, he has pioneered live streaming TV of Mesa's football, basketball, volleyball and other sports, often doing the play-by-play himself. He has added a dimension to Mesa Athletics it never enjoyed before.

"Wayne has transformed our athletic department in many ways. His expertise has guided us on how to share information on the success of our athletic programs which

include; streaming of sporting events, Facebook, Twitter, and Intranet posting. His contributions to are athletic department cannot be put into words as we are experiencing a following of our athletic programs of which I have never seen. We are extremely fortunate that he is with us and I hope that he will continue his work at our college for many years to come," states Mesa Community College Director of Athletics, John Mulhern.

During his 37 years in the profession Block found time to serve CoSIDA. He attended 27 CoSIDA workshops, serving on the Committee on Committees for 17 years including nine as Chair. In addition he served on the former Computer Committee (now the New Media Committee) for five years.

When Block is inducted in June the award will join a long list of previous honours this deserving individual has received. In June 2005 Wayne received the Warren Berg Award that goes to the College Division SID that

has served the profession with dignity. In June 2010 he received a Lifetime Achievement Award from CoSIDA. He was inducted into the Christopher Newport Athletic Hall of Fame and was USA South Athletic Conference Hall of Fame in 2011. In 2006 he received the Bob Moskowitz Award (Peninsula Sports Club) for local media efforts.

Having worked 44 years in the profession, Block credits his spouse, Linda, and son, Kevin as integral partners to his success. His son sold programs at games when he was young while his wife has served as football scoreboard operator and statistician.

Nick Joos

Baylor

*By Charles Bloom, University of South Carolina
Senior Associate Athletics Director – External Affairs*

Nick Joos was the perfect person to be the President of the College Sports Information Directors of America in 2008-09.

In a time when our organization was undergoing a drastic change, choosing to affiliate itself with NACDA, it was the Baylor Executive Associate Athletics Director's ability to bring people together and CoSIDA immediately became a stronger organization.

While Nick's contributions to CoSIDA are a large part of the reason he joins four others to be inducted into the CoSIDA Hall of Fame at the 2014 CoSIDA Convention in Orlando on June 9, it isn't the only reason. Nick Joos is an outstanding professional in every sense of the word.

A native of West Des Moines, Iowa, Nick set out on his outstanding career after graduating from Iowa State University in 1987 with a bachelor's degree in journalism and mass communications.

From Iowa State, he went on to become an intern in the SID office at Nebraska and then was promoted to an assistant (1988-94) and an associate SID (1994-95) for the Cornhuskers where he worked with the Huskers' highly successful football, men's basketball and track & field teams.

He left the media relations profession for a five-year stint (1995-2000) as the director of basketball operations for the Nebraska men's basketball program under head coach Danny Nee. During this time,

Joos directed a 40-school community outreach program, "Read to Win," managed the program's budget, coordinated team travel, scheduling and community relations. He also served as the executive producer of Nee's weekly TV show for 11 years and handled color commentary on Husker men's basketball radio broadcasts for seven seasons.

By getting back into the media relations field, he was getting back to his winning ways.

Nick got back into the field in 2000 at UMass, first as an assistant athletics director and then associate athletics director for media relations. Working for the Minutemen, he worked under athletics director Ian McCaw. McCaw must have a keen eye for talent, because some three years later, he got Nick to Baylor where the duo works together in leading the Bears athletic staff.

Between UMass and Baylor, Nick spent six weeks at Minnesota serving as the Golden Gophers' Director of Media Relations.

Nick oversees Baylor's athletic communications, marketing and ticket



offices, as well as baylorbears.com, licensing and broadcast operations for the school's 19-sport program. He also serves as the sport administrator for the Bears' men's basketball, men's tennis and women's tennis programs, and is the administrative liaison to the department's multi-media partner, IMG.

"Nick is the quintessential hard-working servant-leader who has dedicated his professional career to the betterment of the athletic departments that have employed him," said Heath Nielsen, Associate Athletics Director for Communication at Baylor. "He truly cares about those he works with, he has no ego and he isn't above any type of work. His willingness to roll up his sleeves and put in long hours is exemplary not only to the hundreds of SIDs, but to all members of the athletic department staffs and media professionals he has rubbed elbows with over the course of his PR career."

In addition to his institutional athletic background, he has also served as a press officer for the Pan American Games, U.S. Olympic Festivals and NCAA Championships.

While not in the day-to-day media relations grind any more, Nick has continued to advocate for the profession through his involvement in CoSIDA, and the organization is the better for it.

Nick and his wife, Jill, are the parents of two children, Christopher and Jenna.



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Julie Bennett

Baylor

by *Brian Davis, Austin American-Statesman sports reporter*

Every sports information director likes to believe they act professional in difficult moments. The final score doesn't matter in how they do their job, some fool themselves into thinking. Yeah, right.

Sure, it's easy to act professional after wins, whether they come during the preseason or after the national championship game. But let's be honest. Sometimes it's impossible to remain "professional" after losses when the athletes you've spent years with are hurting and reporters — some who are pros, some who are dopes — are ready to ask everything, including "How do you feel?"

How Julie Bennett has mastered the art of media relations this long is a mystery. Currently the Assistant AD/ Athletic Communications at Baylor University, Bennett has been doing it for three decades, including two at Baylor, which makes her a well-deserving choice for CoSIDA's annual Arch Ward Award.

The Arch Ward honor is presented annually to a CoSIDA member from the university division who has made outstanding contributions to college athletic communications profession and is widely viewed as a credit to the profession. (An equivalent award, the Warren Berg Award, is given annually to a college division SID, with Ohio Wesleyan's Mark Beckenbach the 2014 recipient.)

Mechelle Voepel is the nation's preeminent women's basketball journalist, collegiate or pro. She was there in March 2013 when Baylor suffered a stunning one-point loss to



Louisville in the Sweet 16 round of the NCAA Tournament. It was arguably one of the most shocking losses in Baylor history.

"It was just really hard to be in that locker room," Voepel said. "I know it was hard personally for Julie, but she was doing her job. I just remember this so well. All of those people were surrounding Odyssey Simms, who was just disconsolate. And Julie was there saying, 'Odyssey, there's a lot of people here we need to take a breath.'

"She was helping Odyssey compose herself," Voepel added, "and as hard as it was for her, she realized that we had a job to do."

Now that's a media relations pro.

"I think Julie is the ultimate professional," said Joni Lehmann, associate director of communications for the Big 12 conference. "She always

conducts herself with class regardless if Baylor wins or loses."

The Lady Bears have won a lot under coach Kim Mulkey. Bennett was there courtside as Sophia Young led the program to the 2005 national title and Brittney Griner did the same in 2012. Both of those players, and Mulkey, created intense media attention for Baylor, a school that spent decades waiting for its time in the sun.

"Julie is a loyal and hard working media relations professional who has successfully promoted Baylor women's basketball nationally," Baylor athletic director Ian McCaw said. "She is highly valued by the athletics department staff and well respected by the media."

Anyone who covers Baylor knows that at some point, you will land in Mulkey's doghouse. But Bennett is the one who sticks up for her coach, her players and her program while providing a roadmap to show you the way out. Working both sides isn't easy, but in this line of work, it's mandatory.

"Julie is one of the hardest working people I've had the opportunity to work with in this business," TV announcer Brenda VanLengen said. "The work she does to balance promoting and protecting one of the most high profile programs in the country is remarkable."

Continued on page 26

Mark Beckenbach

Ohio Wesleyan

*by Dave Wrath, Augustana College Associate Athletic Director/
Media & Alumni Relations*

It doesn't take very long to figure out why Mark Beckenbach, of Ohio Wesleyan, is the winner of the 2014 Warren Berg Award, which is presented annually to a CoSIDA College Division member who has made outstanding contributions to the field of sports information, and who by his or her activities, has brought dignity and prestige to the profession.

What is puzzling, however, is that it took so long for him to join the elite ranks of those who toiled in mostly "one-man-shops" throughout their careers.

A fairly unassuming person whose phone conversations are punctuated by thoughtful periods of silence, Beckenbach has become a pivotal player in CoSIDA's standard-bearing Academic All-America® program. He has also been involved in the sports information field for 36 years, ever since he took on SID duties at Ohio Wesleyan as a sophomore in 1979.

"The Warren Berg Award is a tremendous honor and I am very appreciative," said Beckenbach in his typical humble approach to praise about himself. "I'm grateful to many SIDs, administrators, and coaches who have been kind and generous with their knowledge and time over the years."

Through it all, Beckenbach has been the epitome of professionalism and consistency. After a one-year stint as the sports information director at DePauw University in Greencastle, Indiana after graduating from Ohio Wesleyan in 1981, he returned to the Delaware, Ohio campus of his alma



mater in the fall of 1983. And it has been his home ever since and he has quietly, as is his nature, become one of the best in the business.

He joined the Academic All-America® committee in 1990 as a district coordinator and moved into the national coordinator's role in 1994. He became a vice-chair in 1999 and 2007 was named associate chair. From 2011 until the present he has shared co-chair duties with Bernie Cafarelli of Notre Dame.

Cafarelli, who was inducted into CoSIDA's Hall of Fame in 2013, has this to say about her colleague. "I can't think of anyone more deserving of the Warren Berg Award than Mark Beckenbach as he epitomizes all that makes our profession special. He is a credit to his university and our industry. Mark tirelessly works for his alma

mater, Ohio Wesleyan, and is one of the most respected individuals in our business. Of course, Mark would shy away from anyone saying this because he never wants the spotlight shining on him."

For a guy who wants to stay in the background, he has made it his mission to make sure the light shines brightly on others. His work on the Academic All-America® committee is the stuff that legends are made of. He almost single-handedly led the transition to the on-line process in 2005 and then was the point-person on the switch from the old college division/university division format to the breakout of NCAA Divisions I, II and III and NAIA/Junior College/Canadian schools that happened in the 2011-12 school year.

"Working on the Academic All-America committee has been rewarding and inspiring, both professionally and personally. I'm fortunate to have been involved with both the core program, which recognizes the best and brightest of today's student-athletes, as well as the Hall of Fame program, which honors Academic All-Americans who have led truly inspiring lives," he said. "On a personal level, I've had the pleasure of working with some of CoSIDA's most brilliant and passionate people as both colleagues and friends, and I treasure those relationships forged over the years."

Continued on page 26

Beckenbach continued from page 25

Through it all, he just rolled his sleeves up and got to work. He didn't ask for much help and he certainly didn't seek any credit for all of his work.

"I am grateful to work side-by-side with him on the Academic All-America® committee," said Cafarelli. "We've grown up together working in this profession and being members of the AAA committee. Mark has so much passion for the program and its ideals. The decisions he makes are always for the betterment of the student-athletes that are honored each year."

The common theme in assessing Beckenbach's body of work is clear. This is a man who clearly puts others ahead of self.

"Mark has been a great friend and role model to so many of us in the sports information profession throughout his career. I have had the privilege of knowing and working with Mark for over 20 years now, especially with the Academic All-America® program and thousands of student-athletes have benefitted from his leadership and vision," said Jim Seavey of Massachusetts Maritime Academy who serves on the

leadership group of the Academic All-America® committee. "He represents everything he does with great passion and energy. I am proud to call him a colleague but even prouder to call him a friend."

Besides the mountain of work that he climbs each day for the Academic All-America® committee as the co-chair for internal operations, he also does yeoman's duty for the Bishops of Ohio Wesleyan. He is responsible for the public relation needs, in all forms, for 23 intercollegiate athletics teams fielded by the Bishops. The senior sports information director in the North Coast Athletic Conference, Beckenbach eagerly shares his wisdom and expertise with his colleagues.

He has served as the president of the NCAC sports information directors from 1999 through the present. Beckenbach was inducted into the CoSIDA Hall of Fame in 2011 and received the Lester Jordan Award in 2006 for his work on the Academic All-America committee. He becomes just the third SID in CoSIDA history to win the "triple crown" of Hall of Fame, Lester Jordan and Warren Berg

awards.

Beckenbach served on the Football Gazette All-America team selection committee from 1992 through 2004 and was on the selection committee for the All-American team that had sponsors such as Champion, Hewlett-Packard and D-III SIDs from 1998 through 2003. A total of 67 of his publications have won CoSIDA awards, including 17 "Best in Nation" and five "Best Covers".

Kevin Lanke, the sports information director at Rose-Hulman University, assessed Beckenbach's impact on the future of the profession. "As CoSIDA members, we are proud to have someone with such passionate belief in the Academic All-America® program representing us in this flagship endeavor," said Lanke who helps Beckenbach on the internal operations side of the program. "The next generation of sports information professionals would be well advised to look to Mark as an example of how to do things right."

Bennett continued from page 24

But don't think Bennett spends all her time with the Lady Bears. Bennett was the men's tennis SID for years while that program won multiple Big 12 titles, and the 2004 national championship.

"She's rock solid," Baylor men's tennis coach Matt Knoll said. "I feel like the professionalism of all our people is top-notch. Some other schools, you'd expect more from because they don't do as a good a job as we do."

It may be hard for the Twitter and Snapchat crowd to understand, but Bennett's career stretches all the way back to the stone age — when press releases were actually written on (gasp!) typewriters. She earned a masters degree from Central Missouri in 1983 and actually became the first SID ever hired at Cal State San Bernardino in 1984.

She's been a press officer at the Olympics four times and worked the 1990 Goodwill Games. She's won numerous awards for her media guides, served on CoSIDA committees, been to just about every workshop imaginable and served on the NCAA media staff for the 2006 and 2007 Women's Final Four.

Along the way, this old-school SID helped Baylor build its Web-driven media relations platform. Bennett oversaw the construction and maintenance of Griner42.com, a web site that promoted the All-American center for various national awards. And yes, @JulieBennett42 is on Twitter herself now.

All of this happened while Bennett and her husband Bruce, a retired Air Force Lt. Col., raised four daughters. Now, their family includes 10 grandchildren and three great-

grandchildren. The couple resides in Bruceville, Texas.

"She's a mom to her student-athletes and is just someone everyone respects," said Tammi (Hoffman) Boozer, who served as Texas Tech women's basketball SID from 1999 to 2011. "She puts in more hours than people realize. She might put in nine, 10 hours at work, but she's going home and putting in more hours there as well. Times have changed, and she's adjusted to those times."

The professionalism is still there, though.

"The way she handles the task with integrity and professionalism is the standard that all should judged," TV announcer Ron Thulin said. "She has a keen understanding of what we need and when we need it, and she always produces."

MARY JO HAVERBECK TRAILBLAZER AWARD

Ed Hill, Jr. Howard

by *Bill Hamilton, South Carolina State University (retired)/
Special Awards Committee*

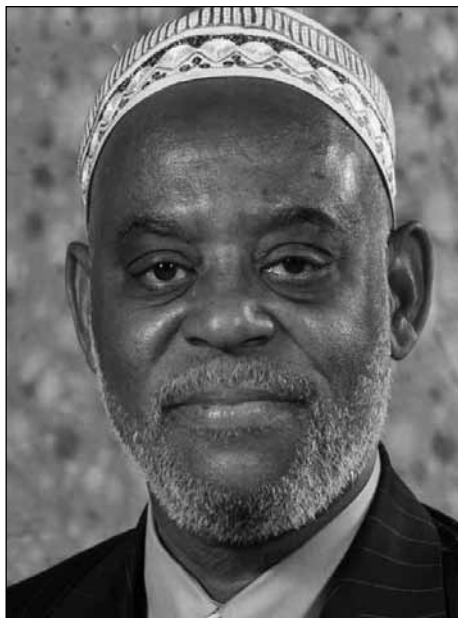
In 1983, Edward (Ed) Hill Jr. gave up a career as a sportswriter to become the assistant sports information director at Howard University in Washington, D.C. Two years later, he was elevated to the top position. Good move for Hill. Great move for the College Sports Information Directors of America (CoSIDA) and the profession!

Hill is set to receive the 2014 CoSIDA Mary Jo Haverbeck Trailblazer Award. The award is given annually to a member of the group who is a pioneer in the field of sports information who has mentored and helped improve the level of ethnic and gender diversity within the organization.

"It is truly a great honor to be recognized with the Trailblazer Award," Hill said. "I feel that it is especially noteworthy that I am being honored during the same time that the award is being named for a true 'trailblazer' in the profession, Mary Jo Haverbeck (former associate SID at Penn State and the first recipient of the award).

"As with an award of this magnitude, there are so many people who are responsible for this honor. I just happen to be the recipient. This goes to all the individuals who mentored and advised me over the years and all the outstanding young people who I have had the privilege of working with. I am deeply humbled."

During his long tenure at Howard – which has spanned nearly 30 years -- Hill has mentored numerous students who have gone on to careers in sports information, media relations,



broadcasting and related fields. A big credit to Hill is that many of them have been women. Hill's influence can be seen throughout the country – at ESPN, on network television, in sports information and media relations offices, in NFL front offices and elsewhere.

"Mr. Hill has been a supporter of, and advocate for, my development both professionally and personally," said Chevonne Mansfield, Director of Media Relations at the American Athletic Conference. "He has a genuine interest in helping people and he didn't just go out of his way for me. Ed Hill has been devoted to mentoring minority students interested in working in sports communications for what seems like forever. It's only now as a part of his network that I can see how many minority students he's trained for

careers in sports.

"His reputation for extensively training and mentoring professionals is a well-regarded stamp of approval, one I'm proud to have earned. He finds ways to encourage and reward people and entrusts them with responsibilities that build up acumen and confidence."

In addition to Mansfield, Hill can count on his 'mentoring tree,' Teri Washington, Director of Communications and Marketing for DC Events and formerly of the NBA and Denver Broncos; Romanda Noble-Watson, SID at Claflin (S.C.) and a former assistant at Howard and South Carolina State; Kevin Paige, assistant SID at Morgan State and a former assistant at Coppin State; Bruce Speight, Senior Director of Media Relations for the New York Jets; Jim Trotter, ESPN and formerly of Sports Illustrated.com; Elena Bergeron, ESPN The Magazine; and Gus Johnson, Fox Sports, formerly of CBS Sports, and others.

"Ed has been an integral part my professional advancement from the time I was a student," Noble-Watson said. "As his first-ever assistant at Howard University, he helped me develop into a more prolific writer while encouraging me to get more involved in the organizations of the profession such as CoSIDA and BCSIDA. I owe the many advancements in my career to Ed as he instilled in me the confidence that I could stand on my own."

Continued on page 29

Hill continued from page 27

There are so many others who feel the same way, including Washington, who wanted to express her sentiments.

“It is difficult to quantify the impact that Ed Hill has had on his students through the years, but one thing is certain, his mentorship has helped countless young professionals live their dream by forging a career in the sports industry,” Washington said.

“The Ed Hill Public Relations/Media Tree is an impressive network, and his greatest legacy is the positive influence he has had on many lives. I feel blessed to have started my career under his tutelage.”

“I couldn’t be happier for Ed,” said Trotter upon learning of Hill’s pending honor. “Nationwide, the sports media are filled with graduates of Howard and Ed is a major reason. He provided us with practical experience that gave us a real taste of what it would be like in the real world. Beyond that, he was

someone you could speak to about life in general. I feel comfortable saying that anyone who has worked with Ed will credit him with being a tremendous mentor and resource. This recognition is long overdue, in my opinion.”

During his tenure at Howard, Hill has been on the sidelines or at courtside for hundreds of Howard athletic events, including more than 300 Bison football games. He has attended 10 NCAA men’s and women’s basketball tournaments Howard has participated in, as well as NCAA tournaments in softball and men’s soccer. He has also worked several NCAA men’s regional basketball tournaments in the D.C. area.

Hill, a member of CoSIDA since 1983, has attended all but four workshops since joining. He has participated on and moderated several CoSIDA workshop panels. He was honored by the group in 2005 with the

Bob Kenworthy Community Service Award and in 2009, received the CoSIDA 25-Year Award. In addition, he has served on the CoSIDA Board and is a member of the Special Awards Committee.

He is also a member of the Black College Sports Information Directors of America (BCSIDA) and was inducted into the Mid-Eastern Conference Athletic Hall of Fame in 2010.

Before coming to Howard, the Wilmington, N.C., native and the University of the District of Columbia graduate, was a staff writer for the *Winston-Salem Chronicle* and the *Black College Sports Page*. A onetime freelance writer for the *Washington Post*, Hill has also written stories that have appeared in *USA Today* and the *NCAA News*.




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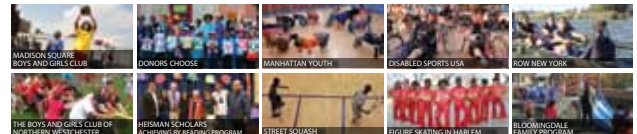
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RISING STAR AWARD - COLLEGE DIVISION

Ryan Klinkner St. John's (Minn.)

*by Tom Nelson, St. Cloud State University
Assistant Director of Athletic Media Relations*

Like many sports information professionals, 2014 Rising Star Award recipient Ryan Klinkner gained his start in the business as a student assistant, in the Athletic Media Relations office at Saint John's University in Collegeville, Minnesota.

As a first-year college student, Klinkner's entry into the profession took a slight detour as he spent Saturday afternoons working in the kitchen at the Saint John's cafeteria and was unable to attend a single football game during his first year on campus.

Since that year of washing pots and pans, Klinkner has been a mainstay in the football press box at SJU's Clemens Stadium and other athletic venues at Saint John's, which is an NCAA Division III school located in the scenic rolling hills of central Minnesota – about 85 miles northwest of Minneapolis-St. Paul.

As a sophomore in college, Klinkner soon gained a prominent role as a student assistant in the Athletic Media Relations office at Saint John's working under the leadership of sports information director Michael Hemmesch, who now serves as the Director of Media Relations at Saint John's.

As a senior, Klinkner was exposed to the unique experience of covering Saint John's national championship run in football during the 2003 season. Klinkner also had an opportunity to work with legendary Saint John's football coach John Gagliardi during that season as he broke the NCAA record for career wins at



409 – surpassing Eddie Robinson at Grambling.

Those collegiate athletic experiences had him hooked and before he walked for graduation in June of 2004, Klinkner knew where his career path would take him.

“As an undergraduate, I had an opportunity to experience some very historic moments for our athletic program at Saint John's,” Klinkner said. “These experiences really gave me a taste of what our profession is and it inspired me to consider a career in sports information.”

Klinkner's next step toward becoming a SID took him toward nearby St. Cloud State University, where he served as a graduate assistant under the direction of CoSIDA's legends Anne Abicht and Tom Nelson, and received his master's

degree in sports management in 2006. He worked for one semester at SCSU before a newly-created position at Saint John's provided an opportunity for him to return to his alma mater as that school's first full-time athletic media relations director in December of 2005.

Since that time, Klinkner has established himself as a respected leader on campus and in the ranks of CoSIDA. His duties as a one-man shop includes coverage of all the athletic teams at Saint John's, overseeing and mentoring his student work force and also serving as the publicity chief for the Gagliardi Trophy, which is presented annually to the nation's top Division III football player.

“In a short eight years, Ryan has accomplished what for some might be called a career, including honors and awards, an advanced degree, working with legendary coaches and handling all publicity for a national Division III award,” Hemmesch said. “From his first day in the office, Ryan has done an amazing job with all aspects of the job. His research has made SJU's game notes, website and feature stories some of the most detailed in all of Division III athletics.

“Ryan is a hard worker, excellent writer, at the forefront with emerging technologies and an effective communicator with media outlets and fans. He does a great job understanding and showing how SJU athletics and the role of the student-athlete fits into the overall mission of the university.

Continued on page 30

Klinkner continued from page 29

“He is regarded as one of the very best in his profession. SJU probably receives more media attention for its athletic programs than any other Division III program in the country and Ryan has successfully been the institutional link with the media and has done it with professionalism, class and respect.”

An active member of CoSIDA since the beginning of his career at Saint John’s, Klinkner has received numerous publication awards and has served as a vice chair of the CoSIDA Goodwill and Wellness Committee along with Sam Atkinson of Galludet since 2007.

Klinkner and Atkinson have been a driving force in the annual community service projects that take place each year during the CoSIDA convention. The pair have helped grow the community service component at the convention, which annually helps local charities and organizations in cities where the workshop is located.

“Our first plans of action were to set up a local service project during the workshop and collect donations for various charities,” Klinkner said. “We added a 5k run to the workshop in 2011 (Marco Island), in which all of the registration proceeds benefit the local charity we are working with that year. We typically touch base with the local chamber of commerce to see what the area’s greatest needs are and we then try to help meet those needs.”

Both Klinkner and Atkinson will be honored at the upcoming 2014 CoSIDA Convention for their service to CoSIDA and the profession - Klinkner with the college division Rising Star honor and Atkinson with the Bob Kenworthy Community Service Award.

Along with his work with the Goodwill and Wellness Committee, Klinkner has hosted several NCAA playoff games at Saint John’s and an NCAA Division III wrestling regional. He has helped work numerous Minnesota State High School League championships in baseball, softball, basketball and football during his career.

“The sky’s the limit for Ryan in the SID profession. I knew from the first day he worked in the SJU sports information office as a student employee that this is a profession that Ryan would excel in. He takes very serious the responsibility to mentor student employees in the office and has successfully helped numerous graduates find internships or full-time work in the sports industry,” Hemmesch said.

“Being active within CoSIDA and with the Minnesota Intercollegiate Athletic Conference SID’s shows Ryan’s commitment to not only his professional and personal growth, but his desire to help others.”

Nelson, who nominated Klinkner for the Rising Star Award, added: “I have had the opportunity to work with Ryan as a co-worker and colleague and I have always been impressed with his work ethic and professionalism. The future of this industry is certainly in good hands with people like Ryan Klinkner.”

As Klinkner looks into the future, he knows that change will be a constant in a profession that continues to meet the communication needs of college athletics.

“It is really amazing how this profession continues to evolve,” Klinkner said. “I am truly in awe of what the people in the sports information business are capable of doing.”

“The work we are doing has really multiplied during the time I have been in the profession. We are really our own ESPN, especially at the small-college levels. Thanks to the advances in technology, we have the ability to tell our own stories now through the web and social media... and as daunting as that task seems, this profession keeps finding a way to figure that out.”

A native of New Ulm, Minn., Klinkner currently resides in St. Joseph, Minn. with his wife, Jaclyn, and sons, Brayden (4) and Evan (2).

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LIFETIME ACHIEVEMENT AWARD



Rick Leddy Southern Connecticut State

*by Ann King, The Sage Colleges/
Special Awards Committee member*

Rick Leddy spent 36 years as the voice and keeper of the athletic history as the associate director of athletics and sports information director at Southern Connecticut State University and during that time he distinguished himself as a wonderful storyteller, crafting great stories about student-athletes, alumni and coaches for the SCSU Owls.

Most recently, Leddy has served the National Association of Basketball Coaches (the men's coaches organization) as senior director of communications since February, 2007, responsible for communications, including public and media relations, publications and website operations. The official spokesperson for the NABC, he also has been the NABC contact for Samaritan's Feet and also assists with the production of events at the NABC Convention, including the Guardians of the Game Awards Show and Champions Luncheon. Rick also is the secretary for the NABC Board of Directors, a position he has held since 1985.

This June, he will cap his distinguished career with a CoSIDA Lifetime Achievement Award.

Sean Barker, sports editor of the New Haven Register, said it best in 2007 when he wrote about Leddy's retirement from Southern Connecticut: "SCSU's Storyteller Set to Write Next Chapter. Rick Leddy loves to tell stories. Good thing, because for the past 36 years, his job has been to pass along stories to the media in order for them to be relayed to the public."



Southern Connecticut is one of the most successful Division II programs in the nation. Leddy has been there for each of the Owls' nine team national titles and all but one of the 67 NCAA individual championships. Southern sponsors 19 intercollegiate sports, comparable to many Division I programs.

"I've never bought the Division I-Division II thing," Leddy said. "Our kids are a little smaller, and a lot slower in some cases, but they are still the same. They have the same interests, the same competitiveness. I've really enjoyed working with them."

For 40 years, Leddy worked at his alma mater and distinguished himself throughout his lengthy and outstanding career which brought with it numerous awards and accolades.

He was inducted into the SCSU's Athletic Hall of Fame in 2007 and also received the Irving T. Marsh Award (for distinguished service) from the ECAC-SIDA organization that same year.

Prior to that, he was the 2004 recipient of the Cliff Wells Appreciation Award, presented by the National Association of Basketball Coaches (MABC) for outstanding service. That same year brought with it a selection for induction into the New England Basketball Hall of Fame for outstanding contributions in promoting college basketball.

Over the years, his work has also cited and honored by his peers and colleagues as he garnered a citation from CoSIDA for 'Best in the Nation' for his 1973 swimming guide that also brought additional acclaim for Leddy from Swimming World Magazine. The U.S. Football Writers Association also saw it fit to honor him with the 1986 Press Box Merit Award for outstanding service to the FWA. This award is handed out to only 11 institutions per year - and only three were given outside of Division I-A.

Leddy has held numerous posts during his tenure in athletic communications having served as the both the president of ECAC-SIDA from 1979-80 and the New England Sports Information Directors Association.

As Barker noted, "No more stat crews, no more nomination slips, no more phone calls, e-mails and faxes to scores of media outlets across New England."

Continued on page 32

Leddy continued from page 31

In speaking of his SCSU retirement, Leddy simply noted that "The timing was just right."

When Leddy started working, he used a Teletype, an earlier version of a fax that weighed upward of 20 pounds and was carried in what looked like a trombone case. He wrote play-by-play and stats for games by hand. Football games were played at Bowen Field and indoor sports at Pelz Gym.

Today, his stats are computer-generated and accessible instantaneously world wide, thanks to the Internet. Football games are played on a synthetic surface at Jess Dow Field.

But the core of his job remains the same: to get student-athletes the recognition they deserve.

"It's hard for people to understand what you do," said Leddy, who had the second-longest tenure of an SID in New England. "They always say, 'so you go to basketball games.' No, I work basketball games."

There are some long days. Conference and NCAA reports due in the morning, an afternoon game, followed by an evening doubleheader. In the past decade, Sunday games have become popular, the one day in the past he could always count on having off.

But Leddy doesn't complain, noting he's been doing what he loves for the past four decades.

On a personal level, he and his wife, Nancy, have three children, Brendan, Colleen and Caitlin.

"Nothing is more important to him than his wife and children, and he was not going to let the demands of the office make him forget that," said Mark Mentone, the SID at Felician.

"I heard him on the phone one day telling a friend that 'I have a baseball game today.' Baseball was my responsibility, so when he hung up, I was worried because there was no game on my schedule. I said to him, 'Rick, did I miss one?' He answered, 'Oh no, my son is pitching for North Haven High today.'"

When Leddy was 11, a surgery to fix his femur had complications, leaving his left leg shorter than his right.

It took away his ability to play sports, but not his passion for them.

He was a student manager for both baseball and hockey at Hamden High, and while in college at SCCU and shortly after he also worked at the New Haven Register, for the New Haven Blades and Hamden Bics of the old Eastern Basketball League.

It will be difficult in some ways to walk away.

"My wife teases me that if I'm driving down the street and see a baseball game, I'll stop," Leddy said.

He said he will probably come back to watch teams, particularly the women's basketball team, and that he will miss watching Steve Armstrong play quarterback the next two years. Never forgetting his connections, he will take time to see other college games, and head up to UConn to see former Southern Connecticut State men's soccer coach Ray Reid who has been the head coach of the UConn Huskies for some time.

Leddy's press releases have included the names of young men who went on to play and coach in the NFL such as Chris Palmer, Kevin Gilbride, Joe Andruzzi and Jacques Cesaire, and young women who went on to change the way women's athletics were viewed such as Donna Lopiano, Joan Bonvicini, Marnie Dacko and Cathy Inglese.

The stories are endless. Like the time he had to do play-by-play on a moment's notice for a college gymnastics meet in the early days of ESPN. The road trips with former New Haven Register sports reporter Tom McCormack and longtime football coach Rich Cavanaugh. Or when DeFrancesco spent five minutes asking for directions to Springfield College, only to discover the woman he was asking was deaf.

George Grande, former radio and news anchor in Connecticut and former play-by-play announcer for the Cincinnati Reds - and a lifelong friend of Leddy's - said, "I have worked my whole career with SIDs and they are a special breed. I have a passion for SIDs and what they do for a career."

Grande added, "Having grown up with Rick and knowing him since

childhood, he does an amazing job whether it was in his role as SID at Southern Connecticut or in his role at the NABC. Rick was able to take his passion for the business and be creative with building his role with the NABC. He is one of the most remarkable people I have ever known be it personally or professionally. People don't come any better than Rick Leddy!"

"I have seen him in his many roles as a son, a father, a husband, a friend and a co-worker and he is the best type of person in every aspect you could imagine," Grande finished. "Rick excels and is person who pays tribute to those around him by the quality he brings to every relationship. He represents what the perfect SID should be. He is intelligent, creative, a tireless worker and the perfect team player. He is devoted to his coach, his team and his school and has never worried about personal glory or his own needs. He is what makes an SID so special."

Leddy himself has made quite an impression on his students and assistants.

At least 13 of his students and assistants have gone on to careers in sports information, journalism or sports management.

"Working with Rick was an honor," said Jason Southard, the SID at the Coast Guard Academy, who was a student assistant and later assistant for Leddy. "That's the way he made you feel. You worked with him, not for him."

Southard has had one intern at the Coast Guard Academy, Leddy's son, Brendan.

"I'm just in awe around Rick when he starts rattling off the names of so many athletes, writers, coaches from the Connecticut area," said Scott Ames, who is entering his 25th year as SID at Western Connecticut State and worked as a student assistant and later as an assistant for Leddy. "I wish I had half the memory he does!"

"He taught me a lot and gave me a ton of guidance in just my one year under his tutelage, and more importantly, kept me enthusiastic about the world of college athletics," said

Mark Jacobs, the one-time assistant director of sports communications at Springfield College.

While many of us choose to rush into retirement and walk away from work, Leddy has instead embraced his new-found status and continues to give back. He may have left SCSU, but he certainly has not walked away from intercollegiate athletics. First named as the secretary of the National Association of Basketball Coaches (NABC) in 1985, he worked for the organization for 22 years in a part time role as secretary. That passion and expertise led him to a new-found second career.

After retiring from his position at SCSU, Leddy opened the next chapter in his life when he was named the Director of Public Relations for the NABC and the NABC Foundation in 2007. A few years later, he was named the Senior Director of Communications in 2013 and also serves on the Board of Directors as the secretary on a full-time basis.

And his tremendous work and contributions to the men's basketball

coaches association has not gone unnoticed, either.

"It has been a pleasure to work with Rick Leddy for over 20 years," noted Jim Haney, NABC Executive Director.

"Rick has served the NABC as the recording secretary for the NABC board of directors and as a member of the NABC staff. We consider Rick a friend who cares deeply for the coaches, student-athletes and the game!

"He brings wisdom, talent, strong work ethic and passion for basketball to our national office daily. The many accomplishments of the NABC these past two decades would not be have been realized without Rick Leddy. We are thrilled that CoSIDA will recognize Rick with this honor," Haney concluded.

Leddy has always found a way to be active in his community despite a schedule that included long hours and a workload many would run away from early on. But not Leddy.

He served as the Chairman of the Elementary School Building Board for seven years, while directing a \$16.5 million project to renovate five school buildings in the Town of North Haven. He also found time to serve on the North Haven Republican Town Committee, while serving for nearly 20 years as the New Haven Country Club and was named to the Board of Governors, serving a three-year term.

Rick was very active in the community, serving in the public relations office and on the sports information operations staff when the Special Olympics' Work event visited New Haven in 1995. A former youth coach and commissioner for the Max Sinoway Baseball League in North Haven, Leddy never missed an opportunity to be the perfect ombudsman for our profession.

"Leddy makes the people he has interacted with be it personally or professionally better," noted Grande. "He does everything with a style that continues to help us be better through his own efforts."



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BILL ESPOSITO AWARD

John Paquette Big East Conference

*By Pete Moore, Syracuse University
Director of Athletic Communications*

It is unusual in this day and age for anyone involved in intercollegiate athletics to remain at one institution for a length of time that forever associates the employee and the school or conference. Even in athletic media relations, where turnover at one time was rare and not the norm.

Fred Stabley was a sports information legend whose name is connected to Michigan State. Roger Valdiserri is Notre Dame. Nebraska? The Huskers had Don Bryant and he had the Huskers. In the Big Apple there was St. John's, which meant there was Bill Esposito.

While that type of familiar name link isn't as prevalent today, it's not extinct. Case in point is the BIG EAST Conference's John Paquette – who happens to be the 2014 recipient of the CoSIDA Bill Esposito Backbone Award.

The Esposito Award is presented to a "CoSIDA member displaying sound judgment and unusual courage in taking a stand in intercollegiate athletics contrary to public opinion and sentiment, or who displays sound judgment and unusual courage in guiding their institution through difficult public relations situations."

Paquette's association with the BIG EAST actually pre-dates his tenure in the conference office. He was the men's basketball contact at league-member Seton Hall for four years before BIG EAST Commissioner Mike Tranghese appointed Paquette to the top communications post with the conference in 1990. It was one of Tranghese's first and most important hires during his time as commissioner.



Paquette became a mainstay as a representative of the BIG EAST.

The conference had gained national attention for its men's basketball rivalries and high-profile coaches prior to Paquette's employment. He not only helped maintain the good name of the BIG EAST, he strengthened the brand.

Soon it was more than just a men's basketball league, establishing itself with a seat at the college football table and then grabbing headlines with its women's basketball success.

While Paquette did most of his work behind the scenes, his consistency, his loyalty, his calm, and his congeniality all played a part in the growth of the league's reputation.

"In terms of name association, there aren't too many people more closely connected to their organization than John is with the BIG EAST,"

said Chuck Sullivan, director of communications for the American Athletic Conference and a former co-worker of Paquette's. "For a week in March, he's essentially the mayor of New York City or at least Madison Square Garden."

The "week in March," otherwise known as the BIG EAST Conference Men's Basketball Championship, actually built on its already strong reputation. The BIG EAST Tournament became one of the most competitive weeks in college basketball as the league grew and programs improved. Paquette was charged with coordinating media credentials, press conferences, hospitality, interviews – and he put his own mark on that by consistently responding promptly and evenly to the avalanche of requests he received. Media credentials exceeded 800 for the 2013 tournament, a total that did not include the hordes of folks representing ESPN, the league's television partner.

"You think about all the glitz and glamour and big personalities and celebrities that typified the BIG EAST, but John was the solder holding all that bling together," noted Shelly Poe, current president of CoSIDA and a former sports information director at then-BIG EAST member West Virginia. "He was classy as platinum and as tough as titanium."

Paquette's backbone was severely tested, in a different manner, when conference realignment started grabbing headlines.

As an associate commissioner at one of the BCS conferences, Paquette found himself challenged by media inquiries about something other than the games being played.

The BIG EAST was affected when Miami and Virginia Tech, and then Boston College left the league for the ACC. The conference weathered that storm and strengthened its standing in some circles by welcoming Cincinnati, DePaul, Louisville, Marquette and USF into the fold. Tranchese helped orchestrate the maneuvers, while Paquette was charged with spreading the good word.

Those league alterations were mild compared to what came later. A game of dominos ensued that impacted the ACC, Big Ten, Big 12, SEC, PAC-10, among other conferences. League communication directors needed virtually daily updates to understand which schools were in which leagues.

Through all the turmoil and angst, Paquette remained devoted to the BIG

EAST and to his tried and true public relations skills.

"Amid all the conference realignment and flux, one of the best things the BIG EAST did was keep John Paquette onboard," commented ESPN.com writer Dana O'Neil. "Some people simply work someplace, collect a paycheck and move on. John truly cares about the conference -- its past as well as its future.

"I think I can speak for all of my colleagues when I say John is one of the absolute best in the business, a consummate professional who handles the mundane and the insane with the same calm demeanor."

Paquette, who was honored by CoSIDA in 2007 with the Arch Ward Award for contributions to the college athletic communications profession, also lent his old-school communication methods to the CoSIDA Board of Directors, serving as a Division I representative from 2009-12.

"A pro's pro when it comes to public relations, he has done it and done it well under the brightest lights and on the biggest stages," said Poe. "He has done it with dignity, decorum and honor. If still waters run deep, then John Paquette is the Marianas Trench."

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25-YEAR AWARD

Michael Fragale West Virginia

*By Shelly Poe, Auburn University Assistant AD/Communications/
2013-14 CoSIDA President*

Like all the best sports information directors, Michael Fragale is a man of much knowledge. He knows the seating plan of nearly every collegiate and professional stadium and arena and has postcards of most of them in his desk drawer. He is even more expert on uniforms – if you need to know what year the Cowboys added piping to their pants or when the Lakers went to high socks or when Purdue changed its helmet sticker, Michael Fragale is your first call.

Fragale also ranks high in the ‘cool quotient.’ He can hail a cab like no one else, and he discovered fantasy NASCAR so long ago that Harry Gant was still racing. His performance of ‘YMCA’ on a football road trip at Penn State would still raise eyebrows today (with an encore in front of a shocked North Carolina coaching staff at the 1996 Gator Bowl); and he started his own golf tournament because, well, he always wanted to run a golf tournament and invite all his friends and his picture looks pretty sweet on the logo.

Fragale is as Mountaineer as Jerry West (they share the same birthday) or Country Roads, and after 25 years as a communication professional at West Virginia University, he is as much a fixture on the Morgantown campus as pepperoni rolls or the PRT.

Hard to believe that it almost didn’t happen.

Flemington, W.V., is a town nestled in the mountains of the Tygart Valley. Counting 312 residents in the last census, its claim to fame is Paul Popovich, a major leaguer with the



Cubs, Dodgers and Pirates during the 1960s and 70s. Those years are also when Flemington was in its heyday. By the early 1980s, the pace of life there was slower and the guidance counselor at Flemington High wasn’t sure the Greyhounds’ point guard could keep his head above water at a university of 23,000 students. She advised Fragale he would be more comfortable at a smaller school or even staying home to work in the family store. The metropolis of Morgantown might swallow him alive.

But Fragale was ready to take the risk, so he politely – Fragale never does anything discourteously – disagreed. He grew a mustache, gassed up his red Mercury Cougar, and set out for the state’s university to meet his fate head-on.

Enrolled in WVU’s exacting journalism curriculum, he soon gained recognition through his column in the student newspaper, *Fragale Force*. Following graduation, he was one of the earliest distinguished products of the sports management graduate program. And in the midst of those academic endeavors, he landed a student worker position in sports information and found his life’s calling.

“I’ve been in the SID profession for almost 25 years and Michael Fragale is one of my mentors in the business,” Mike Montoro, the Mountaineers’ football SID, says. “As one of the top college sports PR professionals in the nation, his work ethic is unquestioned, as well as his commitment to West Virginia University and its athletics department. His ability to think quickly and accurately, especially in crisis situations, is outstanding. He is the backbone of the WVU Sports Communications Office.”

Bryan Messerly, WVU’s basketball publicist, added, “Michael is truly one of the nicest and one of the most respected communications professionals in all of college athletics. I’ve known Michael for 23 years and I have never heard anyone – a coach, a staff member, a student-athlete, a fan or a member of the media – say anything negative about him. His love for the university and his job are both evident on a daily basis.”

West Virginia University is something Fragale loves. He loves his wife Kate, the daughter of a professor who was a longtime member of the WVU stat crew, and he loves his

children Anthony and Emme, even though they can be as ornery as they are cute.

Fragale loves his older brother and sister and their sons like the Italian family they are, but next on the list, he loves the Mountaineers.

“One thing about Michael is that he has always had a passion for what he does. From year one through year 25, he has maintained that passion,” Mike Parsons, longtime athletic administrator, says about his friend. “He truly cares about the people, student-athletes, coaches and the perception of the university. He takes it personally.”

“I can recall clearly the excitement that Michael brought to his work in our sports communications office at WVU when he started,” remembers Liberty University’s Kevin Keys, who first worked with Fragale in 1985. “One of the best things I can say about him is that he brings that same enthusiasm 25 years later each and every day. Michael is a tremendous talent and one of my best friends in our business. Michael has always cared greatly about the people in his life and gone out of his way to make others’ lives better.”

A superb public relations practitioner whose hero is the great communicator Ronald Reagan, his record goes far beyond stats and spin. Fragale is the sort of co-worker who will organize a great staff dinner on Friday night of a football trip, and then top it the next week and the next and the next. He’s the sort of friend who will break into your ex-boyfriend’s unlocked pickup truck to retrieve an item you want back and keep quiet about it for 20 years. He is the role model who can tell you definitively if cuffs or pleats on pants are in or out of style this season, and he is sophisticated enough to find the best bottle of champagne in Manhattan for a special occasion without breaking the bank.

According to no less of an expert than John Antonik, WVU’s web guru, “Michael is our own version of Angie’s List; he has advice for everything. If you need a painter, you ask Michael. If you need new tires, you ask Michael. If your belt doesn’t match your shoes,

Michael will tell you how to make it work.

“He is true to the people and knows how to deal with them, whether they are friendly or whether they are difficult. Dealing with people is a gift and he has it, and he always does it in the nicest possible way. He does not make waves.”

Once, while traveling to a fundraising banquet with WVU’s all-time winningest football and basketball coaches, Fragale was asked to take the wheel for a spell. He declined. “I’m sorry, Coach Nehlen and Coach Catlett,” he told them, “but there are just too many wins in this car and I’d just be too nervous driving.” That courtesy has become Fragale’s calling card.

Administrative assistant extraordinaire Lisa Ammons knows it well. “It is very important to him that all members of the staff be treated with respect. When I first came to athletics, he overheard a conversation I was having with a media type on the phone. After I hung up, he asked me about it – I told him the guy was rude to me – and he called them back – it was not pretty!

“Last week (24 years later), he overheard a conversation in the office. The other staff member was loud but it was all in fun. Michael asked me if he was rude to me – I said no. Michael continues to watch out for me and for all of us.”

Starting as a student worker assisting with all of WVU’s varsity sports, Fragale climbed the ladder, working with women’s basketball and gymnastics and men’s basketball and football and helping manage the broadcast networks that brought the Mountaineers into so many homes throughout the Mountain State. He’s been to the Final Four, the football national championship, the Waldorf-Astoria, the Greenbrier, the Palestra, Madison Square Garden, the Orange Bowl, the Fiesta Bowl and a million memorable venues along the way. And he has actively encouraged others to try the career that has brought him so much satisfaction.

Joe Swan, WVU’s publications director, recalls, “I first met Michael in the spring of 1993. I was beginning my

last year of college and had stopped by the office to inquire about potential job openings for the summer or fall. While giving his trademark wave of the finger, he told me that the process for selecting student assistants in the office was just getting underway and encouraged me to apply. He gave me the particulars and wished me luck. Little did I know that meeting would lead to a career in sports that now is in its second decade. I’m thankful to have had the opportunity to work with somebody like him, and he has served many roles for me – mentor, co-worker, confidant, and most importantly, friend.”

“I truly believe that every day when Michael is driving in to work, he is thinking, ‘How can I make WVU better today?’ To do that every day for 25 years – that’s quite an accomplishment,” Antonik marvels.

All icons have a few trademarks; the most profound Fragale adage is sterling and succinct: “Never underappreciate a win over Pitt.”

But the most lasting may be the advice that he has given to student workers. On Friday afternoons in the press box stuffing folders, as a grad student, he would tell them, “It’s really very simple and there are only two rules. Rule number one: Don’t be an ass. Rule number two: always remember rule number one and don’t be an ass.”

For 25 years, no one has held truer to that than Michael Fragale.

25-YEAR AWARD

Paul Helgren Toledo

by Will Roleson, CoSIDA Director of Internal Operations

Like many athletics communications directors through the years, Paul Helgren stumbled into the profession.

But nearly 30 years later, the University of Toledo's associate athletic director for communications couldn't imagine doing anything else, and he will be honored with a 25-Year Award at the College Sports Information Directors of America (CoSIDA) annual convention on June 11 in Orlando, Fla.

Helgren had just graduated from the University of Michigan in 1985 when U-M SID Bruce Madej recommended to Jim Streeter of Eastern Michigan University that he hire Helgren, who had known Madej from covering the Wolverines for the Michigan Daily student-newspaper. Helgren made the transition to sports information, expecting it to be a short-term job, but has remained in the field, save for a year in EMU's athletic marketing and promotions office in the late 1980s.

Today, Helgren is the second-longest tenured SID in the Mid-American Conference, completing his 16th year at Toledo this summer. He was hired as assistant athletic director for media relations at UT and was promoted to his current position in 2008, overseeing all communications efforts and handling media relations for the Rockets football program.

"Paul Helgren's dedication and professionalism to the University of Toledo Athletic Department and the Mid-American Conference is a shining example for all within our profession,"



noted Ken Mather, Mid-American Conference assistant commissioner/ media and public relations.

After the year in marketing at EMU, Helgren returned to sports information as the SID at the University of Wisconsin-Milwaukee from 1990-96 and as assistant athletic director for external operations from 1997-98 before arriving at Toledo.

"When I came into the business, things were different. We did not have the internet, social media, bloggers. Heck, we didn't even have computers until my second year at EMU. But technology has basically kept me in the business. If I had to do baseball stats by hand, I would have found another occupation long ago."

Helgren cites Streeter, a recent CoSIDA Lifetime Achievement Award recipient, as his mentor and

role model: "He taught me the SID business. I always admired how Jim kept his cool under pressure and how he treated people. He knew how to take care of reporters, which really paid off for EMU in terms of media coverage over the years. Jim also made me realize that you don't have to work at a 'big-time' school to make a big impact in our business."

And now, Helgren returns the mentoring favor to his assistants, Steve Easton and Brian DeBenedictis, who have been together with him for an incredible 14 years on the UT communications staff.

"Paul is a true professional," said DeBenedictis. "His writing style and ability to tell an athlete's story is impeccable. He constantly pushes his staff to be the best writers we can be. As with any athletic communications professional, Paul's career has been full of some outstanding wins as well as some tough losses both on and off the field. He has treated every moment with the attention and detail it deserves."

Among the highlights of Helgren's career are the Toledo football team's victory at Penn State in 2000 and a home win over 9th-ranked Pittsburgh in 2003. But, perhaps, the most memorable is the Rockets' victory at his alma mater Michigan in 2008.

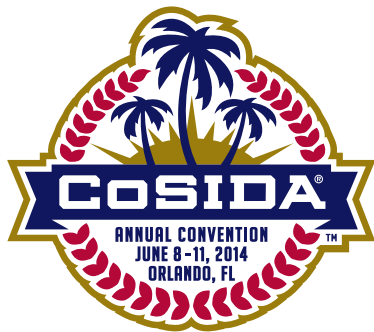
"It was my first time in the old press box since my college days and it struck me how nothing had changed in 23 years," Helgren said. "Bruce Madej was still the SID. Heck, even the carpeting the press box was the same! It was a sweet victory. After the game,

I stayed on the field for late interviews. I just looked around and thought to myself, 'Never forget this day.' I felt like I had come full-circle."

A CoSIDA member since 1986, Helgren has found a long-term home at Toledo and looks forward each year to working with the student-athletes, athletics staff and media.

"I love the rhythm of the profession, how it changes with the seasons," Helgren said. "Fall means football, winter is basketball, spring is baseball and summer is a time to enjoy yourself a little before getting ready for football again. It's perfect really.

"I'm happy I stayed with it and very humbled to be recognized by CoSIDA. Like most SIDs, I prefer to stay in the background, but I guess doing anything for 25 years deserves a pat on the back!"



**2014
CoSIDA
CONVENTION
at NACDA & Affiliates
Convention Week
June 8-11
Orlando Marriott
World Center**

Proforma Collegiate Solutions Joins as Corporate Partner

PROforma
ONE SOURCE. INFINITE RESOURCES.™



CoSIDA and Proforma Collegiate Solutions have announced that the Missouri-based leader in promotional, printing and online publications for collegiate athletics will become an official corporate partner of CoSIDA.

As part of this year-long agreement, Proforma Collegiate Solutions will provide a digital e-publications platform for the monthly CoSIDA E-Digest, beginning with the April 2014 edition. Included in each monthly e-digest will be videos, live links to webpages, Twitter feeds, Facebook pages of featured CoSIDA members and corporate partners.

Proforma Collegiate Solutions services media relations professionals, marketing professionals and promotional gurus by providing the very best in online and printed publications, gameday programs, printed products, promotional pieces and apparel. With more than 35 years working in and for this market, the company has a great understanding of the needs and demands of the business. In 2013, the company was rated No. 1 for promotional products in North America, according to Promotional Marketing Magazine and No. 2 for printing in North America in ratings by Print Solutions magazine.

CoSIDA worked with Proforma's Ron Fauss on the corporate partnership agreement. Fauss was formerly of MultiAd, a former long-time CoSIDA partner.

More on Proforma Collegiate Solutions

Proforma Collegiate Solutions is committed to helping the departments committed to the printing of media guides and recruiting guides continue to produce these pieces at affordable rates. Featuring integrated solutions, Proforma is a solutions-driven graphic communications company with a history of success connecting brands with consumers. While some companies simply provide products, Proforma provides integrated solutions that deliver your message, change perceptions and drive sales. Think of Proforma as your full-service creative agency without the agency fees. For more information, contact Ron Fauss in the Missouri Office at ron.fauss@proforma.com or via 573-303-4455.

25-YEAR AWARD

John Painter Colgate

*by Larry Happel, Central (Iowa) College
Communications Director and Sports Information Director*

There are optimists, and then there's John Painter.

Colgate University's highly regarded director of athletic communications could likely make a hurricane almost seem like a stroke of good fortune.

"We've been wanting new carpet anyway," he'd offer.

Many in the communications field are good at shining a positive light on a negative story. But with Painter it's not just happy talk. He genuinely believes there will be blue skies tomorrow. And by the end of your conversation, he'll likely have you believing it, too.

"He never lets wins or losses affect his personality," says Tom Satkowiak, associate media relations director at the University of Tennessee and a former colleague. "He always has a cheery disposition even if they'd just lost three tough games. He's always so steady and so positive."

And those who interact with the new CoSIDA 25-year award recipient inevitably leave feeling good about their conversation.

"John is the quintessential people person," says Sean Straziscar, associate director of championships and alliances at the NCAA. "He's a great person and just a genuine guy."

Retired CoSIDA Hall of Famer Bud Ford, a University of Tennessee icon, managed Painter as a student, then hired him for his staff several years later.



"I think his greatest gift is the way he deals with people," Ford says. "John has the respect of everyone he deals with."

Painter was one of the first hires made at Colgate by director of athletics Victoria Chun, while she was still serving in an interim role in August, 2012. She gave Painter his first chance to run his own athletics communications shop and is thrilled to have him with the Raiders.

"We are so happy and very proud that John Painter is being recognized for his 25 years in the sports information profession," Chun says. "His work ethic, writing talent and love for sports is second to none. His work has affected literally thousands upon thousands of student-athletes, not to mention their families, coaches, professors and friends in a positive

way. A hearty congratulations to John, his wife Mary Margaret and his sons, Jackson (17) and David (16) for this well-deserved recognition."

At Colgate, Painter manages the communications office for the university's 25 varsity athletics programs, with immediate oversight of football, women's basketball, men's lacrosse, golf and rowing. Painter also serves as a member of the media relations team for the National Football Foundation Hall of Fame Dinner in New York City.

A Columbia, Tenn., native, Painter was an assistant sports information director of Auburn University after graduating from Tennessee. He was the Tigers' contact for the national runner-up women's basketball team in 1989 and coordinated weekly television and radio programs. His brochure for the Tigers' run to the national title game was voted No. 2 in the nation among all sports postseason guides.

From 1989-2001 he worked for the NCAA national office, assisting in statistics for 11 years and publishing for one. Painter was media coordinator for the Men's Frozen Four ice hockey and FCS football championships. He also worked at the College World Series from 1995-2001 and the 1992 and 1993 women's basketball Final Fours.

Continued on page 42

25-YEAR AWARD

Jeff Weiss Wayne State (Mich.)

by Steve Schutt, Wake Forest University
Associate AD/Media Relations

While Jeff Weiss may be logging his 25th year as a professional member of CoSIDA, his love of sports and his experience in the field dates back even farther.

As a 13-year old eighth grader in 1978, Weiss started running stats in the football press box at Bowling Green State University under the direction of Sports Information Director Dave Senko. And for the past 36 years, he has barely stopped running.

Weiss grew up in Bowling Green and was raised on Falcon sports. The great BGSU names from the past from football stars Phil Villapiano and Dave Preston to basketball Hall of Famer Nate Thurmond as well as hockey greats George McPhee and Brian Hills are a part of Weiss' history. And the love of sports information/media relations work was a natural transition for this life-long sports fan.

"When I served as the SID at Bowling Green State University, I remember his father asking me if Jeff, could help out in some capacity at some of our games," recalled Senko. "Little did I know that it would inspire a career in sports information years later. The demands on an SID are numerous and it takes a great deal of dedication and love of sports to serve in that role. The job can be a thankless one at times. You are the first one there and usually the last one to leave. I applaud Jeff on reaching this milestone and I hope he enjoys many more years in the profession."

Weiss eventually graduated from running stats to keeping them once he reached high school. He then spent



four years as a student assistant at BGSU before graduating in 1987.

"Besides my love of sports, the other thing that kept me coming back to sports information was the chemistry of the sports information staff and students," commented Weiss.

There was one sport that Weiss did not cover on a game-by-game basis while serving as an undergraduate student assistant. That was hockey which Weiss followed devotedly as a fan, cheering on the Falcons en route to winning the 1984 NCAA Championship with an epic 5-4 four-overtime win over Minnesota-Duluth in Lake Placid, N.Y.

"That was probably my biggest thrill," said Weiss. "There were so many great players on that team and they overcame a lot of adversity to win that championship."

Even as a senior in college, he parlayed an internship with the Toledo Pride, a professional indoor soccer team, into a paid public relations position while he completed his undergraduate degree.

Weiss was able to combine his love of hockey and SID work into his first full-time job as the public relations director/assistant commissioner for the Central Collegiate Hockey Association.

"I owe quite a bit of where I am today to former CCHA Commissioner Bill Beagan," said Weiss. "He took a chance on a 22-year-old kid six months out of college in 1988, and we ended up working together for 10 years."

He eventually returned to Bowling Green as a full-time assistant for two-and-a-half years before moving onto a marketing/public relations role with the American Heart Association in Toledo.

Weiss signed on at Wayne State University in Detroit in 2001, as the sports information director and was promoted to associate athletic director for sports information in 2011. Among his thrills with the Warriors was seeing the softball team win a regional on the road to advance to the NCAA Division II Women's College World Series as well as the 2011 football national championship run, which saw the Warriors win four consecutive road games to reach the national championship game in Florence, Ala.

Continued on page 42

PAINTER continued from page 40

Painter then spent nearly 11 years at Tennessee as associate media relations director. He was chief feature writer for UTsports.com and UTladyvols.com and earlier was the primary contact for football head coaches Phillip Fulmer and Lane Kiffin. His writing at Tennessee won four CoSIDA Fred Stabley Sr. District 4 first-place awards in 2012 and 2013. He also created and directed "On the T," a weekly golf instructional video series with members of the men's and women's golf teams. During his time at Tennessee, he served as chair of the NCAA's Statistics and Records Advisory Board.

To student assistants, however, Painter is simply the go-to guy for those questions they're hesitant to ask anyone else. Satkowiak was a student assistant at Tennessee when he first met Painter.

"As a student there were certain people within the department who maybe seemed a little intimidating to approach," Satkowiak says. "But John is so welcoming. If you ever had a question or even if you were just having a bad day, you could just go sit in his office for five minutes and he'd stop whatever he was doing and talk to you about your future or whatever concern you might have."

That willingness to listen makes Painter ideal for serving as a buffer in the sometimes contentious relationships between high-profile athletics figures and the media.

"John's a good peacemaker when he sees things that need a little healing," he said "The way he handles people is one of his strongest traits."

Satkowiak watched and learned.

"The thing that always impresses me about John is how diplomatic he is," Satkowiak says. "He has the ability to defuse any situation with remarkable calm. Even if you knew he didn't agree with you, he'd have a civil conversation, listen to your points and always figure out a common-sense solution."

"He's such a let's-make-it-work kind of guy and that's so important in media relations. That diplomatic approach is something I've always tried to emulate and I'm glad to get to learn that from John," he finished.

It's a varied background, yet Painter says he's grown even more at Colgate.

"It's funny, I was in my 23rd year when I got here, but I've really learned a lot," he says. "I'm way better at my job now than I was two years ago."

That doesn't surprise Straziscar.

"You can plug John into any position and he will excel," Straziscar says. "He's always willing to learn. If he doesn't know how to do something, he'll ask questions, because he's very serious about wanting to get better."

And it's led Painter to a spot at Colgate where he truly feels at home. That connection will deepen next year, when son Jackson enrolls as a Colgate freshman.

"I'm really lucky I landed here," he says. "A big key for me is our department. They couldn't be better people. We've got great chemistry here and we all get along. That's the way I like it."

"And now Jackson's coming here and will get a great education that could change his life. It's like it was meant to be."

But Painter's colleagues feel fortunate as well.

"Considering him a friend is an honor," Straziscar says. "At the end of my career when I look back, I'm going to say I'm really glad I got to work with John Painter."

WEISS

continued from page 41

"I greatly appreciate Rob Fournier giving me the opportunity to return to the sports information field after my stint with the Heart Association, especially considering the fact I drive 110 mile round-trip daily," added Weiss. "I can't believe how fast the last 12 years have flown by as a member of the WSU Athletic Department."

In addition to his duties at WSU, he also served as the public relations director for both the College Hockey America (CHA) men's and women's leagues (2006-10) and later spent 19 months (Jan. 2009-July 2010) as interim commissioner of the CHA women's league. Weiss also served as the media coordinator for the 2007 Frozen Four in St. Louis.

He served on the CoSIDA publications contest committee for two years and has been on the Academic All-America® committee for 10 years.

Weiss promoted the 2009 Harlon Hill Award winner (Joique Bell), the 2011 Gene Upshaw Award winner (Joe Long), along with 22 CoSIDA Academic All-Americans including the 2012 CoSIDA At-Large Female Academic All-American of the Year (Catherine Leix).

He and his wife Christy reside in Temperance, Mich., with daughters Jillian, 21, and Madison, 16.

"As is the case with most of us who have been in this field for a significant amount of time, I am very thankful for the support I have received from my wife and daughters, as well as my parents who assisted me in pursuing my passion as a teenager," said Weiss.

USBWA ANNOUNCES NEW MARY JO HAVERBECK AWARD

The United States Basketball Writers Association has announced a new award that will join its lineup of presentations next season.

The Mary Jo Haverbeck Award will be the women's version of the Katha Quinn Award on the USBWA men's side given to those who provide special service to USBWA or sportswriters – in this instance – covering women's basketball.

Haverbeck was a longtime Penn State sports information director in women's basketball who died in January after a brief illness.

"When we began to put names on awards, we had already decided Mary Jo would be honored with this one and we were waiting to see if we could get her back to a Final Four to surprise her," said Mel Greenberg, the USBWA coordinator for women's basketball.

"While we could not get the honor in place quick enough while Mary Jo lived, we are thrilled to establish a

lasting memory to her from USBWA. Special thanks to Malcolm Moran and Jim O'Connell, who founded the Katha Quinn Award for their support of the Haverbeck Award creation on our side."

"Mary Jo played a instrumental role in helping increase the awareness of women's athletics and growing the following of women's basketball among the general public and the media in Pennsylvania and nationally," said Jeff Nelson, Penn State assistant athletic director for communications.

"Mary Jo saw the potential draw of women's basketball as a great opportunity to increase media exposure for the sport and she was passionate and persistent in building relationships with regional and national media to further boost interest in the sport, while she was at Penn State and after her "retirement."

"Everyone who was fortunate enough to know Mary Jo is very

appreciative of the USBWA for creating this well-deserved honor in recognition of Mary Jo and her important role in the growth of women's basketball," Nelson said.

Haverbeck also served a long stint on the NCAA's Media Coordination Committee staff under Rick Nixon at the women's national championship weekend. After her retirement she wrote for the Blue/White Illustrated at Penn State.

CoSIDA recently announced her name would be put on the organization's Trailblazer Award while on Monday Penn State women's coach Coquese Washington on Haverbeck's behalf will accept the Women's Basketball Coaches Association's Mel Greenberg Media Award that goes to an individual in the various media professions who positively impacts coverage of women's basketball.



2014 CoSIDA CONVENTION

Sunday-Wednesday, June 8-11, 2014

ORLANDO MARRIOTT
WORLD CENTER RESORT



ACADEMIC ALL-AMERICA® PROGRAM

as selected by CoSIDA

HEAR THE STORIES OF THE 2013-14 CAPITAL ONE ACADEMIC ALL-AMERICANS OF THE YEAR

For the last two years, CoSIDA members who have a student-athlete receive “Capital One Academic All-American of the Year” honors for a particular sport have produced videos on those award winners.

Highlights of each video include game footage, along with each student-athletes discussing their college athletic and academic experience and what it means to earn the prestigious Capital One Academic All-America honor.

These videos are housed on the CoSIDA.com website video channel. The videos are coordinated by Mark Adkins (Manchester College), who serves on the CoSIDA Board and also is a member of CoSIDA’s Academic All-America® Committee.

Richie Bonney- Hobart

2014 Capital One Division II Men’s Basketball
Academic All-American of Year

In the Spotlight (from Capital One Academic All-America® website)

Alan Spanel (Doane College)
2013 College Division Baseball Academic All-American of the Year



ACADEMIC ALL-AMERICA[®] PROGRAM

as selected by CoSIDA

Gabe Ikard - Oklahoma

2013 Capital One Division I Football
Academic All-American of Year

Hannah Heeter - Clarion

2013 Capital One Division II Volleyball
Academic All-American of Year

Eivind Austboe - LIU Post

2013 Capital One Division II Men's Soccer
Academic All-American of Year

John Arena - Johns Hopkins

2013 Capital One Division III Football
Academic All-American of the Year

**2014 CoSIDA CONVENTION
AS PART OF NACDA & AFFILIATES CONVENTION**

ORLANDO



**June 8-11, 2014
ORLANDO MARRIOTT WORLD CENTER RESORT**

2014 CoSIDA CONVENTION REGISTRATION FAQs

To register for the 2014 Orlando Convention: www.sportssystem.com/cosida

What are the dates and location for the 2014 CoSIDA Convention?

The 2014 Convention will take place **Sunday-Wednesday, June 8-11**, at the World Center Marriott in Orlando, Fla. (8701 World Center Drive). The CoSIDA Convention will again be held in conjunction with the annual NACDA & Affiliates Convention.

To see updated convention information as it becomes available, please visit CoSIDA.com's Convention page at <http://www.cosida.com/2014CoSIDAConvention>
We look forward to seeing you in Orlando!



How do I register for the 2014 CoSIDA Convention?

There are two ways – you may register in advance via ONLINE registration ONLY www.sportssystem.com/cosida from Feb. 3 through May 12; or you may register in person at the World Center Marriott June 8-9. If you choose to register in-person, you will pay a higher on-site registration fee.

In addition to online registration, can I do a mail-in convention registration in advance and pay by check?

No. CoSIDA has moved to an online registration system the past few years and all transactions are done online via credit card payment only.

If I choose to register in-person at the Convention, how do I do it and where? Can I use a credit card then or do I need to pay by check?

On-site registration will take place at the World Center Marriott at the Palms Registration desk (follow signs in hotel) Sunday and Monday, June 8-9, beginning Sunday morning. After Monday morning, please see check in at the CoSIDA Office.

What are the costs for convention registration?

New registration rates for '14: The 2014 Convention registration fee for CoSIDA members per individual is \$205 from February 3-March 21, with an increase to \$235 between March 22-May 12, and a \$255 on-site registration fee.

Each amount will be \$30 more for non-CoSIDA members (\$235 from Feb. 3-March 21; \$265 between March 22-May 12; and \$285 for on-site registration).

Please remember that everyone who wishes to attend any of the 2014 Convention events (panels/seminars, social events, awards luncheons, Capital One Academic All-America Hall of Fame ceremony) must be registered.

NOTE: If someone is coming to the Convention ONLY for one of the awards luncheons or the Capital One Academic All-America Hall of Fame to support an award winner, that is a special exception. They do not need to register for the full Convention. They may contact Will Roleson, Director of Internal Operations/Treasurer (willroleson@cosida.com) for payment information for those events.

What is the deadline for registering online for the 2014 Convention?

Monday, May 12, 2014, at midnight Eastern time.

After that date, you will have to register in-person at the Marriott World Center beginning on Sunday, June 8.

Convention FAQs

What is the refund policy for online registration?

Refunds will be provided less \$50 if request is made by June 1. After that date, no refunds will be provided. Please make refund requests to Will Roleson, Director of Internal Operations/Treasurer (willroleson@cosida.com).

Can I also reserve my Marriott World Center hotel room during this online registration process?

Yes. From the Sports Systems online registration form, look for the link which says "Reserve your Marriott World Center hotel room." You will be redirected to our hotel registration page where you will receive the **special CoSIDA Convention room rate of \$174 per night for single and doubles; triples are \$194 per night and quads are \$214.** This amazing room rate for the property will be offered three days prior to the start of the Convention and three days after (June 5-14), if space is available. CoSIDA Convention registrants **MUST** reserve their hotel room through this CoSIDA-specific web site. (link to: <https://resweb.passkey.com/go/CoSIDA2014>)

Can I register staff and family members at the same time I register myself?

In fact, we encourage you to do ALL your registrations at once. If you begin a registration process and have to put it in "draft mode" and return later, the Sports Systems will send you an email reminding you that you have NOT completed registration.

What is the process I do if I want to register myself and then more people from my organization or family under one credit card?

1. If you are registering a group under ONE credit card: Fill out general information about the school/organization on the first page, select the type of attendees (CoSIDA member, non-member, family member/spouse/friend), and enter your credit card information. **You must add yourself as an attendee if you are attending.**

Once you press the "continue button" on this page, your credit card will be charged for everyone in your group. **PLEASE DO NOT CLICK THE BUTTON TWICE OR YOU WILL BE DOUBLE-CHARGED.** USE the "back" buttons if you want to go and review information. After your credit card is processed for the number and type of registrants, you will be taken to a screen to add individual attendees information.

Important: You will not be able to move to the next screen until your fully complete each registrant's information. If you do not fill this section out, your registration will be "pending" and you will not be fully registered – even though your credit card will be charged.

All information on attendees **MUST** be filled out completely. Please do not exit the system before you review the individual registrant page to make sure all your attendees are listed. Your registration will be marked "pending" in the online system unless all individual registrants have been recorded.

2. After entering all attendees, you will be shown a "Finish" button. Click to see a recap of your request and the credit card charged amount. You will then be sent a confirmation email.
3. For example: you want to register four people (yourself, two staff members and your spouse). On page one of the registration form, please pay attention to every field and enter the correct number of people on this front page ... wait for it to finish processing and then go to the next page to enter attendees. Enter each one individually then after you have entered all four, click the "Finish" button and look for your confirmation email. It will show the proper total under the list of attendees in each area. Please make sure that the amount of people entered on page one and the credit card charge for those people equals the number of people you enter on page two. In order to properly register every member of your organization, their names **MUST** be placed on the second registration page.

What if I individuals from my school/organization will be paying by separate credit cards, or if someone wants to pay for spouse/children on his/her personal credit card?

You can do two registrations with two separate credit cards during the same transaction, but you must do a separate registration for each of these groups. After using credit card #1, there will be a link at the end of this process to take you back to the start so that you may use credit card #2. Please use this link. Do not click the "back button" on your browser or you may be double-charged.

How do I get a confirmation receipt?

To get confirmation receipts:

1. When you have completed your registration, **PRINT THE FINAL SCREEN** OR
2. **USE THE EMAIL CONFIRMATION AS YOUR RECEIPT.** You will receive your confirmation email/receipt and other information after you finish this process. Please make sure willroleson@cosida.com is in your approved list of emails in your SPAM-blocker folder.

To ensure email delivery of the confirmation receipt – check your SPAM blockers. Please make sure willroleson@cosida.com is in your approved list of emails in your SPAM-blocker folder, or else you may not receive the email confirmation.

If I complete my registration and later discover that I want to add another registrant – using the SAME credit card that I used previously – what are my steps?

Once you have closed out a transaction, pressed “Finish” and received a confirmation email, that transaction is completed. You cannot go back and edit it/amend it; you will have to go into the system and do another registration process, following all the steps above.

You must use an alternate email address if you do a second registration for others or family members. If you try to use the same email for the second registration, it will tell you to use a different one.

What if I start the registration process and have to leave it incomplete? Will I be timed out? Can I save it and return later? How do I later access the partially-completed registration?

If you save your work and leave the registration after the first page where you do your credit card processing, 30 minutes later you will receive an email from Sports Systems telling you that your registration is “incomplete” and that you need to complete it. Please follow the directions on the email and use that link to log back in and finish your registration. DO NOT begin another registration process; this will lead to a double-billing on your credit card.

What if I've saved my incomplete registration and then return to the Sports Systems and inadvertently start another registration process?

Again – if you've started a registration and receive an email stating that your registration is incomplete, please log back in and complete THAT registration. DO NOT begin another registration process; this may lead to a double-billing on your credit card and double-registrations for you and your group.

What if I find that I have been double-charged for registrations? How can I avoid this happening?

If you have an incorrect charge to your credit card, IMMEDIATELY contact Will Roleson, Director of Internal Operations/Treasurer (willroleson@cosida.com; phone: 317-490-2905). We will attempt to cancel your credit card transaction IF we receive the request within hours of the incorrect total, or we will work with you to refund your credit card if necessary. Our first priority will be to cancel the credit card transaction and have you go back in and re-register.

If that is not possible, then Will will send you a refund via check once you provide him your pertinent mailing information.

Convention FAQs

Can I also pay my 2014-15 CoSIDA membership dues during this online registration process?

You are encouraged to pay 2014-15 dues during the spring and summer, and can pay your dues during Convention registration if you wish in a separate transaction.

REMEMBER- when you register for the 2014 Convention, you are paying for Convention-associated costs only – the Convention fee DOES NOT cover your 2014-15 membership dues. Membership dues are a separate charge.

On the CoSIDA online registration page, click on the link which says: “Want to pay 2014-15 CoSIDA membership dues?” That will link you back to CoSIDA.com where you may log on and pay for your 2014-15 membership.

REMEMBER: if you are the CUSTODIAN of your organization’s directory, you can go online and pay dues for all staff members as well as update your organization and personal information at any time. Want to become the custodian or your organization’s account or unsure if you are? Inquire HERE (link to www.cosida.com/register.aspx).

What if I have additional questions?

Contact Will Roleson, Director of Internal Operations/Treasurer (willroleson@cosida.com) if there is a registration form technical error, an incorrect charge to your credit card, or if you need to make a name change or have other questions.



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11 WAYS COMMUNICATORS CAN CONDUCT BETTER INTERVIEWS



by Daphne Day-Grant, prdaily.com

When I worked as a journalist, I had to interview people all the time. It was my favorite part of the job—fun to get out of the office, interesting to meet new people, engaging to spend some time learning their stories.

Then, I switched to corporate communications. Interviewing was harder, more challenging. But I quickly learned that a really good interview was the secret sauce to writing a great story quickly.

Don't view your interviews as nuisances or unwelcome obligations. Instead, here are 10 tips that will help make your interviews rock:

1. Make sure you interview the right people.

It's too easy to get sucked into interviewing the first person you find—or the one your boss suggests (usually a vice president). Instead, invest some time in identifying a floor-level employee who loves to chat. All organizations have a Chatty Charles or a Chatty Chelsea. Your job is to find them.

2. Start with the easy questions.

Never begin an interview with your toughest, most crucial question. In music, that'd be a like a band opening their show with a cut from their brand new (unheard) album. No. They're going to open with a crowd-pleaser, so they can build the right vibe. Start your interview with easy, friendly, questions. I like to begin by double-checking the spelling of the person's name, job title, and email address. (This also ensures I have that info right at the top of my notes, which is frequently useful.)

3. Give them plenty of empathy.

You are not a robot, so don't act like one. When your subject says something interesting, say, "That's really interesting." If they say something shocking, respond with, "That really surprises me." This is the human thing to do, and it will encourage them to speak more frankly with you. Throw in a few "uh-huhs" and "wows," as well.

4. Paraphrase what they say right back to them.

I learned this invaluable trick in newspapers. Instead of just asking questions, repeat what the subject has just told you.

For example: If they've mentioned how a product failure led to the development of a new product you might say: "So, you're telling me that XYZ product was a direct result of the failure of ABC product?"

If you remember only one tip from this list, make it this one. Paraphrasing will improve your interviews 100 percent, because it will show your subjects that you're hearing what they're saying, which will make them want to speak more. As well, if you've made a mistake or misunderstood something, it gives them the chance to correct you.

5. Really listen.

People often ask me if they should take a list of questions into their interviews. Yes, I say. Take a list but don't look at it until the end, just to double-check you've collected all the info you need. Instead, try to ask your next question based on what the subject has just told you. This will make your interview more like a conversation than a cross-examination.

6. Ask for stories, anecdotes, and examples.

Think about real life when you're interviewing. Here's what you want: stories, anecdotes, and examples from the field. These situations will engage your readers and help you write an article that's far more interesting than one laden with dry facts. (Bonus tip: Starting your article with an anecdote is almost always a great way to begin.)

7. Ask for feelings and opinions.

Don't think for an instant that your only job is to collect the facts. Facts are important, but they're cold and boring.

Make sure that for every factual question you ask you also ask one about feelings or opinions. How did that make you feel? What did you think about the new product launch? Didn't it embarrass you when your department failed to meet its deadline?

This kind of detail will give your article an emotional heart, making it dramatically more interesting for your readers.

8. Refuse to accept jargon.

So many business people speak Jargon, I've begun to view it as a second language. I find that engineers and lawyers are the worst offenders. Whenever people start spewing jargon at me, I stop them and say, "I'm afraid you're going to have to start at the beginning with me—I'm not very bright." Or I might even say, "Could you explain this so a 10-year-old could understand it?" (Humor helps.)

9. Take good notes rather than record your interview.

I never audio-record interviews. It's way too much work to do the transcription at the end. I prefer to interview on the phone, wearing a headset, which leaves my hands free to type the notes directly into my computer. On those occasions where I've had to meet someone in person, I've taken a laptop and typed notes directly. (You must be a good touch-typist to do this, so you can look your subject in the eye while taking notes.)

10. Know that you'll get your best comments at the very end.

Here's another journalistic truth I picked up years ago: People always tell you the most interesting stuff when you've put your notebook away. Expect this. When I've stopped taking notes, I listen extra hard for some sensational quotes. Then, when I've hung up the phone or walked out the door, I write them down very quickly. Our memories have the ability to retain that sort of information for about five minutes.

I can tell you from experience that if you follow these tips you'll turn interviewing from a dreaded chore into something that's fun and invigorating. In turn, this will help you write better, faster.

One more tip from a commentator when this story was originally posted:

11. Give the interviewee a final chance to speak

I always wrap every interview by asking the subject if there's anything they'd like to add, or anything they think we've missed. What's important to them about the subject? They often have a very different perspective or opinion about whatever is going on and if you rigidly adhere to your list of prepped questions -- which I've seen too many people do -- you will miss out.



CoSIDA Profile:

KATIE SIMONS

Saint Martin's University SID



Katie Simons
SAINT MARTIN'S UNIVERSITY

**By Evan O'Kelley, GNAC
Media Relations Assistant**

Step into the office of Katie Simons and chances are you'll know within seconds her role at Saint Martin's University.

The walls are adorned with several decorative scarves representing English Premier League soccer teams, her desks bear the weight of meticulous game note packets, and on the floor next to her couch are boxes of Saints promo merchandise bearing SMU's trademark "#halosup" social media emblem.

Welcome to the world of an NCAA Division II sports information director; part media relations, part journalism, and part pure chaos. What masters the madness is an immense passion for athletics, like the one that has been engrained in Simons from her childhood.

At the Women in Sports Career Seminar hosted by the Great Northwest Athletic

Conference in Seattle on May 17, Simons will serve as a panelist and share her career ventures with others aspiring to channel their passion for athletics into a career in the field.

Simons is currently in her second year at Saint Martin's, after completing her undergraduate and master's degrees at Regis University (Colo.). After her collegiate basketball career was cut short due to injury, Simons discovered the avenue to develop her love for sports while still in college.

"I got hurt and ended up not playing anymore, but I still really wanted to be around the team and the sport," Simons said regarding the end of her basketball playing career. "I started off doing color commentary for basketball games at Regis on the radio and writing for the school newspaper."

Simons quickly developed a knack for handling sports information duties, as many of the tasks came naturally to her. After compiling the archives and record books for the Regis athletics department as part of her senior history thesis, it dawned

on Simons that a career in sports information could not only be a reality, but a perfect fit for her skill set.

"I didn't know I wanted to be an SID until towards the second semester of my senior year, when I started to think that this is what I should do," said Simons referring to her profession with the three-letter acronym commonly used by those in the athletics industry. "I applied to graduate school at Regis and talked to the SID there at the time and ended up getting a graduate assistant position with athletics."

Just as Simons was getting a feel for working in collegiate athletics, she was dealt an immediate challenge in the form of assuming the lead role of the sports information department at Regis. "My boss left right before the year started in August, and I was pretty much on my own through the fall and most of the first crossover season," Simons said regarding one of the busiest times of the academic year for athletics staff.

After a year as a graduate assistant at Regis, a full-time sports information assistant position opened

up at Colorado School of Mines, which was close enough to Simons' location at the time that she could continue her master's degree and while assuming a larger role.

"Mines seemed like it would be a good fit, because I had been a student in the conference and had helped the staff there before during tournaments," Simons said about the opening in Golden, Colo. "They knew who I was and it was the perfect timing and situation."

It was during her time at Colorado School of Mines that Simons first developed what has become one of her strongest skills, as she implemented the college's initial athletics social media presence. "I convinced my boss to finally start using social media during my second year at Mines, and I launched all of those platforms and was in charge of managing them," Simons said.

After getting a taste of a full-time sports information gig as a graduate assistant at Regis, and honing her abilities in a variety of areas at Colorado Mines, Simons was primed and prepared to take on a full-time position when Saint Martin's had an opening in 2012.

"I got a phone call while I was at the CoSIDA convention a few days after I interviewed for the SMU position," Simons recalled of receiving notice she had gotten the job while at the largest national assembly of collegiate sports information directors. "I took the job right away and now I am in my second year here."

Though her stint coordinating the Saints' athletics communications and media relations has been brief, she has brought about noticeable improvements that extend deeper than just the surface of the department.

"Katie has a significant impact on our department, and her ability to release information and promote athletes and programs in a timely manner plays a big role in our success," SMU director of athletics Bob Grisham commented on Simons' presence. "She has raised the bar in the area of sports information with

the skills she has brought with her regarding social media."

In addition to the day-to-day tasks of handling athletics press releases, statistics and sports scheduling, Simons serves as the supervisor for SMU's Student-Athlete Advisory Committee (SAAC) as well as the games management staff.

"It's not the normal 9-to-5 job, but it's fun because I get to write about sports and talk about these student-athletes," Simons said about the extraordinary time demands of her position. "I get excited when I write a release about a player of the week or an all-conference player. We are here to serve our students and talk about who they are as people, and that's why I come to work every day."

"At a small school, you quickly learn to master your position, but also learn to take on other tasks," SMU head men's and women's soccer coach Rob Walker said. "Katie impacts the jobs she knows well and she takes on new jobs with enthusiasm and care. Her efforts as an SID and in other assigned tasks have made our department a bigger portion of the SMU community."

Perhaps one of the biggest tasks that has fallen into Simons' lap is event management and hosting, which is an area she has thrived in and taken in stride. SMU has hosted the GNAC men's and women's basketball championships for the past three seasons, and Simons stepped into the crucial role of tournament media coordinator the past two years without skipping a beat.

"I have always been very comfortable with planning and running events," Simons said. "I was fairly independent at both of my prior jobs and putting on events is something I have always enjoyed being a part of."

As Simons moves into the final spring sports stretch of another academic year, her presence at the helm of the SMU sports information department is now stronger than ever. Part of her continual success is her ability to adapt to a rapidly changing industry, and embrace constant

developments in a progressively minded manner.

"The profession has certainly changed, and in addition to writing press releases social media has altered the landscape of our job immensely," Simons said regarding the constantly shifting world of digital marketing and interaction. "I have really made an effort to make that something important here at SMU, and I have had great support from the entire campus across the board."

As Simons continues to excel in her role at SMU, she is vehement in noting that getting into the sports information industry was something that came from within.

"At first, I thought I wanted to be a lawyer so I applied to law school, but the whole time I kept thinking in my head that I needed to do something that I was really going to enjoy," Simons said about her early career ambitions. "The more I thought about it, I had always been so into sports from a young age, and I figured there had to be a way to get a job in athletics."

Simons' message to participants at the Women in Sports Career Seminar will echo the sentiments that rang through her head as an undergraduate, as she is adamant about inspiring a similar passion in young women interested in athletics.

"It is all about finding your passion, and I feel like I am still learning new things every day," Simons said. "You have to be committed and make some sacrifices, but there is no doubt in my mind that this is what I want to do for my career."

SUE EDSON

Receives ECAC-SIDA's Bob Kenworthy Award

*Release and graphic
courtesy of ECAC-SIDA.org*

Sue Cornelius Edson, Associate Athletics Director/Communications at Syracuse University, has been named the ECAC-SIDA's Bob Kenworthy Award for 2014. Named in honor of long-time Gettysburg College sports information director Bob Kenworthy, it is presented at the discretion of the ECAC-SIDA Executive Board for contributions to the corporation and mission of ECAC-SIDA.

Edson began her career at Syracuse in 1990 as an assistant sports information director and became the director of athletic communications in 1997. She was promoted to associate director of athletics in 2014 after serving as an assistant director of athletics for communications since August 2006.

She served on the Eastern College Athletic Conference-Sports Information Directors Association (ECAC-SIDA) Executive Board of Directors for eight years, including as president in 2002-03. She has appeared on countless panels and made numerous presentations at the Annual ECAC-SIDA Workshop and has held a prominent leadership role in FAME, conducting those meetings at both ECAC-SIDA and CoSIDA (College Sports Information Directors of America). She regularly supports those in the athletic communications industry and often contributes high-quality items to the annual charity raffle and silent auctions held at the workshops.

In 2006, Edson was the recipient of ECAC-SIDA's University Division Irving T. Marsh Award for excellence in the field of sports information and in 2012 was inducted into the College Sports Information Directors of America (CoSIDA) Hall of Fame. A member of The BIG EAST Conference Swimming & Diving Championship Committee for two years, she was also recognized with



the '40 Under 40' honor in 2007 for her significant contributions in the workplace and in the community.

"Sue is a wonderful person, a consummate athletic communications professional, and one of the all-time great supporters of ECAC-SIDA, its mission and its members," said Roger Crosley, who served as ECAC-SIDA treasurer from 1987 to 2013. "Her concern is always with the membership and giving it the best experience possible."

"The credibility and respect she commands correlates directly to the Golden Rule—she treats everyone with that same respect and has been a mentor and friend to so many at all levels," said Jim Seavey, Director of Sports Information & Intercollegiate Scheduling Coordinator at Massachusetts Maritime who is a veteran of ECAC-SIDA, including as president in 2004-05.

In her current role at Syracuse, Edson is responsible for managing the athletic communications operation, which disseminates information for all varsity sports to appropriate organizations, manages the department website, SUAthletics.com, and acts as a liaison between

the media and the SU coaching staffs and student-athletes, in addition to participating in department initiatives and administrative responsibilities.

Prior to her appointment as the director, Edson was an assistant director for seven years and had additional duties as publications coordinator for four years. As publications coordinator she was responsible for the production of 16 media guides. In addition, she handled the day-to-day public relations duties for women's basketball. Prior to 1993, she handled the public relations for SU's 17 Olympic sports.

Edson has won multiple CoSIDA publications awards, including "Best in the Nation" awards for her 1994 men's lacrosse media and 1993-94 crew and rowing guides. In addition, the 1994-95 men's basketball guide was voted fifth in the nation and the 1997-98 guide finished seventh nationally.

She has served as the media coordinator for the NCAA Men's Basketball Tournament events held in Syracuse, including the 2000, 2002, 2005 and 2010 East Regional Championships.

Edson teaches a sports public relations class as an adjunct professor in the Newhouse School, a post she has held since 1994. In 1995, she served as a trainer for the University's improving quality course, SUIQ. In 1996-97, Edson was a leader for a Junior Girl Scout troop in Syracuse.

She graduated from Syracuse in 1990 with a dual degree in broadcast journalism from the Newhouse School and policy studies from the Maxwell School. Edson served stints as editor-in-chief, assistant sports editor and chair of the board of directors of SU's award-winning student newspaper, The Daily Orange.

Edson and her late husband, Rob '96, have two children, Thomas and Tracey. She is an active member of the Jamesville-DeWitt community, sits on the Jamesville-DeWitt Youth

Athletic Association Board of Directors and serves as the co-coordinator of the basketball program, and is a youth basketball and softball coach.

The Bob Kenworthy Award has been awarded since 1999 with 12 previous recipients. Among them are John Garner of the ECAC (2000), Rosa Gatti of ESPN (2002), Pete Nevins of East Stroudsburg University (2006) and Steve McCloskey of Mansfield University (2010). Edson will be presented her award at a luncheon on Wednesday, June 25, during the Annual ECAC-SIDA Workshop, to be held at the Hilton Garden Inn in Troy, N.Y.

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CoSIDA ANNUAL MEMBERSHIP, CONVENTION ATTENDANCE

Year	Site	Membership	Convention	Year	Site	Membership	Workshop
2014	Orlando	3056		1993	Atlanta	1810	987
2013	Orlando	2954	852	1992	Lexington	1706	989
2012	St. Louis	2786	859	1991	San Francisco	1669	915
2011	Marco Island	2862	727	1990	Houston	1627	947
2010	San Francisco	2497	614	1989	Washington, D.C.	1467	1122
2009	San Antonio	2563	553	1988	Kansas City	1361	855
2008	Tampa	2397	832	1987	Portland	1426	701
2007	San Diego	2216	920	1986	Nashville	1360	836
2006	Nashville	2143	726	1985	Boston	1341	904
2005	Philadelphia	1946	783	1984	St. Louis	1304	714
2004	Calgary	1961	496	1983	San Diego	1170	610
2003	Cleveland	1954	780	1982	Dallas	1077	651
2002	Rochester	1888	748	1981	Philadelphia	984	639
2001	San Diego	1877	1065	1980	Kansas City	944	495
2000	St. Louis	1855	980	1979	Chicago	593	458
1999	Orlando	1839	1195	1978	Atlanta	510	415
1998	Spokane	1812	609	1977	Los Angeles	550	312
1997	New Orleans	1825	1060	1976	Cincinnati	671	335
1996	Boston	1803	1056	1975	Houston	623	303
1995	Denver	1772	903				
1994	Chicago	1804	1030				

FIVE

Questions . . .

With Sam Atkinson

Assistant Athletic Director for Communications, Gallaudet University (D.C.)

by Larry Happel, Central College

1. Talk about your career path. Where have you been and who are the people who have influenced you?

I have known from a young age that I always wanted to work in sports journalism. I began my career on a more traditional print journalism path working as the sports editor for my college newspaper (The Flyer) at Salisbury University and later as a reporter for The Daily Times.

My dream throughout high school and college was to be the next Bob Costas so my undergraduate degree focused a lot on sports television. I even spent an entire semester at CNN/Sports Illustrated in Atlanta.

After graduation, I was met with the hard reality of breaking into the sports television business. I ended up landing as the Assignment Editor at WBOC-TV 16 in Salisbury, Md., working the news desk. I wanted to get back into sports so I took a web content editor position at *Inside Lacrosse* in Baltimore. This was my first experience with websites (www.insidelacrosse.com) and got me more involved with sports information directors at every NCAA level.

After a few years working for *Inside Lacrosse*, I worked for the Baltimore Sun sports desk and later got back into television at the Sinclair Broadcast Group, for one last hurrah in the TV biz, as its head sports producer. Tired of television's hours and schedule I went to US Lacrosse in Baltimore to serve as its web content manager for www.uslacrosse.org and helped to launch www.laxmagazine.com.

In the spring of 2006, I interviewed for the sports information director position at my alma mater. My boss Brian Logue, director of communications, was the SID



at Washington & Lee University, and my fellow co-workers Paul Ohanian (former Salisbury University SID) and Paul Krome (former Johns Hopkins University sports information intern) influenced me and helped me with the transition to the SID business. My background in print journalism, radio, television and working with websites really prepared me to become a SID.

I spent three years at Salisbury from the fall of 2006 until the summer of 2009. I had the privilege to work with Salisbury Athletic Director Dr. Michael Vienna, who is still a big influence and mentor to me, and dozens of very accomplished head coaches. I was able to experience two NCAA Division III national championships and some near misses with teams in the final four and championship games.

We also had the honor to host many different NCAA regionals and playoff games. After the birth of our first daughter (Clare), we wanted to move closer to family so that's what prompted the move back to the Baltimore-Washington, D.C., metro area when the Gallaudet position opened up. Since then I have had five enriching and rewarding years promoting the Bison athletic teams.

Since I had to learn a lot about how to be an SID on my own when I got to Salisbury I have leaned on several colleagues along the way to help learn StatCrew programs, NCAA procedures, hosting responsibilities, etc. I want to thank Noah Becker (Frostburg State), Scott Guise (York Pa.), Jim Heath (Apprentice School), Scott Musa (Shenandoah) and Clint Often (Mary Washington) for helping me get my feet under me in this great profession.

2. In 2011, you made a bold move in abandoning printed game programs and instead offering QR codes for digital programs. Three years later, how has that worked out?

While I was working on my master's degree in sports industry management at Georgetown University, one of the first classes I took dealt with digital and social media, and I was introduced to mobile technology and the benefit of using QR (quick response) codes. That class got me thinking of how I could apply QR codes to our athletic department here at Gallaudet and benefit the sports information office.

With a push to "Go Green" on campus and the amount of leftover printed programs I had after each game (nearly 80-90 percent of game programs were not utilized) I made the decision to go paperless. I received great support from my athletic director Michael Weinstock with this decision and did not get much pushback. I still have some older fans ask for a paper program from time to time but overall the experience has been positive.

One area I want to improve on is how to introduce/promote these online programs each year to our fans who are new to our school. In the end, I can offer more information through a QR code than one piece of paper. Plus, I have been able to eliminate hours each week that I would waste laying out a paper program and resources and cost to print them. The saved time has allowed me to focus on other projects and also produce a better work/life balance.

3. In a Division III SID's typical day, going to the White House and meeting President Obama is generally not part of the routine. What was that like?

It was completely unexpected and one of the most thrilling events I have ever experienced in my lifetime. It was a great honor to meet President Obama, Vice-President Biden and members of the New York Yankees. Since I had to take photos of our team's experience I was on the aisle and got to shake the President's hand, twice, as he entered and exited the East Room of the White House! Being located in the nation's capital has had its privileges since I have been here. I have been lucky to experience and meet people you wouldn't normally cross paths with at a Division III institution.

4. What's it like to work at a university for the deaf and hard of hearing?

It has been one of the most rewarding experiences I have ever had in my life working at Gallaudet University. Trust me, it was not an easy decision to leave my alma mater and go to a school where I would be in the minority and would need to learn a new language. I was definitely out of my comfort zone when I first started here but gradually learned American Sign Language (ASL) and proved myself to my new colleagues. I knew when I came

here I needed to adapt and learn how to communicate using ASL and it took time. It wasn't until my third year that I started to feel more comfortable talking with my hands and not using my voice. They say it takes seven years to be proficient in ASL and I am still learning new signs everyday but it helps being immersed in it here on campus. When I enter the university gates everyday a switch turns on in my brain and I start signing.

5. You're active with the CoSIDA Goodwill and Wellness Committee. SIDs work such ridiculous hours, how can they find time to volunteer what are your other most rewarding moments as an SID?

We are fortunate to have the jobs that we have in collegiate athletics, working at places of higher education, knowing that many others may never have the chance to go to college. It is easy to take a lot for granted in this day and age of instant gratification and the social media life we live in that we some times lose our bearings. In the end what is more important than helping our fellow man? I always think if the roles were reversed would someone be there for me when I needed help the most?

Finding time during the school year can be challenging for SIDs but some suggestions to get active and give back is to go along with one of your teams when they go out into the community. Roll your sleeves up and participate and don't just take pictures of your student-athletes. Volunteering can be very rewarding and getting out of your office can be a benefit to your stress levels. Plus, you learn a lot about people getting them out of their comfort zones. You can also try to select one day per month or every other month to take your office staff or student workers on a community service project and use it as a group bonding effort. Also, get your families involved as you can teach great lessons to your children and do something together as a family.

I would say my biggest rewards as an SID are what I have done in my last five years at Gallaudet University to build up its sports information office and bring credibility and national media exposure to the athletics department. When I came to Gallaudet,

I knew there were student-athletes here with amazing stories but in the past they weren't always shared with the media. I have been the bridge to the local and national media in bringing them to campus to cover our teams, coaches and student-athletes and having the chance to educate the media about deaf and hard of hearing people and their culture.

I never imagined we would receive the amount of national media exposure we have garnered in the past five years. Thanks to great stories and building and maintaining strong relationships with the media it has given us multiple opportunities to share our story with the world.



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Continuing *Education*

CoSIDA's year-round continuing education program

CoSIDA continues to place an emphasis on year-round continuing education opportunities for its membership.

Since last year and leading up to this year's convention, CoSIDA will have delivered 14 continuing educational opportunities for the membership on a wide variety of subjects and all are available on demand. This also includes five on-line sessions coordinated by NAIA-SIDA in October, November, January, February and March.

The latest CoSIDA continuing ed session took place on April 16, and was presented by the CoSIDA Goodwill & Wellness Committee. The session, developed and led by Sam Atkinson (Gallaudet), chair of the committee, was entitled "Health and Wellness Tips for the Modern Day SID/Communications Professional" and featured Sarah Snyder, University of Florida Athletics Director of Sports Nutrition and Georgetown University's Mike Hill, Director of Sports Performance.

See the on-demand audio and ASAP Sports Fastscript (full transcript) for that information session at:

http://cosida.com/news/2014/4/4/imported_0404144252.aspx?path=imported

The audio from the NAIA-SIDA monthly calls are on-demand also, and can be found at:

http://cosida.com/news/2014/3/27/imported_0327145202.aspx?path=imported

Maximizing Your Academic All-America® Nominations

By Jim Seavey, Associate Chair, CoSIDA Academic All-America® Committee

Think of the changes that have taken place in the nominating process for The Capital One Academic All-America® Program, as selected by CoSIDA, over the years. The ballpoint pen was ultimately replaced by the typewriter, which has since yielded to the almighty computer, and what was once a paper-driven process has simplified to a data processing system, resulting in unprecedented growth and expansion of the program over the last eight years.



And while this advent of technology has made things easier, it has put an onus on the nominating member to pay particular attention to high-light background items about his/her candidate that voters will take most note of. The 500-character limit is not a long one, so here are some tips to make your nominee stand out above the crowd:

DO'S...

***If your student-athlete has been chosen to an Academic All-America® national or district team in past years, make sure that is the FIRST thing you place in your nominee's bio** (i.e., 2012 CoSIDA Capital One Academic All-America® Third Team or 2011 CoSIDA Capital One Academic All-District). Experience has shown over the years that voting members at both the district and national levels are more likely to choose a "repeat" honoree.

***Abbreviate whenever possible.** Your fellow SID's are very intelligent and can figure out that Dill means Division III—they can also ascertain that if you are referring to the NE-10 or the MASCAC, that they are conference affiliations.

***Highlight MAJOR athletic awards first**, i.e., All-America, All-Conference, etc. These awards carry major weight when considering your nominee's athletic accomplishments.

***Highlight MAJOR academic awards, but use caution** on placing items such as "Dean's List" near the top of your nomination. Those items are better suited toward the end of your nomination bio.

***List or highlight any interesting human interest facts about your nominee.** Voters are always looking for those factoids and that sometimes can swing a vote or two in your candidate's direction. For example, if you have a player who has overcome a significant injury or has had another event take place that has affected his/her career, make sure that is noted in your bio.

***Highlight championships won and any pertinent statistical notes.** Team accomplishments carry as much weight as individual performance, so if your nominee played a role in leading his or her team to a conference, regional or national title, make sure that information is prominently placed in your bio information. If your nominee ranks among the national leaders in a statistical category, frame it with a quick hitter, i.e., "leads Dill in caused turnovers and ground balls".

***Contact your colleagues or members of the Academic All-America® Committee if you have a question or problem that can be solved.**

DO NOT'S...

***Do not use your nominee's first, last or combination of both names in your bio materials** - it wastes valuable space. For example, do not begin a nomination form with "John Smith has been a very valuable member of the men's tennis team at State Tech."



***Do not use phrases** such as "John Smith is a great kid who works hard every day at practice and in a game" or "Jenny Jones is a fine example of the students we have here at Valley A&M." Again, it wastes valuable space and is usually not very well received by voting members. Plus, it is an assumed fact that any nominee for the Academic All-America® program is an outstanding representative of your institution.

***Do not bog down your nomination with loads and loads of statistics-edit them down to a manageable number and make them meaningful.** For example, do not use "Has posted career averages of 19.7 points, 8.9 rebounds, 4.2 assists and 2.9 blocks that rank ninth, 10th, 12th and 14th all-time in school history." A better use of space would be to say "ranks in school's top 15 in four career categories."

***Do not overstate your nominee's multiple honors.** It's a waste of space if you write "2012 MASCAC second-team all-conference, 2011 MASCAC first-team all-conference, 2010 MASCAC second-team all-conference" when you can just say "3X all-MASCAC".

***Do not understate your nominee's multiple honors.** If your student-athlete has been on the Dean's List all seven semesters of matriculation, then write "Dean's List seven times" or, if there is space, "Dean's List all seven semesters".

***Do not refer to any other organization's All-Academic team as an Academic All-America® honor.** For example, if you have a cross country nominee who was named to the Coaches' Association All-Academic Team, do not write in his/her bio that he/she was named to the "USTCCCA Academic All-America Team." Remember, CoSIDA and Capital One sponsor the only sanctioned Academic All-America® Program with that particular tag.

***Do not hesitate to contact your colleagues or members of the Academic All-America® Committee if you have a question or problem that can be solved.**

2013-14 SCHEDULE FOR ACADEMIC ALL-AMERICA® NOMINATIONS AND SELECTIONS

Program	M/W Soccer	Football	Volleyball	M/W Basketball	Baseball/ Softball	M/W At-Large	Track/Cross Country
Nomination Forms Available	Tues. Oct. 1	Tues. Oct. 8	Tues. Oct. 8	Thu. Jan. 2	Tues. April 1	Tues. April 15	Tues. April 29
Nomination Deadline	6 p.m. ET Tues. Oct. 15	6 p.m. ET Tues. Oct. 22	6 p.m. ET Tues. Oct. 22	6 p.m. ET Tues. Jan. 14	6 p.m. ET Tues. April 15	6 p.m. ET Tues. April 29	6 p.m. ET Tues. May 13
DCs Finalize Ballots	Fri. Oct. 18	Fri. Oct. 25	Fri. Oct. 25	Fri. Jan. 17	Fri. April 18	Fri. May 2	Fri. May 16
District Voting Deadline	6 p.m. ET Tues. Oct. 29	6 p.m. ET Tues. Nov. 5	6 p.m. ET Tues. Nov. 5	6 p.m. ET Tues. Jan. 28	6 p.m. ET Tues. April 29	6 p.m. ET Tues. May 13	6 p.m. ET Wed. May 28
Academic All-District® Team Release Date	noon ET Thurs. Oct. 31	noon ET Thurs. Nov. 7	noon ET Thurs. Nov. 7	noon ET Thurs. Jan. 30	noon ET Thurs. May 1	noon ET Thurs. May 15	noon ET Thurs. May 29
Updating Deadline for First-Team All-District Selections	noon ET Mon. Nov. 4	noon ET Mon. Nov. 11	noon ET Mon. Nov. 11	noon ET Mon. Feb. 3	noon ET Mon. May 5	noon ET Mon. May 19	noon ET Mon. June 2
NC OKs National Ballot	Tues. Nov. 5	Tues. Nov. 12	Tues. Nov. 12	Tues. Feb. 4	Tues. May 6	Tues. May 20	Tues. June 3
National Ballot Voting Deadline	6 p.m. ET Tues. Nov. 12	6 p.m. ET Tues. Nov. 19	6 p.m. ET Tues. Nov. 19	6 p.m. ET Tues. Feb. 11	6 p.m. ET Tues. May 13	6 p.m. ET Tues. May 27	6 p.m. ET Tues. June 17
AAA Teams to Publicity Group	Wed. Nov. 13	Wed. Nov. 20	Wed. Nov. 20	Wed. Feb. 12	Wed. May 14	Wed. May 28	Wed. June 18
Academic All-America® Team Release Date(s)	noon ET Th. Nov. 21 (C) F. Nov. 22 (3) M. Nov. 25 (2) T. Nov. 26 (1)	noon ET M. Dec. 2 (C) T. Dec. 3 (3) W. Dec. 4 (2) Th. Dec. 5 (1)	noon ET M. Dec. 9 (C) T. Dec. 10 (3) W. Dec. 11 (2) Th. Dec. 12 (1)	noon ET M. Feb. 17 (C) T. Feb. 18 (3) W. Feb. 19 (2) Th. Feb. 20 (1)	noon ET SB BA M. 5/19 (C) T. 5/27 T. 5/20 (3) W. 5/28 W. 5/21(2)Th. 5/29 Th. 5/22 (1) F. 5/30	noon ET M. June 2 (C) T. June 3 (3) W. June 4 (2) Th. June 5 (1)	noon ET M. June 23 (C) T. June 24 (3) W. June 25 (2) Th. June 26 (1)

KEY: (C) = College Division (NAIA, CIS, 2-year); (3) = NCAA Division III; (2) = NCAA Division II; (1) = NCAA Division I

NOTE: Academic All-America team release dates are subject to change depending on Capital One availability.

updated July 8, 2013

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 1962-63 Bob Hartley Mississippi State
 1961-62 John Cox Navy
 1960-61 Marty Reisch Air Force
 1959-60 Wilbur Evans Southwest Athletic Conf.
 1958-59 Fred Stabley Sr. Michigan State
 1957-58 Ted Mann Duke

CoSIDA's
58th
President
(2013-14)
 *
Shelly
Poe
Auburn
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2012-13 CoSIDA President Joe Hornstein of Florida International (FIU) was presented a plaque of appreciation for his contributions to the organization.

Contact Information
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