








Fairmont Miramar Hotel	2019 Collegiate Sports Summit -- Agenda -- April 23 (Day One)		Santa Monica, CA	
Time / Location	Session		Host	
9:00-11:00am Jones Library	LEAD1 Board Meeting Tom McMillen, President & CEO, LEAD1 Association			
11:30am-12:45pm Ballroom Lunch Service	The Power of Leadership Jon Gordon, bestselling author Jon Gordon's best-selling books and talks have inspired readers and audiences around the world. His principles have been put to the test by numerous Fortune 500 companies, professional and college sports teams, school districts, hospitals, and non-profits. He is the author of 17 books including multiple best-sellers.			
1:15-2:00pm Ballroom	Making an Impact With Your Culture Chris Del Conte, Vice President & Director of Athletics, University of Texas at Austin John Roberson, CEO, Advent A fireside chat with Chris Del Conte during which you'll hear about his first year at Texas, the role culture plays in his organization and how he has been shaped by his personal history, including the influence of his father. Bonus — 2018 College Choice Study results! Last year John presented the 2017 College Choice Study. Some of you weighed in with additional questions for future research. Come hear the answers to your questions, as well as some you might not have thought of.			
2:15-3:15pm Ballroom	ESPN - The Future of Media and What's Next for the Worldwide Leader Jimmy Pitaro, ESPN President and Co-Chair, Disney Media Networks Greg Sankey, Commissioner, SEC With the consideration and expansion of assets, distribution rights and technology integrations, sports media is experiencing the most transformative period of its history; and yet, ESPN remains the 800-pound gorilla. Join Greg Sankey and Jimmy Pitaro as they discuss the future of sports media and the steps ESPN will be taking to continue the path as the Worldwide Leader.			
3:30-5:10pm Ballroom Mental Health & Wellness Three 30-min sessions	The Price of the Ticket: Investing in the Mental Health and Well-Being of Collegiate Athletes William D. Parham, Ph.D., ABPP., Director of the Mental Health and Wellness Program of the National Basketball Players Association Participants will be challenged to consider Why now is the mental health and wellness of athletes given topical consideration? What factors heretofore served as roadblocks to addressing this complex issue at the depths and levels engaged currently? Has the system of American collegiate athletics 'failed' at meaningfully responding to the mental health and wellbeing of student-athletes, or has the system 'succeeded' in responding to the mental health and wellbeing of athletes in ways that seem apparent? What costs have been and will continue to be incurred relative to addressing this issue?	The Age of Anxiety Kate Fagan, bestselling author The next generation of athletes are growing up in a time when depression is on the rise and technology & cultural stigmas add fuel to the fire. In this session, Kate Fagan will discuss the perception young athletes have of themselves living in the era of social media and how they struggle to find ways to communicate, why Achievement Culture presents a difference in objectives and experiences that further individualize and isolate student-athletes, and thought-provoking real-life stories to further illustrate the need for strategy and determined effort to help the next generation.	Protect What Matters Most Ross Comerford, Founder & CEO, Fast Model Sports Mark Jackson, Director of Athletics, Villanova University The social media landscape is rife with actions and thoughts that, when left undetected, could lead to catastrophic outcomes for both the student and the institution. Fast Protect is a platform that uses AI and Machine Learning to analyze publicly available social media content to detect language sentiment and provide data for proactive measures to save you from asking the question, "How did we not see this coming?"	
5:10-6:00pm Lounge	Cocktail Mixer			
6:00-6:40pm Ballroom Dinner Service	Leadership Award presented by Learfield/IMG College In Honor of David Williams II, fmr, Vice Chancellor, Athletics and University Affairs, Athletics Director, Vanderbilt University			
7:00-8:00pm Ballroom	Sports, Society, Culture, Change Dr. Todd Boyd, Katherine and Frank Price Endowed Chair for the Study of Race and Popular Culture and Professor of Cinema and Media Studies in the USC School of Cinematic Arts George Raveling, Naismith Memorial Basketball Hall of Famer Dr. Todd Boyd is a renowned media commentator, producer, author, and consultant. Dr. Boyd, a.k.a. the "Notorious Ph.D.," has been a dominant presence as an influential public intellectual, bridging the gap between the ivory tower and the world of popular culture since the early 1990s. Dr. Boyd, one of the creators of the academic study of hip-hop culture, has also penned over one hundred articles, essays, reviews, and other forms of written commentary. In this session, Dr. Boyd will take a deep dive into the interconnected nature of Collegiate Athletics, society, and culture. Dr. Boyd will then be joined on stage by George Raveling to focus the conversation on sports as a change agent and mentoring student-athletes.			
8:00-10:00pm Lounge	Post-Game Cocktail Reception			

Fairmont Miramar Hotel	2019 Collegiate Sports Summit -- Agenda -- April 24 (Day Two)	Santa Monica, CA
Time / Location	Session	Host
7:30-9:00am Ballroom Breakfast Service	<p>Fan Engagement 360</p> <p>Mark Harlan, Athletic Director, University of Utah Bernie Mullin, Founder & Chairman, The Aspire Group Dr. Bill Sutton, Professor & Director of the Vinik Sport & Entertainment Management Program, University of South Florida</p> <p>Attendance is down, but viewership is up, so how can you create a better in-game product, concession experience, hassle-free environments to inspire a desire to use the ticket; and what are other revenue opportunities out there to make up the difference? Join Mark Harlan, Bernie Mullin, and Bill Sutton as they provide insights, pitfalls, strategies, and experiences to drive fan engagement.</p>	
9:30-10:15am Ballroom	<p>Integration and Innovation: Getting the Most out of your Venue</p> <p>Matt Rossetti, President, ROSSETTI Al Guido, President, San Francisco 49ers / Elevate Sports Ventures Malcolm Turner, Vice Chancellor and Athletic Director, Vanderbilt University Elinor Klavens, Sn. Analyst, Sports Innovation Lab (moderator)</p> <p>In this session, your speakers will address the need to better understand fan engagement and new technology opportunities through the development and renovation of facilities, how Athletic Directors can integrate corporate partners from day zero to drive revenue, and learn from pro sports strategies and methodologies that have created Levi's Stadium, the LA Lakers/UCLA Health Training Facility, and the re-imagination of Hard Rock Stadium for the Miami Open</p>	<p>ROSSETTI</p>
10:30-11:30am Ballroom	<p>Accusation, Allegations, Compliance, and Counsel</p> <p>Mike Glazier, Attorney, Bond, Schoeneck & King LLP Scott Stricklin, Athletic Director, University of Florida (moderator)</p> <p>How can Athletic Directors better navigate the terrain of accusations, allegations, and NCAA compliance? What are the best methods and strategies towards building a bond with your University Chief Legal Counsel? Renowned attorney, Mike Glazier, virtually invented the sports law practice of defending university athletic departments against the NCAA. In this session, Mike will answer all the tough questions and provide guidance towards working and dealing with the NCAA.</p>	
11:45am-1:00pm Ballroom Lunch Service	<p>Gridiron Genius - A Master Class in Winning Championships, Building Dynasties, and Picking the Perfect Head Coach</p> <p>Mike Lombardi, author, fmr NFL GM</p> <p>Former NFL general manager and three-time Super Bowl winner Michael Lombardi reveals what makes football organizations tick at the championship level. From personnel to practice to game-day decisions that win titles, Lombardi shares what he learned working with coaching legends Bill Walsh of the 49ers, Al Davis of the Raiders, and Bill Belichick of the Patriots, among others, during his three decades in football. In this session, Mike will tell you why Athletics Directors are throwing away money on coaches and how to properly identify and create a culture for those who can create dynasties.</p>	
1:20-2:15pm Ballroom	<p>A Lifetime of Experience in 365 Days</p> <p>Vince Tyra, Vice President for Intercollegiate Athletics/Director of Athletics, University of Louisville Jeffrey Lenkov, Partner/Owner, Manning, Kass, Ellrod, Ramirez & Trester LLP (moderator)</p> <p>A real, raw, and personal account of the transparent transformation of Louisville Athletics.</p>	
2:30-3:15pm Ballroom	<p>Under Investigation</p> <p>Arun Rao, President, Investigative Group International (IGI); fmr Chief, U.S. Attorney's Office for the District of Maryland (Southern Division) Larry Potts, EVP, Investigative Group International (IGI); fmr Chief Compliance Officer, Scientific Games, fmr Deputy Director, Federal Bureau of Investigation</p> <p>It is no secret that the Department of Justice has its attention on collegiate athletics. Investigative and compliance experts Arun Rao and Larry Potts will share their thoughts about Why, When, and How the FBI and federal prosecutors conduct investigations like the recent Operation Varsity Blues, the tactics federal investigators use to identify and expose vulnerabilities, and how one bad actor in the industry or at your university can put you under the federal microscope. Take part and learn about best practices - to help you avoid, prepare for, and survive an active investigation.</p> <p>*Specific examples discussed during this presentation and the subsequent question and answer period should be treated as confidential</p>	
3:30-5:00pm Lounge	<p>AD-Only Boardroom</p> <p>A private boardroom discussion for Athletic Directors only</p>	
5:00-6:00pm Miramar Moreton Bay Fig Tree	<p>End of Summit Cocktail Reception</p>	