

THURSDAY SEPTEMBER 17TH, 2009

TIME	EVENT / TOPIC	PRESENTER	LOCATION
12:00 PM	REGISTRATION OPENS		Varsity Club Level 1
1:00-1:10 PM	CONFERENCE WELCOME	DR. MIKE MONDELLO – Co-Conference Coordinator, Florida State University.	Varsity Club Level 1
1:10-1:20 PM	CONFERENCE WELCOME	DR. MARCY DRISCOLL – Dean, College of Education, Florida State University	Varsity Club Level 1
1:20-2:20PM	<i>INDUSTRY</i>	MIKE ZIMMER , President, South Florida Super Bowl Host Committee 2010	Varsity Club Level 1
2:20-2:50PM	<i>RESEARCH/I AM NOT MY HAIR: EXPLORING THE MINORITY SWIMMING GAP</i>	DAWN NORWOOD (University of Tennessee)	Varsity Club Level 1
2:50-3:05PM	BREAK		Varsity Club Level 1
3:05-4:05PM	<i>INDUSTRY/WELCOMING YOU TO THE WORLD OF PROFESSIONAL SPORTS</i>	DAVID MACK , Account Manager, Group Sales – Miami Heat	Varsity Club Concourse
4:10-4:40PM	<i>RESEARCH/A TWENTY-FIRST CENTURY REDESIGN OF THE YOUTH SPORT INITIATIVE.</i>	STEPHANIE DIAZ (Cumberland University), BRIAN GREENWOOD (California Polytechnic State University), and ERIN JOHNSON (Soccer Kids of America)	Varsity Club Level 1
4:45-5:45PM	<i>INDUSTRY/ UNDERSTANDING THE LICENSING PROCEDURES FOR SELLING MERCHANDISE</i>	SHERRI DYE , Florida State University Trademark Licensing Director	Varsity Club Level 1
5:45-6:45PM	DINNER PROVIDED		UNIVERSITY CENTER D
7:00-8:15PM	KEYNOTE/SIXTEEN CONSISTENT CHARACTERISTICS OF GREATNESS	DON YAEGER – Motivational Speaker, Author, and Businessman	UNIVERSITY CENTER D MOORE ATHLETIC CENTER LECTURE HALL (1101)

FRIDAY SEPTEMBER 18TH, 2009

TIME	EVENT / TOPIC	PRESENTER	LOCATION
8:30-9:00AM	REGISTRATION & CONTINENTAL BREAKFAST		STADIUM GATE B VARSITY CLUB -- CONCOURSE --
9:00-9:30AM	<i>RESEARCH/THE DEVELOPMENT OF A SCALE TO MEASURE CONSUMER-BASED BRAND RESONANCE IN MULTIPLE PRODUCT SETTINGS</i>	BRIAN GORDON (FLORIDA STATE UNIVERSITY)	VARSITY CLUB LEVEL 1
9:35-10:25AM	<i>INDUSTRY</i>	DR. JOEL ERDMANN, PH.D. DIRECTOR OF ATHLETICS UNIVERSITY OF SOUTH ALABAMA	VARSITY CLUB CONCOURSE
10:25-10:40AM		BREAK	VARSITY CLUB LEVEL 1
10:45-11:15AM	<i>RESEARCH/AN EXAMINATION AND GUIDE FOR COLLEGIATE MULTI-USE GYMNASIUM FLOOR</i>	MARY PALMER, DAVID POWELL, & KIMBERLY MILOCH, TEXAS WOMAN'S UNIVERSITY	VARSITY CLUB LEVEL 1
11:20-12:10PM	<i>INDUSTRY/JOB INTERVIEW SUCCESSES AND FAILURES.</i>	MIKE COONEY – HUMAN RESOURCE DIRECTOR PGA TOUR	VARSITY CLUB LEVEL 1
12:15 - 1:15PM	LUNCH PROVIDED	VISIT WITH SELECT SPEAKERS	MOORE CENTER DINING HALL
1:30-2:30PM	<i>INDUSTRY/ THE VALUE OF ATTRACTING OUTSIDE SPORTS TO THE COMMUNITY</i>	SHARON LIGGETT, PRESIDENT & CEO, TALLAHASSEE AREA CONVENTION & VISITORS BUREAU	VARSITY CLUB LEVEL 1
2:35-2:50PM		BREAK	VARSITY CLUB LEVEL 1
2:50-3:20PM	<i>RESEARCH/EMPLOY ME: COACHING SUCCESSOR AND PERFORMANCE IN NCAA DIVISION I WOMEN'S VOLLEYBALL</i>	JANNEL WELLS (UNIVERSITY OF FLORIDA)	VARSITY CLUB LEVEL 1
3:25-3:55PM	<i>RESEARCH/PRIDE OF SPORT EVENT VOLUNTEERS</i>	MIKE ODIO (UNIVERSITY OF FLORIDA)	VARSITY CLUB LEVEL 1
4:15-6:00PM	SOCIAL & CONFERENCE ADJOURNMENT		RENEGADE GRILL AT FSU GOLF COURSE