

**2011 SEVT SCHEDULE OF EVENTS**

version 11.10.11

**THURSDAY, NOVEMBER 17, 2011**

<b>START</b>	<b>END</b>	<b>FUNCTION</b>	<i>Industry Sessions</i>		<i>CONGAREE A</i>		<i>Research Presentations</i>		<i>CONGAREE B</i>		
			<b>LEXINGTON ROOM</b>		<b>PRESENTER(S)</b>	<b>TITLE</b>	<b>PRESENTER(S)</b>	<b>TITLE</b>			
8:00am	5:30pm	Registration & Exhibit Booths (Lexington Prefunction)									
9:00am	9:45am	Opening Keynote	<b>Now Is Your Time To "SHINE"</b> Adonis "Sporty" Jeralds, CFE (University of South Carolina)		<b>X</b>		<b>X</b>		<b>X</b>		
10:00am	10:45am	Session # 1 Research Presentations	<b>Creating Tomorrow's Sponsors</b> Speakers: Liz McMillan (Gamecock Sports Marketing), Trip Wheeler (Formula 1 Grand Prix of America), Jason Wolfe (Wolfe Solutions) / Moderator: Todd C. Koesters, J.D. (University of South Carolina)	1	Dr. Thomas H. Regan (University of South Carolina); Dr. Kenneth C. Teed (The George Washington University School of Business)	Make or Buy Your Players - A National Study	1	Dr. Samuel Y. Todd (Georgia Southern University); Dr. Marshall Magnusen (Baylor University); Dr. Damon P.S. Andrew (Troy University)	The Impact of Video Realistic Job Previews on Applicants' Perceptions of Sport Jobs		
				2	Dr. Anthony W. Dixon (Troy University); Dr. Chi-Ok Oh (Michigan State University)	Economic Benefits Derived from the College Football Game Experience	2	Dr. David Pierce (Ball State University); Dr. Lawrence Judge (Ball State University); Dr. Jeffrey Petersen (Baylor University)	Teaching Sport Event Management via Experiential Learning: Chase Charlie Races		
11:00am	11:45am	Session # 2	<b>D-I Athletics: Is Compliance Possible?</b> Speakers: Eric Hyman (USC Athletics), Dr. Harris Pastides (University of South Carolina), Judy Van Horn (USC Athletics) / Moderator: Charles Waddell (USC Athletics)		<b>X</b>		<b>X</b>		<b>X</b>		
12:00pm	1:00pm	Luncheon (Richland Room)	Jennifer George (The NASCAR Foundation) Special Presentation to USC								
1:00pm	2:00pm	Poster Presentations (Richland Prefunction)									

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			LEXINGTON ROOM		PRESENTER(S)	TITLE	PRESENTER(S)	TITLE		
1:30pm	2:15pm	Session # 3	<b>The Future of Live Entertainment</b> Speakers: Juliette Feld (Feld Entertainment), John Huie (Creative Artists Agency), Michael Marion, CFE (Verizon Arena) / Moderator: Frank Roach (University of South Carolina)	1	Dr. John J. Miller (Troy University); John T. Wendt, J.D. (St. Thomas University)	Tragedy at Fujairah: Risk Management Issues at Open-Water Swimming Events	1	Dr. Thomas H. Regan (University of South Carolina); Dr. Kenneth C. Teed (The George Washington University School of Business)	Stock Price Performance of Stadium Naming Rights Sponsors	
				2	Dr. Peter Titlebaum (University of Dayton); Carrie DeMange (University of Dayton); Dr. Robert Davis (Miami University Hamilton)	Professional vs. Collegiate Luxury Suite Owners - are they all that different?	2	X	X	
2:30pm	3:15pm	Session # 4	<b>Surviving Labor Disputes</b> Speakers: Dr. Mark Nagel (University of South Carolina), Frank Poe (Georgia World Congress Authority) / Moderator: John Wolohan, J.D. (Syracuse University)		X	X		X	X	
3:15pm	5:15pm	Career Fair (Carolina Prefunction)								
3:30pm	4:15pm	Law Symposium Research Presentations	Craig Kelly Sport & Entertainment Law Symposium  <b>Legal Issues in Professional Sport</b> Speakers: Dr. Thomas A. Baker III (University of Georgia), John Wolohan, J.D. (Syracuse University) / Moderator: Anita Moorman, J.D. (University of Louisville)	1	Anne Rivers (BrandAsset Consulting); Andrew Drelick (BrandAsset Consulting)	The Value of Sports Stadium Sponsorship		X	X	
				2	Dr. Sanghak Lee (Johnson & Wales University-Charlotte)	The influence of car crashes on sponsorship effects in NASCAR racing		X	X	
4:30pm	5:15pm	Law Symposium Research Presentations	Craig Kelly Sport & Entertainment Law Symposium  <b>Legal Issues in College Sport</b> Speakers: Dr. Mark Nagel (University of South Carolina), Dr. Richard Southall (The University of North Carolina at Chapel Hill) / Moderator: Barbara Osborne, J.D. (The University of North Carolina at Chapel Hill)	1	Dr. Robert E. Baker (George Mason University); Craig Esherick, J.D. (George Mason University); Dr. Pam Baker (George Mason University)	Sport Diplomacy: A Program Evaluation		X	X	
				2	Dr. Dené J. Williamson (University of Missouri); Dr. Seok-Ho Song (St. Thomas University)	Understanding Generational Differences in Sport Administration: Creating a Cohesive Work Environment				
6:30pm	7:30pm	Reception (Richland Prefunction)	International Executive in Sport & Entertainment Award recipient: Guy Ngata (Mercedes-Benz Arena, Shanghai, China) (video acceptance)							
7:30pm	10:00pm	Awards Banquet (Richland Room)	Academic Achievement in Sport & Entertainment Award recipient: Dr. Packianathan Chelladurai (The Ohio State University)							
			Lifetime Achievement in Sport & Entertainment Award recipient: Alex Hodges (Nederlander Concerts)							
			Featured speaker: Alex Hodges <b>Trying to Get It Right Through the Years</b>							

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8:00am	5:30pm	Registration & Exhibit Booths (Lexington Prefunction)								
9:15am	9:45am	Featured Research Presentation	<b>Developing Shared and Peer Leadership Practices in Facility and Event Management</b> Dr. Trevor Bopp (University of Florida), Dr. Shannon Kerwin (University of Florida)		<b>X</b>	<b>X</b>		<b>X</b>	<b>X</b>	
10:00am	10:45am	Session # 5	<b>Academia and the Industry: Mutual Needs &amp; Future Directions</b> Speakers: Dr. Jeffrey James (Florida State University), Bill Powell (Feld Entertainment, Inc. and Motorsports), Frank Russo, Jr., CFE (Global Spectrum) / Moderator: Dr. Aubrey Kent (Temple University)		<b>X</b>	<b>X</b>		<b>X</b>	<b>X</b>	
11:00am	11:45am	Session # 6 Research Presentations	<b>Lessons From Women of Influence</b> Speakers: Jo-Ann Armstrong (Honda Center), Sydney Greenblatt (Sydney Greenblatt Event Marketing), Sally Roach (Township Auditorium) / Moderator: Linda Deckard (Venues Today)	1	Dr. John J. Miller (Troy University); Dr. Gina A. Pauline (Syracuse University)	Managing Risks at Multi-Sport Events	1	Dr. Laura M. Hatfield (University of West Georgia); Dr. Jeffrey T. Johnson (University of West Georgia); Dr. Lance C. Hatfield (University of Missouri)	An Examination of Work-Family Conflict and Related Theories in NCAA Division I Facility and Event Managers	
				2	Dr. Michael S. Carroll (Troy University); Andrew Goldsmith (University of Florida)	A Historical Analysis of the Non-statutory Labor Exemption in the NFL	2	Timothy B. Kellison (Florida State University)	Organizational Perception Management as a Means to Legitimate Sport Venue Subsidization: A Conceptual Framework	
12:00pm	1:00pm	Luncheon (Richland Room) (Richland Room)	<b>Social Media in 2012</b> Matt Kautz (Paciolan)							
1:15pm	2:00pm	Session # 7 Research Presentations	<b>Enhancing the Game Day Experience Through Technology</b> Speakers: Steve Gregosky (Ovations Food Services, LP), Brady Mayne (Center Operating Company, LP / American Airlines Center)Asim Pasha (Sporting Kansas City) / Moderator: Dave Brooks (Venues Today)	1	Dr. John Grady (University of South Carolina); Joshua R. Pate (University of Tennessee); Tim Mirabito (University of Tennessee)	Marketing stadium accessibility: New legal requirements and anecdotes from college athletic department websites	1	Dr. Angela Wozencroft (University of Tennessee); Dr. Robin Hardin (University of Tennessee)	Examining Counselor Satisfaction in an Outdoor Therapeutic Recreation Camp	
				2	Joshua R. Pate (University of Tennessee); Dr. Steven N. Waller (University of Tennessee)	Athletic facility managers' knowledge of access and the Americans with Disabilities Act	2	Anthony M. Brown (University of Tennessee)	Fiscal efficacy, effectiveness, and efficiency of environmental sustainable practices in parks and recreation: a case study of the City of Knoxville	

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2:15pm	3:00pm	Session # 8	<b>Generation Next: Profiles of Young Professionals</b>	1	James Bemiller, J.D. (University of Tennessee); Dr. Sylvia Trendafilova (University of Tennessee)	Criticizing the Coach, Social Media and the First Amendment	X	X
				2	Speakers: Jon Petrunak (SMG Sports and Entertainment), Cara Vanderhook (STAPLES Center & Nokia Theatre L.A.LIVE) / Moderator: Vanessa Kromer (Nederlander Concerts) Dr. Mauro Palmero (East Tennessee State University); Dr. Gary Lhotsky (East Tennessee State University); Dr. Andy R. Dotterweich (East Tennessee State University); Dr. Joseph T. Walker (University of North Texas)	Risk Management Plans and Lightning Safety Policies: Do High Schools in America Have and Enforce Them?		
3:00pm	4:00pm	Closing Reception (Richland Prefunction)						