

**AAF District 10 Winter Leadership Conference  
Hotel Indigo, 211 Clay, Waco, TX**

**Waco Host**  
(Intros,  
Door Prizes)

<b>Thursday, January 17</b>			
3:00 - 7:00 pm	Registration	Lobby	James Brown, Neil Luft, Kristin Stires
4:30 pm	District 10 Executive Committee Meeting	Governor's Suite	
6:30 pm	Welcome Reception	Lobby/Bar	
9:00 pm	Hospitality Suite – Lake Charles and Central Region hosting	Hospitality Suite	
<b>Friday, January 18</b>			
8:00 - 11:00 am	Registration	Lobby	James Brown, Jessica Foumena, Tim Dale
8:00 – 8:30 am	Breakfast	Lobby/Restaurant	
8:30-9:20 am	<p><b>General Session</b></p> <ul style="list-style-type: none"> <li>• Welcome – CJ Jackson</li> <li>• Baylor Yell Leaders, Bruiser the Bear</li> <li>• Intro/Moderator – Bob Lauck</li>   <li>• <b>HEATH NEILSEN – The Making of a Heisman Trophy Winner</b> <ul style="list-style-type: none"> <li>○ Heath Nielsen, Baylor's associate athletics director for communications, is responsible for communications strategies for Baylor's 19-sport athletics department, including media relations, new media/online services, Sic `em Sports Productions video operations as well as publications. Nielsen orchestrated the acclaimed Heisman Trophy publicity campaign for Robert Griffin III in 2011. Get an inside look at the successful marketing campaign that helped Baylor win its first ever Heisman Trophy.</li> </ul> </li> </ul>	Large Meeting Room	Bob Lauck

9:30 – 10:50 am	Breakout Sessions (Concurrent)		
	<ul style="list-style-type: none"> <li>• Workshop A: <b>Sports Marketing</b> <ul style="list-style-type: none"> <li>○ Darryl Lehnus, Baylor</li> </ul> </li> </ul>	Large Meeting Room	EG White-Swift
	<ul style="list-style-type: none"> <li>• Workshop B: <b>Eight Insights Into Publishing a Magazine App</b> <ul style="list-style-type: none"> <li>○ Ronnie Marroquin, AppStudio</li> <li>○ Kristin Stires, Baylor</li> <li>○ Patrick Pollei, Pollei DesignWorks</li> </ul> </li> </ul>	3 <sup>rd</sup> Floor	Kristin Stires, Patrick Pollei
	<ul style="list-style-type: none"> <li>• Workshop C: <b>District Orientation for “Newbies”</b></li> </ul>	4 <sup>th</sup> Floor	J Fagner
11:00 am - 12:15 noon	Breakout Sessions (Concurrent)		
	<ul style="list-style-type: none"> <li>• Workshop A: <b>Sports Marketing</b> <ul style="list-style-type: none"> <li>○ Darryl Lehnus, Baylor</li> </ul> </li> </ul>	Large Meeting Room	EG White-Swift
	<ul style="list-style-type: none"> <li>• Workshop D: <b>Better Sponsorships and Fundraising</b> <ul style="list-style-type: none"> <li>○ Cindy Ward Michaelis, Cameron Park Zoo</li> </ul> </li> </ul>	3 <sup>rd</sup> Floor	Brodie Bashaw
	<ul style="list-style-type: none"> <li>• Workshop F: <b>How to Take Your Club From Mediocre to Great using Club Achievement</b> <ul style="list-style-type: none"> <li>○ Keith Powell, AAF District 10</li> </ul> </li> </ul>	4 <sup>th</sup> Floor	Cassy Burleson
12:15 – 1:00 pm	Lunch	Lobby/Restaurant	
12:15 – 1:00 pm 1:00-1:50 pm	<b>General Session</b> <ul style="list-style-type: none"> <li>• Welcome – CJ Jackson</li> <li>• Kindle drawing – CJ Jackson</li> <li>• Intro/Moderator – Randy Robertson</li> <li>• <b>KRISTI FAULKNER, WomenKind - from AMC's <i>The Pitch</i></b> <ul style="list-style-type: none"> <li>○ Kristi Faulkner is President of Womenkind, a modern marketing communications company in New York that connects women to brands, women to companies, and women to each other. She has proven expertise in marketing to women, and is an entrepreneur, marketing strategist, keynote speaker and seminar leader who can help your organization realize and tap into the powerful wisdom of women.</li> </ul> </li> </ul>	Large Meeting Room	Randy Robertson
2:00 - 3:15pm	Breakout Sessions (Concurrent)		

	<ul style="list-style-type: none"> <li>• Workshop B: <b>Eight Insights Into Publishing a Magazine App</b> <ul style="list-style-type: none"> <li>○ Ronnie Marroquin, AppStudio</li> <li>○ Kristin Stires, Baylor</li> <li>○ Patrick Pollei, Pollei DesignWorks</li> </ul> </li> </ul>	3 <sup>rd</sup> Floor	Kristin Stires, Patrick Pollei
	<ul style="list-style-type: none"> <li>• Workshop D: <b>Better Sponsorships and Fundraising</b> <ul style="list-style-type: none"> <li>○ Cindy Ward Michaelis, Cameron Park Zoo</li> </ul> </li> </ul>	Large Meeting Room	Brad King
	<ul style="list-style-type: none"> <li>• Workshop E: <b>Interactive Direct Marketing</b> <ul style="list-style-type: none"> <li>○ David Anderton, Integ</li> </ul> </li> </ul>	4 <sup>th</sup> Floor	Dean Riley
3:15 – 3:30 pm	Break		
3:30 – 4:30 pm	<b>Collective Wisdom: Club Operations Roundtable</b>	Large Meeting Room	
4:30 – 5:15 pm	<b>District 10 Committee Meetings</b>	Lobby/Restaurant/Meeting Rooms	
6:00 pm	<b>Dinner</b> <ul style="list-style-type: none"> <li>• Best-Dressed Superhero Contest,</li> <li>• Secret Superhero Powers</li> </ul>	Lobby/Restaurant	Randy Robertson
8:00 pm	Bar Crawl	Warehouse Entertainment Area	
9:30 pm	Hospitality Suite – Tulsa hosting	Hospitality Suite	
<b>Saturday, January 19</b>			
8:00 – 10:00 am	Registration	Lobby	Neil Luft, Brodie Bashaw, Tim Dale
8:00 – 9:15 am	<b>Past District Governors' Breakfast</b>	Board Room	
8:15 – 9:00 am	Breakfast	Lobby/Restaurant	
9:00 – 9:50 am	<b>General Session</b> <ul style="list-style-type: none"> <li>• Intro/Moderator – Cathi Davis, QTI Promotions</li> </ul>	Large Meeting Room	Cathi Davis

	<ul style="list-style-type: none"> <li>• <b>KODY CHAMBERLAIN - Cranking the Creative Trebuchet</b> <ul style="list-style-type: none"> <li>○ Kody Chamberlain is a writer, artist, and designer who spends most of his time creating original comic books and graphic novels for top publishers such as Image, DC, and Marvel Comics. Chamberlain recently completed an award-winning comic miniseries titled SWEETS: A NEW ORLEANS CRIME STORY published by Image Comics, and is currently working with co-creator Joshua Fialkov on a digital comic series titled PUNKS: THE COMIC published by MTV Comics.</li> <li>In addition to his extensive comic and graphic novel work, Chamberlain is also an accomplished storyboard artist, conceptual artist, graphic designer, and public speaker. Clients include DC Comics/WildStorm, HarperCollins, HOW Design Live, IDW Publishing, LucasArts, Marvel Comics, MTV, Mulholland Books, Sony Pictures, Universal Pictures, and Warner Bros.</li> <li>We've all been there – you're on the verge of a brilliant idea but the walls of deadline mediocrity are closing in. To smash your way through those walls with ideas the size of one-ton boulders you're going to need leverage, and lots of it. Get your leverage from Kody Chamberlain as he discusses the unconventional-but-still-practical techniques he's used to launch big ideas through the walls of graphic design, illustration, creative writing, comic books, graphic novels and deep into the Hollywood hills with clients such as MTV, LucasArts, Universal Pictures, HarperCollins, and most of the major comic book publishers. His arsenal of oddball techniques includes collateral thinking, oscillating sketchbooks, making clay, and creative advice from Jaws, Bruce Lee and Dumbo the Flying Elephant. You'll also learn Kody's top-secret networking technique, proven to generate deep personal and professional connections.</li> </ul> </li> </ul>		
10:00 – 11:20	Breakout Sessions (Concurrent)		
	<ul style="list-style-type: none"> <li>• Workshop E: <b>Interactive Direct Marketing</b></li> </ul>	3 <sup>rd</sup> Floor	Dean Riley

	<ul style="list-style-type: none"> <li>• Workshop E: <b>Interactive Direct Marketing</b> <ul style="list-style-type: none"> <li>○ David Anderton, Integ</li> </ul> </li> </ul>	3 <sup>rd</sup> Floor	Dean Riley
	<ul style="list-style-type: none"> <li>• Workshop F: <b>How to Take Your Club From Mediocre to Great using Club Achievement</b> <ul style="list-style-type: none"> <li>○ Keith Powell, AAF District 10</li> </ul> </li> </ul>	4 <sup>th</sup> Floor	Becca Broaddus
	<ul style="list-style-type: none"> <li>• Workshop G: <b>Developing a strong chain of command and keeping both leaders and troops engaged</b> <ul style="list-style-type: none"> <li>○ Lt. Col. Carl Wooten, United States Air Force</li> </ul> </li> </ul>	Large Meeting Room	J Fagner
11:20am – 12:10pm	Lunch	Restaurant/Lobby	
12:10 – 1:00 pm	<p><b>General Session</b></p> <ul style="list-style-type: none"> <li>• Intro/Moderator – Brad King</li> <li>• <b>JOHN MOORE – Creating a Talkable Brand</b> <ul style="list-style-type: none"> <li>○ John Moore believes passion and a sense of purpose fuel successful brand messages, whether delivered via a product, a service, or an experience. His background includes a decade working deep inside the marketing departments at Starbucks Coffee and Whole Foods Market. Today, John operates the Brand Autopsy Marketing Practice, a consultancy helping businesses focus on marketing with authentic passion. John is also the author of two business books: TRIBAL KNOWLEDGE, a business management book, and TOUGH LOVE, a business book masquerading as a screenplay.</li> </ul> </li> </ul> <p>The most endearing and enduring businesses connect with customers in the most surprisingly and meaningful ways. Most of these ways are invisible to the consumer<sup>1</sup>'s eye. The smartest businesses understand any and every place a customer can "touch" a company is an opportunity to spark conversations and deepen connections with customers. Learn as John Moore shares practice advice on how to engage and encourage customers to tell others about brands they find talkable.</p>	Large Meeting Room	Brad King
1:10 – 3:30 pm	<b>District 10 Business Meeting</b>	Large Meeting Room	
3:30 pm	Adjourn		