

**APSEC 2008 Agenda  
University of Alabama**

**Monday, August 18<sup>th</sup>**

- 1 p.m. – 5 p.m. Check-In & Conference Registration – Hotel Capstone Lobby
- 5:15 p.m. Begin boarding Crimson Ride buses – Hotel Capstone
- 5:30 p.m. Crimson Ride buses depart Hotel Capstone for Bryant-Denny Stadium
- 6 p.m. – 6:30 p.m. Tour of Bryant-Denny Stadium
- 6:30 p.m. – 7:30 p.m. Welcome Reception  
President's Box - Bryant-Denny Stadium
- 7:30 p.m. – 9 p.m. Dinner  
Ivory Club Box - Bryant-Denny Stadium
- 9 p.m. Crimson Ride buses depart Bryant-Denny Stadium for Hotel Capstone
- After 9 p.m. On Your Own

**Tuesday, August 19<sup>th</sup>**

- 7:30 a.m. – 9 a.m. Late Registration and Continental Breakfast – Alumni Hall
- 9:15 a.m. – 10 a.m. Opening Session – Rast Room – Bryant Conference Center  
Keynote Speaker - Rick Bragg, Pulitzer Prize-Winning Author
- 10:00 a.m. – 10:30 a.m. Break and Rick Bragg book signing
- 10:30 a.m. – 11:45 a.m. **BREAKOUT SESSION #1**
- Executive Directors Meeting – Alumni Hall Conference Room
- Young Alumni Programming: The Good, the Bad and the Ugly  
Mason Room  
Led By: Casey Gann, University of Alabama  
This session is an opportunity for those of us working the young graduate programming to have an honest discussion and idea sharing session. We're going to set our jerseys and shakers aside and forget the rivalries. Let's talk about who's doing what, what's working and what's a flop. Come prepared to share a little about what your association is doing to engage young alumni from your school. Let's see how we can learn from one another's victories and defeats.
- Chapter Development/Clubs Round Table  
Mobile Room  
Led By: Mark Roberts, University of Alabama

### Alumni Fund Membership

*Presenter: Wendy Carmean, University of Mississippi and Libba Andrews, Mississippi State University*

We all know membership dues and dollars support alumni association programming and we are always looking for new revenue. Join us in a round table discussion to learn about how other Associations have found new revenue to compliment membership funds. This session is for both the dues-based and non-dues based association models.

11:45 a.m. – 12 p.m.

BREAK

12 p.m. – 1:15 p.m.

Lunch – Rast Room – Bryant Conference Center

1:15 p.m. – 1:45 p.m.

BREAK

1:45 p.m. – 3 p.m.

### **BREAKOUT SESSION #2**

#### The Relationship Between the Alumni Association and Athletics

Mason Room – Bryant Conference Center

*Presenter: Pat Whetstone, University of Alabama*

To prepare for this session read Isaiah 11:6-9. After the relationships described in Isaiah are ironed out, we can focus on our association's relationship to athletics.

#### Alumni Involvement in Student Recruitment

*Presenter: Jimmy Abraham, Mississippi State University*

Alumni and friends of our institutions are our best student recruiters. In this session, we'll share information about the "Alumni Recruiting Network" at Mississippi State University, as well as other ways alumni and friends can assist in the student recruitment process. Please come prepared to share with others what you are doing in this very important area.

#### Sports Travel and International Tours

*Presenter: Tim Walsh, University of Mississippi*

3 p.m. – 5 p.m.

FREE TIME

*Want something to do? Check your goodie bag or visit [www.tcvb.org](http://www.tcvb.org)*

5 p.m.

Begin boarding Crimson Ride buses – Hotel Capstone

5:15 p.m. – 5:45 p.m.

Crimson Ride buses depart for NorthRiver

5:45 p.m. – 6:15 p.m.

Tour of Jack Warner Museum [www.warnermuseum.org](http://www.warnermuseum.org)

6:15 p.m. – 7 p.m.

Cocktail Reception – NorthRiver Yacht Club  
[www.northriveryc.com](http://www.northriveryc.com)

7 p.m. – 8:30 p.m.

Dinner – NorthRiver Yacht Club

8:30 p.m.

Board Crimson Ride buses for return to Hotel Capstone

After 8:30 p.m.

On Your Own

**Wednesday, August 20**

7:15 a.m. – 8:45 a.m.

Breakfast – Hotel Capstone (Governor’s Room)

9 a.m. – 10:15 a.m.

**BREAKOUT SESSION #3**

Executive Directors Meeting - Alumni Hall Conference Room

Coordinating a Wedding at the Magic Kingdom Pales in Comparison to Planning SEC Tailgates --and Other Lessons I Have Learned at UF

Mobile Room – Bryant Conference Center

*Presenter: Brad Crews, University of Florida*

This former cast member at Walt Disney World and current director of special events for the University of Florida Alumni Association, will share stories from the frontline of planning and executing events for the Gators. He will (happily) talk about some of his department’s successes and will also (humbly) mention a failure or two. Join Brad for this light hearted look into the world of special events.

Online Communities and Your University Alumni Association

*Presenter: Albert Kalim, University of Kentucky*

With so many online communities available on the Internet, it’s not easy to choose one or two that you can use effectively for your alumni association. We will discuss in detail the popular and major communities your university alumni association can benefit from the most. We will also assist you with deciding whether and how to launch a new community for your association.

Open Forum on Affinity Partnerships: Successes and Failures

Lackey Room

*Presenters: Amy Parrino, LSU and Amanda Thomas, Auburn University*

A discussion of current affinity partnerships, what is working and what is not. Come prepared to discuss your current affinity partnerships and sponsorships, as well as any new affinity opportunities you have heard about.

10:15 a.m. – 10:30 a.m.

BREAK

10:30 a.m. – 11 a.m.

Awards/Wrap Up – Rast Room – Bryant Conference Center

11 a.m.

Grab-and-Go Lunch – Alumni Hall

*Hotel Capstone’s check out time is 12 noon.*