



2019 LEAD1 Institute | July 22-24, 2019  
The Ohio State University | Columbus, Ohio

**Monday, July 22<sup>nd</sup>**

6:00am – 7:40am

**Breakfast at The Blackwell Inn**

Presented by  FASTACCESS™

(Ballroom BC – 2<sup>nd</sup> floor, walk up staircase in lobby and turn left)

7:40am – 8:00am

**Buses Depart The Blackwell Inn for Ohio Stadium**

(Main Lobby Entrance)

8:00am – 8:15am

**Registration**

8:15am – 8:30am

**LEAD1 & Ohio State Welcome**

The Recruit Room, Ohio Stadium

*Tom McMillen, President and CEO, LEAD1 Association*

*Gene Smith, Ohio State University*

8:30am – 9:30am

**“The Art & Science of Hiring Head Coaches”**

*Martin Jarmond, Boston College*

9:30am – 10:30am

**“Culture Eats Strategy for Breakfast”**

Presented by  SENDERO

*Moderator: Bret Farrar, Sendero Consulting*

*Mike Bohn, University of Cincinnati*

*Debbie Yow, North Carolina State University*

*Sean Frazier, Northern Illinois University*

10:30am – 10:45am

**Break**

Presented by  Lightfoot

10:45am – 11:45am

**“Fundraising: Building the Future”**

Presented by  FASTACCESS™

*Moderator: Tom McMillen, LEAD1 Association*

*Larry Williams, University of Akron*

*David Sayler, Miami University*

*Troy Dannen, Tulane University*

11:45am – 12:00pm

**Walk to President’s Suite in Ohio Stadium**

12:00pm – 1:00pm

**Lunch in President Suite**

Presented by  epheus

1:00pm – 1:30pm

**Ohio Stadium Tour**


1:30pm – 2:30pm

**“Navigating the Political Landscape of Public and Private Institutions”**

The Recruit Room, Ohio Stadium

*Sean Frazier, Northern Illinois University*

## Monday, July 22<sup>nd</sup>

- 2:30pm – 3:30pm **“The Five A’s for Securing Your First Athletics Director Post”**  
*Mike Bohn, University of Cincinnati*
- 3:30pm – 3:45pm **Break**  
Presented by  Lightfoot
- 3:45pm – 4:45pm **“Communication Strategies That Empower Leaders”**  
*Wren Baker, University of North Texas*
- 4:45pm – 5:45pm **“Crisis on Day Zero”**  
*Pat Chun, Washington State University*
- 5:45pm – 6:00pm **Transportation from Ohio Stadium to Hyde Park Prime Steakhouse**
- 6:00pm – 6:45pm **Cocktails at Hyde Park Prime Steakhouse**  
Presented by *Learfield/IMG*  
College
- 7:00pm – 9:00pm **Dinner at Black Point (Across the Street)**  
Presented by *Learfield/IMG*  
College
- 9:00pm **Bus Departs from Black Point to The Blackwell Inn**



## Tuesday, July 23<sup>rd</sup>

- 6:00am – 7:40am **Breakfast at The Blackwell Inn**  
Presented by **INXATHLETE**  
*\*Please arrive by 7:30am for remarks*
- 7:40am – 8:00am **Buses Depart The Blackwell Inn for Ohio Stadium**  
(Main Lobby Entrance)
- 8:00am – 9:00am **“Maximizing Your Locale”**  
The Recruit Room, Ohio Stadium  
*Moderator: Tom McMillen, LEAD1 Association*  
*Linda Logan, Greater Columbus Sports Commission*  
*Desiree Reed-Francois, University of Nevada, Las Vegas*  
*Heather Lyke, University of Pittsburgh*
- 9:00am – 10:00am **“A Dream Deferred Is Not A Dream Denied”**  
*Debbie Yow, North Carolina State University*
- 10:00am – 10:15am **A Special Thank You**
- 10:15am – 10:30am **Break**  
Presented by  Lightfoot
- 10:30am – 11:30am **“Kourtside with Karl”**  
*Moderator: Tom McMillen, LEAD1 Association*  
*Karl Benson, Sun Belt Conference*

## Tuesday, July 23<sup>rd</sup>

- 11:30am – 11:40am **Transportation from Ohio Stadium to The Covelli Center**
- 11:40am – 12:20pm **Covelli Center Tour (End in The Shumaker Building)**
- 12:20pm – 1:20pm **Lunch in The Shumaker Building (2<sup>nd</sup> Floor)**  
Presented by  SENDERO
- 1:20pm – 1:30pm **Walk to Woody Hayes Athletic Center**
- 1:30pm – 2:30pm **“So You Want to Be an AD? The Realities and Complexities of the Job”**  
Football Classroom, Woody Hayes Athletic Center  
*Eddie Nuñez, University of New Mexico*
- 2:30pm – 3:30pm **“Engaging Fans Throughout a Winning (and Losing) Season”**  
Presented by **ticketmaster**<sup>®</sup>  
*Moderator: Tom McMillen, LEAD1 Association*  
*Tim Martin, Ticketmaster*  
*Gene Smith, Ohio State University*  
*John Hartwell, Utah State University*
- 3:30pm – 4:00pm **Indoor Football Facility and Recruit Area Tour**  
Presented by  Lightfoot
- 4:00pm – 6:00pm **“The Journey” Q&A**  
Team Eating Area, Woody Hayes Athletic Center  
*Wren Baker, University of North Texas*  
*John Hartwell, Utah State University*  
*Heather Lyke, University of Pittsburgh*  
*Eddie Nuñez, University of New Mexico*  
*Desiree Reed-Francois, University of Nevada, Las Vegas*  
*Gene Smith, Ohio State University*  
*Debbie Yow, North Carolina State University*
- 6:00pm – 6:15pm **Transportation from Woody Hayes to Downtown Columbus**
- 6:15pm – 8:30pm **Dinner/Reception at Porter Wright Offices**  
Presented by **porterwright**
- 8:00pm – 8:30pm **Buses Depart from Downtown Columbus to The Blackwell Inn**
  - 1<sup>st</sup> bus departs at 8:00pm
  - 2<sup>nd</sup> bus departs at 8:30pm

## Wednesday, July 24<sup>th</sup>

- 6:00am – 8:45am **Breakfast at The Blackwell Inn**  
Presented by   
*\*Please arrive by 7:50am for remarks*
- 8:45am – 9:00am **Break**  
Presented by  Lightfoot

**Wednesday, July 24<sup>th</sup>**

9:00am – 11:30am

**Search Firm Networking Event**  
Ballroom BC, The Blackwell Inn

11:30am

**Event Concludes (Grab-and-Go Lunch Provided)**

12:30pm

**Buses Depart from The Blackwell Inn to Columbus Airport**

***\*\* Agenda Subject to Change \*\****