

NEXT LEVEL

**NEXT LEVEL
HANDBOOK**

**ASSISTANT COACHES PROFESSIONAL DEVELOPMENT SYMPOSIUM
CHARLOTTE, NORTH CAROLINA
MAY 20-22, 2024**

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NEXT LEVEL

MAY 20-22, 2024 | CHARLOTTE, NC

DISCOVER WHAT YOU NEED TO DO TO LAND YOUR DREAM JOB

2024 NEXT LEVEL SPEAKERS LINE UP

Sports Administrators



Lee Butler South Florida
Tim Duncan New Orleans
Andrew Goodrich Gardner Webb
Erick Harper UNLV
Mike Hill UNC Charlotte
Matt Martin USC Upstate



Jen Strawley Elon
Cherie Swarouth Queens
Tiffany Tucker UNC Wilmington
Terry Prentice Miss State Deputy AD Student Athlete Brand Services & Business Dev

Search Firms



Adam Gordon Renaissance Search
Kurt Patberg Mornmoth Consulting
Jeff Schimmel College Sports Solutions
Mike Thomas CarrSports Consulting
Dr. Ingrid Wicker-Mcree The Pictor Group

NIL Playmakers



Aisha Foy CEO of Major in NIL Success
Sivonna DeBarros NIL Attorney
Jen Hudson Openorse (NIL) Marketplace Manager
Terry Prentice Miss State Deputy AD Student Athlete Brand Services & Business Dev

Mental Health Administrators



Dr. Erin Albert UNC Charlotte Mental Health Professional
Dr. Stephany Coakley TEMPLE Senior Associate AD Mental Health, Wellness & Performance Professional

Keynote Speakers



Marke Freeman Author of Champions Creed
Kaplan Mobraj Award Winning Author The Power of Your Brand to Elevate Your Impact



HOST HOTEL:

HILTON CHARLOTTE UNIVERSITY PLACE

Next Level

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May 20, 2024

Greetings to our A STEP UP Symposium Participants, Assistant Coaches Hall of Fame Class of 2024, and guests. Welcome to Charlotte, the 'Queen City.'

We are ecstatic to be back for our three (3) symposiums ~ A STEP UP, Next Level, and the Head Coaches Executive Leadership Academy. It's going to be a monumental week highlighted our Assistant Coaches Hall of Fame Class of 2024 induction ceremony of 5 coaches who are absolutely at the top of their game. Thank you for joining us to honor our Hall of Famers and for the personal commitment to invest in yourself and the future of your sport.

A STEP UP is an intimate, engaging, and collaborative learning environment that encourages interaction, dialogue, and feedback. Be open to exploring new insights, coaching strategies, and philosophical approaches to building a Championship program. We challenge you to step out of your comfort zone and network through various points of connection to develop relationships that will offer diverse perspectives about what it means to win and achieve at the highest level.

The presenters will offer their professional and personal experiences and invite you to share your own, further emphasizing engagement throughout the event. The symposium experience welcomes shared thinking. So, choose to be present. Be willing to take some risks, ask questions, seek feedback, and test your assumptions about how you do things. Be intentional about talking with one another and listening with your head and heart. Most importantly, be open to new ideas and be willing to acquire innovative ways of thinking presented by the speakers.

We hope that our time together will result in your personal and professional renewal and equip you with the tools to pursue your dreams and goals. Our sincere gratitude to each of you for attending and taking A STEP UP with us where each session will lead you to being one step closer to reaching your fullest potential.

Congratulations again to our A STEP UP Hall of Fame Class of 2024.

Let's start taking steps towards your dreams THIS WEEK!

In Service,

Johnny and Felicia Allen

Johnny and Felicia
Allen A STEP UP, INC.
Symposium Directors



OFFICE of MAYOR VI LYLES

600 East Fourth Street
Charlotte, NC 28202
Charlottenc.gov



May 8, 2024

Greetings!

As Mayor of Charlotte, I would like to welcome to Charlotte all the attendees of A STEP UP Professional Development Symposiums on May 20-23, 2024 and A STEP UP Assistant Coaches Hall of Fame Class of 2024 on May 21, 2024 for your induction ceremony.

I hope that those here from outside the Charlotte area will enjoy their stay and experience all that the largest city in the state of North Carolina has to offer, from the wonderful eateries to the Levine Center of the Arts, with its variety of museums, just to name a few. I invite each of you to venture out and explore the wonder, the beauty and the people who made this a great city. We are especially proud of the Levine Center for the Arts which includes the Harvey B. Gantt Center for African-American Art and Culture, the Bechtler Museum of Modern Art, Discovery Place and the NASCAR Hall of Fame.

Best wishes for an enjoyable and successful event.

Yours truly,

Vi Alexander Lyles
Mayor



**Assistant Coaches Professional Development Symposium
Participants Information Sheet
May 20 – 22, 2024**

A STEP UP is a two- and half-day professional development Symposium to Educate, Connect, Equip, and Inspire current and future generations of Coaches. For more visit: www.astesuplive.com

Event Info

ON COURT SKILLS DEVELOPMENT CLINIC LOCATION

Johnson C. Smith University (Brayboy Gymnasium)
N Summit Ave, Charlotte, NC 28216

Hilton Charlotte University Place Hotel 8629 J
M Keynes Dr, Charlotte, NC 28262 Phone: 704-547-7444

SYMPOSIUM ATTIRE

On Court Skills Clinic: Casual. Whatever you traveled in is appropriate. Gym clothes. Standard Practice Attire.

Symposium Professional Development Attire: Business Casual (*school identified polo or collared shirt/blouse, slacks, dress, skirt, no jeans, no shorts, no gym clothes.*)

A Step Up Charlotte Symposium Event Contacts

Felicia Hall Allen (Event Director)	(704) 968 – 1987	fh@feliciahallallen.com
Johnny Allen (Event Director)	(704) 488 – 9000	Johnnya803@gmail.com
Becky Adams (Travel Coordinator)	(920) 723 – 6235	adams.becky@gmail.com
Gabrielle Harvey (Registration Coordinator)	(803) 415 - 7289	gabrielleh274@gmail.com

**Parking Information
Hilton University Place & Johnson C. Smith**

**A Step Up Symposium
Attire**

Participants

Participants are responsible for their own parking charges.

HOTEL GUESTS: FREE Parking while spaces are available.

Johnson C. Smith: FREE Parking

Participants

Business Attire and/or Collared Shirts, Slacks, Blouse w/ Pants, Skirts, or Dress

NO SHORTS. NO JEANS. NO GYM CLOTHES.

HOST HOTEL: HILTON CHARLOTTE UNIVERSITY PLACE

8629 J M KEYNES DR. CHARLOTTE, NC 28262

844-209-2487



AMENITIES

Enjoy recreational amenities such as a 24-hour fitness center and a seasonal outdoor pool.

- Additional features at this hotel include complimentary wireless Internet access, concierge services, and gift shops/newsstands. Guests can get around on the complimentary shuttle, which operates within 5 miles.
- Featured amenities include a 24-hour business center, express check-in, and express check-out.

Planning an event in Charlotte? This hotel has facilities measuring 20000 square feet (1800 square meters), including conference space.

Dining at Hotel

Enjoy a meal at the restaurant or snacks in the hotel's coffee shop/cafe. Wrap up your day with a drink at the bar/lounge. Cooked- to-order breakfasts are available daily from 6:00 AM to 10:30 AM for a fee.

PARKING

Free self-parking is available onsite.

Front Desk Restaurant & Other Recommendations...

University Area:

Boardwalk Billy's - American

*Ciro's - Italian Zapata's – Mexican Don Pedro -
Mexican Love, Sushi - Japanese*

*Firewater - Upscale American Famous Toastery -
Brunch Bar Louie - Bar/American*

Ninety's Ice-cream & Sandwiches - Sweets/Dessert

Cava - Mediterranean (similar to Chipotle)

Blaze - Pizza

Seafood Connection - Seafood Spot

Crackin' Crawfish - Seafood

Anntony's – Caribbean

Harold's Chicken & Ice Bar

Plaza Midwood/NoDa:

Whiskey Warehouse - Bar Supperland

Snug Harbor - Bar Peculiar Rabbit – Bar

Irie Vibes

Haberdish – Southern/Brunch Sabor – Latin/Tacos

Amelie's – French/Bakery

*King Crab - Seafood Boil American Deli -
Wings/Seafood Viet-Thai Noodle House*

Uptown:

Mariposa's

Midnight Diner -Open 24 Hours

North Italia (Southend)

Sea Level NC - Seafood

Mert's Heart & Soul - Southern

Ink & Ivy

Topelo Honey - Brunch

Cajun Queen – Cajun

*The Crunkleton (Cocktails/Hearth Cooked
Mains*

Eddie V's (Steak & Seafood)

Sixty Vines – American Kitchen & Wine Bar

Mama Ricotta's – Italian

*Wet Willies – Bar (Frozen Drinks) Alexander
Michael's (Southend)*

South Charlotte:

Zinicola - Upscale Italian

Midwood Smokehouse - Barbeque

CowFish - Burgers & Sushi (SouthPark)

Hestia Rooftop (SouthPark)

Leroy Fox - SouthEnd

131 Main - Upscale American (SouthPark)

DIRECTIONS TO HOTEL FROM CHARLOTTE DOUGLAS AIRPORT

- Take 1-85 N from Josh Birmingham Parkway
- Follow I-85 N to NC-24 E/W W.T.Harris Blvd.
- Take exit 45A from I-85 N Continue on NC-24 E/W W.T.Harris Blvd
- Use the 2nd from the left lane to turn left onto JW Clay Blvd
- Destination will be on the left

DIRECTIONS TO JACK S. BRAYBOY GYMNASIUM FROM CHARLOTTE DOUGLAS AIRPORT

- Take 1-85 N from Josh Birmingham Parkway
- Drive along NC-16 S. Take exit 5 B from I-277 S
- Take N Summit Ave and turn right onto W 5th St
- Turn right at the 1st cross street onto N Summit Ave
- Destination will be on your right

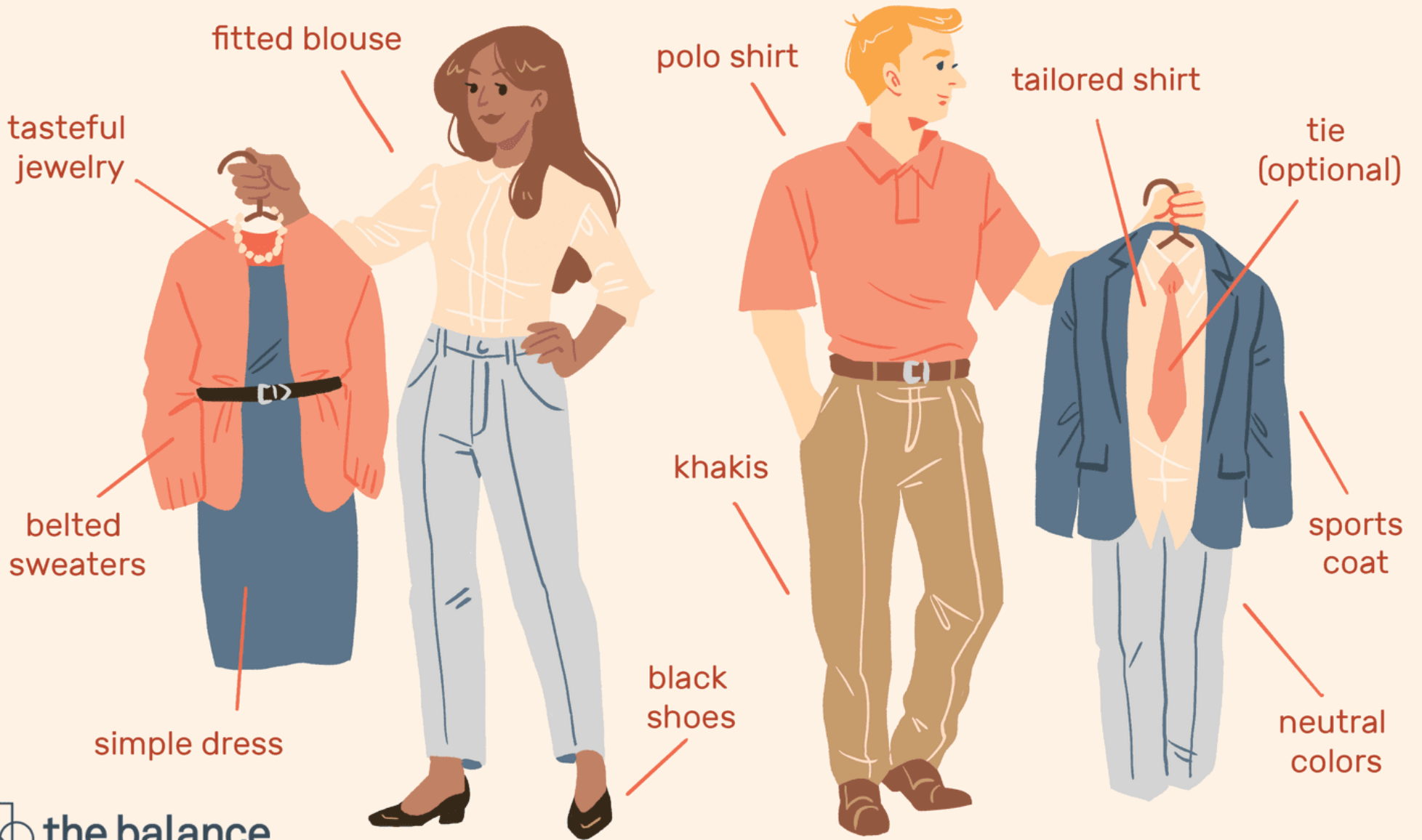
DIRECTIONS TO JACKS BRAYBOY GYMNASIUM FROM HOTEL

- Get on I-85 S from W W.T.Harris Blvd
- Continue on I-85 S. Take I-77 S to W 5th St. Take exit 10C from I-77 S
- Take N Summit Ave and turn right onto W 5th St
- Turn right at the 1st cross street onto N Summit Ave
- Destination will be on your right

DIRECTIONS TO HOTEL FROM JACK S. BRAYBOY GYMANSIUM

- Take I-77 N/US-21 N from N Summit Ave and W 5th St
- Continue on I-77 N. Take I-85 N to NC-24 E/W W.T.Harris Blvd. Take exit 45A from I-85 N
- Continue on NC-24 E/W W.T.Harris Blvd
- Use the 2nd from the left lane to turn left onto JW Clay Blvd
- Turn right
- Turn left at J M Keynes Dr
- Destination will be on the left

Business Casual Dress for Work



NEXT LEVEL

A STEP UP ~ NEXT LEVEL 2024 HILTON UNIVERSITY PLACE HOTEL, CHARLOTTE NC

MONDAY, MAY 20, 2024

1:00 pm – 4:15 pm **Basketball Skills Clinic (Johnson C. Smith, Brayboy Gymnasium)**
1:00 pm – 1:05 pm **Welcome**
1:05 pm – 1:50 pm **Speaker 1: Winston Gandy (South Carolina)**
1:50 pm – 2:35 pm **Speaker 2: Tia Jackson (Duke)**

10 Minute Break

2:45 pm – 3:25 pm **Speaker 3: Norm Roberts (Kansas)**
3:25 pm – 4:05 pm **Speaker 4: C.Y. Young (Missouri)**
4:05 pm – 4:15 pm **Closing Remarks**

4:30 pm – 6:00 pm **Break**

6:00 pm – 6:15 pm **Welcome and Connection Activity**

6:15 pm – 6:45 pm **Marke Freeman**
Keynote: Holding the Standard

6:45 pm – 6:50 pm **Introductions of Hall of Fame Candidates Class of 2024**
Panel Moderator: Christy Thomaskutty (ESPN Basketball Analyst)

6:50 pm – 7:30 pm **Presenters: Hall of Fame Candidates Panel**

Sponsors: BOA, Visit Charlotte, Worth Advisors

7:30 pm – 7:35 pm *Instructions for following Morning*

7:45 pm – 9:00 pm **Meet & Greet Reception**
Hilton Waterfront

NEXT LEVEL

TUESDAY, MAY 21, 2024

7:00 am – 10:00 am Registration (Hilton Hotel)

7:30 am – 8:00 am Breakfast Buffett Line Opens

**8:00 am – 9:35 am A STEP UP Assistant Coaches Hall of Fame Class of 2024
Presented by Worth Advisors Induction Ceremony**

10 Minute Break

9:45 am – 9:50 am Next Level Welcome – Purpose – What You Hope to Gain

**9:50 am - 10:50 am Session I
TOPIC: Setting the Standards for Success**

10 Minute Transition

**11:00 am – 12:00 pm Session II
MOCK INTERVIEWS
Featured Presenters: Executive Search Firm and Athletic Administrators
Adam Gordon, Renaissance Consulting
Erick Harper, UNLV
Andrew Goodrich, Gardner Webb**

15 Recap Provided by Dr. Ingrid Wicker-McCree

**12:15 pm – 1:30 pm NEXT LEVEL LUNCH
TOPIC: Staying Focused on Your Path to Your Head Coaching Opportunity
Presenter: Amir Abdur-Rahim, South Florida, Head Coach**

10 Minute Transition

**1:40 pm – 2:40 pm Session IV
TOPIC: What Athletic Administrators Really Want to Know from Your Resume
Your Zoom Meet & Greet and In Person Interview
Presenters: Panel of Directors of Athletic Administrators
Lee Butler (South Florida)
Tim Duncan (UNO)
Andrew Goodrich (Gardner Webb)
Mike Hill, (UNC Charlotte)
Matt Martin (USC Upstate)**

Terry Prentice (Mississippi State)
Jen Strawley (Elon)
Tiffany Tucker, UNC (Wilmington)

2:50 pm – 3:50 pm **Session VI**
TOPIC: Stand and Out and Be Noticed by Search Firms
Presenters: Panel of Search Firms
Adam Gordon, Renaissance Consulting
Dr. Ingrid Wicker-McCree, Pictor Group
Kurt Patberg, Mammoth Consulting
Jeff Schemmel, College Sports Solutions
Mike Thomas, CarrSports Consulting

10 Minute Transition

4:00 pm – 5:20 pm **Speed Interviewing with Athletic Administrators and Search Firms**

- **Round One 4:00 pm – 4:20 pm**
- **Round Two: 4:20 pm – 4:40 pm**
- **Round Three: 4:40 pm – 5:00 pm**
- **Round Four: 5:00 pm – 5:20 pm**

5:20 pm – 5:30 pm **Check Out**

5:30 pm – 6:30 pm **NEXT LEVEL Networking Reception – Hilton Waterfront Patio**

9:00 pm – 10:30 pm **Basketball After Dark (Optional Attendance)**
Bob Starkey (LSU), Kevin Sutton (IMG), and C.Y. Young (Missouri)



WEDNESDAY, MAY 22, 2024

General Sessions

7:00 am – 8:30 am **Opening - Breakfast**

7:00 am – 7:45 am **Session IX**
TOPIC: Christian Conversation (Optional)

15 Minute Transition

8:00 am – 8:05 am **Opening – Frame the Day**

8:05 am – 9:05 am **Session X:**
TOPIC: The Power of Your Brand to Elevate Your Impact

Speaker: Kaplan Mobray
Award-Winning Author, Motivational Speaker, and Career Consultant

10 Minute Transition

9:15 am – 10:15 am Session XI
TOPIC: The Transformative Influence of Trauma Informed Coaching on Student-Athlete Well-Being
Presenters: Dr. Erin Albert (UNC Charlotte Sports Psychologist) and Dr. Stephany Coakley (Temple, Senior Associate AD Mental Health, Wellness and Sports Performance)

10 Minute Break

10:25 am – 11:35 am Session XII
TOPIC: Show Me the Money: Finding Creative Ways to Win in the NIL Era
Moderator: Aisha Foy, Major in NIL Success

Panelists: Sivonnia DeBarros, NIL Attorney
Jen Hudson, Open Dorse, Market Manager
Terry Prentice, Mississippi State Deputy AD & General Manager Student Athlete Brand Services & Business Development

10 Minute Transition

11:45 am – 12:05 pm Free Agents Introduce Themselves
12:05 pm – 12:20 pm Take Aways/Check Out
12:20 pm – 12:30 pm Closing Remarks

NEXT LEVEL

SPEAKER BIOS

Erin Albert

Dr. Albert completed her PhD in counseling psychology with a specialization in sport psychology at the University of North Texas in 2020 after completing her doctoral internship at North Carolina State University with focus areas in sport psychology and addictive behavior.

She currently serves as a full-time embedded Sport Psychologist at UNC Charlotte, where she works closely with the Sports Medicine team. Dr. Albert is a licensed psychologist and credentialed as a Certified Mental Performance Consultant (CMPC). She has extensive experience working with collegiate athletes representing various sports, identities, and backgrounds and a wide variety of mental health and performance concerns.

Dr Albert also has experience consulting with and training coaches and support staff in areas related to athlete mental health and mental performance strategies.

When she is not at work, Dr. Erin enjoys a balance of activity and rest. She feels re-energized by playing team sports and hiking, while also prioritizing downtime with friends and family or watching TV.



Lee Butler

Named to the USF Athletics senior staff in April of 2022, Lee Butler assumed the newly formed role of Senior Associate AD for Student-Athlete Success and tasked with three main areas of oversight in USF Athletics, including student-athlete facing programs and services, sport administration for the men's and women's basketball programs, and department diversity and inclusion oversight.

Butler has been in the role of Assistant Commissioner for Men's Basketball since 2014.

Prior to coming to USF, Butler joined the ACC office in 2010 and served as an Assistant Commissioner for Men's Basketball as well as the Chair of the ACC Racial and Social Justice Committee (CORE). In his assistant commissioner role, he was responsible for promoting relationships among the conference staff and league member institution's administrators and coaching staff. He also assisted with game and television scheduling for the ACC Men's Basketball Tournament.

As Chair of CORE for the ACC, Butler was responsible for overseeing the internal and external initiatives for diversity, equity and inclusion. During Butler's involvement, CORE established hiring best practices for the conference, created mandatory annual diversity and inclusion training for member schools and the conference office, developed seasonal Unity Weeks that brought awareness and action, and created the ACC Unite Award which recognizes individuals who have made an impact in the areas of racial and social justice.

He began as the associate director of championships in 2010, was promoted to director of championships in 2011 and to assistant commissioner for championships in 2013. Butler was responsible for the day-to-day management of 10 Olympic sports including creation of regular season conference schedules, oversight of officiating programs, and resolution of sportsmanship violations. He also oversaw the planning and on-site management of nine Olympic sport championships.

Butler earned a bachelor's degree in business administration and a master's degree in education with an emphasis on Sport Administration, both from the University of Miami. He also played on the Hurricanes' men's basketball team from 2004-06, earning ACC Honor Roll twice.

Butler began his professional career as the assistant director of events at Miami.

Butler completed The Sport Management Institute Executive Program and was featured in The Athletic's list of 40 Under 40 in college basketball. Butler is a member of the Collegiate Event and Facility Management Association and Minority Opportunities Athletic Association and obtained a Diversity, Equity, and Inclusion in the Workplace Certificate from the University of South Florida Muma College of Business in 2021.

Lee and his wife, Veronica, have two young sons, Boss and Blaze.



Dr. Stephany Coakley

Dr. Stephany Coakley was named Senior Associate Athletic Director for Mental Health, Wellness and Performance in December, 2017. A certified mental performance consultant and licensed professional counselor with a doctorate in exercise and sport science with a concentration in sports psychology, Dr. Coakley became the first full-time mental health specialist with the Temple University Department of Athletics.



Coakley, who earned both her bachelor's and master's degrees from Temple, returned to her alma mater with an impressive resume. Since 2003, the Nassau, Bahamas native has worked as a certified mental performance consultant with Maximum Mental Training Associates in Washington, D.C. There, Coakley coordinated mental health and wellness services for college student-athletes, as well as Olympians and professionals. Her duties included designing and coordinating mental health strength and conditioning programs for multiple and diverse sports; assessing psychological issues impacting athletes in the program; and performing robust evaluations to measure effectiveness and efficiency in order to improve and strengthen existing programs and establish new ones.

In 2007, Coakley, who earned her doctorate at the University of North Carolina Greensboro, began working at the Walter Reed Army Medical Center in Washington. In her position as a master resilience trainer-performance expert, she managed performance enhancement interventions for Basic Combat Training recruits, Warriors in Transition, Army nurses and other military personnel. She also provided master resilience training to senior non-commissioned officers to improve their mental strength, readiness and resilience through the deployment cycle.

Coakley, who has served as an adjunct professor at three schools (Winston-Salem State, Salem College, Bowie State University), has presented at numerous workshops and panels on a variety of mental health and wellness topics over the last 20 years.

Her areas of expertise include mental skills training and mastery, personal player development, sport career transitions (SCT), injury and rehabilitation, positive youth development through sport, parenting well-rounded athletes, managing anxiety and other emotions, coping with pressure, building confidence, maintaining motivation, attention control, and military performance enhancement.

Sivonnia L DeBarros

Sivonnia DeBarros - the Protector of Athletes® - is a first-generation lawyer and law business owner. DeBarros graduated from Chicago-Kent College of Law with her J.D. in 2013, received an M.S. in Criminal Justice from Everest University in 2010, and her B.S. in Political Science from the University of South Florida in 2008.



DeBarros has represented pro athletes from the NFL, MLS, NBA-G League, and Pro-Table Tennis sports; 7-figure National Brands and NY Times Best-Selling Authors; and has been featured on CBS, ABC, WGN, Shoutout LA, and a host of podcasts such as A Frugal Athlete, Influential Entrepreneurs, Tackle What's Next, and Maximum Lawyer to name a few. DeBarros has been published in Authority Magazine, BuzzFeed, quoted in Forbes, Communication Intelligence, and other publications.

DeBarros is passionate about helping athletes, women, and first-generation business owners because she understands the peculiar struggle many face by not having the necessary support and guidance to be successful.

DeBarros is a public speaker, entrepreneur, and bestselling published author of *What Are You Sporting About?*, *Athletes Making Moves*, and the author of *JoJo's Legal Adventures Children's Book Series* that introduces legal concepts to kids. DeBarros is the founder of Athletes Making Moves™, the NILCOMBINE™ and the Host of What Are You Sporting About?® Podcast.

Tim Duncan

Tim Duncan was named the University of New Orleans' Director of Athletics in late April 2019 becoming the first African American full-time Director of Athletics in New Orleans history. In September 2020, Duncan was promoted to Vice President of Athletics and Recreation. He joined the Privateers after a year as the deputy athletic director for external affairs at Northeastern University in Boston.

Duncan hit the ground running with #100Meetings100Days, conversing with a diverse group of Greater New Orleans leaders and former Privateers. Gameday experience received a huge jolt with the addition of an in-arena emcee and DJ at all men's and women's basketball games, followed with a decision to stream all games for free.



Duncan led the Privateers through the cancellation of the 2020 spring campaign with his decision to cover the cost for senior spring sport scholarships – an expense in excess of \$200,000. New Orleans became the first school in the state of Louisiana to announce its coverage of spring sport scholarships. Duncan led race discussions among all staff and student-athletes and created Privateers For Equality, a comprehensive plan to promote diversity and inclusion at UNO.

Within Northeastern University's 18-sport NCAA Division I program, the Memphis native oversaw the external affairs unit, comprising communications, corporate sponsorships, fundraising, marketing and game day experience, ticket sales and operations, and video production. During his tenure, donations, corporate partnerships, and ticket revenue have all increased. In October, Duncan spearheaded a marketing campaign, #HowlinHuskies, a rebranding of the Northwestern Athletics logos package.

Prior to his time at Northeastern, he was director of athletics at Division II Clayton State University in Morrow, Georgia from 2014-2018. He also served as director of athletics at Paine College from 2011-2014 and associate athletics director at University of North Carolina Wilmington overseeing the Seahawk Club and the executive director of an athletic alumni organization at the University of Memphis.

Prior to entering college athletics administration, Duncan spent 11 years as a marketing professional. Duncan holds a Bachelor of Business Administration in marketing from the University of Memphis and a master's in Sports Administration from Grambling State. He played four years of college basketball at Memphis.

Duncan is married to Lisa Duncan, the former Ms. Lisa Farris. The couple has five children, Lisa, Torin, Tyson, Turner and Tatum.

Andrew Goodrich

Dr. Andrew T. Goodrich was named Vice President and Director of Athletics at Gardner-Webb University on September 12, 2022. Goodrich joins the Gardner-Webb family from Syracuse University, where he has served as Deputy Director of Athletics & Chief Marketing Officer since 2018.

Goodrich is a member of Chancellor Kent Syverud's University Leadership Team and Athletic Director John Wildhack's Executive Cabinet. He also serves as the athletics department's liaison for the ACC Network and as a member of the ACC's Branding, Marketing and Revenue Development, and Football Strategy working groups.



He helped negotiate a ten-year naming rights agreement for the JMA Wireless Dome, made major deals like the school's first appearance in the Chick-Fil-A Peach Bowl Kickoff Game, Syracuse's largest all sports apparel deal with Nike and an all sports deal with INFLCR, NIL education and preparation, and group licensing opportunities. Goodrich also negotiated the largest e-commerce deal in Syracuse history and led the school's marketing efforts to launch the ACC Network into over 40 million homes nationwide.

Under Goodrich's watch, Syracuse led the nation in men's basketball attendance three times and set an NCAA men's basketball single-game attendance record of 35,642 fans for its game vs. Duke on February 23, 2019. The Orange hosted a crowd of 50,248 for its game against Clemson in September 2019 which was the Dome's first sellout since 1998.

Syracuse was also awarded with the 2022 Clyde Award as the top Learfield Corporate Partnerships Property of the Year. In addition to numerous speaking engagements at conventions and events, Goodrich has experience teaching business communications, sports marketing and athletics administration courses during his career.

Goodrich has a strong foundation of success at several stops, including roles at the University of South Florida, the University of Miami (Fla.) and Notre Dame.

Goodrich began his college athletics career in 2004 as a graduate assistant for marketing and special events at Notre Dame. He also served as Director of Athletics for Owego Free Academy.

Goodrich attended Cumberland University earning a bachelor's degree in business. He received an MBA in marketing management from Notre Dame and earned his doctorate in higher education administration from USF. He was a three-time academic all-conference selection at Cumberland and was part of the school's 1998 NAIA College World Series team.

Goodrich and his wife Erika, have two King Charles Cavaliers – Arielle and Charley.

Aisha Foy

After spending two seasons as a graduate assistant at Southeast Missouri State, Aisha Foy was named women's basketball's director of recruiting in May 2018 and is in her third season with the program.

Foy works with Kentucky's talented coaching staff to up the Wildcats' worldwide recruiting efforts, including planning and executing materials for all aspects of the recruiting process, organizing on-campus visits and assisting with the execution of on-campus camps.

Foy joined the Kentucky program after spending two seasons as a graduate assistant at Southeast Missouri State in Cape Girardeau, Mo. With the Redhawks, Foy's primary responsibilities included overseeing team social media, pre- and post-game film, alumni communication, coordinating community service and assisting with student-athlete career planning.

Foy came to SEMO after an impressive playing career at Radford where she was a nominee for NCAA Woman of the Year, was selected Who's Who Among Students in American Colleges and Universities and won the Center for Diversity & Inclusion Established Leader Award. She also received Radford's Senior Leadership Award after serving on the Student-Athlete Advisory Committee Executive Board for three years. Foy also worked on the Student Leadership Conference and volunteered for Big Brother Big Sisters.

On the court, she played in 113 games with 82 starts at Radford averaging 8.5 points per game while shooting over 35 percent from the field and 3-point line. The guard had 209 career assists and gathered 77 steals throughout her career. She fell just 45 points shy of reaching Radford's 1,000-point club. For her efforts, she was All-Big South First Team her senior season, which was cut short due to injury, and was All-Big South Second Team her junior year.

Foy, who was recently chosen to attend the Women's Basketball Coaches Association's "So You Want to be a Coach" program, graduated from Radford in 2016 with a bachelor's degree in sports administration and a minor in business. The native of Virginia Beach, Virginia, completed her master's degree in sports administration from Southeast Missouri State in May 2018.



Adam Gordon

Adam Gordon brings over 17 years of on-campus experience to Renaissance Search and Consulting. He coached college basketball at Mississippi State, Clemson, Southeast Missouri State, University of Northern Colorado, College of Central Florida, and the University of Tampa.



In 2010 Adam co-founded Rising Coaches, an organization that provides community, development, and job opportunities to coaches looking to rise through the profession. From 2019-22 Adam served as the company's CEO.

Adam also founded the 501c3 Rising Coaches Diversity, Equity, and Inclusion Alliance in 2020, when their group partnered with twelve different social justice and minority coaching organizations with the goal of impacting change for equality in the coaching profession. The DEI Alliance has successfully executed several initiatives to help provide interview training and search firm connections for minority coaching candidates, create a pathway for former athletes to break into the coaching profession, a Women's Empowerment Series, and their national Equality and Inclusion campaign, which saw over 150 NCAA Division I institutions participate in raising awareness for equality issues on their campuses.

Prior to joining Renaissance, Adam led over 25 executive searches for various head coaching, athletic administrative, and corporate positions.

Adam is based out of Birmingham, AL, and he and his wife Steph have two boys: Bentley and Oliver.

Erick Harper

Erick Harper was selected as UNLV's permanent Director of Athletics on Jan. 1, 2022. As UNLV's AD, Harper is charged with overseeing all aspects of the athletics department as well as the Thomas & Mack Center, including general operations, fiscal affairs, facilities, strategic planning and external relations.



In his first 18 months on the job, he developed a new strategic plan announced in September 2022 that is aimed at helping deliver a premier student-athlete experience in college athletics. In just two seasons, nine UNLV teams have claimed conference championships, with eight league Coach of the Year honorees and multiple teams earning NCAA Tournament bids. In addition, UNLV took back the annual Silver State Series trophy during the 2022-23 season by recording the third-highest score in the history of the competition.

Following the Spring 2023 semester, UNLV student-athletes earned a collective grade point average of 3.0 or higher for a record 12th-straight semester. UNLV's student-athlete graduation rate has risen to a record 88% and set a record for its Multi-Year Academic Progress Rate with a score of 987.

The department has received over 115 major gifts totaling over \$4.5 million since he took over. More than 55 major gifts from corporations totaling \$3.1 million have been received, going toward new facility projects and renovations. The department is also going to launch its first-ever athletics-specific capital campaign to provide Alston money to its student-athletes for the first time during the 2023-24 school year. During Bed Build Day in 2022, 100 beds were built to help Las Vegas youth that needed a comfortable place to sleep.

Under Harper's direction, the Rebels' long-standing multimedia relationship with Learfield was expanded, which provided the department with guaranteed revenue through the 2029-30 season. Harper also brought back the UNLV Athletics Hall of Fame induction ceremony and dinner event for the first time in six years. He also introduced the first-ever tuition giveaway to students through the use of a T-shirt cannon during a timeout at a basketball game with the university's president at the controls.

Harper currently serves on several boards, including the 2024 Super Bowl Host Committee, the Las Vegas Bowl Committee, MW Recognition Committee and the After-School All-Stars Committee. He was also recently named the Mountain West Directors of Athletics' Chair for 2023-24.

Prior to becoming Director of Athletics, Harper served nine years as UNLV's senior associate athletics director for development. He joined UNLV as associate athletics director for development in 2012. Harper was also associate athletics director for football operations at the University of Arizona from 2003-11. He began his athletics administrative career at Kansas State University.

Harper earned his bachelor's degree in 1992 from Kansas State, where he was a four-year starter and standout defensive back for the Wildcats football team. He later earned a master's in organizational management and leadership from Ashford University in 2013.

Harper and his wife, Dr. Patrice Hester-Harper, have two daughters, Sydney (16) and Avery (7).

Mike Hill

Mike Hill became the seventh director of athletics in Charlotte 49ers' history on Feb. 28, 2018.

Under his supervision, Charlotte added women's lacrosse. In addition, the 49ers football program advanced to the program's first bowl game.

In his first five years, the 49ers have witnessed remarkable success. In 2022-23, Charlotte saw a record eight teams win Conference USA Championships. The 49ers men's and women's cross country and track programs won five league titles. Four teams advanced to the NCAA Tournament including softball and women's tennis. Men's golf advanced for the third straight time while baseball made its second trip in three years. Men's Basketball won the CBI Championship and posted its most wins since 2001.



In 2021-22, Charlotte won five Conference USA Championships, the previous mark for titles in C-USA. Charlotte also earned NCAA Tournament bids in baseball, men's cross country, men's golf, and men's soccer while women's golf, men's outdoor track and women's outdoor track sent individuals to NCAA post-season competitions. The 49ers placed in the 2021 Director's Cup Top 100 for the first time since 2007. In both years, Charlotte posted C-USA's best average league finish in its 18 sports.

Over the five years, several programs have earned their first or highest national rankings, men's soccer has gone to four NCAA Tournaments, women's basketball won the 2022 CUSA regular season and tournament titles, Charlotte's men two Triple Crowns by claiming CUSA titles in cross country, indoor track and field and outdoor track and field in 2020-21 and 2022-23. In 2019, Charlotte swept the 2019 Men's and Women's Conference USA Outdoor Track and Field Championships, and the football program earned a trip to its first bowl game at the 2019 Makers Wanted Bahamas Bowl. The 49ers have also been selected as hosts for the 2024 NCAA Div. I Men's Basketball First and Second Rounds.

Hill was formerly the Executive Associate Athletics Director for External Affairs at the University of Florida. Hill had a 25-year career with the University of Florida Athletic Association. He spent his last six years as the Gators' Executive Associate Athletics Director for External Affairs. He served on the administrative fundraising team that developed strategies, cultivated donors, and secured major gifts. He chaired the 100 Years of Florida Football fundraiser and managed corporate partner relationships with Nike, Pepsi, and Gatorade. In his capacity in the Gators' Department of Athletics, Hill served on the University of Florida Branding Steering Committee. He has been on the Climb for Cancer Board of Directors since 2009.

Hill was an Assistant to the Athletics Director at Ball State University and served as Assistant Executive Director of the Blockbuster Bowl for two years. The graduate of the University of North Carolina at Chapel Hill earned his Bachelor of Arts degree in Political Science and Communications. He was a student assistant in the school's Sports Information Office from 1988-90.

Hill and his wife, Jessica James-Hill, have a daughter, Ellie, and two sons, Bobby, and Luke.

Jennifer Hudson

Jennifer Hudson works as a Marketplace Manager for Opendorse where she has a distinct specialization in managing professional athletes, teams, and brands in strategic marketing, digital strategy, brand strategy, partnership relations, and account management for high-profile clients.

Hudson earned her bachelor's degree in visual communications journalism in 2015 from Penn State University where she became a NCAA Champion in fencing her junior year. In 2018, Hudson received her master's degree from Georgetown University in Sports Industry Management and successfully completed a capstone in trust fund implementation which was nominated for the Hoya Professional 30.



The NCAA champion has an extremely strong background in social media marketing. Prior to her role as a marketplace manager, she worked as a creative strategist for Learfield (2021-2022), where she would promote and coordinate the LevelNext Madden Esports. In just 3 months, she was able to increase the activity on LevelNext Instagram accounts by 2,269% and the followers of the accounts by 18.2%. In the beginning of 2021, Hudson was a marketing, communications and brand manager for Trade-In Promotions, LLC where she increased event income by 36%, attendance by 51%, RSVPs by 114% and web hits by 363%. In 2019, Hudson worked as the marketing and communications manager for the Junior Tennis Champions Center and raised over \$400,000 due to her intrinsic marketing strategies produced during her time with the association.

Alongside her successful marketing, she notably has lots of experience working in Golf, Tennis, College Athletics, Soccer, NASCAR and Olympic Sports.

Outside of her large passion for her profession, she enjoys trying new sports, fitness challenges, F1 races and dogs.

Matt Martin

Matthew Martin was chosen to be USC Upstate's new vice chancellor and director of intercollegiate athletics and assumed his role on August 14, 2023.

Martin joined USC Upstate from the University of Idaho, where he was the senior associate athletic director for external operations since 2020. His role encompasses directing and overseeing the programming, planning, and budgeting of intercollegiate athletics. Additionally, Matthew focuses on fundraising in support of athletic activities and represents the athletic program consistently with the university's values on campus and within the larger community.



During his time at the University of Idaho, Matthew oversaw the athletic department's marketing, ticket sales and operations, communications and digital strategy, multimedia rights, broadcast production, and trademark licensing. He also supervised women's soccer, men's tennis, and women's tennis programs. Notably, Martin played a pivotal role in securing a 10-year, \$5 million naming rights partnership for the Kibbie Dome. The partnership also supports financial success programs for student-athletes.

Matthew's leadership extended to facility upgrades for track and tennis. Under his guidance, ticketing revenue substantially increased, driven by higher attendance at sporting events, and the implementation of innovative season ticketing plans.

Before his tenure at the University of Idaho, Matthew served as vice president/director of intercollegiate athletics at Concordia University – Portland. He also spent time at Winthrop University as associate athletic director for external operations.

Martin's career also includes a role at the University of South Dakota, where he excelled in soliciting major gifts for new facilities and other athletic initiatives. His broad experience also encompasses positions with Learfield Sports and Eastern Washington University, his alma mater, where he was a student-athlete and leader in the football program.

Martin holds a Bachelor of Arts in business administration with a finance major and economics minor, a Bachelor of Arts in communication studies, and a Master of Science in physical education, health and recreation with an emphasis in sport administration, all from Eastern Washington University. He resides in Spartanburg with his wife, Nikki, and their two daughters, Chandler and Camden.

Dr. Ingrid Wicker-Mcree

Ingrid Wicker McCree, Ed.D., has an impressive and storied career as a higher education leader with more than 25 years in diverse roles. Wicker McCree made history in 2008 when she became the first female to hold the permanent title as the Director of Athletics at North Carolina Central University (NCCU). Her experiences as a college student-athlete, coach, and administrator lends to her success as one of the longest-tenured athletic directors in NCCU history (14 years).



She was amongst the ranks of only a handful of women athletic directors in the NCAA. Wicker McCree served in various leadership positions at the conference and national level organizations, including multiple NCAA national and local boards to include the NCAA Division I Council, the National Association of College Directors of Athletics (NACDA), and the Durham Sports Commission.

As a result of her hard work and support, an endowed scholarship was established in her name at NCCU, The Ingrid Wicker McCree Legacy Endowed Scholarship Fund on April 9, 2022. As CEO of WM Leadership & Legacy Coaching, LLC, Wicker McCree will utilize her extensive expertise and leadership skills to individuals, organizations and corporations within and outside of higher education.

Wicker McCree was one of the driving forces behind NCCU's reclassification to NCAA Division I which began in 2006 and officially completed in 2011. During her tenure, the NCCU football and men's basketball programs have seen historic success in the MEAC and NCAA. The NCCU football program won the MEAC in 2016 and competed in the Air Force Reserve Celebration Bowl, while the men's basketball program has won four MEAC Basketball Championships,

Wicker McCree continues to serve as an active member of her community, volunteering and serving on local boards. Some of the current and past Boards she has served on include The Durham Sports Commission (Chair), North Carolina Sports Hall of Fame, Gillis-Jones Ethics Camp; Leadership Institute, WeCOACH, The Banks Law Firm Foundation Board of Directors, Rotary International, Downtown YMCA, the Boys and Girls Club of Durham and Orange Counties, the Center for Research in Intercollegiate Athletics (CRIA), Habitat for Humanity, Cultural Arts Society for Fuquay Varina (NC), and as Director and parent liaison for NC Volleyball Academy.

Her accolades include membership in four athletics halls of fame: C.E. Jordan High School (team), NCCU Alex Rivera Hall of Fame (1998 Softball Team, 2023 Volleyball & Softball Head Coach), The George Washington University Hall of Fame, and the Central Intercollegiate Athletic Association (CIAA) John B. McLendon Hall of Fame. In July 2014, the Women Leaders in College Sports announced McCree as the recipient of its 2014 NCAA Division I FCS Administrator of the Year Award, and in 2018, she was recognized as the National Association of College Directors of Athletics, Under Armor Athletic Director (FCS) of the Year. Wicker McCree has also received numerous awards and honors outside of the realm of collegiate athletics as she received the Boston Red Sox Luis Tiant Leadership Award in 2017. In August 2018, she was the recipient of the Legacy Award by the Durham Committee on the Affairs of Black People and named the Outstanding Alumnus by North Carolina State University - Department of Parks, Recreation and Tourism Management.

Wicker McCree began her career at NCCU as the head coach for women's volleyball and softball. She became the first coach in NCCU history to win conference championships in multiple sports, capturing the school's first-ever CIAA titles in softball (1998) and volleyball (1999), followed by additional volleyball championships in 2004 and 2005. A native of Durham, NC, and graduate of C.E. Jordan High School, Wicker McCree played on two North Carolina high school state volleyball championship teams while also lettering in basketball and track and field. She also served as student body president in 1984-85. She continued her volleyball playing career as a student-athlete at George Washington University, lettering four seasons (1985-88) on the GWU volleyball team. Wicker McCree earned her undergraduate degree in criminal justice from George Washington University, a master's degree in recreation resources administration, and a doctorate in higher education administration, both from North Carolina State University. She currently works as a consultant to several corporate and higher education organizations and works with amateur and professional athletes at Duke Sports Sciences Institute Sports Performance.

Wicker McCree is married to Geno McCree, a former three-sport student-athlete at Elon University/College, and has three children, Alexia (25), Quinton (23), and Sydney (20).

Kurt Patberg

Kurt Patberg, Ph.D has conducted more than 500 athletic job searches and 40 departmental reviews for more than 250 small colleges nationwide. He has 35 years of college athletic experience, serving in on- and off-campus roles. For 15 years he served as a small college commissioner for the Northern Sun Intercollegiate Conference, Rocky Mountain Athletic Conference, and Southern State Athletic Conference. His consulting expertise focuses on helping athletic departments and conferences operate more efficiently, boost enrollment, and optimize management. Patberg now serves as the Vice President of Sports Consulting at Mammoth Sports Construction.



Terry Prentice

Terry Prentice was named Deputy Athletics Director & General Manager of Athlete Brand Services and Business Development on Sept. 11, 2023. In his role, he provides oversight of Bulldog Athlete Services, which encompasses academics, NIL, sports medicine, sports nutrition, sports psychology, strength and conditioning and student-athlete development. He also serves as sport administrator for football.



Prentice comes to Starkville from the University of Arkansas where he most recently was the Senior Associate Athletics Director for Athlete Brand Development and Inclusive Excellence. Prentice served as a member of the Athletic Director's Cabinet and Senior Staff. He led the Athlete Brand Development unit, which manages Name, Image and Likeness (NIL) activities and initiatives while also being the sport administrator for the men's and women's track and field and cross-country programs.

From 2018-2021, Prentice served as the Associate Athletics Director/Chief Diversity and Inclusion Officer and men's and women's track and field and cross-country sport administrator at the University of Kansas. While there, he was a member of both the Executive Staff and External Leadership Team and served as a major gifts fundraiser for the department. In addition, he worked closely with the Human Resources and Student-Athlete Development units in leading diversity initiatives.

Before Kansas, Prentice worked in fundraising with the Razorback Foundation and with the Ole Miss Athletics Foundation at the University of Mississippi. During his time with the Razorback Foundation (2014-18), he helped raise support as part of several major campaigns, including a \$160 million renovation and expansion of Donald W. Reynolds Razorback Stadium as well as various track and field projects, including the \$15 million Frank O'Mara Track & Field High Performance Center.

Prentice was a student-athlete at the University of Arkansas and was an All-SEC and Honorable Mention All-American decathlete. From 2009-12, he helped the program claim five Southeastern Conference championships in indoor and outdoor track and field and served as president of the Student-Athlete Advisory Committee.

A native of Pomona, California, Prentice earned his bachelor's degree in history in 2012 and master's degree in sports management in 2014 from the University of Arkansas. He is married to Deanna Prentice.

Jeff Schemmel

Jeff Schemmel is the founder and president of College Sports Solutions (CSS), a leading full-service and integrated provider of collegiate athletic consulting, strategies and solutions to universities and intercollegiate conferences. Schemmel launched CSS in 2013 and oversees all areas of operations including new business development, all intercollegiate and athletic consulting services, and management of CSS's team of consultants. Prior to founding CSS, Schemmel was instrumental in launching the college division of JMI Sports.



Schemmel possesses over 32 years of intercollegiate athletics management experience. A former athletic director, he has served in key leadership positions within the NCAA, the Mountain West Conference and Conference USA, and at schools in the Big 12, Big Ten, and the Pac-12 conferences.

Schemmel was Director of Athletics at San Diego State University where he negotiated the school's first comprehensive apparel/equipment contract with Nike and the first marketing/media contract and was responsible for hiring many of the school's successful coaches and administrators. He served as chair of the NCAA Division I Championship and Sports Management Cabinet. Jeff has served in key leadership positions within the NCAA, the Mountain West Conference and Conference USA, and at schools in the Big 12, Big Ten, and Pac-12 conferences.

Schemmel was Associate Commissioner for Governance and Legal Affairs at Conference USA, where he was involved in the negotiation of the league's broadcast rights contracts and was a member of the NCAA Division I Management Council. In 2003, Schemmel served at Arizona State University as Senior Vice President and Executive Director of Development for the ASU Foundation. Schemmel served 13 years at the University of Minnesota, the last 10 of those years as Senior Associate Athletic Director/COO. He was responsible for all day-to-day operations and directed NCAA and Big Ten Conference Championships hosted by the University. He was executive director of the Twin Cities Organizing Committee for the 2001 NCAA Men's Basketball Final Four.

Schemmel holds a Juris Doctor from Washburn University School of Law in Topeka, Kansas and earned a Bachelor of Science in Political Science from Kansas State University, where he was an NCAA Champion in track & field. He began his athletics administration career in 1988 at his alma mater, serving as Associate Athletic Director for Development and Compliance. Prior to that time, he practiced law for ten years in Topeka, Kansas, with specialties in corporate and sports law.

Jen Strawley

Jennifer Strawley was named Elon University's director of athletics on July 6, 2023. She came to Elon following 11 years at the University of Miami, most recently serving as the senior deputy director of athletics.

She served as interim director of athletics at Miami and was the sport administrator for football and women's basketball, as well as the department's senior woman administrator.

During her time at Miami, she created a performance, health and wellness department, enhancing competitive success, improving facilities, ensuring academic achievement, and increasing fundraising. In 2021, Strawley was named the Women's Basketball Coaches Association Administrator of the Year.

Strawley serves on committees within the NCAA and the ACC, including the NCAA Strategic Vision Committee, the NCAA Women's Basketball Oversight Committee, the NCAA Championships Finance Review Working Group, the NCAA Football Recruiting Working Group and the NCAA Men's Basketball Non-Scholastic Working Group. In addition, Strawley has served on the ACC Board of Directors as the chair of the ACC Senior Woman Administrator group, the ACC Television Committee, the ACC Equity Committee, the ACC Infractions and Sportsmanship Review Committee and the ACC Football Schedulers Group. She has also served on the Board of Directors for Women's Leaders in College Sports and currently serves on the Board of Directors for the Women's Basketball Coaches Association (WBCA).

Strawley worked for the NCAA as the Director of Academic and Membership Affairs and oversaw academic policy and governance issues, academic education, and the internal inclusion team. She began her career at the NCAA managing student-athlete reinstatement and eligibility and serving as a liaison to multiple committees within the NCAA governance structure.

Between her two stints at the NCAA, Strawley worked at Columbia University, where she was the Associate Athletics Director for Intercollegiate Sports Programs and the Senior Woman Administrator, holding sport supervision responsibilities and providing oversight for Title IX and gender equity issues, among other duties.

As an undergraduate student-athlete at the University of Pennsylvania, Strawley played softball, serving as a two-year team captain. She graduated in 1998 with a bachelor's degree in history and a minor in sociology. She earned her master's degree in sports administration from the University of Miami in 2021. She is a 2014 inductee into the William Tennent High School Athletics Hall of Fame.



Cherie Swarthout

Cherie Swarthout is the third person to lead Queens Athletics after being named the director of athletics in May of 2016. Swarthout was promoted to her new role after wrapping her 10th season with the Royals and serving as the interim athletic director during the spring semester of 2016. In the summer of 2020 Swarthout began serving as a member of the University's senior leadership team.



Leading with Queens' Yes/And promise, Swarthout has encouraged her team of coaches to challenge their student-athletes to excel both in the classroom and in competition. With the importance of academics continually stressed, the Queens' student-athletes have not wavered in their performance posting a 3.0 grade point average or higher for 11 consecutive seasons. The Royals posted a 3.21 grade point average during the 2016 fall semester to make it their best semester in the classroom to date. They then completed the 2016-17 and 2017-18 seasons with a 3.24 grade point average before posting a 3.29 during the 2018-19 season. The department's best GPA to date, 3.43, was recorded during the 2019-20 season. Additionally, the department had two student-athletes named co-valedictorians at the 2017 commencement ceremony. Swarthout joined the Queens Department of Athletics in 2006, spending a year as the sports information director and sports complex site coordinator. In a year's time, she was promoted to assistant athletic director for external operations while still holding the sports complex site coordinator responsibilities. As the university and department grew, Swarthout shifted her leadership from the sports complex to the athletic communications department in 2007, serving as the assistant athletic director for external operations and athletic communications until 2014. In 2015, she was promoted to associate athletic director. Swarthout also served as the senior woman administrator from 2013 until being named the Director of Athletics in 2016.

Prior to joining the Royals, Swarthout was an assistant basketball coach at Illinois State University for 10 years working for the legendary Dr. Jill Hutchison in her first six. She also worked in private business during the time between leaving the Redbirds and joining the Royals.

Swarthout, a native of Climax, Mich., holds a bachelor's degree in physical education and health from Michigan State University where she played basketball helping lead her team to the first NCAA tournament bid in school history her senior year. She has two master's degrees, one from Illinois State University in sports psychology and athletic administration; and a second from Queens in organizational development. Additionally, Swarthout holds an executive coaching certificate from Queens.

Swarthout has been engaged in community leadership roles throughout her tenure at Queens including board positions with the Charlotte Business Guild, Michigan State Alumni National Board, and Girls On The Run. She has served as board chair with the local MSU Charlotte Alumni Club and Myers Park Baptist Through The Week School. In 2015, she was a member of Leadership Charlotte Class of 37. Currently she serves as a deacon at Myers Park Baptist Church, at large member of Elizabeth Community Association, and a member of the D2ADA Board of Directors.

Swarthout has two daughters, Mattison and Zuri.

Mike Thomas

Mike Thomas has nearly 40 years of experience in major university athletic department direction, during which time he hired coaches who have led teams to conference championships and national prominence, achieved historic levels of fundraising, managed capital projects totaling over \$400 million, raised student-athlete academic achievements to conference-leading levels, instituted cultures of strict NCAA compliance, negotiated multi-million dollar media, sponsorship and marketing contracts, and revamped staffing and financial systems.



His roles included director of athletics at the University of Illinois, the University of Cincinnati, the University of Akron, and Cleveland State University, as well as serving on executive staff at the University of Virginia and the University of Denver. Over the course of Thomas' career, he has worked in the Big Ten Conference, the Atlantic Coast Conference, the Big East, the Mid-American Conference, and the Horizon League.

Recognized for his administrative acumen by his peers, Thomas has served on the following NCAA committees: Division I Council, Men's Basketball Oversight Committee, Division I Ethics Coalition, Division I Championship/Sport Management Cabinet, Men's Basketball Issues Committee, Division I Championships/Competition Cabinet, Division I Academics/Eligibility/Compliance Cabinet, Postseason Football Bowl Licensing Subcommittee, Women's Basketball Issues Committee, and the Women's Rowing Committee.

Thomas also served on several conference committees, most notably as Chair of both the Horizon League Council and the Basketball Issues Committee; Chair of the Big East Championship and Competition Committee; and the Big Ten Legislative Review Committee.

Twice during his career, Thomas received the General Robert R. Neyland Outstanding Director of Athletics Award in 2005 (Akron) and 2009 (Cincinnati). He also received the Cincinnati Sports Executive of the Year (2009), the Big East Distinguished Service Award (2011) and the Western Illinois University Alumni Achievement Award (2015).

Thomas, a Colorado native, received his bachelor's degree in business administration from Colorado State University (1983), and his master's degree in athletic administration from Western Illinois University (1986). He lives in the Moneta, Virginia area with his wife, Jeni. They have four adult children: Vince, daughter-in-law Emily, and grandson Arthur; Joey, daughter-in-law Regan, and granddaughter Arden; Mick, and Meredith.

Tiffany Tucker

Tiffany D. Tucker, who joined the UNCW staff as Senior Associate Athletic Director and Senior Woman Administrator in January of 2019, was named Deputy Athletic Director on August 18, 2021.

Before UNCW, she was the Deputy Director of Athletics for Internal Operations and Senior Woman Administrator at S.C. State. She had experience at Elizabeth City State, Hampton and S.C. State and coached basketball at Allegheny (Pa.) College, Radford, Francis Marion and Claflin.

On campus, she was a member of the search committee for a new Vice Chancellor of Student Affairs and currently serves on the Community Engagement & Applied Learning Advisory Board, Emergency Planning Committee, eSports Steering Committee and Innovation and Economic Prosperity Universities Program Committee.

Tucker was a participant in the UNC System Executive Leadership Institute's second cohort. The institute develops leadership skills by sharing best practices and forming partnerships among participants and their institutions.

In February of 2021, Tucker organized the National Girls & Women in Sports Day Leadership Summit to celebrate the successes and achievements of female athletes. The special virtual program featured a one-on-one interview with Patti Phillips and highlighted five industry experts in the areas of business, philanthropy, journalism, wellness and athletics.

In March of 2021, Tucker was appointed to a four-year term on the NCAA Women's Basketball Rules Committee. Tucker has also been an active chair of the Colonial Athletic Association: United for Change Committee. The committee is developing a strategic direction for the conference and will provide an opportunity for institutions to share resources related to anti-racism and social justice efforts.

Tucker is a 2018 graduate of the NCAA-sponsored Dr. Charles Whitcomb Leadership Institute. She serves on the Minority Opportunities Athletic Association (MOAA) Membership Committee and the Women Leaders in College Sports Education and Professional Development Committee.

Tucker was selected by the United States Olympic Committee to participate in the Ethnic Minority Women in Coaching Leadership Program in Colorado Springs in 2015. She is also a 2008 graduate of the Women Leaders in College Sports Institute for Administrative Advancement (NACWAA/HERS), 2017 graduate of the Leadership Enhancement Institute and 2021 graduate of the Executive Institute. In addition, Tucker is a member of the National Association of Collegiate Directors of Athletics (NACDA) and Women Leaders in College Sports.

A graduate of Matoaca High School, Tucker was inducted as a MHS legend in September of 2017. She received her Bachelor of Arts Degree in Philosophy at North Carolina in 2005 and completed a Master of Science Degree in Sport Administration from Hampton in 2017.



Marke Freeman

Marke Freeman is the Owner and Director of Max-OUT Basketball. She founded MOB in 2010 to bring quality training to her hometown of Springfield, IL. She has since established Max-OUT in St. Louis, MO, Taylorville and Stonington, IL. Marke has traveled the world developing players, coaches and programs from the grassroots level to the professional level in 6 continents and dozens of countries working with household names as a Player Development Coach and Sports Analyst.

Marke attended Northern Illinois University where she received her undergraduate degree and became a 3-time All-Conference player. After graduating from NIU, Freeman went on to play professionally in Europe, where she had an opportunity to compete against some of the best women's basketball players in the world. Marke had to overcome inevitable challenges on and off the court to stand out at the Division I and professional level, even earning all-conference and all-league honors each year of her career.

Following her successful professional career, Marke joined the University of Missouri – Kansas City, honing her coaching skills under the tutelage of her college coach. She went on to continue her coaching career at Washington University – STL where she helped lead the Bears to a Conference Championship, consecutive NCAA tournament appearances and to the Elite 8 of the 2019 NCAA Tournament.

Marke is very involved in the basketball world. She started Max-OUT Basketball in 2010. Developing talent and leaders from the earliest to the professional level. She is a Director for PGC, a world-renowned leader in youth development. She also serves as a Sports Analyst broadcasting college and professional basketball. Her impact is not limited to athletics. She reaches thousands as a Keynote Speaker and recently published Author of CHAMPIONS' Creed The Undeniable Principles that Separate the Good from the Great in Sports, Business & Life.

“My experiences as an athlete and coach have taught me that true champions are not defined by their results. They are driven by their desire to master the process. Therefore, it's not simply the skills that make the champion, it's their undeniable mindset, uncommon habits, and consistency. Principles that can be applied in all facets of life. This has become the acme of my story and something I look forward to unpacking with fellow Max-OUT athletes and coaches.” – Marke Freeman, Owner Max-OUT Basketball



Kaplan Mobray

Kaplan Mobray is one of the world's most dynamic and motivational business speakers and award-winning author of *The 10Ks of Personal Branding*.

Wharton-educated, Kaplan draws from his extensive corporate experience as a successful business executive where he led corporate marketing, advertising, brand development, and workforce diversity initiatives for Fortune 500 companies.



Kaplan has received worldwide acclaim and numerous awards for his leadership and branding insights.

He has been featured on CNN, FOX, Businessweek, The Wall Street Journal, Ad Age and shares his message to NFL players and fans annually at the Super Bowl. Prior to his speaking career Kaplan served as U.S. Diversity Programs Leader at Deloitte. Kaplan also serves on the corporate advisory board of ALPFA, the nation's largest Latino professional association.

Through his latest venture, Kaplan is revolutionizing high performance online learning with his virtual interactive Kaplan Mobray Leadership Institute.

He continues to serve as a consultant to fortune 500 companies and a brand coach to professional athletes.

All of his innovative presentations have been described as life changing events.

In his personal pursuits, Kaplan is a professional saxophone player, and is active in civic and charitable organizations.

Next Level Speakers Contact Information

Speaker Name	Organization	Email	Address
Adam Gordon	Renaissance Search Firm	adam@therscfirm.com	W 132nd St Hawthorne, CA 90250
Andrew Goodrich	Gardner Webb	agoodrich1@gardner-webb.edu	110 S. Main Street P.O. Box 877 Boiling Springs, N.C. 28017
Cherie Swarthout	Queens University	swarthoutc@queens.edu	Department of Athletics 1900 Selwyn Ave. Charlotte, N.C. 28274
Dr. Ingrid Wicker-McCree	Pictor Group	iwickermccree@gmail.com	PO Box 19942 Reno, NV 89511
Erick Harper	UNLV	erick.harper@unlv.edu	UNLV Athletics Department 4505 Maryland Parkway Las Vegas, Nevada 89154
Jeff Schemmel	College Sports Solutions	jschemmel@collegesportssolutions.com	800 Battery Ave SE, Atlanta, GA 30339
Jen Strawley	Elon	jstrawley@elon.edu	2500 Campus Box 100 Campus Drive Elon, N.C. 27244
Kurt Patberg	Mammoth	kurt.patberg@mammothconsulted.com	2154 Fisher Trail NE Atlanta, GA 30345
Lee Butler	South Florida	butler23@usf.edu	University of South Florida Athletics Department 4202 E. Fowler Ave., ATH 100 Tampa, FL 33620
Matt Martin	USC Upstate	MattMartin@uscupstate.edu	800 UNIVERSITY WAY SPARTANBURG, S.C. 29303
Mike Hill	UNC Charlotte	athleticdirector@charlotte.edu	Charlotte 49ers Athletics 9201 University City

			Boulevard Charlotte, NC 28223
Mike Thomas	Carr Sports Consulting	admin@athletesmakingmoves.com	206 Peninsula Point Drive, Moneta VA 24121
Tiffany Tucker	UNC Wilmington	tuckert@uncw.edu	601 South College Road Wilmington, N.C. 28403
Tim Duncan	University of New Orleans	tduncan@uno.edu	University of New Orleans Athletics The Human Performance Center 2000 Lakeshore Drive New Orleans, LA 70148

Social Media Handles

Speaker	Social media
Adam Gordon	Twitter: @CoachAdamGordon
Andrew Goodrich	Twitter: @ATGoodrich
Cherie Swarthout	Instagram: @qucltad
Dr. Ingrid Wicker-McCree	Instagram: @female_ad
Erick Harper	Twitter: @ErickHarper
Jeff Schemmel	Twitter: @JeffSchemmelCSS
Jenn Strawley	Twitter: @JennStraws
Kurt Patberg	Twitter: @kurtpatberg
Lee Butler	Twitter: @LeeButlerUSF
Mike Hill	Twitter: @rmikehill
Tiffany Tucker	Twitter: @TiffanyTucker65
Tim Duncan	Twitter: @TimDuncanAD



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(704) 731-0119 - Fax

DETROIT

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Southfield, MI 48075
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