



A STEP UP 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 Moderator: Christy ThomasKutty (ESPN Basketball Analyst)
6:50 pm – 7:30 pm	Presenters: Hall of Fame Candidates Panel
7:30 pm – 7:35 pm	<i>Instructions for following Morning</i>
7:45 pm – 9:00 pm	Meet & Greet Reception Hilton Waterfront



TUESDAY, MAY 21, 2024

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

7:30 am – 8:00 am **Breakfast Buffet Open**

8:00 am – 9:15 am **Assistant Coaches HOF Induction Ceremony**

Minute Break

Sessions

9:40 am – 10:40 am **Sessions I**
TOPIC: The Missing Link to Player Development
Presenters: Robert Starkey (LSU)
Kevin Sutton (IMG Academy Technical Director of Basketball)

10 Minute Break

10:50 am – 12:00 pm **Session II**
TOPIC: Knowing Your Craft: Scouting Your Opponent & Preparing Your Team
Presenters: Tempie Brown (Stanford WBB) and Norm Roberts (Kansas)

12:00 pm – 1:30 pm **Lunch: On Your Own**

1:30 pm – 1:50 pm **Session III**
TOPIC: Understanding a Coach's Worth
Presenter: Glen Wright (Worth Financial Group)

1:55: pm – 3:00 pm **Session IV**
TOPIC: Recruiting has Changed the Game - How to Stay Ahead or Get Left Behind for Success
Presenters: Stephanie Norman, (Louisville WBB) and (Jason Williford, Virginia MBB)

10 Minute Break

3:10 pm – 4:05 pm **Session V - G & H**
TOPIC: How Assistant Coaches Add Value and Impact the Program's Success
Presenter: Amir Abdul Rahim, Head Coach South Florida

10 Minute Break

- 4:15 pm – 5:15 pm** **Session VII**
ROUND TABLE DISCUSSIONS – Topics of Choice for 25 minutes
Recruiting
Team Building
Practice Planning
Mental Health
Coaches Worth ~ Worth Advisors
- 5:15 pm – 5:30 pm** **Take Aways/Check Out**
- 5:30 pm – 9:00 pm** **Dinner- On Your Own**
- 9:00 pm – 10:30 pm** **Session VIII**
Basketball After Dark (Optional Attendance)
Bob Starkey (LSU), Kevin Sutton (IMG Academy), and C.Y. Young (Missouri)

WEDNESDAY, MAY 22, 2024
General Session

- 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. 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)
Dr. Stephany Coakley (Senior Associate AD Mental Health, Wellness, and 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, Marketplace 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** **Evaluations/Take Aways/Check Out**
- 12:20 pm – 12:30 pm** **Closing Remarks**