

- COLLEGE SPORT RESEARCH INSTITUTE -

CONFERENCE ON COLLEGE SPORT **2013**

**CSRI**

CHAPEL HILL, N.C.  
APRIL 17-19

**CONFERENCE PROGRAM**

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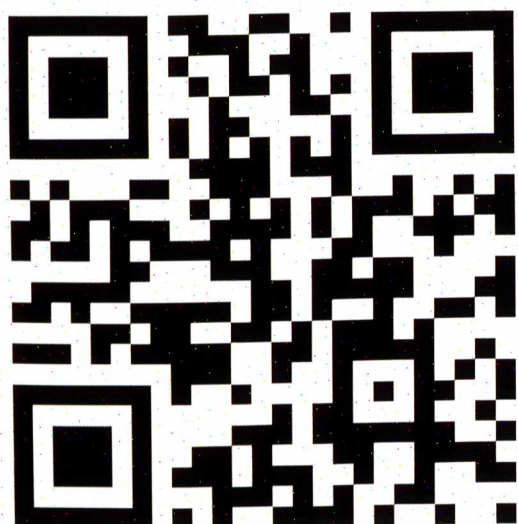
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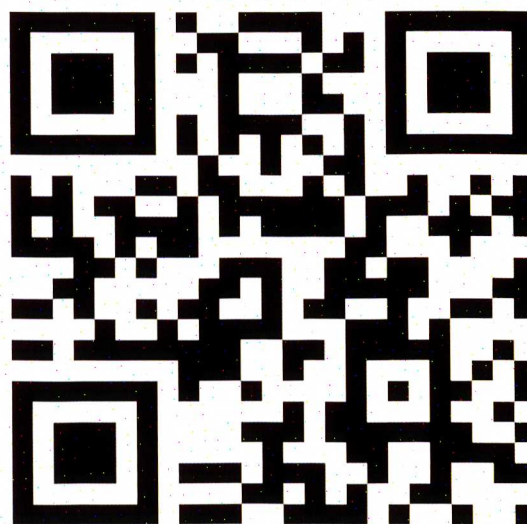
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**PDF VERSION OF 2013 PROGRAM**



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# LETTER OF WELCOME

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Dear Conference Attendees:

In the fall of 2007, the College Sport Research Institute (CSRI) was formed – the result of scholars dedicated to exploring and critically analyzing college sport issues. In the spring of 2008 faculty and students from across the United States convened at the University of Memphis for the inaugural CSRI Conference on College Sport. Five year's later we want to welcome you to the 6th Annual CSRI Conference on College Sport. As they have for the past five years, first-year graduate Sport Administration students at The University of North Carolina at Chapel Hill, as well as CSRI staff and interns have once again planned an outstanding conference, maintaining the same high standards conference attendees have come to expect. The quality of the program is a direct reflection of their hard work. In addition, the UNC Sport Administration, and Department of Exercise and Sport Science faculty and staff has been incredibly supportive of this year's conference.

Since 2007, everyone involved with CSRI has worked to fulfill its mission of encouraging and supporting college-sport research, serving as a research consortium for college-sport researchers from across the United States, and disseminating college-sport research results to academics, college-sport practitioners, and the general public. We continue to grow as an institute, taking on new challenges – such as the Adjusted Graduation Gap (AGG) Report, the BCS Longitudinal Study, and ongoing analysis of the NCAA's Collegiate Model.

CSRI's peer-reviewed academic journal – Journal of Issues in Intercollegiate Athletics (JIIA) – is now a well-respected journal, thanks to fantastic past and current editors, outstanding submitted manuscripts, and a dedicated editorial review board. JIIA has significantly added to the body of knowledge regarding college sport. We should all take a great deal of pride in this accomplishment. In an attempt to encourage scholars to submit to JIIA, we have instituted an outstanding JIIA article award. The winning article, and two runner-ups, will be announced during the conference.

This coming August CSRI will relocate to the University of South Carolina. This move will allow the institute to expand its research capabilities, with the addition of graduate research assistants, paid support staff, and the opportunity to be aligned with a soon-to-be-launched doctoral program, with a cognate area in college-sport. We look forward to hosting the 7th Annual CSRI Conference on College Sport in Columbia, SC April 23-25, 2014.

Thank you to all of you who have supported CSRI since 2007. This conference exists only because so many people believe in what it represents.

Sincerely,

Richard M. Southall  
Director, College Sport Research Institute

Mark S. Nagel  
Associate Director, College Sport Research Institute



# LETTER OF WELCOME



Dear Conference Attendees:

On behalf of the University of North Carolina at Chapel Hill, we would like to welcome you to Chapel Hill for the 2013 CSRI Conference on College Sport.

As graduate students in the 2014 Sport Administration Cohort, we have had the opportunity to be an integral part of the planning process for this conference. It has been a very practical learning experience and we are appreciative of your attendance. Our keynote speakers and panel discussions bring together some of the brightest minds across the country to discuss the most pervasive issues in college athletics. We hope that these thought provoking dialogues promote spark an interest in each attendant and promotes further research and better practice within college athletics.

We would like to acknowledge the following organizations at the University of North Carolina at Chapel Hill for their generous support: The College of Arts and Sciences, Department of Exercise and Sports Science, and Graduate and Professional Student Federation.

We're also very grateful to our corporate sponsors and underwriters for supporting our cause: The Knight Commission on Intercollegiate Athletics, Old Dominion University Distance Learning, University of South Carolina Department of Sport and Entertainment Management, Sports Business Research Network (SBRnet), Sports Travel Academy, and R&R Grill.

Our fellow students, faculty members, and industry professionals have worked extremely hard to present their research as well, and we are glad that you have chosen our conference to present your work. Please let us know if there is anything we do to assist you this week and again, thank you for attending.

Sincerely,

Tim Kelly  
CSRI Conference Co-Director

Korie Sawyer  
CSRI Conference Co-Director



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UNIVERSITY OF TENNESSEE-KNOXVILLE  
WESTERN CAROLINA UNIVERSITY

### GRADUATE

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DREXEL UNIVERSITY  
GEORGIA STATE UNIVERSITY  
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OHIO STATE UNIVERSITY  
TEXAS TECH UNIVERSITY

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JEFFREY PETERSON - ASSISTANT PROFESSOR, BAYLOR UNIVERSITY  
CHAD ZWIERLEIN - ASSISTANT DIRECTOR OF BUSINESS OPERATIONS, UNC-CH

### GRADUATE

NICK FULTON - ASSISTANT DIRECTOR OF MEMBERSHIP, RAMS CLUB, UNC-CH  
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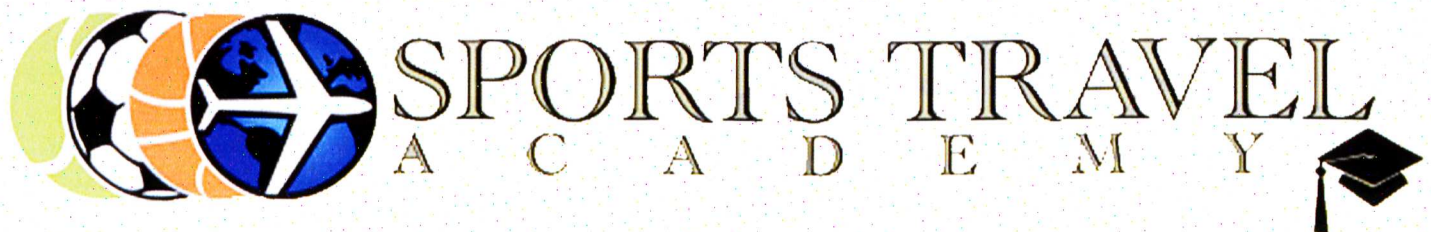
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(Bottom row left to right) Allison Bass, Carly Dressler, Catherine Mitchell, Korie Sawyer

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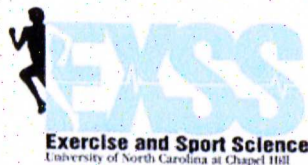
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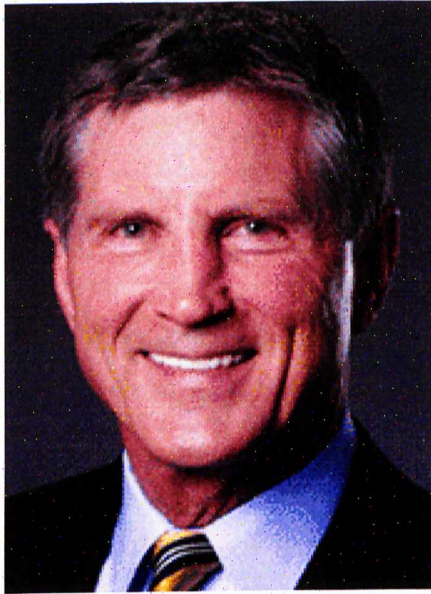




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# KEYNOTE SPEAKERS

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## BILL CURRY

@CoachBillCurry

Bill Curry has spent his entire adult life as a leader and communicator. His NFL career included two Super Bowl titles and a stint as the President of the NFL Players Association. Bill served as head football coach for Georgia Tech ('80-'86), the University of Alabama ('87-'89), and the University of Kentucky ('90-'96). In 1989, Bill was recognized as the nation's top coach with the Bobby Dodd National Coach of the Year Award.

Since 1997, Bill has come into millions of homes each football Saturday as an analyst for ESPN. Combining self-deprecating humor, riveting tales from his playing days, and fiery, straight-from-the-heart passion, Bill has quickly become one of the most sought-after speakers in the country. On September 20, 2006, the American Football Coaches Association announced Bill as the recipient of the 2007 Amos Alonzo Stagg Award in honor of his outstanding service toward the advancement of the best interests of football.

Curry played his college football at Georgia Tech and his NFL career was spent with the Baltimore Colts, Houston Oilers, and Los Angeles Rams. Recently retired, he currently resides in Atlanta.

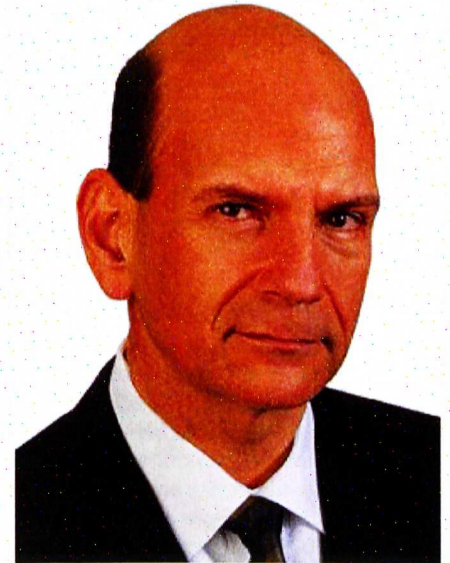
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## PAUL FINEBAUM

@Finebaum

Paul Finebaum is considered the leading sports authority in the South and the "Voice of the SEC." He formerly served as host of the Paul Finebaum Radio Network, which was based out of Birmingham and has been syndicated on stations from South Carolina to St. Louis and heard nationally on Sirius XM Radio (Channel 91).

Paul Finebaum arrived in Birmingham in 1980 and became a columnist and investigative reporter for the Birmingham Post-Herald. Finebaum's work has earned him over 250 national, regional and area sports writing awards. Finebaum joined the Mobile Press Register in 2001 where he wrote a twice-weekly column with the column syndicated to other newspapers. In 2011, Finebaum began writing a college football column for SI.com. His Christmas Eve column on a radio caller from Iowa suffering from cerebral palsy was among the most critically acclaimed stories of his career. Finebaum found himself embroiled at the center of one of the biggest college sports stories in America in 2011 - the poisoning of the famous trees on Toomer's Corner at Auburn University. The man charged called the Finebaum show, claiming to have poisoned the trees. The audio of the call was played on nearly every national radio show and television newscast in the nation. In the aftermath, Finebaum was featured on the NBC Nightly News with Brian Williams, appeared on CNN, ESPN, MSNBC and several other networks.



In 2011, the publication of a book exclusively about the unique culture of the Finebaum Show. *Great Call: Why The Finebaum Show Is America's Barbershop*, was written by Author Tom Ward. Finebaum's list of media appearances are extensive. He has established himself as a powerful and thought provoking voice in the world of college athletics moving forward.

A 1978 graduate of the University of Tennessee, Finebaum resides in Birmingham with his wife, Dr. Linda Hudson, an internist, who currently serves as chief of medicine at St. Vincent's Hospital.



# USE YOUR HEAD: A CRITICAL ANALYSIS OF HEAD TRAUMA IN COLLEGE ATHLETICS

# #USEYOURHEAD



**RAMOGI HUMA** MPH  
President, National Collegiate Players Association (NCPA)  
@NCPANOW

Former UCLA linebacker Ramogi Huma founded the National College Players Association (NCPA) after watching the NCAA suspend his All-American teammate Donnie Edwards for accepting groceries when his scholarship money ran out at the end of the month. By the end of his freshman year, Huma realized that, despite the billions of dollars that college athletes generate, the NCAA enforces rules that leave college athletes across the nation without basic protections. Huma decided to form a student group that would allow college athletes to voice their concerns and change NCAA rules. The NCPA soon recruited over 1000 football and basketball players from universities across the nation, and had success in changing several NCAA rules. Since then, more than 14,000 current and former Division I athletes have joined the NCPA. After earning his BA in sociology, Huma went on to earn a Master of Public Health (MPH) at UCLA. While in graduate school, Huma continued his work in expanding the NCPA. The NCPA has been featured in many media outlets such as 60 Minutes, ABC's World News Tonight, CNN, ESPN, Fox Sports, Sports Illustrated, The Wall Street Journal, USA Today, the LA Times, the New York Times, the Chronicle of Higher Education, and numerous radio programs.

Zoya Johnson currently serves as the student assistant coach for the UNC Women's Gymnastics team. A former UNC gymnast, Ms. Johnson was an outstanding gymnast, earning first-team All-EAGL honors, first-team EAGL all-tournament honors, and competing at NCAA regionals. As a senior, Johnson captured the individual vault title at the EAGL championships, and earned first-team EAGL All-Tournament honors. During her outstanding career four-year career, Johnson sustained several concussions and was forced to withdraw from school twice. She is an Exercise and Sports Science major on track to graduate this spring.

**ZOYA JOHNSON**  
Former Gymnast; current Student Assistant Coach, UNC-Chapel Hill  
@MochaFinest



**MARK KELSO**  
Former NFL Player; current Advancement Director, St. Mary's High School (NY)  
@MarkKelsoHelmet

Mark Kelso has excelled as a pro football player, a grade school teacher and now as a high school administrator. He currently is the director of advancement at St. Mary's High School in Lancaster. Kelso also serves as an assistant coach on the St. Mary's football staff. Kelso may be best remembered as one of the most beloved Buffalo Bills in history. He played free safety for the Bills from 1986-1993 where he consistently was at the top of the National Football League's interception leaders. His former head coach Marv Levy said Kelso was the biggest overachiever he had coached as he rose from a practice squad player to starter and then to team captain. Kelso also started in all four of the Bills Super Bowls during the early '90's. With 30 career interceptions, he is third on Buffalo's all-time list. In '89, after "probably three or four concussions," Kelso began wearing the now famous "gazoo" helmet; a protective foam covering over the actual helmet, in order to help prevent any more concussions. He wore the helmet for the final five years of his career. That helmet now sits in the Pro Football Hall of Fame as a gift from Kelso's teammate Jim Kelly upon his induction to the Hall. Kelso is a proud graduate of The College of William & Mary where he received his Bachelor's degree in business administration. He was an honorable mention all-American for the football team and an academic all-American in the classroom. After his playing career, he went back to school and received his Masters in Education from Canisius College. He is currently the Director of Advancement at St. Mary's High School, a Catholic coeducational high school in Western New York.

Jason Mihalik is an Assistant Professor in the Department of Exercise and Sport Science. He currently serves as the director of the EXSS Musculoskeletal Cadaver Anatomy Laboratory, and will teach courses in Biomechanics (EXSS 385) and Undergraduate Research Methods (EXSS 273), and assists with the Graduate Statistics and Research Methods courses in EXSS. Dr. Mihalik completed his undergraduate degree in Exercise Science with a specialization in Athletic Therapy at Concordia University (Montreal, Quebec, Canada) in 2001. He completed his graduate work in Sports Medicine at the University of Pittsburgh (Pittsburgh, PA), earning his Master's Degree in December 2004. He was a recipient of the Dr. Thomas S. and Mrs. Caroline H. Royster, Jr. 5-year fellowship, allowing him to complete his doctoral work at The University of North Carolina at Chapel Hill in the summer of 2009. Jason's primary research interests include studying the biomechanics related to head trauma and studying the common pathways to managing head trauma from the sideline through the emergency department.

**JASON MIHALIK** PhD, CAT(C), ATC  
Assistant Professor of Exercise and Sports Science, UNC-Chapel Hill  
@JMihalik79



## PANEL DISCUSSION MODERATOR



**DWAYNE BALLEEN**  
Television Host; Author

Dwayne Ballen is an award winning television journalist/host with over twenty years experience in the industry. Ballen has served as lead studio anchor for The Golf Channel and anchored USA's studio coverage of the PGA Tour. His resume also includes CBS Sports, where he was a member of the network's college football and NCAA tournament announce teams, Fox Sports Net and ESPN Networks. Often asked for his thoughts on the placement of competitive sports in our society, Ballen appears on numerous national and regional media outlets to speak about the more substantive issues revolving around sports. He has also given commentaries on NPR. Mr. Ballen has just released a new book, *Journey With Julian*, published by Simon and Schuster.



# GAME OVER: O'BANNON V. NCAA AND THE FUTURE OF COLLEGE ATHLETICS

# #GAMEOVER



## BOBBY FRASOR

Former UNC-CH Men's Basketball Player; current Director of Basketball Operations, University of Alabama-Birmingham @BFrasor

Bobby Frasor just finished his first year as the director of basketball operations at University of Alabama-Birmingham. Frasor was a former men's basketball student-athlete at UNC-Chapel Hill from 2005 to 2009. He played in 109 games in his collegiate career, started 42 times, and was named ACC All-Freshman Team. He finished his career at UNC with a record of 124-22, including three ACC regular-season titles, two ACC postseason championships, two Final Four appearances, and helped the team to a NCAA Championship Title in 2009. After graduation, Frasor played professional basketball in Bulgaria and Cyprus, and then served as the assistant video coordinator at his alma mater. He received a bachelors in communications at UNC-CH.

Emmett Gill is currently an assistant professor in the Department of Social Work at North Carolina Central University. Dr. Gill is also the founder of the Student-Athlete's Human Rights (SAHRP) – (a 501©4 organization dedicated to social justice for student-athletes) and an assistant professor at the North Carolina Central University (NCCU) Department of Social Work. Prior to coming to NCCU Emmett worked at the U.S. Military Academy Center for Enhanced Performance where he supervised men's and women's basketball student-athletes with academic and athletic performance enhancement and Rutgers University (assistant professor). Before his work at The Center, Dr. Gill was a learning specialist with the University of Maryland football team and his caseload included eight honor roll student-athletes. Dr. Gill's scholarship focuses on the intersection between social work and collegiate athletics. His latest work, Integrating Sports into Social Work Education, will appear in an upcoming issue of the Journal of Social Work Education. Dr. Gill has one daughter Simone, one son Emmett III, and is a former student-athlete.

## EMMETT GILL

PHD, MA

Assistant Professor of Social Work, North Carolina Central University @AthletesRights



## MICHAEL MCCANN, JD

Professor of Law and Director of Sports and Entertainment Law Institute at University of New Hampshire School of Law; Legal Analyst & Writer, Sports Illustrated/SI.com @McCannSportsLaw

Michael McCann one of the nation's leading experts in sports law, a seasoned sports attorney, and an award-winning teacher and scholar. He is also Sports Illustrated's legal analyst, the "Sports Law" columnist on SI.com (CNNSI), and the on-air legal analyst for NBA TV. Professor McCann is the author of 18 law review articles and more than 160 legal columns and investigative articles for Sports Illustrated and SI.com. His law review articles have been published in the Yale Law Journal, Wisconsin Law Review, and Boston College Law Review, among other prominent law reviews. One recent and notable article is *American Needle v. NFL: An Opportunity to Reshape Sports Law*. In addition to his sports law expertise, Professor McCann is an established expert in media and broadcasting law, antitrust law, contract law, criminal law, law and psychology, food and drug law, disability law, and law and analytics. Prior to becoming a law professor, Professor McCann served as counsel to college football star Maurice Claret in his lawsuit against the National Football League and its age eligibility rule. He also served as a visiting researcher at Harvard Law School and legal counsel to U.S. Congressman Marty Meehan.

Harvey Perlman, Chancellor of the University of Nebraska, is regarded as one of the nation's leading authorities on the confluence of academics and athletics. Perlman graduated from Nebraska with a BA degree in history followed by a juris doctorate with highest honors. After teaching across the nation, Perlman returned to his alma mater to serve as Dean of the College of Law for 15 years and was named Chancellor in 2001. Under his tutelage, Nebraska has experienced tremendous growth, including increased international partnerships and becoming a member of the Big Ten Conference. Mr. Perlman's areas of focus include torts and intellectual property law. He has served on the NCAA Board of Directors and was selected as chair of the BCS Presidential Oversight Committee for the competition's final season. When not in his office, he can be found on YouTube in his popular "Harvey's Perls of Knowledge" features.

## HARVEY PERLMAN, JD

Chancellor, University of Nebraska-Lincoln; Chair, BCS Presidential Oversight Committee @Harvey\_Perlman



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## RASHAD BAKER

Former NFL Player, Current undergraduate student, UNC-Chapel Hill  
@RashadBaker

Rashad Baker is a former football student-athlete at the University of Tennessee from 2000 to 2003. Baker was signed by the Buffalo Bills as a undrafted free agent in 2004 where he played for the team through 2006. Baker has also been a member of the Minnesota Vikings, New England Patriots, Philadelphia Eagles, and the Oakland Raiders where he finished his playing career. At Tennessee, Baker was named third-team Freshman All-American in 2000, and First-team All-SEC in 2002, and was a captain his senior year. Baker is currently finishing his degree at UNC-Chapel Hill.

Bart Byrd is currently the Associate Athletic Director for Student-Athlete Services at Baylor University, and is the current president of N4A (The National Association of Academic Advisors for Athletics). Byrd graduated from Ouachita Baptist in 1992, earned his masters degree from Henderson State University in 1994. He spent four years at the University of Arkansas, where he served as an academic coordinator in the athletic department, and handled the academic advising for the football team. He also oversaw all NCAA and SEC requirements regarding eligibility. Byrd returned to Baylor in 2006, where he is charged with oversight of academic services program for student-athletes, and serves as the academic advisor for Men's Basketball and Softball. He has continued to build on Baylor's academic success, where 16 of 19 teams have a cumulative GPA of 3.00 or better. Byrd is also a certified APR consultant and a Program certifier for NCAA/N4A.

## BART BYRD

Associate Athletic Director for Student-Athlete Services, Baylor University;  
President, National Association of Academic Advisors for Athletics (N4A)  
@ByrdBart



## GERALD GURNEY

PhD, MA  
Assistant Professor of Adult and Higher Education, University of Oklahoma

Gerald Gurney is an assistant professor of Adult and Higher Education at the University of Oklahoma (OU), where he teaches in the subject areas of athletics in higher education, athletics academic reform and ethics in athletics. He does research, writes and is a regular commentary contributor in a number of national higher education trade journals. Gurney previously served as the senior associate athletics Director at the University of Oklahoma from 1993-2011. He was in charge of OU's student life center, academic services and sports medicine. He oversaw a comprehensive athletics student life center with an annual operating budget of \$3 million. In June 2006, he received the Lan Hewlett Award from the National Association of Academic Advisors for Athletics (N4A). The award is considered the top honor in the profession. In 2007, Gurney chaired a joint NCAA/N4A task force on consulting to select and train consultants to visit NCAA member institutions needing assistance with improvement on Academic Performance Program results and academic support program assessment for NCAA certification requirements. The OU Athletics Department was awarded the prestigious 2007 PRISM Award for managerial excellence in student-athlete development and was cited for excellence in the creation of its Psychological Resources for OU Student-Athletes (PROS) in its academic services program.

Amy Perko has served as executive director of the Knight Commission on Intercollegiate Athletics since 2005. Perko serves as the Commission's spokesperson, and has been quoted and interviewed by leading news media, including: USA Today, The New York Times, The Wall Street Journal, Bloomberg News, and numerous public radio stations. Perko also presents the Commission's work and recommendations at universities and various meetings, including the NCAA's Scholarly Colloquium, Sports Business Journal's Intercollegiate Athletics Forum, and various athletic conference meetings. Perko worked at the NCAA for more than six years and then at the University of Kansas as the Associate Athletics Director and Senior Woman Administrator, where she served on several Big 12 Conference and NCAA committees. In 2001, she was the first Team President named by the National Basketball Association (NBA) for one of its men's basketball development teams, the Fayetteville Patriots. Perko's community and civic involvement includes serving on the Child Advocacy Center Board of Directors and as a girls basketball coach. She has been involved in coaching youth sports for over 10 years.

## AMY PERKO

MA  
Executive Director, Knight Commission  
@KnightAthletics



## NICK SPROULL

MA  
Assistant Director of High School Review, NCAA  
@NSproull

Nick Sproull is responsible for providing strategic leadership related to secondary education policy and legislation relevant to the NCAA. In his role, he provides continuing education to NCAA staff related to education policy, trends and issues especially as it relates to online and blended learning. He is also responsible for establishing and cultivating relationships with school districts, state departments, and national education organizations. A frequent public speaker, Nick has traveled extensively giving presentations on a range of topics related to college admission, college advising, online learning and NCAA rules and legislation. Has contributed to and been quoted in a number of articles and publications including Education Week, ESPN, Inside Higher Education, Harvard Education Letter, The Journal of College Admission, iNACOL, and CompetencyWorks. Nick previously worked in the Office of Admission at Butler University where he earned a B.A. in Music. He also earned an M.A. in K-12 and postsecondary leadership from Michigan State University and a certificate from the Harvard Graduate School of Education's Future of Learning Institute.





# WEDNESDAY, APRIL 17

TIME	EVENT	LOCATION
1:30PM - 2:30PM	<b>EXSS AND CSRI INTERNATIONAL OUTREACH UPCOMING BRAZILIAN MEGA SPORT EVENTS: 2014 WORLD CUP AND 2016 SUMMER OLYMPICS</b>  Welcome: <b>Dr. Anthony C. Hackney</b> - Assistant Department Chair of EXSS, UNC-CH  <ul style="list-style-type: none"> <li><b>Dr. João Lopez de Souza Herculino Filho</b> - Director of the Institute for Research and Development, UniCEUB</li> <li><b>Professor Marcelo Guimarães Boia do Nascimento</b> - Coordinator of Physical Education, UniCEUB</li> <li><b>Professor Sérgio Adriano Gomes</b> - Professor of Physical Education, UniCEUB</li> <li><b>Professor Daniel Veloso</b> - Professor of Physical Education and Athletics Coordinator, UniCEUB</li> <li><b>Dr. Bing Yu</b> - Associate Professor, Department of Allied Health Sciences, UNC-CH</li> </ul> Moderator: <b>Dr. Richard M. Southall</b> - Director, CSRI; Associate Professor of EXSS, UNC-CH Translator: <b>Dr. Claudio Battaligni</b> - Associate Professor of EXSS, UNC-CH	<b>FETZER HALL 109</b> CAMPUS OF UNC-CH
3:00PM - 6:45PM	<b>CASE STUDY COMPETITION</b>	<b>COURTYARD MARRIOTT</b> UNDERGRADUATE: BELLTOWER ROOM GRADUATE: WINSTON ROOM
5:30PM - 6:55PM	<b>CONFERENCE REGISTRATION AND CHECK-IN</b>	<b>ATRIUM</b> FRIDAY CENTER
7:00PM - 8:15PM	<b>KEYNOTE SPEAKER - MR. BILL CURRY</b> CONFERENCE WELCOME - DR. RICHARD M. SOUTHALL INTRODUCTION - BOB GILBERT	<b>GRUMMAN AUDITORIUM</b> FRIDAY CENTER
8:30PM - 10:00PM	<b>CSRI MEMBER SOCIAL</b> DESSERTS AND COCKTAILS	<b>COURTYARD MARRIOTT</b> WINSTON ROOM
8:30PM - 10:00PM	<b>CONFERENCE REGISTRATION AND CHECK-IN</b>	<b>COURTYARD MARRIOTT</b> BELLTOWER ROOM

# THURSDAY, APRIL 18

7:00AM - 11:00AM	<b>CONFERENCE REGISTRATION/CHECK-IN AND BREAKFAST</b> CONFERENCE WELCOME - DR. RICHARD M. SOUTHALL	<b>ATRIUM</b> FRIDAY CENTER
7:00AM - 8:15AM	<b>ASSEMBLY OF BLACK SCHOLARS BREAKFAST</b> CONTACT - DR. DEBORAH STROMAN (410-206-2939) (DSTRO@UNC.EDU)	<b>REDBUD A</b> FRIDAY CENTER
8:30AM - 8:55AM	<b>ANNOUNCEMENTS</b> OUTSTANDING 2012 JOURNAL OF ISSUES IN INTERCOLLEGIATE ATHLETICS ARTICLE AWARD DR. BRIAN TURNER	<b>GRUMMAN AUDITORIUM</b> FRIDAY CENTER



# THURSDAY, APRIL 18

TIME	EVENT	LOCATION
9:00AM - 10:15AM	<b>PANEL #1</b> <b>USE YOUR HEAD: A CRITICAL ANALYSIS OF HEAD TRAUMA IN COLLEGE ATHLETICS</b> <ul style="list-style-type: none"> <li>• <b>Mr. Ramogi Huma</b> - President, National Collegiate Players Association (NCPA)</li> <li>• <b>Mr. Mark Kelso</b> - Former NFL Player; Current High School Administrator</li> <li>• <b>Dr. Jason Mihalik</b> - Assistant Professor of Exercise and Sports Science, UNC-CH</li> <li>• <b>Ms. Zoya Johnson</b> - Former Gymnast, Current Student Assistant Coach, UNC-CH</li> </ul> <p>Moderator: Mr. Dwayne Ballen</p>	<b>GRUMMAN AUDITORIUM</b> FRIDAY CENTER
10:15AM - 10:30AM	<b>BREAK</b> REFRESHMENTS PROVIDED	<b>ATRIUM</b> FRIDAY CENTER
10:30AM - 11:00AM	<b>ACADEMIC PRESENTATION SESSION #1</b> <ul style="list-style-type: none"> <li>• Preparing Graduate Application Materials: An Explanation of Expectations for Potential Masters and Doctoral Students, <b>Chad Seifried, Brian A Turner, Stacy Warner (Part one of two sessions)</b> <b>SUNFLOWER</b></li> <li>• The NCAA's Authority to Ban Post-Season Bowl Participation, <b>Korie Sawyer, Barbara Osborne</b> <b>REDBUD A</b></li> <li>• Shaping Policy and Practice in Intercollegiate Athletics: A Study of Student Fee Resource Allocation for Athletics and its Effect on Access and Affordability of Higher Education, <b>B. David Ridpath</b> <b>REDBUD B</b></li> <li>• An Examination of Division I Athletic-Academic Support Services, Facilities, and Staffing, <b>Lawrence Judge, Jeffrey Peterson, James Johnson, Laura Simon</b> <b>WINTERGREEN</b></li> <li>• Does Success as an Athlete Translate to Success as a Coach? <b>Travis Morris, Dafydd Bury, Maggie McFadden, Carrie LeCrom</b> <b>BELLFLOWER</b></li> <li>• On the Recruiting Trail: A Qualitative Assessment of Staff Perceptions of the Most Influential College-Choice Factors of NCAA FBS Football Players, <b>Landon T. Huffman, Charles H. Wilson</b> <b>WINDFLOWER</b></li> </ul>	
11:05AM - 11:35AM	<b>ACADEMIC PRESENTATION SESSION #2</b> <ul style="list-style-type: none"> <li>• Preparing Graduate Application Materials: An Explanation of Expectations for Potential Masters and Doctoral Students, <b>Chad Seifried, Brian A Turner, Stacy Warner (Part two of two sessions)</b> <b>SUNFLOWER</b></li> <li>• Hiring Men's Basketball and Football Coaches at the Highest Level: Who is Worth the Risk? <b>Kelsey Melland, Alex Traugutt, Jami Dawson, Brendan Dwyer</b> <b>GRUMMAN AUDITORIUM</b></li> <li>• Sites of Cultural Empowerment: The Role of Intercollegiate Athletics at Historically Black Colleges and Universities, <b>Joseph N. Cooper</b> <b>REDBUD A</b></li> <li>• Closing the Gender Gap: Coaching Backgrounds of New NCAA D-I Head Basketball Coaches, <b>Charles H. Wilson, Timothy Wilson</b> <b>REDBUD B</b></li> <li>• Comparing Division I Scholarship and Non-Scholarship Student-Athletes: A Discriminant Analysis of Academic Performance, <b>Lisa M. Rubin</b> <b>WINTERGREEN</b></li> <li>• Opening the Door for Deaf Coaches and Administrators in (Hearing) Intercollegiate Sport, <b>Tiffany Hooks</b> <b>BELLFLOWER</b></li> <li>• Conference Realignment: Strategic Planning for Success, <b>Justin P. Sievert, Jimmy Heisner</b> <b>WINDFLOWER</b></li> </ul>	



# THURSDAY, APRIL 18

TIME	EVENT	LOCATION
11:40AM - 12:10PM	<b>ACADEMIC PRESENTATION SESSION #3</b> <ul style="list-style-type: none"> <li>The Miraculous Comeback of Multiyear Scholarship: Who Supported it? Who opposed it? Why does it matter? <b>Allen Sack, Austin McComas</b></li> <li>Ventures in Visionary Marketing: Identifying "Game Changing" Branding Initiatives of NCAA Division I Athletic Departments, <b>Coyte G. Cooper</b></li> <li>Senior Women Administrators' Perceptions of NCAA Title IX Compliance in Athletic Departments, <b>Robert C. Schneider</b></li> <li>A Comparison of Achievement Goal Orientation Between Collegiate Varsity and Club Sport, <b>Leeann Lower, Brian Turner, Jeffrey Petersen</b></li> <li>In Pursuit of Sustainability: A Study of Marketing and Fundraising Practices within NCAA Division I Track and Field Programs, <b>Logan Roberts</b></li> <li>FCS Spending: Arms Race or Principal Agent Problem? <b>Robert McDermard, Steve Kosovich</b></li> </ul>	SUNFLOWER REDBUD A REDBUD B WINTERGREEN BELLFLOWER WINDFLOWER
12:10PM - 1:30PM	<b>LUNCH BREAK</b> ON YOUR OWN	<b>MEADOWMONT VILLAGE</b> ACROSS NC 54 ON WALKING PATH
12:15PM - 1:30PM	<b>THE DRAKE GROUP</b> <b>ROBERT MAYNARD HUTCHINS AWARD LUNCHEON</b>	<b>TRILLIUM ROOM</b> FRIDAY CENTER
1:35PM - 2:35PM	<b>POSTER PRESENTATION SESSION #1</b> <ul style="list-style-type: none"> <li>The Bowl Championship Series and Competitive Balance in Intercollegiate Football, <b>Matthew Gonzales, Adam Satterwhite, Tyler Storm, Steven M. Howell</b></li> <li>Quantifying the Benefits of Intercollegiate Athletics Participation: Body Awareness, Body Composition, and Nutrition Knowledge, <b>Erienne A. Weight, Abbie Smith-Ryan, Landon Huffman, Kristina Navarro</b></li> <li>Intercollegiate Scouting Service Website Ratings and NFL Draft Likelihood, <b>Andrew Schneider</b></li> <li>1994 Report to the NCAA Special Committee to Study a Division I-A Football Championship Versus the 2014-2025 NCAA National Football Championship: A Qualitative Comparative Analysis, <b>James T. Reese, Kevin C. Heisey</b></li> <li>Examining the Relationship Between a Coach's Leadership Style and the Level of Team Cohesion, <b>Jennifer Parsons, Lance Kaltenbaugh, Kenneth Brubaker, Alex Sheil</b></li> <li>An Analysis of Institutional Characteristics, Selections Committees, and Induction Criteria for College Athletic Halls of Fame, <b>Megan Ridley, James E. Johnson</b></li> <li>The Incidence of Learning Disabilities and ADHD in First-Year NCAA D I College Athletes, <b>Lynda Johnson, Mary Willingham</b></li> <li>Student-Athlete Perceptions of a Summer Pre-Enrollment Experience at an NCAA Division I-AAA Institution, <b>Mike Dalgety</b></li> <li>Effect of NCAA Transfer Bylaws on Academic Progress Rate, <b>Carolyn Boyd, Matt Wilson</b></li> <li>College Basketball Coaching Contracts: An Analysis of Race and Compensation, <b>Robert Edgecomb, Matt Wilson</b></li> <li>An Application of Importance-Performance Analysis (IPA) to Collegiate Athletics in Korea: An Exploratory Study, <b>Ilkwon Kwon, Bumsu Park, Doyeon Won</b></li> <li>A Qualitative Analysis of International Student-Athletes at the Division I Level, <b>B. Nalani Butler</b></li> <li>Organizational Commitment of NCAA Division II Assistant Coaches: Exploring Issues of Retention, <b>Katherine A. Burakowski</b></li> <li>The Urban Coach: Understanding the Unique and Varied Needs of Urban Athletes, <b>Amy Giddings</b></li> <li>Title IX Proportionality Prong: Compliance of Division I BCS Universities, <b>Laura Simon, Lawrence Judge</b></li> </ul>	<b>WINTERGREEN</b> FRIDAY CENTER



# THURSDAY, APRIL 18

TIME	EVENT	LOCATION
2:40PM - 3:10PM	<b>ACADEMIC PRESENTATION SESSION #4</b> <ul style="list-style-type: none"> <li>Protecting the Collegiate Model: NCAA Hegemony and the Intercollegiate Athletic Enterprise, <b>Richard M. Southall, Mark S. Nagel, S.P. Morris</b></li> <li>Women's Sports Non-Attendance: An Investigation of Intercollegiate Soccer and Volleyball, <b>K.C. Mayer Jr., Melissa Davies, Noni Zaharia</b></li> <li>Defunding Success: Cincinnati Athletics' Decision to Eliminate Athletic Aid for Men's Olympic Sports, <b>Shannon T. McCarthy</b></li> <li>Is Anyone Choosing Division II? Content Analysis of Recent Research on Intercollegiate Athletics, <b>Craig M. Crow</b></li> <li>Stereotype Threat through NCAA Publications, <b>Sarah Stokowski, Thomas J. Aicher, Cheryl R. Rode</b></li> </ul>	SUNFLOWER REDBUD A REDBUD B WINDFLOWER BELLFLOWER
3:10PM - 3:25PM	<b>BREAK</b> REFRESHMENTS PROVIDED	<b>ATRIUM</b> FRIDAY CENTER
3:30PM - 4:30PM	<b>KEYNOTE SPEAKER - MR. PAUL FINEBAUM</b> NATIONALLY RECOGNIZED RADIO HOST, COLUMNIST, AND AUTHOR	<b>GRUMMAN AUDITORIUM</b> FRIDAY CENTER
4:35PM - 6:00PM	<b>CSRI TOWN HALL MEETING</b> ACADEMIC FREEDOM IN THE AGE OF THE NCAA'S COLLEGIATE MODEL MODERATED BY ELLEN STAUROWSKY, BILLY HAWKINS, AND JAN BOXILL	<b>GRUMMAN AUDITORIUM</b> FRIDAY CENTER
6:30PM - 8:30AM	<b>BLUE ZONE SOCIAL</b> DETAILS OF EVENT ON PAGE 20	<b>BLUE ZONE</b> KENAN MEMORIAL STADIUM

# FRIDAY, APRIL 19

7:00AM- 11:00AM	<b>CONFERENCE REGISTRATION/CHECK-IN AND BREAKFAST</b> CONFERENCE WELCOME - DR. RICHARD M. SOUTHALL	<b>ATRIUM</b> FRIDAY CENTER
7:45AM - 8:30AM	<b>JOURNAL OF ISSUES INTERCOLLEGIATE ATHLETICS (JIA) EDITORIAL BOARD MEETING</b>	<b>REDBUD A</b> FRIDAY CENTER
8:15AM - 9:15AM	<b>POSTER PRESENTATION SESSION #2</b> <ul style="list-style-type: none"> <li>Factors Motivating College Students to Attend an Intercollegiate Sporting Event: Attracting Students of Non-BCS Schools, <b>David J. Shonk</b></li> <li>An Exploratory Study of Work-Life Balance in Intercollegiate Athletic Graduate Assistants and Supervisors, <b>Shaina Ervin, Beth A. Cianfrone</b></li> <li>Division-I Athletic Spending Trends: Impacts upon Athletic and Academic Success, <b>Stephen C. Kelly, Epiphany Clark</b></li> <li>Examining the Association between Alcohol Consumption and College Football Opponent Quality, <b>Adam E. Barry, Steven M. Howell, Trevor D. Bopp, Michael L. Stelfson, Beth H. Chaney, Anna K. Gardner-Piazza, Caroline Payne-Purvis</b></li> <li>Track &amp; Field Facility Trends among NCAA Divisional Institutions, <b>Michael Rasor, William Baggett</b></li> <li>Investigating the Effectiveness of Non-Traditional Marketing Techniques on College Campuses, <b>Leeann M. Lower, Jonathan A. Jensen, Brian A. Turner</b></li> <li>Intercollegiate Athletics and Intramural Sport: A Comparison of Marketing Strategy, <b>Joseph B. Ciuffo, James E. Johnson</b></li> </ul>	<b>WINTERGREEN</b> FRIDAY CENTER



# FRIDAY, APRIL 19

TIME	EVENT	LOCATION
8:15AM - 9:15AM	<b>POSTER PRESENTATION SESSION #2 CONTINUED</b> <ul style="list-style-type: none"> <li>An Examination of the Marketing for Intercollegiate Boxing's 2013 Schedule, <b>Lamar Reams</b></li> <li>Standardized Student-Athlete Risk Assessment: An Evaluation of the NCAA GRO Model, <b>James E. Johnson</b></li> <li>The Ballad of Bobby Petrino: Language, "Leadership," and a Lesson in the Social Construction of Reality, <b>Traci Yates</b></li> <li>The Social Network: Values and Pitfalls of Twitter in College Athletics, <b>Timothy Mirabito, Robin Hardin, Joshua Pate, Nate Bain</b></li> <li>Infractions and Sanctions in Intercollegiate Athletics: The NCAA's Inconsistent Enforcement, <b>Cheryl R. Rode, Sarah E. Stokowski</b></li> <li>An Examination of the Role of Social and Academic Integration in First-Year Student-Athlete Experience, <b>Adam McFarlane</b></li> <li>Being a Visiting Fan May Cost You Your Seat, <b>James T. Reese, Mark A. Dodds, Brett Burchette, &amp; J.P. Lutz</b></li> </ul>	<b>WINTERGREEN</b> FRIDAY CENTER
9:15AM - 9:25AM	<b>ANNOUNCEMENTS AND CASE STUDY COMPETITION AWARDS</b> DR. COYTE COOPER	<b>GRUMMAN AUDITORIUM</b> FRIDAY CENTER
9:25AM - 10:30AM	<b>PANEL #2</b> <b>GAME OVER? O'BANNON V. NCAA AND THE FUTURE OF COLLEGE ATHLETICS</b> <ul style="list-style-type: none"> <li><b>Mr. Bobby Frasor</b> - Former UNC-CH Men's Basketball player; Director of Basketball Operations, University of Alabama-Birmingham</li> <li><b>Dr. Emmett Gill</b> - Assistant Professor Department of Social Work, North Carolina Central University; Director, Student-Athlete Human Rights Project</li> <li><b>Prof. Michael McCann</b> - Professor of Law and Director of Sports and Entertainment Law Institute at University of New Hampshire School of Law; Legal Analyst &amp; Writer, Sports Illustrated/SI.com</li> <li><b>Mr. Harvey Perlman</b> - Chancellor, University of Nebraska-Lincoln; Chair, BCS Presidential Oversight Committee</li> </ul> Moderator: Mr. Dwayne Ballen	<b>GRUMMAN AUDITORIUM</b> FRIDAY CENTER
10:30AM - 10:45AM	<b>BREAK</b> REFRESHMENTS PROVIDED	<b>ATRIUM</b> FRIDAY CENTER
10:45AM - 11:15AM	<b>ACADEMIC PRESENTATION SESSION #5</b> <ul style="list-style-type: none"> <li>Rethinking Penn State Sanctions and the Use of NCAA Executive Authority, <b>Christian Dennie, Gerald Gurney (Part one of two sessions)</b></li> <li>Development of College Football Facilities throughout History: A Case Study of the Atlantic Coast and Southeastern Conferences, <b>Patrick Tutka, Chad Seifried</b></li> <li>Battling the At-Home Viewing Experience and Differing Priorities for Student Athletes, <b>Robin Hardin, Elizabeth Taylor</b></li> <li>Title IX Blaming within the Colonial Athletic Conference: How Conference Affiliation &amp; Limited Resources Affect how Program Restructuring is Represented, <b>Ellen J. Staurowsky, Kevin Murray, Matt Puzio, &amp; John Quagliarello</b></li> <li>The Coach-Educator: NCAA Division I Coach Perspectives about the University Organizational Structure, <b>Erienne A. Weight, Coyte G. Cooper</b></li> <li>Athletic Director Leadership and Athletic Success in NCAA Division III Athletic Departments, <b>Brian Day</b></li> <li>Game-Day Experience through the Lens of Critical Incident Technique, <b>B.J. Rauhley, C. Veraldo</b></li> </ul>	<b>GRUMMAN AUDITORIUM</b> <b>SUNFLOWER</b> <b>REDBUD A</b> <b>REDBUD B</b> <b>WINTERGREEN</b> <b>BELLFLOWER</b> <b>WINDFLOWER</b>



# FRIDAY, APRIL 19

TIME	EVENT	LOCATION
11:20AM - 11:50AM	<b>ACADEMIC PRESENTATION SESSION #6</b>	
	• Rethinking Penn State Sanctions and the Use of NCAA Executive Authority, <b>Christian Dennie, Gerald Gurney (part two of two sessions)</b> New Criminal	GRUMMAN AUDITORIUM
	• Adjudication in Athletics: Did the NCAA Properly Punish Penn State? <b>Barbara Osborne, Catherine Mitchell, &amp; Peter Chalfin</b>	SUNFLOWER
	• Separating From the School: An Analytical and Empirical Study of the Legal Entity Structures of Football Bowl Subdivision Athletic Departments, <b>Ernest Washington</b>	REDBUD A
	• Sexual Rituals, Violence, and Exploitation in Collegiate Sport, <b>Curtis A. Fogel, Andrea Quinlan</b>	REDBUD B
	• APR, Head Coaching Changes, and Athletic Success: An Exploratory Analysis of FBS and FCS Football Programs, <b>James E. Johnson, Lawrence W. Judge, David A. Pierce, Donghun Lee, &amp; Megan J. Ridley</b>	WINTERGREEN
	• Atlantic Coast Conference International College Athletes' Competition Motivations, <b>Rong Hua</b>	BELLFLOWER
	• Collegiate Athletes and Alcohol: An Examination of Specific Sport Motives to Consume Alcohol, <b>Elizabeth Taylor</b>	WINDFLOWER
11:50AM - 1:20PM	LUNCH	MEADOWMONT VILLAGE ACROSS NC 54 ON WALKING PATH
1:25PM - 1:55PM	<b>ACADEMIC PRESENTATION SESSION #7</b>	
	• Investigating the Influence of NCAA Governance on Compliance with NCAA D-I Rules, <b>Kathryn Elizabeth Shea</b>	REDBUD A
	• Is it in the Game? Video Game Consumer's Ability to Identify Likenesses, <b>Dustin F. Thorn, Colleen McGlone</b>	REDBUD B
	• Somewhat Present, but not Necessarily Always Accounted for: An Analysis of Attendance Policies for Athletes in the Big Ten and SEC, <b>Ellen J. Staurowsky, Joseph Smaldone</b>	SUNFLOWER BELLFLOWER
	• The Tie that Binds: An Examination of the Relationship Between Fan Motivations and Sponsorship Recognition among College Sport Consumers, <b>Laniesa Shafer</b>	WINDFLOWER
	• Impact of Football Stadium Beer Sales on Fan Behavior and Crime: Perceptions of Campus Law Enforcement Directors, <b>Craig M. Crow</b>	
2:00PM - 2:30PM	<b>ACADEMIC PRESENTATION SESSION #8</b>	
	• The Intrinsic Valuation and Associated Ranked Order of Major College Basketball Programs, <b>Ryan M. Brewer</b>	WINTERGREEN
	• Social Networking and Intercollegiate Athletics: Developing and Implementing a Policy, <b>Eric Snyder</b>	SUNFLOWER
	• We Are Penn State! Perceptions of the 'Scandal' Through the Lens of Penn State Football Fans, <b>Jason R. Lanter</b>	REDBUD A
	• 2011 NCAA Division I College Head Football Coaching Contracts: A Content Analysis of Incentive Clauses, <b>Matt Wilson, Kevin L. Burke, &amp; Billy Hawkins</b>	REDBUD B
	• Creating and Maintaining an Organizational Culture of Value: A Study of NCAA Division III Volleyball Coaches and Student-Athletes, <b>Samantha Kirby</b>	WINDFLOWER



# FRIDAY, APRIL 19

TIME	EVENT	LOCATION
2:35PM - 3:05PM	<b>ACADEMIC PRESENTATION SESSION #9</b> <ul style="list-style-type: none"> <li>The Intrinsic Valuation and Associated Ranked Order of Major College Basketball Programs, <b>Ryan M. Brewer</b></li> <li>Training versus Monitoring: A Qualitative Examination of Athletic Department Practices regarding Student-Athletes and Twitter, <b>Jimmy Sanderson, Blair Browning</b></li> <li>Getting in the Game: Athletic Social Workers and the Utilization of Social Work Theory, <b>Matthew A. Moore</b></li> <li>An Examination of Language Use in Announcing College Head Football Coach Dismissals, <b>Joshua R. Pate, Timothy Mirabito</b></li> </ul>	WINTERGREEN SUNFLOWER REDBUD A REDBUD B
3:05PM - 3:20PM	<b>BREAK</b> REFRESHMENTS PROVIDED	ATRIUM FRIDAY CENTER
3:25PM - 4:45PM	<b>PANEL #3</b> <b>THE "GRAND EXPERIMENT" REVISITED: BALANCING ACADEMICS AND ATHLETICS</b> <ul style="list-style-type: none"> <li><b>Mr. Rashad Baker</b> - Former NFL player; current UNC-CH undergraduate student</li> <li><b>Mr. Bart Byrd</b> - Associate Athletic Director for Student-Athlete Services, Baylor University; President, National Association of Academic Advisors for Athletics (N4A)</li> <li><b>Dr. Gerald Gurney</b> - Assistant Professor of Adult and Higher Education, University of Oklahoma</li> <li><b>Ms. Amy Perko</b> - Executive Director, Knight Commission on Intercollegiate Athletics</li> <li><b>Mr. Nick Sproull</b> - Assistant Director of High School Review, NCAA Eligibility Center</li> </ul> Moderator: Mr. Dwayne Ballen	GRUMMAN AUDITORIUM FRIDAY CENTER
4:45PM - 5:00PM	<b>CONFERENCE CLOSING REMARKS</b>	GRUMMAN AUDITORIUM FRIDAY CENTER
5:00PM - 8:00PM	<b>DINNER ON YOUR OWN</b>	<b>R &amp; R GRILL</b> SUGGESTED LOCATION
8:00PM - 10:00PM	<b>END-OF-CONFERENCE SOCIAL</b>	<b>R &amp; R GRILL</b>

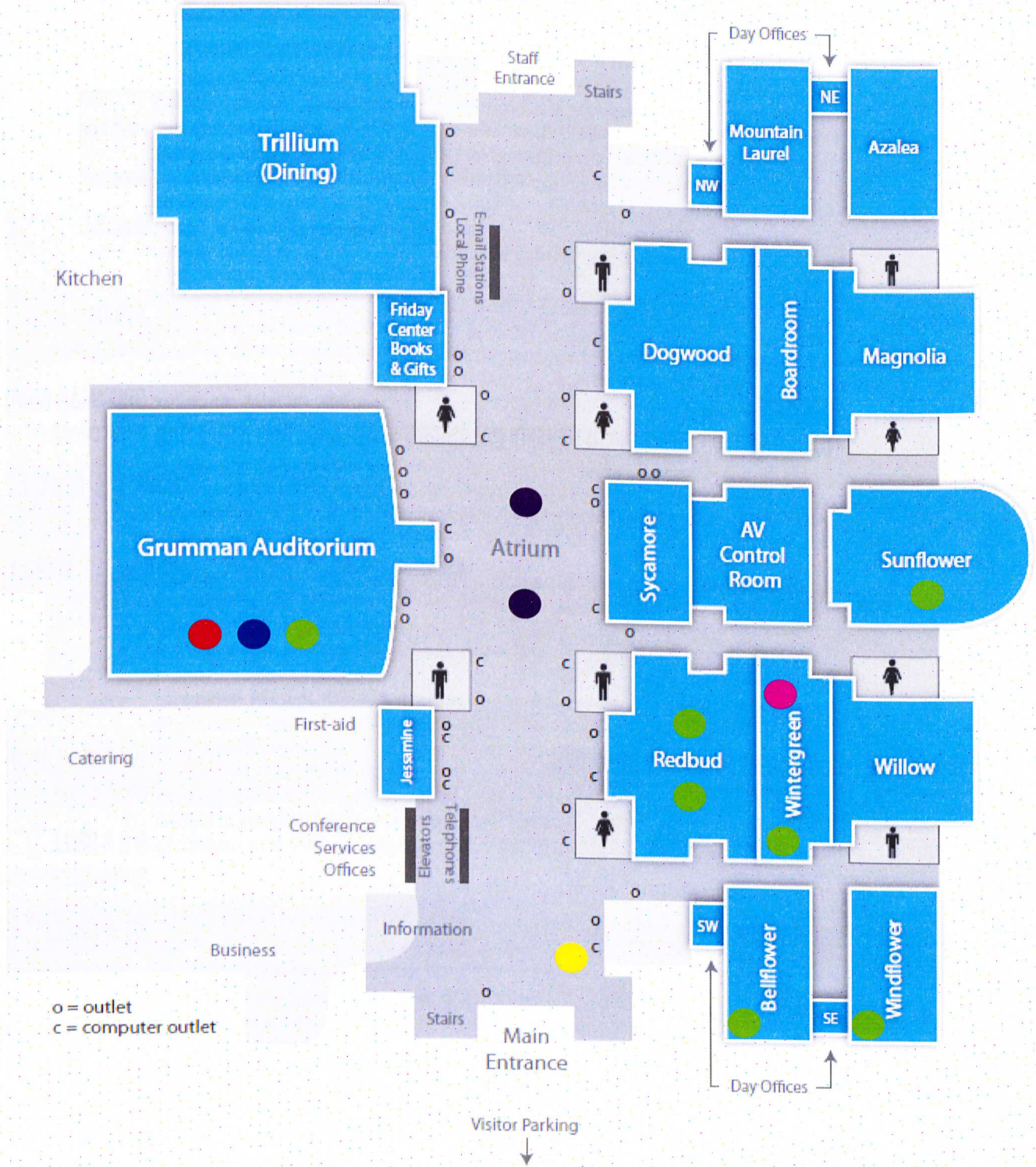


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# FRIDAY CENTER MAP







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# SOCIAL EVENTS

## CSRI MEMBER SOCIAL AND COCKTAIL RECEPTION

WEDNESDAY, APRIL 17

8:30PM - 10:00PM

WINSTON ROOM | COURTYARD MARRIOTT HOTEL

*Come network with other CSRI members, panelists, and keynote speakers! You will receive light refreshments and your ticket (good for one drink) when you check in. Additional drinks may be purchased. Must be a CSRI member to attend*



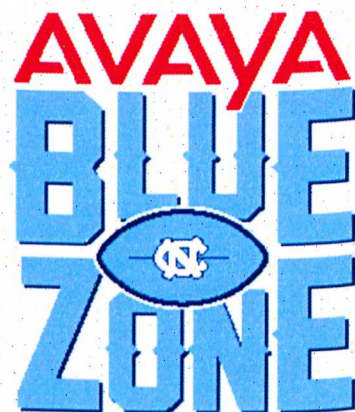
## CSRI BLUE ZONE SOCIAL

THURSDAY, APRIL 18

6:30PM - 8:30PM

UPPER CLUB SUITES | KENAN MEMORIAL FOOTBALL STADIUM

*Network with CSRI Conference attendees and enjoy a complimentary dinner from CSRI! Please see the transportation guides in your packet for bus information, driving directions, and parking.*



## END OF CONFERENCE SOCIAL

FRIDAY, APRIL 19

8:00PM - 10:00PM

R&R GRILL | 137 EAST FRANKLIN STREET

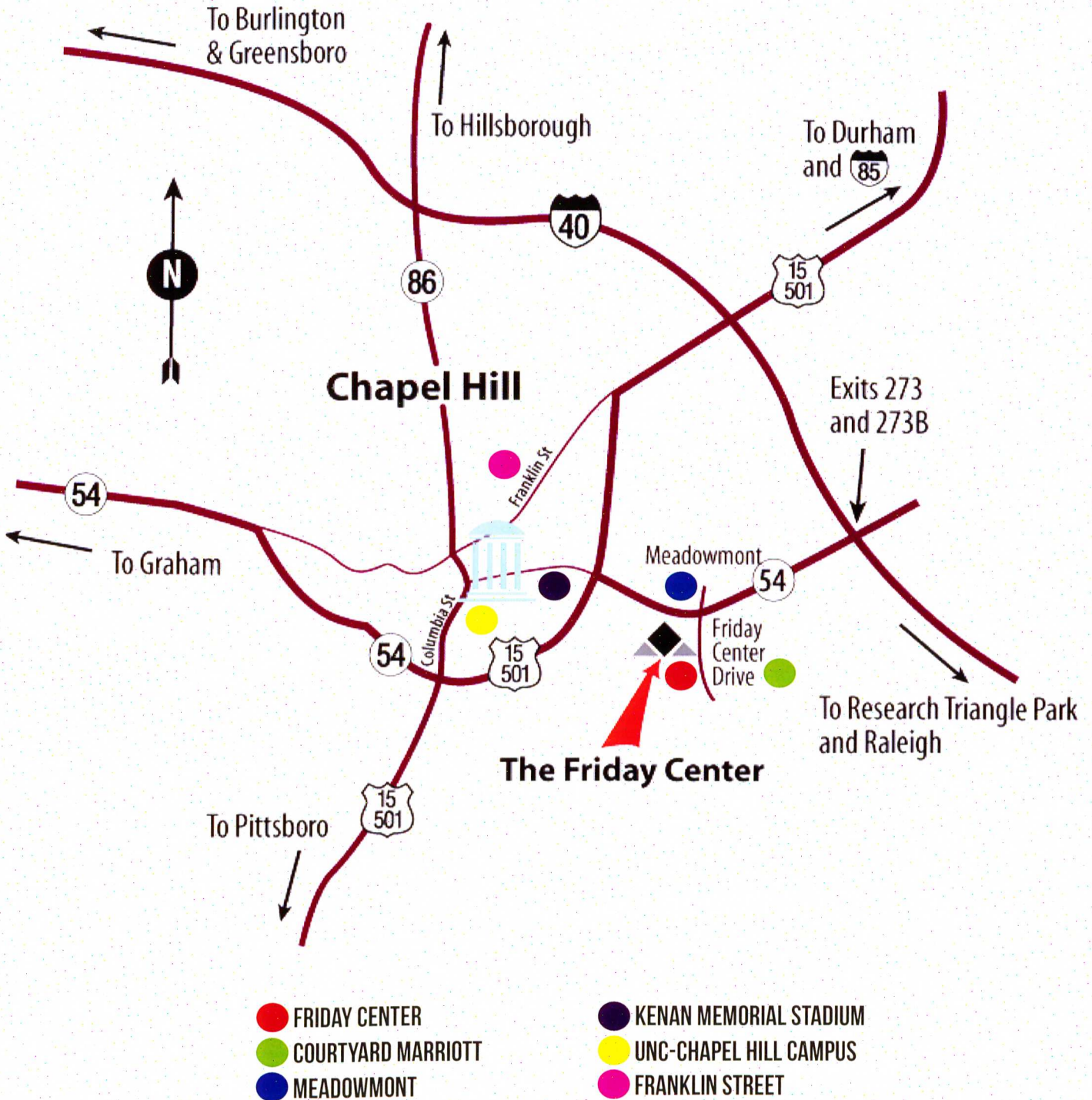
*Celebrate the conclusion of the conference at R & R Grill with Conference attendees, UNC Graduate students, and CSRI Staff!*





# AREA MAP

## UNC-CHAPEL HILL CAMPUS | FRIDAY CENTER



*Locations are approximate. Please refer to the brochures provided in the bag you were given at registration/Check-in.*



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