

Sunday, April 2, 2023	
Times	Event
3:00 pm - 5:00 pm Nationwide A&B	Conference Welcome NCAA Women's National Championship Watch Party
6:00 pm - 9:00 pm Nationwide Arena	Columbus Blue Jackets Game

Monday, April 3, 2023	
Times	Event
7:00 am - 9:00 am Hayes	Breakfast
9:00 am - 10:00 am Hayes	Keynote Speaker: The Role of Sport Management Programs in Business Schools <i>Heather Lawrence-Benedict, Ph.D.</i> <i>Director of Operations, CrossFIT LLC, and former Associate Dean of the Ohio University College of Business</i>
10:00 am - 10:15 am Hayes	Coffee Break
10:15 am - 11:00 am Hayes McKinley Nationwide	Break-Out Session #1 <ul style="list-style-type: none"> • Faculty Hiring & Development Phil Hatlem, M.A. – Instructor of Sport Business – Saint Leo University Tapia College of Business • Developing Advisory Boards Bryan Finch, Ph.D. – Associate Professor of Professional Practice – Oklahoma State University Spears School of Business • Selecting the Right Graduate Degree (Student) Christina Mehlon, MBA/MSA – Associate Professor of Instruction – Ohio University College of Business

<p>11:00 am - 11:45 am Hayes McKinley Nationwide</p>	<p>Break-Out Session #2</p> <ul style="list-style-type: none"> • Navigating B-School Accreditation Noni Zaharia, Ph.D. – Assistant Professor of Management – Saint Louis University Chaifetz School of Business • Scholarship & Journal Lists Jim Strode, Ph.D. – Director of Undergraduate Programs – Ohio University College of Business • Building a Network (Student) Ariana Tyler, CMP, STS, CTA – Director of Events – Greater Columbus Sports Commission
<p>11:45 am - 1:00 pm Hayes</p>	<p>Lunch Speaker Presentation: Sport Innovation <i>Katie Foglia, Sr. Director of Brand Strategy and Innovation, Columbus Crew</i></p>
<p>1:30 pm - 2:30 pm Nationwide Arena</p>	<p>Industry Panel: What do Sport Management Students Need to Learn in the Business School?</p> <ul style="list-style-type: none"> • <i>Linda Logan, Executive Director, Greater Columbus Sport Commission</i> • <i>Heather Lawrence-Benedict, Director of Sport Operations, CrossFit, LLC</i> • <i>Jerry Snodgrass, Former State High School Executive Director and Adjunct Professor</i> • <i>Maria Landekhovskaya, Senior Lecture, Management and Human Resources, The Ohio State Fisher College of Business</i> • <i>Jeff Eldersveld, Senior Director of Business Strategy, Columbus Blue Jackets</i> <p><i>Moderated by Nathan Kirkpatrick, Ph.D. – Assistant Professor of Sports Business – Samford University Brock School of Business</i></p>
<p>Immediately Following Nationwide Arena</p>	<p>Facility Tour of Nationwide Arena</p>
<p>5:00 pm - 8:00 pm Arena District</p>	<p>Dinner in the Arena District (Free Night - On Your Own)</p>

9:00 pm - 11:00 pm Jackie O's on Fourth 171 N Fourth St. Columbus, OH 43215	NCAA Men's National Championship Watch Party https://jackieos.com/location/columbus-taproom/
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Tuesday, April 4, 2023	
Times	Event
7:00 am - 8:30 am Hayes	Breakfast
8:35-8:55 Hayes McKinley	Concurrent Presentation #1 Annie Valeant "A Community-Owned, Student-Operated Franchise Providing Hands-On Experiential Learning Opportunities to Future Sports Business Professionals" Charles Crowley "Gaining the Competitive Advantage with Experiential Learning"
9:00 am - 9:20 am Hayes McKinley	Concurrent Presentation #2 Brandon Wright & Liz Wanless "Experiential Learning in Emerging Disciplines" Christopher Keshock "A Longitudinal Analysis Exploring Gender Preferences in Sport Management Service Learning"
9:25 am - 9:45 am Hayes McKinley	Concurrent Presentation #3 Christina Mehlon "Lived experiences of sport management students and early professionals: The voices of the (under)represented" Derek Walton "Experiential Learning in Sport Sales"
9:45 am - 10:00 am Hayes	Coffee Break

<p>10:00 am - 10:20 am Hayes McKinley</p>	<p>Concurrent Presentation #4</p> <p>Robert Zullo "Challenges of Women Working in Football Operations and Recruiting at Football Bowl Subdivision (FBS) Schools"</p> <p>Melissa Daviess "Using design thinking to engage and empower sport management students"</p>
<p>10:25 am - 10:45 am Hayes McKinley</p>	<p>Concurrent Presentation #5</p> <p>Julia Ann Hypes & Michael G. Hypes "Experiential Experiences: More Bang for the Buck"</p> <p>Shuoyu Chen "Predicting Female Sports Fan's Behavior and Motivation: Examining the Role of Past Sport Participation"</p>
<p>11:00 am - 12:20 pm Hayes</p>	<p>Case Competition</p>
<p>12:20 pm - 1:20 pm Hayes</p>	<p>Lunch Speaker Presentation: AECOM <i>Mark Payne</i></p>
<p>1:30 pm - 2:30 pm</p>	<p>ASB Business Meeting</p>