

Sport Marketing Association  
SMA IX Annual Conference  
Houston, Texas  
October 25-28, 2011

Program

**Tuesday, October 25<sup>th</sup>**

5:00pm – 7:00pm

Conference Registration (Inn at the Ballpark Boardroom)

**Wednesday, October 26<sup>th</sup>**

8:00am – 7:00pm

Conference Registration (Inn at the Ballpark Boardroom)

8:30am – 10:00am

SMA Executive Board Meeting Part II (Yankee)

10:15am – 11:45am

SMQ Editorial Board Meeting (Yankee)

11:45am – 1:00pm Lunch (on your own)

1:30pm – 2:00pm (Breakout Sessions)

Yankee, Fenway, Wrigley

2:00pm – 2:30pm (Breakout Sessions)

Yankee, Fenway, Wrigley

2:30pm – 2:45pm (Break)

2:45pm – 3:15pm (Breakout Sessions)

Yankee, Fenway, Wrigley

3:15pm – 3:45pm (Breakout Sessions)

Yankee, Fenway, Wrigley

4:30 Bus to Reliant

5:30pm – 6:30pm

Student Case Study Competition Poster Judging (Reliant Stadium)

6:00pm – 7:00pm

Opening Ceremonies Hosted by the Houston Texans (Reliant Stadium)  
Poster Session One (Reliant Stadium)

7:00pm – 8:00pm

Dinner and Bill Veeck Address (Reliant Stadium)

**Thursday, October 27<sup>th</sup>**

8:00am – 5:00pm

Conference Registration (Inn at the Ballpark Boardroom)

8:30am – 9:00am (Breakout Sessions) Yankee, Fenway, Wrigley

9:00am – 9:30am (Breakout Sessions) Yankee, Fenway, Wrigley

9:30am – 10:00am (Breakout Sessions) Yankee, Fenway, Wrigley

10:00am – 10:15am (Break)

10:15am – 10:45am (Breakout Sessions) Yankee, Fenway, Wrigley

10:45am – 11:15am (Breakout Sessions) Yankee, Fenway, Wrigley

11:15am – 11:45am (Breakout Sessions) Yankee, Fenway, Wrigley

11:45am – 1:45pm

Lunch at Vic & Anthony's

Super Panel I: Diversity and Sport Marketing, sponsored by International Eye Care

1:45pm – 2:15pm (Breakout Sessions) Yankee, Fenway, Wrigley

2:15pm – 2:45pm (Breakout Sessions) Yankee, Fenway, Wrigley

2:45pm – 3:00pm (Break)

3:00pm – 3:30pm (Breakout Sessions) Yankee, Fenway, Wrigley

3:30pm – 4:00pm (Breakout Sessions) Yankee, Fenway, Wrigley

4:15pm – 5:15pm (Poster Session Two—Minute Maid Atrium)

Cash Bar, Minute Maid Atrium

5:15pm – 6:15pm NASCAR Social

Minute Maid Atrium

**Friday, October 28<sup>th</sup>**

8:00am – 12:00pm

Conference Registration (Inn at the Ballpark Boardroom)

8:00am – 9:00am

Sport Marketing Pedagogy Symposium Boardroom

8:00am-9:00am

(Poster Session – Minute Maid Union Station Lobby)

9:00am – 5:00pm

Sport Marketing Career Day Student Conference (Minute Maid Park Union Station Lobby)

9:00am – 9:30am (Breakout Sessions)

Boardroom, Valley Eagle, The Depot, Sunshine Limited

9:30am – 10:00am (Breakout Sessions)

Boardroom, Valley Eagle, The Depot, Sunshine Limited

10:00am – 10:30am (Breakout Sessions)

Boardroom, Valley Eagle, The Depot, Sunshine Limited

10:30am – 10:45am (Break)

10:45am – 11:15am (Breakout Sessions)

Boardroom, Valley Eagle, The Depot, Sunshine Limited

11:15am – 11:45am (Breakout Sessions)

Boardroom, Valley Eagle, The Depot, Sunshine Limited

11:45am – 12:15pm (Breakout Sessions)

Boardroom, Valley Eagle, The Depot, Sunshine Limited

12:15pm – 2:30pm

Lunch and Super Panel III: New Media (Minute Maid Union Station Lobby)

SMA Organizational Meeting & SMQ Recognition Awards Luncheon

2:30pm – 3:00pm (Breakout Sessions)

Boardroom, Valley Eagle, The Depot, Sunshine Limited

3:00pm – 3:30pm (Breakout Sessions)

Boardroom, Valley Eagle, The Depot, Sunshine Limited

3:30pm – 4:00pm (Breakout Sessions)

Boardroom, Valley Eagle, The Depot, Sunshine Limited

**Friday, October 28<sup>th</sup>**

SMA Career Day 2011 Schedule

Union Station Lobby

Minute Maid Stadium, Home of the Houston Astros

9:10am-10:10am Keynote, Buffy Filippel, Teamwork online

10:10am – 10:20am Break

10:20am – 11:00am HR Panel (Panel will discuss interviewing tips, resume development, etc.)

Larry Stokes (Astros), Glenda Morrison (Texans), Ken Sheirr (Rockets), Marcus Madlock (Dynamo)?

11:00am – 11:10am Break

11:10am – 12:10pm Roundtables

One representative from each organization present to answer questions from students.

Larry Stokes (Astros), Jeannette Salas (Texans), Ken Sheirr (Rockets), Marcus Madlock (Dynamo), Jeff Orth (GSD & M), John Canaday (Banshee Music), Ash Dewalt (Fusionsports), Jennifer Martin (A & M)

12:15pm – 2:30pm

Lunch and Super Panel III: New Media (Minute Maid Union Station Lobby)

SMA Organizational Meeting & SMQ Recognition Awards Luncheon

2:45pm – 5pm Interview Sessions (Minute Maid Union Station Lobby)