



# 2019 U SPORTS CONFERENCE & ANNUAL MEETING

**May 31 - June 6**

## COMMITTEE MEETINGS

### FRIDAY, MAY 31

TIME			FOOTBALL STRATEGY SESSION	LOCATION
7:00 PM	-	9:30 PM	<b>Football Ad Hoc Visionary Committee Meeting</b> <i>*(Invitation Only)</i>	Violet

### SATURDAY, JUNE 1

TIME			FOOTBALL STRATEGY SESSION	LOCATION
9:00 AM	-	5:00 PM	<b>Football Strategy Session with U SPORTS Football Athletic Directors &amp; Head Coaches</b> <i>Bob Copeland, McLaren Global Sport Solutions Inc.</i>	Willow 4

### SUNDAY, JUNE 2

TIME			COMMITTEE	LOCATION
11:30 AM	-	12:30 PM	<i>LUNCH (for Committee Members)</i>	<i>Trillium Foyer</i>
12:00 PM	-	9:00 PM	<b>AFA Committee Meeting</b>	Jasmine
12:00 PM	-	9:00 PM	<b>Sport Committee Meeting</b>	Trillium

### MONDAY, JUNE 3

TIME			COMMITTEE	LOCATION
9:00 AM	-	12:00 PM	<b>Eligibility Committee Meeting</b>	Jasmine
9:00 AM	-	12:00 PM	<b>Sport Committee Meeting</b>	Primrose
12:00 PM	-	1:00 PM	<i>LUNCH (for Committee Members)</i>	<i>Trillium Foyer</i>

## CONFERENCE SESSIONS

### MONDAY, JUNE 3

TIME			PRESENTATION / WORKSHOP TOPIC	LOCATION
12:00 PM			<i>Coffee &amp; Tea</i>	<i>Conference Centre Foyer</i>
1:00 PM	-	1:10 PM	<b>Introduction to the U SPORTS Conference</b> <i>David Goldstein, U SPORTS</i>	Conference Centre III, IV, V
1:10 PM	-	1:35 PM	<b>U SPORTS Presentation #1: Strategic Plan</b> <i>Graham Brown &amp; David Goldstein, U SPORTS</i>	Conference Centre III, IV, V
1:35 PM	-	2:05 PM	<b>External Presentation #1: eSports - The Modern Cultural Revolution</b> <i>Chris Overholt - President and CEO, OverActive Media</i>	Conference Centre III, IV, V
2:05 PM	-	2:15 PM	<b>Attendee Microphone Pass</b>	Conference Centre III, IV, V
2:15 PM	-	2:30 PM	<b>Member Recognition Initiative</b>	Conference Centre III, IV, V
2:30 PM	-	2:45 PM	<i>PM BREAK</i>	<i>Conference Centre Foyer</i>

CONFERENCE SESSIONS				
2:45 PM	-	4:15 PM	<b>Breakout Session #1</b> <b>Governance Review: Presentation of Recommendations and Breakout Discussions re. Sport Specific Decision-making</b> <i>David Goldstein, U SPORTS</i>	<b>Breakout Rooms:</b> Butternut Holly Evergreen Maple Orchid Violet
4:15 PM	-	4:45 PM	<b>CIS - U SPORTS Managing the transition</b> <i>Graham Brown, U SPORTS</i>	Conference Centre III, IV, V
4:45 PM	-	5:15 PM	<b>U SPORTS Presentation #2</b> <b>U SPORTS International Opportunities</b> <i>Charonne Thomasos, U SPORTS</i>	Conference Centre III, IV, V
5:15 PM	-	5:30 PM	<b>External Presentation #2 WestJet</b> <i>Reggie Lang, Manager Business Development-Groups and Conventions &amp; Owner</i>	Conference Centre III, IV, V
5:30 PM	-	6:15 PM	<i>BREAK (on own)</i>	
6:15 PM	-	7:15 PM	<b>Cocktail Reception</b> <i>Sponsored by AudienceView and Agilex</i>	Zen Garden (weather permitting) / Conference Centre Foyer
7:15 PM	-	10:00 PM	<b>U SPORTS Honours Awards Gala</b>	Conference Centre III, IV, V
10:00 PM	-	1:00 AM	<b>U SPORTS Hospitality Suite</b> <i>Sponsored by Rouge Campus</i>	VIP Suites
TUESDAY, JUNE 4				
TIME		PRESENTATION / WORKSHOP TOPIC		LOCATION
6:30 AM	-	7:30 AM	<b>Morning Workout Class</b> <i>Sponsored by 360 Athletics</i>	Evergreen
7:30 AM			<i>Coffee &amp; Tea</i>	<i>Conference Centre Foyer</i>
8:00 AM	-	3:00 PM	<b>U SPORTS Supplier and Business Partner Tradeshow</b>	Conference Centre I, II & Foyer
8:30 AM	-	9:00 AM	<b>U SPORTS Presentation #3</b> <b>Sport Model Review Update</b> <i>*Sport Model Process for feedback on Framework and KPIs</i> <i>Graham Brown &amp; Lisette Johnson-Stapley, U SPORTS</i>	Conference Centre III, IV, V
9:00 AM	-	10:15 AM	<b>Breakout Session #2</b> <b>Sport Breakout Session "Sport Model Implementation Breakout"</b> <i>*Implementation Model: roll out of the operational plan of the model (new sport / re-categorization); additional key performance indicators and evaluation</i> <i>Lisette Johnson-Stapley, U SPORTS</i>	<b>Breakout Rooms:</b> Butternut Holly Evergreen Maple Orchid Violet
10:15 AM	-	10:45 AM	<b>External Presentation #3</b> <b>Marketing and Promoting University Sports - Unique Lessons from Quebec (FRENCH SESSION)</b> <i>Veronique Dubois, Director of Programming, TVA</i>	Conference Centre III, IV, V
10:45 AM	-	11:00 AM	<b>Member Recognition Initiative</b>	Conference Centre III, IV, V
11:00 AM	-	11:30 AM	<i>EXTENDED TRADESHOW BREAK</i>	<i>Conference Centre I, II &amp; Foyer</i>
11:30 AM	-	11:45 AM	<b>External Presentation #4</b> <b>Motionball</b> <i>Paul Etherington, Chair and Co-Founder of Motionball</i>	Conference Centre III, IV, V

CONFERENCE SESSIONS				
11:45 AM	-	1:00 PM	<b>Breakout Session #2</b> <b>A New Way Forward? Considering a Potential Eligibility Verification Process For Incoming Student-Athletes</b> Canada West Ad Hoc Committee	<b>Breakout Rooms:</b> Butternut Holly Evergreen Maple Orchid Violet
1:00 PM	-	2:30 PM	<b>TRADESHOW LUNCH</b> Extended lunch so attendees can visit tradeshow booths <i>Sponsored by Fieldturf and Beynon Sports</i>	Conference Centre Foyer
2:30 PM	-	3:45 PM	<b>External Presentation #5</b> <b>Respecting Team Members' Rights in Disciplinary Processes</b> <i>Marie-Claude Asselin, SDRCC</i>	Conference Centre III, IV, V
3:45 PM	-	4:30 PM	<b>U SPORTS Presentation #4</b> <b>Clarifying and Potentially Simplifying AFA Policies (1 of 2)</b> <i>Tara Hahto, U SPORTS and the AFA Committee</i>	Conference Centre III, IV, V
4:30 PM	-	5:00 PM	<b>U SPORTS Presentation #5</b> <b>Athletic Director Best Practices (1 of 2)</b> (C) Sport Science and High Performance - Gord Hopper, UBC (D) Designing an integrated support system that supports student athlete well-being - Jennifer Myers, York University	Conference Centre III, IV, V
5:00 PM	-	6:00 PM	<b>EXHIBITOR RECEPTION</b> An opportunity for U SPORTS Delegates and Exhibitors to socialize and network. <i>Sponsored by Rouge Campus</i>	Conference Centre Foyer
6:15 PM	-	11:00 PM	<b>TORONTO BLUE JAYS GAME</b> Please meet in the Conference Centre lobby for departure	
6:30 PM	-	9:00 PM	BREAK (dinner on own)	
9:00 PM	-	1:00 AM	<b>U SPORTS Hospitality Suite</b> <i>Sponsored by Rouge Campus</i>	VIP Suites
WEDNESDAY, JUNE 5				
TIME		PRESENTATION / WORKSHOP TOPIC		LOCATION
8:00 AM			Coffee & Tea	Conference Centre Foyer
8:30 AM	-	9:00 AM	<b>External Presentation #6</b> <b>IMG Sponsorship Update</b> <i>Sam Galet and Mitch Thompson, IMG</i>	Conference Centre III, IV, V
9:00 AM	-	10:30 AM	<b>Breakout Session #4</b> <b>Clarifying and Potentially Simplifying AFA Policies (1 of 2)</b> <i>Tara Hahto, U SPORTS and the AFA Committee</i>	<b>Breakout Rooms:</b> Butternut Holly Evergreen Maple Orchid Violet
10:30 AM	-	10:45 AM	AM BREAK	Conference Centre Foyer
10:45 AM	-	11:15 AM	<b>U SPORTS Presentation #6</b> <b>U SPORTS Statistics: A Case for Support for the Way Forward</b> <i>Ken Saint Eloy, U SPORTS</i>	Conference Centre III, IV, V
11:15 AM	-	11:45 AM	<b>U SPORTS Presentation #7</b> <b>Transgender Policy - Update and Guidance</b> <i>Lisen Moore, McGill; Debra Kriger, University of Toronto</i>	Conference Centre III, IV, V

CONFERENCE SESSIONS				
11:45 AM	-	1:15 PM	LUNCH and Conference Meetings	<b>Breakout Rooms:</b> AUS - Maple RSEQ - Evergreen OUA - Holly Canada West - Orchid
1:15 PM	-	1:30 PM	<b>U SPORTS Presentation #8</b> <b>Basecamp Tutorial</b> <i>Zach Weese, Barbara Giroud, U SPORTS</i>	Conference Centre III, IV, V
1:30 PM	-	3:00 PM	<b>Breakout Session #5</b> <b>Sport Breakout Session</b> <b>"National Championship Principles"</b> *Formats, Berth and Seeding, Ranking System for all sports as per U SPORTS Principles <i>Lisette Johnson-Stapley, U SPORTS</i>	<b>Breakout Rooms:</b> Butternut Holly Evergreen Maple Orchid Violet
3:00 PM	-	3:30 PM	<b>External Presentation #7</b> <b>Preparing Student-Athletes for Life After Sport:</b> <b>Lessons from Game Plan</b> <i>Thomas Hall, Canadian Olympic Committee</i>	Conference Centre III, IV, V
3:30 PM	-	4:00 PM	<b>U SPORTS Presentation #9</b> <b>Athletic Director Best Practices (2 of 2)</b> (A) Fan Experience/Community Engagement - Chris Huggan, UPEI (B) Ticket Sales and Marketing - Ben Matchett, University of Calgary	Conference Centre III, IV, V
4:00 PM	-	4:30 PM	<b>U SPORTS Presentation #10</b> <b>U SPORTS Broadcast Strategy: An Update on the Future of Televised Canadian University Sports</b> <i>Graham Brown, U SPORTS</i>	Conference Centre III, IV, V
4:30 PM	-	4:45 PM	<b>Member Recognition Initiative</b>	Conference Centre III, IV, V
4:45 PM	-	5:00 PM	<b>Conference Wrap-Up &amp; Closing Remarks</b> <i>David Goldstein, U SPORTS</i>	Conference Centre III, IV, V
5:00 PM	-	5:30 PM	Free Time	
5:30 PM			<b>Transportation to Social Event</b> <i>Sponsored by Coach Canada</i>	Hotel Lobby
6:00 PM	-	7:30 PM	<b>Reception hosted by the City of Markham</b>	Varley Gallery
7:30 PM			<b>Attendees welcome to visit restaurants / bars downtown Unionville</b>	
9:00 PM			<b>Transportation back to Hilton Toronto/Markham</b> <i>Sponsored by Coach Canada</i>	Bus pick up location: Jake's on Main
10:00 PM	-	1:00 AM	<b>U SPORTS Hospitality Suite</b> <i>Sponsored by Rouge Campus</i>	VIP Suites

ANNUAL MEETING				
THURSDAY, JUNE 6				
TIME		PRESENTATION / WORKSHOP TOPIC		LOCATION
7:30 AM		Coffee & Tea		Conference Centre Foyer
8:00 AM	-	9:00 AM	<b>Building Healthy High-Performance Teams</b> <i>Dr. Greg Wells, Health and Performance Physiologist; Best-Selling Author</i>	Conference Centre III, IV, V
9:00 AM	-	12:00 PM	<b>42<sup>nd</sup> U SPORTS Annual Meeting</b> <i>(including external presentation from Dr. Taryn Taylor, Chair of the Ad Hoc Medical Committee and Alberto Ruiz Luca de Tena, founder of Angles in Sport)</i>	Conference Centre III, IV, V
1:00 PM	-	5:00 PM	<b>U SPORTS Board of Directors Meeting</b>	Trillium