



All times are Eastern Standard (EST)

**Southeastern Conference Communicators Association  
Annual Conference  
June 13-15, 2010  
Agenda**

**Sunday, June 13**

- 1 - 5 p.m.** **Conference registration, lobby the Hyatt Regency Hotel, Downtown Lexington**  
Location: 401 West High Street, Lexington, Ky. 40507  
Phone: (859) 253-1234  
<http://lexington.hyatt.com/hyatt/hotels/index.jsp>
- OPTIONAL  
2 p.m.** **Woodford Reserve Distillery “Corn to Cork Tour”**  
Transportation will be provided and will leave from the Hyatt Hotel lobby promptly at 2 p.m. Following the tour, you will be taken straight to our dinner location.
- 5:30 p.m.** **Depart Hyatt via shuttle for dinner**
- 6 - 8:30 p.m.** **Horse Farm Tour and Welcome dinner at Donamire Farm**  
Location: 4151 Old Frankfort Pike, Lexington, Ky. 40510
- Dave Baker - SEC Football/Basketball announcer and host of CBS College Football's "Tailgate" show
- Donamire Farm is owned and operated by Don and Mira Ball, owners of Ball Homes and longtime Lexington philanthropist. Mrs. Ball is the outgoing chair of UK's Board of Trustees.
- To learn more about Donamire Farm, visit <http://www.youtube.com/watch?v=XPFm3EY3wk0> and watch the short video.

**Monday, June 14**

- 7:30 a.m.** **Meet in Hyatt Lobby for shuttle to the UK Campus**  
Location: The Hilary J. Boone Center, Rose Street
- 8 a.m.** **Breakfast and Conversation with UK students –**  
Welcome: Tom Harris, Vice President University Relations
- 8:30 - 9:15 a.m.** **Using Social Media to Your Advantage**  
David Scott, social media assistant to UK Head Basketball Coach John Calipari



- 9:15 - 10 a.m.**                      **No Silos! Athletics and Academics – working together**  
Tom Harris, Vice President for University Relations and Rob Mullens,  
Deputy Director of Athletics, University of Kentucky
- 10 - 11 a.m.**                         **SEC Enrollment Management Collaboration**  
All 12 institutions are collaborating and taking the SEC on the road to  
recruit students  
Don Witt, UK Vice Provost
- 11 a.m. - 12 p.m.**                 **Apple in Higher Education**  
Dr. James Kelly, Apple Inc.  
*Leadership & Learning in the 21st Century: The World Has Changed*  
The student experience outside of school is very different than what they  
experience inside our schools today. Out of school, they experience  
powerful mobile digital technology that provides access to all kinds of  
useful information from their friends and others around the world. They  
need to know that they can come to school and have a relevant and  
authentic learning experience with the same kind of innovation  
technologies. An increasing number of education leaders around the  
world are now embracing this cultural change to create 21<sup>st</sup> century  
learning environments to empower students and teachers. You can too!
- 12 - 1 p.m.**                            **Lunch and Networking**
- 1:15 - 2:15 p.m.**                   **Student Recruitment, Outside the Box**  
**Working with an Advertising Agency – Social Media**  
Cornett IMS – The official marketing partner of UK and UK Athletics  
Kip Cornett, Kelley Nalli and Ashlee Harris
- 2:15 - 4 p.m.**                         **SEC Academic Network**  
Charles Bloom, SEC Associate Commissioner for Media  
Relations, will lead a discussion on the future of the Network and  
promotional plans surrounding the endeavor.
- 4 - 5 p.m.**                             **Organizational Structure within University Relations**  
Joe Hice, North Carolina State University
- 5 p.m.**                                 **Group Photo**
- 5:15 - 6 p.m.**                         **Optional UK Campus Tour**  
For those of you not attending the campus tour, transportation will be  
provided at 5:15 p.m. to return you to the hotel. If you do plan to attend  
the campus tour, transportation will be provided following the tour,  
returning you to the hotel by 6:15 p.m.
- 7 - 10 p.m.**                           **Shuttle departs hotel for dinner. Please meet in the main lobby.**



Tuesday, June 15

**7:30 a.m.**

**Hotel Lobby: Shuttle departs hotel for Keeneland**

Those of you flying out of Bluegrass Airport on Tuesday afternoon should bring your luggage with you. Keeneland is located just across the street from the airport. Transportation will be provided to the airport.

**8 - 9:15 a.m.**

**Breakfast at Keeneland – Keene Place**

**Welcome and overview of Keeneland**

Jay Blanton, director of marketing and communications

**9:30 - 11:30 a.m.**

**Building a Brand**

Bob Sevier, Stamats

**11:30 - 12 p.m.**

**SECCA 2011 Site Selection and Agenda Planning**

**12 p.m.**

**Meeting concludes**

Participants will be given boxed lunches at departure