



Women Coaches Regional Workshop

March 5 | 9:30am - 3:30pm | University of Nevada, Las Vegas

Hosted in partnership with UNLV

- 9:00-9:30am **Registration** (*coffee and tea available*)
- 9:30-9:45am **Welcome**
Dr. Nancy Lough, Director of Marketing, Professor, College of Education, UNLV
Cathy Tull, Chief Marketing Officer, Las Vegas Convention & Visitors Authority
Ann Walker, Director of Events & Communication, Alliance of Women Coaches
- 9:45-10:30am **Why We Hire Who We Hire**
Desiree Reed-Francois, Director of Athletics, UNLV
Cary Groth, Principal, The PICTOR Group
- 10:30-11:30am **Finding Common Ground**
Liz Darger, Sr. Associate AD/SWA, BYU
Nevin Caple, Co-Founder, LGBT Sport Safe
Dr. Barbee Oakes, Chief Diversity Officer, UNLV
- 11:30-11:45am **Break**
- 11:45am-12:30pm **Educate. Stimulate. Advocate: Thriving in the Coaching Profession**
Dr. Nicole M. LaVoi, Co-Director, Tucker Center for Research on Girls & Women in Sport
- 12:30-1:15pm **Lunch & Networking**
- 1:15 – 2:00pm **Keynote: Lead Like a Rock Star™**
Kristi Staab, Founder & Chief Rock Star, Rock Star Training
- 2:00-2:50pm **Staying in Sync with Administrators**
Janice Ruggiero, Deputy AD for Internal Operations, University of New Mexico
Carrie Coll, Sr. Associate AD for Sport Services/SWA, Fresno State
Tina Ruff, Associate AD Administration & Alumni Athlete Outreach, University of Nevada Reno
Moderated by Ann Walker, Alliance of Women Coaches
- 2:50-3:00pm **Break**
- 3:00-3:20pm **The Future of Women's Sports Marketing**
Dr. Nancy Lough, Director of Marketing, Professor, College of Education, UNLV
- 3:20-3:30pm **Staying in the Game – Stronger Together, We Are the Alliance**
Ann Walker, Director of Events & Communication, Alliance of Women Coaches

