

VIAAA CONFERENCE SCHEDULE APRIL 29 - MAY 2, 2025  
RICHMOND SHORT PUMP HILTON HOTEL  
THEME: #BETTER TOGETHER

TUESDAY APRIL 29, 2025

8:30 - 12:30 LTI (CLASS 1-2-3-4)  
LTI 603 - Henrico A  
LTI 611 - Henrico B  
LTI 601 - Ivy  
LTI 613 - Shenandoah  
1:00 Golf  
5:00 Officers Meeting - Short Pump  
7:00 BOD Meeting - Short Pump  
TBD BOD Dinner/Social  
9:00 - 11:00 Hospitality Room - Room 832

WEDNESDAY APRIL 30, 2025

8:00 College Class Registration  
8:00 Registration - Registration Desk  
8:00 - 8:30 First Time Attendee/New AD Session - Short Pump  
9:00 - 12:00 Exhibitor/Vendor Set-Up - Capital A-F  
8:30 - 9:20 Middle School Opening Session - Henrico A  
8:30 - 9:20 Independent School Opening Session - Henrico B  
9:30 - 12:00 9:30 - 10:45 Opening General Session - Phil Rison - Capital G  
10:45 - 10:55 Break  
11:00 - 12:00 Business Meeting - Capital G  
12:00 - 2:00 Vendor/ AD Lunch (Pig Picken/Brunswick Stew) Capital A-F  
2:00 - 6:00 LTI (CLASS 4-5)  
LTI 615 - Ivy  
LTI 701 - Shenandoah  
2:00 - 2:50 Session 1 - (3 Workshops)  
Workshop 1 - Celebrating Women In Athletic Administration - Jen Brooks - Capital G  
Workshop 2 - Who Wants To Be A CMAA/CAA - Jonathan Bukva, Carol Callaway - Henrico A-B  
Workshop 3 - 100 Hacks for AD's - Trevor Coleman - Short Pump  
3:00 - 3:50 CAA Exam Prep - Ivy  
3:00 - 3:50 Session 2 - Tom Horn - Sports Law - Capital G  
4:00 - 4:50 Session 3 - VHSL Staff - Capital G  
4:00 - 4:50 Independent School Session - Henrico A-B  
5:00 - 7:00 Exhibitors Gala (Food/Beverage) - Capital A-F  
\*\*\*\* All Door Prizes, Vendor Prizes, Conference Gift given out during this time  
7:00 - 9:00 Past Presidents Dinner followed by meeting - Shula's  
9:00 - 11:00 Hospitality Room - Room 832

THURSDAY MAY 1, 2025

8:30 - 12:00 Registration - Registration Desk  
8:00 - 9:00 Retirees Breakfast - Perfect Season  
8:00 - 8:50 Session 4 - (3 Workshops)  
Workshop 1 - Sports You - Jenn Gross - Capital G

Workshop 2 - Growing Female Sports and Participation - Thomas Annunziata - Henrico A-B  
 Workshop 3 - Survival Guide For Athletic Administration - Scott Morris, Dick Kemper - Short Pump  
 9:00 - 9:50 Session 5 - A Better Way Athletics Heath Eslinger— Capital G  
 10:00 - 10:50 Session 6 - (3 Workshops)  
 Workshop 1 - Celebrating Women In Athletic Administration Part 2 - Capital G  
 Workshop 2 - NIL/AI - Jeremy Eubank - Henrico A-B  
 Workshop 3 - Developing Effective Professional Development Sessions for Coaches - Michael Krulfeld - Short Pump  
 11:00 - 11:50 Session 7 - 3 Workshops)  
 Workshop 1 - TBA - Capital G  
 Workshop 2 - Opportunities Beyond Sports for the Underrepresented - Richard Farquharson - Henrico A-B  
 Workshop 3 - Mental Health and Wellness of Athletic Administrators - Marcus Carter— Short Pump  
 12:30 - 2:00 Awards Luncheon - Capital A-F  
 2:30 - 4:30 CAA Exam - Ivy  
 2:30 - 4:30 Middle School Closing Session - Henrico A  
 2:30 - 4:30 Independent Schools Closing Session - Henrico B  
 2:30 - 4:30 TBA - Capital G  
 5:00 Social - Richmond Flying Squirrels Baseball - Diamond

FRIDAY MAY 2, 2025

8:00 BOD Meeting - Short Pump  
 9:00 - 1:00 LTI (CLASS 6-7-8-9)  
 LTI 703 - Henrico A  
 LTI 705 - Henrico B  
 LTI 707 - Ivy  
 LTI 790 - Shenandoah