3rd Annual NAECAD Esports Clinic
March 6-7, 2020
Student Center
Grand View University, Des Moines, Iowa
Hosted by Grand View University and OMEN by HP
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Friday, March 6

8:30-10:00 a.m. Check-in and Vendor Fair

10:00-10:15 a.m. Welcome and Clinic Introduction – Speed Lyceum

  • Dr. Jay Prescott, Executive Director GV Esports, Grand View University

10:15-11:00 a.m. Keynote: Esports Technology: Hardware, Infrastructure, and Games – Speed Lyceum

  • Joshua Pann, College Esports Specialist for HP Inc.
  • Chris Oversby, OMEN Esports Business Development

11:05-11:50 a.m. Breakout Sessions

  Session #1: High School Esports: Why Your School Needs an Esports Program. What You Need to Know and Be Aware of When Starting a Program (Audience: High School)
  
  • Brian Birkedal, Esports Coordinator, Saint Ansgar High School
  • Randy Mogk, Esports Coordinator, Saint Ansgar High School

  Session #2: Developing Diversity, Inclusion and Accessibility in Esports (Audience: High School and University)

  • James O’Hagan, Director of Digital & Virtual Learning & Esports Czar, Racine Unified School District

  Session #3: Building an Esports Team: Mission/Philosophy Development, Code of Conduct, Practice Structure, Supporting Roles and Other Key Elements to Building a Successful Program (Audience: University and High School)

  • Callum Fletcher, Esports Director, Illinois Wesleyan

11:50-1:00 p.m. Lunch (provided with registration – show nametag at entrance of Dining Center – 2nd floor, Student Center)

1:00-1:45 p.m. Breakout Sessions

  Session #1: Understanding the Roles of Esports Coaches and Directors (Audience: High School and University)
• Nathan Ragsdell, Head Coach, Midland University

**Session #2:**  *Improving Student Life on Campus – How a Well Implemented Esports Strategy Will Positively Impact a University or High School Campus!* (Audience: High School and University)

• Shaun Byrne, Esports Director for Saints Gaming, St. Clair College in Windsor, Ontario, Canada

**Session #3:**  *Esports and Student Mental Health* (Audience: High School and University)

• Kent Schornack, Director of Counseling, Grand View University

1:50-2:35 p.m.  **Breakout Sessions**

**Session #1:**  *Scholastic Esports: Engaging Students Through Their Love of Games – North America Scholastic Esports Federation (NASEF)* (Audience: High School)

• Jorrel Batac, NASEF Curriculum Specialist, Esports Scholastic Instructional Coach, Orange County Department of Education / North America Scholastic Esports Federation

**Session #2:**  *Competition: Leagues, Conferences, Platforms, Streaming, Teams, Clubs – Making Sense of It All* (Audience: High School and University)

• Joshua Knutson, Esports and VR Solutions Director, ByteSpeed

**Session #3:**  *Nutrition and Gaming: Top 6 Tips to Enhance Health & Performance* (Audience: University and High School)

• Ellen Davis, Certified Sports Dietitian

2:35-2:45 p.m.  **Break and Sponsor Fair**

2:45-3:30 p.m.  **Keynote:**  Introducing NAECAD and the NAECAD-Certification Program – Speed Lyceum

• Dr. Jay Prescott, Executive Director Grand View University Esports, NAECAD
• Dr. Jason Bauer, Associate Executive Director Grand View University Esports, NAECAD

3:35-4:20 p.m.  **Breakout Sessions**

**Session #1:**  *Esports Arenas and Facilities – What to Build and How to Build It?* (Audience: University and High School)

• Michael Jones, Head Coach, Drury University
• Derek Spinell, Director of Esports and Head Coach, University of Mount Union

**Session #2:**  *Recruitment, Retention, and Scholarships for the Esports Athletes* (Audience: University and High School)

• Dana Hustedt, Director of Esports, Grand View University

**Session #3:**  *Fitness Training for Esports Athletes* (Audience: University and High School)
4:20-4:30 p.m.  Break and Sponsor Fair

4:30-5:15 p.m.  Breakout Sessions

Session #1:  **About the Games and Their Appropriateness for Teenagers** (Audience: High School)
- Ashley Van Gorp, NETA-CGEI, GV Esports Fitness Trainer

Session #2:  **The Esports Program Rubric: An Empirical Framework for Institutionalizing Esports on Campus** (Audience: University and High School)
- Ryan Hinds, Head Esports Coach, President of Nebraska Schools Esports Association (NSeSA)

Session #3:  **The Effects of Gaming on Health and Posture and Five Things Athletes Can Do to Improve Performance** (Audience: University and High School)
- Alex McNeil, President, Uni Esports Group
- Dr. Sherry Smith, Chiropractor, The Body Shoppe

5:20-6:00 p.m.  Keynote:  **Examining the Esports Ecosystem: How to Position Your Program in an Evolving Landscape**
- Kenny Sugishita, Program Manager, IMG Esports

6:00 p.m.  Dinner Networking Event for Clinic Participants and Sponsors – Dining Center, 2nd Floor

**Saturday, March 7**

8:00-9:00 a.m.  Check-in and Vendor Fair

9:00-9:15 a.m.  Welcome and Updates – Speed Lyceum

9:15-10:00 a.m.  Breakout Sessions

Session #1:  **Esports Case Studies: The Good, the Great, the Challenges** (Audience: High School)
- Chris Aviles, Knollwood Middle School Teacher, Esports Coach, Fair Haven School District, Fair Haven, New Jersey

Session #2:  **Esports Beyond Games: Building an Esports Academic Program** (Audience: University)
- David Hanan, Director of Esports, University of Central Oklahoma

Session #3:  **Gaming and Eye Care: What Can You Do to Protect Your Vision?** (Audience: University and High School)
10:05-10:50 a.m. **Breakout Sessions**

**Session #1:** *Covering the Cost of Esports* (Audience: High School and University)
- Ramsey Jamoul, CEO, Midwest Esports
- Jonathan Long, Director of Tournament Operations, Midwest Esports

**Session #2:** *The Evolution of League/Conference Play: Trends and Options – What Is Best for Your School’s Esports Program?* (Audience: University and High School)
- Toby Ebel, Head Coach, Baker University

**Session #3:** *Esports Leadership, Vision, and Program Development Panel Discussion* (Audience: High School)
- Alli Vandermyde, Technology Innovator, Esports Coordinator, and Robotics Coach, Davenport Community School District, Central High School
- Brian Birkedal, Esports Coordinator, Saint Ansgar High School
- Ryan Hinds, Head Esports Coach, President of Nebraska Schools Esports Association
- James O’Hagan, Director of Digital & Virtual Learning & Esports Czar, Racine Unified School District

10:55-11:45 a.m. **Round Table Discussions and Tour of Grand View Esports Arena**
- Directors – Speed Lyceum
- Coaches - Conf. Room B & C
- Tour of Grand View Esports Arena – Meet at Welcome Desk

11:45-12:00 p.m. **Closing and Door Prizes - Speed Lyceum**

12:00 p.m. **University League of Legend Tournament Continues**

*Schedule is subject to change.*
3rd Annual NAECAD Clinic Session Descriptions:

Session Topic:  Esports Technology: Hardware, Infrastructure, and Games

This session will cover all aspects of the technology needed to equip a college or K-12 esports program. You’ll explore the types of gaming stations available, network switches, arena layouts, as well as gaming desks, chairs, and peripherals that enhance the level of play for the esports athlete and team. In addition, you’ll learn how to design a practice and competition space that can easily expand as your esports program grows, what games to play, how to purchase them, and what support is needed (Audience: High School and University)

Presenters:  Joshua Pann, College Esports Specialist for HP Inc.
Chris Oversby, OMEN Esports Business Development

Joshua Pann – Joshua is the College Esports Specialist for HP Inc. Since joining HP Inc., Joshua Pann has led the charge into collegiate and K-12 Esports. Is an avid life-long gamer and hobbyist PC builder since the early days of Quake and Pentiums. He holds undergraduate degrees in Economics and International Relations from UC Davis and a Masters of Arts in Teaching from Relay Graduate School of Education. He combines his experience as an educator with his knowledge of Esports to help universities support new vibrant student communities on campus.

Chris Oversby – Chris has over 25 years’ experience in the PC Gaming industry, having worked for Micron, Dell, Microsoft and now HP. His current focus is on helping schools establish esports programs to engage students and prepare them for college and professional opportunities.

Session Topic:  High School Esports: Why You School Needs an Esports Program. What You Need to Know and Be Aware of When Starting a Program.

Connecting the values and goals of educators and school districts to show how esports can make a drastic impact for students. We will then break this down into two key aspects, how to implement, and what you need (Audience: High School).

Presenters:  Brian Birkedal, Esports Coordinator, Saint Ansgar High School
Randy Mogk, Esports Coordinator, Saint Ansgar High School
Brian Birkedal - Brian is currently a middle school math and computer science teacher, K-12 instructional coach, and high school esports coordinator at Saint Ansgar CSD in northern Iowa. He was previously the head girls basketball coach, assistant baseball coach and athletic director at Saint Ansgar CSD.

Randy Mogk - Randy is currently the PreK-5 ELP Teacher and the 6-12 Success Coordinator at the St. Ansgar Community School District. He is also the former Drama and Speech Director and is the current Esports Coach.

Session Topic: Developing Diversity, Inclusion and Accessibility in Esports

Though the demographics may say otherwise, just because you have an esports program does not mean your students will be ready to join. Issues of diversity, inclusion and accessibility are sadly common in our society, but they are getting a particular spotlight as esports starts to grow. Come learn how you can develop a program that is wonderfully diverse, inclusive and accessible for your students (Audience: High School and University).

Presenter: James O’Hagan, Director of Digital & Virtual Learning & Esports Czar, Racine Unified School District

James O’Hagan - James is a leader in connecting and promoting esports in education. He has had a role in starting and growing esports teams in two large urban school districts. He actively promotes esports as being a medium to something more for students beyond the games. His podcast, The Academy of Esports delves into topics surrounding esports and education and connecting into powerful ideas to increase student agency, motivation, and college and career pathways. James is a doctoral candidate at Northern Illinois University in the field of instructional technology and an active rugby player.
**Session Topic:** Building an Esports Team: Mission/Philosophy Development, Code of Conduct, Practice Structure, Supporting Roles and Other Key Elements to Building a Successful Program.

This session will discuss how to develop a solid foundation for an esports program and give concrete examples of Code of Conduct creation, developing structures that welcome diversity and includes all that want to participate. Tips on how to create a positive and supportive practice and competition culture that improves the talent level of all involved (Audience: University and High School).

**Presenter:** Callum Fletcher, Esports Director, Illinois Wesleyan

Callum Fletcher - Callum is the Esports Director at Illinois Wesleyan University. Launched in 2017, the program has earned national recognition as one of the best esports programs in the United States with one of the strongest League of Legends rosters. Going into the new academic year, IWU Esports will massively expand as they bring in four new esports titles and a new training facility on campus. Callum has been involved with esports for nearly 15 years and has background as a competitor, event manager, content creator, and community manager before joining Illinois Wesleyan to build their esports program. Callum was born and raised in England but has spent most of his life in the states with his parents and sister. Callum currently lives near Illinois Wesleyan with his partner, Abigail.

**Session Topic:** Understanding the Roles of Esports Coaches and Directors

This session will discuss specific duties of the directors and coaches of competitive esports programs. The session will highlight the depth of knowledge needed to recruit and lead a team, manage a budget, schedule, prepare, and run practice sessions, host live tournaments, oversee equipment, and many, many more responsibilities beyond the games (Audience: High School and University).

**Presenter:** Nathan Ragsdell, Head Coach, Midland University

Nathan Ragsdell – Nathan is the head coach of Midland University Esports. His background is in FPS game titles and has specialized in Overwatch over the past three years. Coming from a military background of traveling a lot and majoring in International Studies, Nathan has always been interested in learning about other cultures and languages as well as teaching. His travels and field of study taught him a lot about the world and particularly how to communicate and be patient with a multitude of different types of people. All of this has been applied on a daily basis once working as a head coach for esports.
Session Topic:  Improving Student Life on Campus – How a well implemented esports strategy will positively impact a university or high school campus!

Esports are very accessible. In addition, it appeals to a segment of the student population that isn’t often reached through traditional student life programming. Together, these factors mean that a well implemented esports strategy will improve student life on campus for a large segment of the student population. The idea that gamers are antisocial is a myth. The reality is that very few opportunities to socialize while enjoying activities catered to this demographic have been explored. First-hand experience has demonstrated that by creating a space and activities for gamers, you create opportunities for positive social interaction that can often result in the formation of strong friendships. This in turn has a positive effect on mental health. If this benefit alone is not enough there is another area where esports can create big opportunities for high school students and that’s as a pathway to a post-secondary education (Audience: High School and University).

Presenter: Shaun Byrne, Esports Director for Saints Gaming, St. Clair College in Windsor, Ontario, Canada

Shaun Byrne - Shaun is the Esports Director for Saints Gaming (SaintsGaming.ca), the varsity Esports program at St. Clair College in Windsor, Ontario, Canada. St. Clair College was the first post-secondary institution in Canada to fully embrace varsity Esports. Starting in January 2019 he will also serve as program coordinator and faculty lead for the Esports Administration and Entrepreneurship academic program, one of only a handful of programs in the world training students for careers in the Esports industry. Prior to his positions at the college, Shaun founded and served as CEO for Esport Gaming Events, Inc. (EGE.gg) from 2012 until 2017. EGE hosted over 100 successful Esports events in that five year span throughout Ontario, Quebec and Michigan, including Good Game Con, the largest, with over 3,000 live participants in 2016 as well as Saints Gaming Live in 2017 which served as proof of concept for the Esports programs at St. Clair College. While Shaun doesn’t have as much time to play games these days, when he gets the opportunity his favorites are Super Smash Bros., and Fortnite.

Session Topic: Esports and Student Mental Health

The focus of this season is to explore potential mental health concerns associated with competitive esports and the protective factors that undergird one’s emotional well-being. The fast-growing realm of collegiate esports presents college administrators and esports coaches a unique opportunity, and responsibility, to support the well-being and growth of their players. Understanding the mental health implications of the sport is a key aspect in fostering student development and helping gaming athletes to achieve their personal best (Audience: High School and University).

Presenter: Kent Schornack, Director of Counseling, Grand View University

Kent Schornack - Kent Schornack is the Director of Leadership & Counseling at Grand View University in Des Moines, Iowa. He also maintains a small private counseling practice, and provides leadership education and consultation to various constituents. Kent is a Licensed Independent Social Worker (LISW) with over thirty years of experience. He is also a certified facilitator for Everything DISC and Five Behaviors of Cohesive Teams trainings and assessment. Kent deeply believes that relationships provide the most significant understanding of who we are and how we grow, and he uses this lens in addressing the role of collegiate Esports and mental health.
Session Topic:  **Scholastic Esports: Engaging Students Through Their Love of Games - North America Scholastic Esports Federation (NASEF)**

Hear directly from the a NASEF Curriculum Specialist and Esports Scholastic Instructional Coach who will be discussing the benefits and resources the organization brings to schools starting scholastic esports programs. With NASEF's unique education-first approach, they provide state-approved curriculum, a club-based model to engage more than just the players, expert coaching, and wide variety of tools and resources to help educators build great esports programs (Audience: High School and University).

**Presenter:**  Jorrel Batac, NASEF Curriculum Specialist, Esports Scholastic Instructional Coach, Orange County Department of Education / North America Scholastic Esports Federation

Jorrel Batac - Jorrel leads NASEF's Scholastic Fellows Program as the Esports Scholastic Instructional Coach with the role of building educator capacity and supporting their instructional practices as integrated with Scholastic Esports. Jorrel holds a BA in Human Development and a CTE Credential. He grew his roots as an instructor for various non-profits, taught English in South Korea, and served as a virtual volunteer educator working with students in India. When not at work, he loves gaming with the wife, designing and playing in the future: spending his time UAV tinkering, 3D printing, and exploring virtual reality.

Session Topic:  **Competition: Leagues, Conferences, Platforms, Streaming, Teams, Clubs – Making Sense of It All**

This session will go in-depth on competitions. What are the options for league play, how to schedule scrims, how to get access to competition platforms. What tournaments can we register to play in? Should we be streaming individual or team play? All these topics and many others will be discussed (Audience: High School and University)

**Presenter:**  Joshua Knutson, Esports and VR Solutions Director, ByteSpeed

Josh Knutson - Josh is the Esports and Virtual Reality Solutions Director for ByteSpeed, LLC. Josh got his start in esports in 2016 as the Program Director and Head Coach of the University of Jamestown’s Esports team and served in that role until May of 2019 when he joined ByteSpeed. In his new position, Knutson serves as a technical expert and resource for schools who are operating their own esports programs, offering advice and first-hand knowledge of the space to help in any way possible. He is the host of ByteSpeed’s podcast “Esports Ed”, is an Advisory Board Member of the National Association of Esports Coaches and Directors, and is a State Board Member of the North Dakota Leadership Seminar.
Session Topic: Nutrition and Gaming: Top 6 Tips to Enhance Health & Performance

Just like a sports car relies upon the highest quality fuel and consistent maintenance, high quality performance relies on high quality nutrition and attention to recovery. This session will focus on 6 nutrition tips to enhance health and performance outcomes. Afterwards be able to identify at least 3 nutrients that may improve performance while enhancing reaction time, and develop practical strategies for benefitting esports athletes’ overall long-term health status (Audience: University and High School).

Presenter: Ellen Davis, Certified Sports Dietitian

Ellen Davis – Ellen is a registered dietitian and board-certified specialist in sports dietetics (CSSD). Working closely with high school and collegiate athletes, coaching staffs, and administrative personnel on a daily basis Ellen has been able to collaborate with those wanting to use food as fuel to enhance performance and recovery. As a former division I track and cross-country athlete, Ellen experienced a fair amount of injury, illness, and setbacks throughout training and competition. It was a sound nutrition plan that helped her turn the corner and get the most out of her athletic career. Now as a trusted expert in performance nutrition, Ellen strives to help her athletes avoid making the same mistakes she made with fueling. Ellen is passionate about real food and the beneficial impact food and nutrition can make on all aspects and experiences of life.

Session Topic: Fitness Training for Esports Athletes

Like many of the major sports, fitness and strength training for their athletes have become an expectation rather than an exception. Since esports is still in its infant stages, it has yet to become an expectation, giving opportunities for athletes to see tremendous growth over their opponents. The elite level player understands that a healthier body creates a clearer mind. As programs look to maximize their potential and gain an advantage against their competition, a fitness regimen should be incorporated into the esports program. The impact goes far beyond the esports life and into the overall well-being of the individual. This session will cover the basics of a fitness program for esports athletes (Audience: University and High School).

Presenter: Ashley Van Gorp, NETA-CGEI, GV Esports Fitness Trainer

Ashley Van Gorp – Ashley is an energetic and passionate wellness professional who loves to share knowledge about health and wellness. She is a wellness coach at Grand View University and loves working with people every day. Ashley has led fitness training for collegiate esports, volleyball, and golf athletes and teaches group fitness classes at Grand View and Des Moines University. She is also a personal trainer at Grand View and a Pilates instructor at Club Pilates. She grew up in Iowa on a farm, in a very small town of 100 people. Ashley’s involvement in volleyball, basketball, and track intrigued her interest in exercise science at an early age. Her entrepreneurial spirit and commitment to wellness has sparked a booming following of athletes across the country that credit her with gains in their performance, strength, and overall health.
**Session Topic:** Recruitment, Retention, and Scholarships for the Esports Athletes

This session will cover the process of recruiting and retaining the esports student athletes. Topics covered will be developing a recruiting philosophy, the best places to find and connect with potential recruits, structuring campus visits, recruiting timelines, and making the scholarship offer. Once the student athlete comes to campus it is important they have a successful academic, personal, and social experience in addition to their esports experience. This session will give insight on how to balance the demands of practice with successful academic progress, including study tables, tutoring, fitness, and other team building activities (Audience: University and High School).

**Presenter:** Dana Hustedt, Director of Esports, Grand View University

Dana Hustedt - Dana is the Director of the Grand View University Esports program. The Director position is responsible for the day to day operations, mission, and program development of Grand View Esports. Dana brings a wealth of gaming experience and athletic management experience to this position. She is the first female to direct a university esports program in the nation. Dana’s journey to esports director was documented by ESPN.com in November 2018.

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**Session Topic:** Esports Arenas and Facilities – What to Build and How to Build It?

This session will cover the key elements of building an esports arena and facility to give a university or high school esports program an excellent practice and competition space that can grow with the program and build community on campus. You will also explore the potential revenue streams that can be generated from renting the facilities for individual, group, and corporate use. Examples of different K-12 and higher ed facilities across the country will be shared and discussed (Audience: University and High School).

**Presenter:** Michael Jones, Head Coach, Drury University  
Derek Spinell, Director of Esports and Head Coach, University of Mount Union

Michael Jones - Michael is currently the Head Coach at Drury University. He helped launch the varsity esports program at Culver-Stockton College in Canton, Missouri and has served as the program director from October of 2017 until May 2019. In this role he oversees the daily operation of teams competing in multiple titles, manages the programs year-round recruitment effort, and directly coaches the League of Legends team. He is a graduate of Missouri State University.
Derek Spinell - Derek is the Director and Head Coach of the inaugural esports program at the University of Mount Union in Alliance, OH. He has a Bachelor’s of Arts in Communication Technology from The Ohio State University where he was a collegiate esports student leader. In addition to his collegiate experience, Derek was an events contractor for Major League Gaming from 2012-2019.

Session Topic: The Esports Program Rubric: An Empirical Framework for Institutionalizing Esports on Campus

In this session, we offer a rubric for mapping common dimensions involved in the process of founding and developing an esports program on campus. The rubric emerges from hundreds of survey results gathered from senior administrators, in-depth interviews with program leaders, and dozens of informal conversations held with administrators, program leaders, and third parties. The rubric is intended as a tool to incite critical thought about obstacles and to inform program planning and evaluation (Audience: University and High School).

Presenter: Alex McNeil, President, Uni Esports Group

Alex McNeil – Alex is the President and co-founder of Uni Esports Group. At Uni, Alex leads the team’s research efforts. He is the primary author of the Uni Esports Program Rubric, a resource designed to help schools understand and navigate the challenges of building an effective esports program. Before co-founding Uni, Alex was an academic coach and mentor for Bay Area high school students. He holds an MA in political theory and cares deeply about issues of equity and mental health in education.
Session Topic:  About the Games and Their Appropriateness for Teenagers

This session will review all the esports games that are currently being played and give an overview of appropriateness for junior high and high school students. Discussions about what counts as an esports game – are robotics competitions considered esports and other examples. Participants will walk away with knowledge on how to discuss games with school administrators, parents, students and other stakeholders (Audience: High School).

Presenter:  Ryan Hinds, Head Esports Coach, President of Nebraska Schools Esports Association (NSESA)

Ryan Hinds – Ryan has been playing video games since he was in middle school first playing Halo, Starwars Battlefront, and NCAA Football. In college he learned about the professional esports scene and really got into watching, analyzing, and playing League of Legends. In 2017, along with his wife, started a gaming club in Elm Creek, Nebraska and reached out to other schools to set up local competitions. Ryan now helps lead esports in development in Nebraska and really offer an opportunity to students to use video games in their future college and career fields. His goal is to get esports recognized as a viable sport in the state of Nebraska, but also to help inform others about esports and the things students can achieve with gaming.

Session Topic:  The Effects of Gaming on Health and Posture and Five Things Athletes Can Do to Improve Performance

This session will examine the physiological effects of gaming and how it impacts the performance of esport athletes. What are the impacts of sitting for long periods of time while gaming? What are the effects of repeated motions? What are the implications for a gamer’s body? These and other questions will be addressed, as well as looking at five important things gamers can do to help their body and posture and improve gaming performance.  (Audience: University and High School).

Presenter:  Dr. Sherry Smith, Chiropractor, The Body Shoppe

Dr. Sherry Christensen Smith is a chiropractor with twenty years of experience helping young adults improve their health and posture through chiropractic adjustments. During this last decade, Sherry has seen an increase in symptoms and health concerns due primarily to an increase in sitting of young adults, both those in an office setting and those who are gaming. This increase has led her to do specific case studies with high level competitive gamers to show how certain behaviors and activities by gamers can decrease risk of injury and increase performance. She has combined chiropractic adjustments and posture therapy to normalize the spines and health of those who come to her for help and has had excellent results working with a wide range of athletes, including gamers. For more information connect with Sherry on Facebook: The Body Shoppe.
Session Topic:  *Examining the Esports Ecosystem: How to Position Your Program in an Evolving Landscape*

This session will examine the esports ecosystem and how to lead and position your program now and in the fast-evolving landscape. Discussion will include the following components of the ecosystem and how they tie together:

- Esports segments and titles
- Comparison of esports vs sports
- Publishers – variability on esport approaches and how different developers support esports in their own vision
- Tournament Organizers and Franchise Leagues – compare/contrast to traditional sports and discuss key learnings/discoveries/challenges in tournament organization
- Teams – how professional teams got their start, how they have grown, what’s next?
- Streamers/Influencers – the rise of streaming and entertainment vs esports
- Media/Broadcasters – discuss platform wars and media rights
- Brands – examples of good brand integrations and insight to brands knowledge of esports
- Service Providers – agencies, white-label organizations/platforms
- Future of esports

**Presenter:**  Kenny Sugishita, Program Manager, IMG Esports

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**Kenny Sugishita** – Kenny is a Program Manager for IMG Esports. A former Division I student-athlete with new passion for working in esports focusing on events and providing opportunities around gaming in education. In grad school, he wrote his thesis on how universities with enrollment numbers between 3,000 and 7,000 students could utilize gaming and esports to drive student enrollment and retention efforts. After doing the research, Kenny realized he needed to get his hands dirty and work in the industry and accepted an assistant position at ELEAGUE, a joint venture with Turner Sports and IMG. From there he has gained experience working with esports teams, managing tournaments, and working with business units to create a live studio show featuring esports competitions. Since becoming an assistant, Kenny has been fortunate enough to grow within the company and worked on large-scale events such as the Fortnite World Cup working in player hospitality and event management.

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Session Topic:  *Esports Case Studies: The Good, the Great, the Challenges*

Esports is taking off across the globe. Is your campus ready? This session will describe the evolution of esports in a school district. Lessons learned about what it takes to develop, grow, and manage a program; and the “gotchas” and “wish-I’d-have-knowns” from experience with esports (Audience: High School).

**Presenter:**  Chris Aviles, Teacher, Fair Haven School District, Fair Haven, New Jersey
Chris Aviles – Chris teaches at Knollwood Middle School in Fair Haven, New Jersey. There he runs the renowned Fair Haven Innovates program he created in 2015. Part of his FH Innovates program includes the FH Knights, the first middle school esports team in the country. As coach of the FH Knights, Aviles and his players take on all comers from around the country including other middle schools, high schools, and even colleges. Chris has been involved in esports since 1998 and he is passionate about growing the esportsedu movement. He has authored *The Guide to Esports in Education* to help other educators start an esports team and travels the country speaking about why every school should have an esports team.

**Session Topic: Esports Beyond Games: Building an Esports Academic Program**

In response to the rapid growth of collegiate and professional esports, new academic programs are emerging, giving students the opportunity to earn degrees in areas such as Esports Management and the Business of Esports. These programs provide students with the knowledge and experience to succeed in the field of esports as gamers, game developers, community managers, shoutcasters, experts, influencers and many other career roles. This session will look at the different aspects of an esports academic program and some key considerations for establishing a major (Audience: University).

**Presenter:** David Hanan, Director of Esports, University of Central Oklahoma

Dr. Hanan received a Bachelor’s degree in music education from Missouri Western State University, a Master’s degree from the Conservatory of Music at the University of Missouri in Kansas City, and a Doctor of Philosophy in Education degree from the University of Oklahoma. Dr. Hanan is extremely active in the esports ecosystem. As acting Director of Esports at UCO, he is currently developing the following: Journalism and Shoutcasting minor degree with the college of Mass Communication, an Esports Business Management degree with the College of Business, a Gaming Analysis minor degree with the Department of Philosophy, and an esports coaching certification with the College of Education. Dr. Hanan is overseeing a 7,000 square foot esports facility project, on the UCO campus, with an anticipated completion date of May 1, 2020. Additionally, Dr. Hanan serves as an advisory board member for the National Association of Esports Coaches and Directors.

**Session Topic: Gaming and Eye Care: What Can You Do to Protect Your Vision?**

As with any sport, there is risk of eye injury or damage occurring and esports is no exception. Dr. Mike Lock explains whether extended periods of screen time can cause immediate or long-term effects. Common issues by players are presented, along with remedies to minimize or eliminate such effects (Audience: High School and University).
Presenter: Dr. Mike Lock, Optometrist, Lock Family Eye Care

Dr. Mike Lock – Dr. Lock is a leading optometrist respected by his patients and peers. Mike has a deep appreciation for sight and the quality of life it brings to individuals. In his spare time, he enjoys working with underserved populations, providing hope and love through eye wear assistance and sharing his faith. Having five sons, he is well aware of the esports movement and the positive impact it can have on individual growth and community building.

Session Topic: Covering the Cost of Esports

This session will discuss the costs associated with an esports program, including space, technology and equipment, and how to meet the cost of running a successful esports program (Audience: High School and University).

Presenters: Ramsey Jamoul, CEO, Midwest Esports
Jonathan Long, Director of Tournament Operations, Midwest Esports

Ramsey Jamoul, CEO, Midwest Esports
An avid entrepreneur, programmer and gamer. Ramsey was one of founders for the Wichita State University Esports team and helped build the infrastructure for Esports in the Midwest. He established Wichita Esports and grew it into Midwest Esports by building a path for amateur players so they can become the next 'Michael Jordan' of Esports. He now has set his sights on professionalizing amateur, collegiate and high school Esports around the United States.

Jonathan Long – Jonathan is the Director of Tournament Operations for Midwest Esports, he also plays a critical role in event management and production of live events. He oversees and executes high school, collegiate and amateur tournaments across the nation providing unique, memorable experiences at each event. After spending over a decade in esports playing two titles professionally and one title collegiately, Jonathan knows what truly drives player and spectator experiences. Jonathan is originally from Texas and understands the value of education and hard work, he is looking to create a positive role for esports to play in the modern era.

This session will focus on the development of esports league/conference play across the high school and collegiate esports scene. We are hoping to facilitate a discussion that includes detailed descriptions of how different conferences were created, how they are run, some of the pros and cons, and whether or not this is the right move for any particular individual school. This session will identify current trends and options and will explaining which leagues exist, how to find more information on them, how they run, where to register, which semester they traditionally are, etc. (Audience: University and High School).

Presenter: Toby Ebel, Head Coach, Baker University

Toby Ebel - Toby is in his first year as the head coach of esports at Baker University. He comes from a traditional sports background being the assistant volleyball coach at Baker for the last four years. Toby also works in IT at Baker as the LMS System Admin. As for gaming, Toby has been a lifelong gamer, playing a variety of games going as far back as Doom on the PC, and all the traditional arcade games. His favorite games right now are Pubg, Starcraft II, Hearthstone, and Overwatch.

Session Topic: Esports Leadership, Vision, and Program Development Panel Discussion

This session will take a deep dive into campus esports, as athletic directors, coaches, and other leaders from some of the top K-12 esports programs discuss the details of starting and developing a competitive varsity esports program, from a leadership perspective. Topics will include creating campus interest and developing a proposal to add an esports program; developing a budget; hiring a coaching staff; deciding what games to play; building an arena and purchasing equipment; developing a recruiting and scholarship philosophy; and managing league and tournament play. (Audience: High School).

Presenters:
Alli Vandermyde, Technology Innovator, Esports Coordinator, and Robotics Coach, Davenport Community School District, Central High School
Brian Birkedal, Esports Coordinator, Saint Ansgar High School
Ryan Hinds, Head Esports Coach, President of Nebraska Schools Esports Association
James O’Hagan, Director of Digital & Virtual Learning & Esports Czar, Racine Unified School District

Alene Vandermyde - Alli is currently the Technology Innovator (Coach) and Esports Coordinator at Davenport Central High School. Prior to this, she was a Physics teacher and continues being a FIRST Tech Challenge Coach of two teams (Outlaws and Central Processing Units). With close to two years experience organizing esports, she sent the first email to start the Iowa High School Esports Association in the Spring of 2019, having officially launched its inaugural season this spring. With a total of 52 students on the Central High School Fall Esports roster, she has made organization her mantra – and fundraising a personal mission. Currently supporting Overwatch, Smash Brothers: Ultimate, an internal Bedwars Server, Rainbow 6 Seige, Rocket League, and League of Legends, Davenport Central High School has become a community where every student can find their place.
**NAECAD Directors**

**Dr. Jay Prescott** – Jay is the Vice President for Student Affairs and Executive Director of the esports program at Grand View University in Des Moines, Iowa. He helped launch the varsity esports program at Grand View in fall 2016. Jay is also the Executive Director of the National Association of Esports Coaches and Directors (NAECAD). The NAECAD’s mission is to serve, legitimize, and advance competitive esports at all levels with NAECAD members at the epicenter of leadership, advocacy, and professional development. Jay has spent the last thirty years in education. He received a Bachelor of Arts degree in Secondary Education from Westmar College, a Master of Science in Education from Drake University, and his doctorate degree in Educational Leadership from Drake University. Jay also attended the Harvard Institute for Educational Management (IEM), Harvard Graduate School of Education, Harvard Institute for Graduate Education in Cambridge, MA. Jay spent ten years as a high school teacher, guidance counselor and coach, eight years as a high school principal and the last fourteen years as the Vice President for Student Affairs at Grand View University.

**Dr. Jason Bauer** is Associate Vice President for Student Affairs/Director of Analytics and Assistant Executive Director of the esports program at Grand View University. Jason brings an excellent combination of educational leadership, professional development, and coaching experience to NAECAD. As a former Division I basketball player and coach, Jason has served in varying capacities developing athletes and coaching staffs. He has a great passion for training and development. He has been part of a team that develops mobile platforms to enhance teaching and learning in higher education and now brings that expertise to competitive esports. He is the Associate Director of NAECAD and co-founder of Go Live Competition.
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Grand View University Esports would like to thank the following sponsors for seeing the vision of competitive esports and the need for professional development amongst those individuals that are pioneers in this emerging sport. Without the backing of these amazing companies this weekend’s events would not be possible!

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