

## **2015 AASP Southwest Regional Conference at John F. Kennedy University**

The 2015 AASP Southwest Regional Conference was hosted by John F. Kennedy University on May 15-16 2015. The conference brought in 42 attendees that included 35 students from a variety of Universities around the San Francisco Bay Area and at different points in their coursework or progress towards their degrees. Students came and represented JFKU along with University of San Francisco, California State University – Chico, University of California Berkeley, San Diego State University, California State University – Long Beach, National University and Illinois State University.

Conference Keynote Speakers included Dr. Jim Taylor of San Francisco as well as Coach Bob Ladouceur of the De La Salle High School Football team in Concord, CA. Additional Speakers also included Anthony Trucks (former NFL player), Deborah Osteen-Munch (LEAP Coordinator at John F. Kennedy University) and Dina Finta (Institute of Entrepreneurial Leadership at John F. Kennedy University).

Additionally, students at the conference were able to select to visit breakout sessions with distinguished speakers from in and around the JFKU community. Topics focused on applied and professional work in the field and included topics such as working as Master Resilience Trainers in the US Army, Gaining Entry with Athletic Directors at Universities and High Schools, delivering an Elevator Pitch, Licensure and Certifications as well as working with elite-level NBA athletes. Students also participated in a Networking Event Friday night hosted the University with tailgate games and BBQ.

There were three student research presentations at the conference as well as six students who competed in the first-ever Pitch Contest with the Sport Psychology Program at John F. Kennedy University. Students were able to hear and receive feedback from research as well as their delivery and approach to their business pitch from professionals who had athletic, business and academic backgrounds.

Survey feedback taken after the conference suggested that the topics and speakers were both enjoyed and beneficial to the students. Many students responded wanting to hear more from these speakers as well as extending the conference and marketing efforts for future events. Students also mentioned that the wealth of speakers made it hard to hear them all and suggested new methods for the future.

The planning team for the conference was also successful in securing donations for many of the promotional and food items featured at the conference. They were also successful in raising funds from the University in support of the student-lead conference and as such raised over \$2000 at the completion of the conference. These funds will be given to the Sport Psychology Students at John F. Kennedy University for use in projects as well as student expenses to the AASP National Conference.

AASP Southwest Regional Conference Budget		
Assets	Amount	Account
AASP Conf. Grant	\$500	
SGA Funding	\$3,000	
Service Learning	\$1,000	
Sponsorships:	None	
Donations:		
Kinders	Dinner Friday	
Peet's Coffee	Coffe Saturday AM	
Clearly Kombucha	Bottled Tea Fri PM	
Registration		
Student (35)	\$1,750	
Professionals (7)	\$450	
Subtotal	\$2,200	Registration
Totals Real	\$6,700	
Liabilities		
4imprint	\$852	SGA
Target	\$145	SGA
Walmart SL	\$97	SGA
Walmart Oak	\$16	SGA
Diablo Trophy	\$57	SGA
Safeway	\$8	SGA
Staples	\$38	SGA
Crittenden	\$1,656	SGA
Unused SGA funds	\$131.00	SGA
Subtotal	\$3,000.38	SGA
Lunch - Whole Foods	\$1,000	Engage SL
Totals Real	\$4,000.38	