2002 NCLA Workshop
Evaluation Form

Please complete this form to aid us in evaluating this year’s program and to plan for future ICLA Workshops. Please mail your completed form to Jude Killy in the NCLA office at P.O. Box 16428, Cleveland, Ohio 44116 or fax it to him at 440/892-4007 by Friday, July 19.

1. Name (Optional): __________________________________________________________

2. Institution/Affiliation (Optional): _____________________________________________

3. Your Department (check one): Athletics ________ Bookstore Operations ________
   Legal Affairs ________ Business Office ________ Other (specify) ________

4. I also attended: NACDA Convention ________ NACMA Workshop ________
   NAADD Workshop ________ Mgt./Leadership Institute ________
   CABMA Convention ________ NATYCAA Convention ________

5. My goals for the Workshop included (check all that apply):
   Educational Programming ________ Career Advancement ________
   Networking Opportunities ________ Job Opportunities ________
   Other (please specify): _____________________________________________

6. In meeting my goals this Workshop was: very helpful ________
   somewhat helpful ________ not helpful ________

7. Please circle your overall impressions of the following sessions that were offered this year during the Workshop. (DNA - Did Not Attend):

   General/Primary Sessions:                           Excellent Poor
   Meet ICLA                                             5 4 3 2 1 DNA
   Exclusive Licensing Deals: Who’s Playing…           5 4 3 2 1 DNA
   Customs Agent Review                                 5 4 3 2 1 DNA
   Retail Studies: Today’s Challenges…                5 4 3 2 1 DNA
   Corporate Branding – Coke                           5 4 3 2 1 DNA
   Trends in Athletics Marketing                      5 4 3 2 1 DNA
   Awards Luncheon (Friday)                            5 4 3 2 1 DNA
   Golf Outing (Saturday)                              5 4 3 2 1 DNA
   West End District Trip (Saturday)                   5 4 3 2 1 DNA

   NCLA Round Tables (Friday):
   Topic ____________________________________________ 5 4 3 2 1
NCLA/NACMA Big 3 Breakout Sessions (Saturday and Sunday):

Topic ____________________________________   5 4 3 2 1
Topic ____________________________________   5 4 3 2 1
Topic ____________________________________   5 4 3 2 1
Topic ____________________________________   5 4 3 2 1
Topic ____________________________________   5 4 3 2 1
Topic ____________________________________   5 4 3 2 1

8. Name the most valuable session of the Workshop: _______________________________________

Why? _____________________________________________________________________________
__________________________________________________________________________________

9. Name the least valuable session of the Workshop:_____________________________________

Why? _____________________________________________________________________________
__________________________________________________________________________________

10. List suggestions for improving future Workshops including possible speakers and/or topics you would like at
next year's Workshop (please provide contact information):______________________________

__________________________________________________________________________________
__________________________________________________________________________________

In an effort to improve our Association every year, we are searching for better locations and hotels throughout
the United States to hold our annual Workshop. Please give us your opinion by answering the following
questions on this matter.

11. Why did you attend this year's NCLA Workshop? (Using the numbers 1-4, with 4 being the most important,
and 1 being the least important, please indicate why you attended the Workshop.)

Location ____  Price ____  Subject Matter/Speakers ____  Opportunity to Attend other Meetings ____

12. Would you recommend we return to Dallas in the future? __________________________

13. Would you attend our Workshop in the city of your choice if it were held at a convention center? ______

On behalf of the entire NCLA Officers and Board of Directors, thank you for your support of NCLA and your
comments regarding the Workshop. They are greatly appreciated. We are looking forward to your participation
and involvement in the International Collegiate Licensing Association (ICLA).