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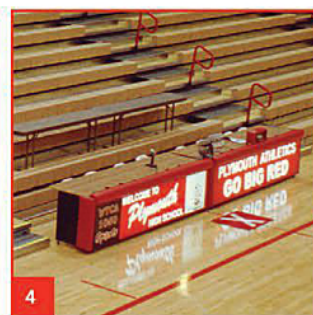
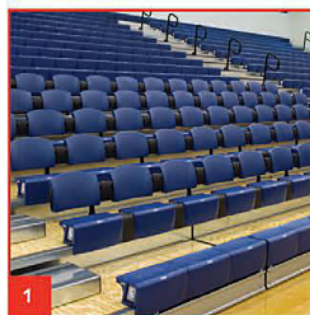
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**Bruce Whitehead**, NIAAA Executive Director

**T**ime seems to be a fleeting commodity. It seems there is never enough of it in any given day. I feel as if we just departed from Orlando and staff is already in high gear preparing for the NIAAA annual meetings and the 42nd National Athletic Directors Conference this December in Indianapolis.

Indianapolis is not a typical vacation destination city, but it is a vibrant city with countless restaurants and other activities within a short walk of the hotels and convention center. In addition, walking from hotels to convention center to other downtown destinations can be done without going outside, and the city will be in full preparation to host the Super Bowl less than eight weeks from the conference. In spite of the difficult economy, I hope many of you have an opportunity to attend the conference and enjoy the many rewarding professional development experiences offered.

The board concluded a successful meeting in mid-July. The highlights of that meeting are printed in this issue of IAA. Many of the discussions and decisions reflect recommendations found in the third strategic plan. I would elaborate on a few of those.

The first is the decision to expand the current office space and to continue renting rather than purchase our own building. Research demonstrated that in the current economic climate it would not be cost beneficial to purchase a property. In addition, current space is within walking distance of three hotels and numerous restaurants which must be a consideration as most who come to the office for meetings do not have transportation.

Second, the NIAAA is transitioning from storage of hard copy documents to electronic storage. With the volume of LTI class rosters, certification documents, financial records and IAA magazines, hard copy storage space has been exhausted. We are currently contracting with a company that will allow us to scan and electronically store vital documentation off-site, expediting staff searches for information.

Another effort to improve our ability to communicate with members is the move to a service provider for sending mass communications and for soliciting information from our members through the use of online surveys. Using the platform of this provider, we will be able to send mass e-mails to members without tying up the NIAAA server and be able to build online surveys that members can access and answer, providing immediate feedback.

Online LTI classes seem to be growing in popularity as many desire to take classes and obtain certification but can-

not get to a site where classes are taught. This fall, as in the past, we will be teaching classes 501, 502, 504 and 506 via webinar. In addition, we will be teaching classes 508, 625 and 799 via webinar. If the class enrollments for these three additional classes are strong, additional 600 and 700 courses will be considered for webinar in spring 2012.

Mike and I enjoy getting out of the office and networking with you who serve the coaches and student-athletes in our nation's schools. It is important for us to understand the issues NIAAA members are experiencing.

In our visits to the various states, one concept we share is that of servant leadership. Tony Dungy's third book, "The Mentor Leader," is devoted to this concept. Servant leadership or mentor leadership is exactly what each of us must pursue in our vocation as interscholastic athletic administrators. What we are about each and every day is "serving" or "mentoring" others in our care. That includes coaches and students first, but it might also include parents, school administrators, faculty and support staff.

In the madness of our work day we sometimes fail to realize that education-based athletics is what is right with this nation. We are one of the few remaining institutions that continues to teach positive core values. That single aspect of education-based athletics makes it imperative that we, as the leaders of our programs, be the best "mentor" or "servant" leader we can possibly be.

*I have a favorite poem many of you have heard me recite but it bears repeating:*

"Isn't it strange that princes and kings,  
And clowns that caper in sawdust rings,  
And common people like you and me  
Are builders for eternity.

Each is given a bag of tools,  
A shapeless mass, a book or rules;  
And each must make  
Ere life is flown  
A stumbling block or a steppingstone."

Each day, you have the ability and the opportunity to make stepping stones for a countless number of coaches and students. As you go through this school year, make the commitment to build stepping stones each and every day for your coaches and your student-athletes. **IAA**





Annette Scogin, NIAAA President



Mike Blackburn, NIAAA Associate Executive Director

It is that exciting time of year when the fall sports season is beginning, a new school year is underway, new friendships are being formed and existing teammate relationships become refreshed. This is a time of new goal setting by teams, coaches and individuals. Last year's successes or disappointments are behind, and the invigoration of new immediate, short-term and long-term goals reign.

What is it that is important during this dash of time that we spend on the Earth? I contend that one area of importance is the development of personal character. How we face success, challenge and failure both grows us and defines us.

As we welcome all that comes with the school doors reopening and the 2011-12 seasons, we openly anticipate witnessing boys becoming young men, and girls becoming young ladies. While physical stature and maturity may change, it is core values gained by these future leaders that will provide a solid foundation for success in life. We can all name the qualities needed – commitment, self-discipline, compassion, good decision making, integrity, work ethic, cooperation, time management, perseverance, patience.

While we can measure the athlete in 40-meter times or the amount of weight pressed, the larger challenge is to mentor student growth in terms of the intangibles. 'Paying it forward' for athletic directors, administrators, coordinators, supervisors and liaisons is to teach a measure of giving of self for the success of others. Let us challenge the child toward respect, volunteerism, care for others and community service. This may come in the visitation with nursing home residents, helping with the Samaritan's Feet project, or taking time to read to and provide 'high fives' with elementary students. These are true life successes.

In closing, please know that the NIAAA staff, board and entire organization have one primary team goal, to support you in your daily service, professional growth and programs offered. Our July Board meeting was filled with accomplishment and new initiatives for the membership and advancement of the NIAAA.

Enjoy a great season and may every aspect of your year be the best ever for you. I believe in the benefits garnered from professional affiliations that you have with the NIAAA and its members. Reach us by e-mail, phone, Facebook, text, Web site, Twitter or face to face. My prayers are with you. **IAA**

As one of America's high school athletic administrators, you should have received an invitation from the NIAAA and NFHS to participate in a national study regarding important points of interscholastic education-based athletic programs. The survey information requested will require input from not only athletic department personnel, but perhaps the guidance department, attendance officers, assistant principals and deans. The young people of our country are relying on you to assist with the information that will serve to remind educational leaders of the balance between academics, athletics and success in adulthood.

More specifically, allow me to stress that you are the key; the only professionals in the United States that can provide the important data necessary to conduct such a national study. It is imperative that educational athletics and our profession remain viable in an economic atmosphere of instability, reductions and uncertainty. We all stand at the podium with the message of the benefit of the classrooms located in the athletic venues of our communities.

Albert Szent-Ayorgvi, a Noble Prize winning biochemist from Hungary said, "Discovery consists of seeing what everybody has seen and thinking what nobody has thought." I believe his statement also applies to the programs that we provide in the sense that we witness year after year the individual growth, maturity and rise of so many young people toward successful lives of contribution. But as we face trying times, it seems that some educational leaders have either not witnessed, or have grown fearful, and may see fit to relinquish the very essence of what makes America's school experience unique to the world. In a dramatic way, these programs matter to millions of learning and developing young adults, thousands of athletic administrators and vast communities of stakeholders.

In cooperation with professors at Indiana State University, data is being collected comparing athletes and non-athletes in the areas of GPA, attendance figures, discipline referrals, dropout comparisons and graduation rates.

The results of this first national study of its kind will be accumulated, analyzed and distributed to educational leaders through a number of communication channels. In addition, there are plans for future studies in such areas as the economic impact upon a community dropping a school's athletic program, experiences of a school endeavoring to re-establish its athletic program after a year of non-funding, impact upon local law enforcement and juvenile authorities when students do not have access to athletics, evacuation of families from school communities dropping part or the entirety of sports programs and benefits of participation for nationally known leaders.

Please be a part of this important study of education-based athletics and its uniqueness in our schools. Contact me with any questions at: [mblackburn@niaaa.org](mailto:mblackburn@niaaa.org). **IAA**





This article marks the start of an initiative by IAA Magazine to provide athletic directors with timely articles that promote the positive values of education-based athletics. These articles are designed to help athletic directors better explain the importance of education-based athletics by providing vital information that will enlighten and educate an entire school community. The articles in this initiative will be accompanied by this logo for easy identification. The NIAAA Publications Committee encourages athletic directors to share these articles with superintendents, principals, school board members, parents and coaches as school districts face tough budget decisions.



# The Value of Education-Based Athletics

By NIAAA Publications Committee

*Upon the fields of friendly strife, are sown the seeds that on other fields on other days will bear the fruits of victory.*

— General Douglas MacArthur

**T**he quote above is located on the gate at the athletic field on the West Point campus. It is on this field where the Army intramural programs take place; where all cadets compete daily. It is on this field where cadets form bonds playing for each other or against each other. It is where young men and women learn to be leaders in a non-threatening atmosphere, and it is here where the important victory is to complete the assignment and the biggest victory is the rapport grown on this field. That connection, that reliance, that forming of team, allows them to leave that field prepared to expedite any mission with the confidence that success is imminent.

The Army intramural field can serve as our metaphor and symbol for the importance of education-based athletics.

As long as that field is available and the gate is open, the cadets will continue to learn the core values that will guide each decision they make on that field, in the battlefield and throughout their lives. What they are learning as cadets is truly the extension of the foundation laid at our high schools across the nation. High school athletic and activity programs best prepare tomorrow's leaders today.

Now, more than ever, as leaders and supporters of education-based athletics we are faced with the challenge of keeping these programs alive. In a day and age where school districts are continually asked to cut, where more is asked to be implemented or maintained with less, it is budgets for the athletic and activities programs that take the greatest hits. Let's think about that for a moment — the most public display of the greatness of the high school experience is about to change. It will be shrunk or erased with one bold stroke of the budget pen. Rather than retreat and make cuts from our programs we need to advance and stand up and lead the charge to protect what we have. The task will not be easy but our purpose and passion cannot be questioned.



Educators and coaches know and understand the benefits of education-based athletics. In education-based athletics, students develop core values like accountability, responsibility and trust, and learn that these values are the cornerstones of future success. They understand and appreciate the rewards that come from hard work, commitment and respect. They realize that success and failure become evolving measurements of citizenship and teamwork. But most importantly, they learn that leadership — true servant leadership — is the foundation of participation.

How many times have we asked students to go out there and: “Be a leader”; “To do the right thing”; or “In defeat say little, and in victory say even less”? When we ask our students to participate with purpose and passion, to selflessly serve each other and the school community, we are really asking them to show the core of education-based athletics. On a daily basis, the center field, center court and center ice classrooms demonstrate the skills these students will take with them when they leave the athletic communities and join the business world.

So, let’s make the case for the values provided in education-based athletics and activities. Let us demonstrate why it is so important to not retreat and instead, advance the message of the value these programs bring to school communities both now and for the future. What happens if we close the



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gates to those fields? Where are the leaders of tomorrow going to come from? Where else do students get the opportunity to learn leadership skills? Athletics is the environment where failure is accepted and where failing forward in a safe environment is a daily occurrence. Through failure, students learn to properly handle success.

Education-based athletics are the identity of students and the school, the very fabric of the school community. Rally behind the goodness and greatness of high school athletics. Yes, academic achievements are important, but rarely are they life changing moments that shape us for decades. And it is not just students participating in the contest who become immersed in the positive values of education-based athletics. We see students from all levels committing to something bigger than themselves; to goals bigger than each of them individually. From the non-athlete who organizes positive cheers in the stands for the Friday night football game to the student who stops and turns back to pick up the empty pop cans and hot dog wrappers on the floor of the gym and place them in the garbage can, all students benefit from these values.

Daily we see leadership skills like conflict management and relationship building applied, and respect, loyalty and trust grown. It is here, in these programs, where respect for authority is nurtured; where discipline and commitment are encouraged and wellness, nutrition and healthy lifestyles are

promoted alongside problem solving and decision making. Take away those opportunities and what we are left with is a future empty of core values – a population lead by the misguided. In this day and age of Generation Now – where high school populations exist on instant gratification, sensory overload, 24-hours-a-day immediate communication and reset button pushing students, it has never been more apparent that the values of education-based athletics must be maintained and promoted.

There is no better environment or situation than education-based athletics. It is here, where the critical moment decisions of the student-athletes of Generation Now take place thousands of times in every practice and contest. It is here, where these immediate decisions of Generation Now students can impact their climate and their culture today and far into the future. It is here, where failure and success work hand in hand in preparing and honing the life skills brought on by these instantaneous decisions. And it is only here where today's problem solving and decision making moments provide immediate feedback, advancing the student down the path of leadership. So when those moments do occur, moments when the value of educational based athletics is questioned, do not retreat – stand firm and advance – keep the gates open. You must ensure the future is in great hands today. **IAA**



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# Beyond the Glass:

## Strategies for Maintaining Displays of Athletic Memorabilia



*By Gary Stevens, CMAA*

### A Walk Into the Gymnasium Lobby

**T**he scene is a high school gymnasium in any community in the United States on a Friday night. The buzzer sounds to signal halftime of the varsity basketball game. Spectators from both schools file into the gymnasium lobby towards the concession stands or the restrooms. As they make their way, they pass mounted display cabinets stocked with trophies, plaques, photographs and various other artifacts representing the athletic history of the host school. Several will pause a moment to examine the contents of the cases.

For some individuals, their interest is based upon an appreciation of the past. Others peer through the glass for more personal reasons; seeking evidence of a past glory to impress companions. For others without any ties to the host school, a display case takes on an aesthetic character; less enamored with the story behind the content than its visual appeal.

In most schools, the responsibility for coordinating the display of any honors earned by a school falls to the athletic administrator. Although an athletic director may profess that tidying shelves and rearranging trophies are not his or her top priorities, one must keep in mind that what may be unimportant to one person may be significant to another. To the alumnus or student looking for the championship trophy hidden behind the clutter or, worse, not displayed at all, a slight oversight may be taken quite personally.

I was reminded of this fact recently when arranging for a banner unveiling in our high school gymnasium. One of our athletic teams had won a state championship. As is our custom, we place a commemorative banner on the wall and unveil it at a student assembly or other public event. To facilitate the unveiling ceremony at a public event, we had removed an older banner temporarily and placed the newly won award in its place. The unveiling was well received, but a parent whose older child had been part of a previous championship team approached me after the event. Although most of the people in the crowd were oblivious to the removal of that one banner, it was not lost on this parent, who asked for an explanation.



## Organizing the Work

The key to creating a trophy case display that is both aesthetically pleasing and tells the history of one's athletic program lies in the details. An athletic administrator seeking to effectively manage the inventory of memorabilia in his or her possession may consider utilizing one or more of the following strategies:

### 1. If necessary, delegate the task to an interested staff member or student

One need not act in isolation in this effort. In most schools, there are a number of staff members or students who may be interested in maintaining all trophy cases or other display areas. At my school, I am fortunate to have the services of an assistant athletic administrator who assumes all of the responsibilities for organizing our gymnasium displays. Each summer he spends some time rearranging old trophies and adding new awards to the cabinet. At the same time he dusts all of the shelves and cleans the glass windows. As an alum-

nus of the school and an ardent supporter of all athletic programs, it is an undertaking that he accepts willingly and with enthusiasm.

If an athletic administrator is not fortunate enough to have an assistant to assume this role, there are many other possible resources to involve in the work. A number of student groups, including service organizations, the student government or a captain's council, are viable options. Involving students in the process may generate a sense of ownership and pride in the school, which may produce other intangible benefits. Similarly, the school's athletic booster club or alumni association may have individuals who are interested in assisting the athletic department in organizing and displaying its historic artifacts.

An athletic administrator must not forget to recognize and acknowledge the work of those who assist in this effort. Any one or a combination of the following strategies is an effective way of saying "thank you":

- Issuing a staff shirt, t-shirt, or other athletic apparel
- Using public-address announcements at an athletic contest to identify those responsible for front lobby displays
- Noting a person's or groups efforts in the game program or on the roster
- Recognizing a person's contributions on the athletic Web site

### 2. Place all championship awards in prominent places

A state championship in any athletic activity represents the highest pinnacle of achievement at the high school level. The sense of pride that it brings to both the participants and the community as a whole is very palpable.

As a result, it is important to display championship awards in a highly visible manner. In some schools, all state or regional title honors are placed in the same cabinet. At Bonny Eagle High School in southern Maine, for example, all state title honors are housed in a single cabinet located at a major intersection in the school's hallways; all students and faculty as well as any visitors coming to the school for an event or meeting must pass this display en route to their destination.

If a school does not have a cabinet to dedicate specifically to championship awards, it is important to dedicate space to these prestigious honors. All league, regional, and state title awards should be neatly and prominently displayed. If possible, these awards should be organized chronologically or by sport so that they can be easily found.

### 3. Create Rotating Displays of Memorabilia

Glass display cases may be expensive to purchase and maintain. Furthermore, school facilities may have limited wall space upon which to hang these large structures. In the event that the athletic department may possess larger quantities of trophies and plaques than can be possibly displayed at one



time, an athletic administrator should consider using a rotating schedule to display items.

The same approach can be used for displaying other items as well. At my school we use a rotating display to showcase the large number of historic photographs. Our athletic department has offered interscholastic programs since the late 19th Century, and our school historian has preserved several hundred vintage photographs of our athletic facilities and teams. Many of these photographs include informative captions identifying the scene and the year depicted.



We utilize wall space in our gymnasium lobby to display these artifacts in frames. Our assistant athletic administrator organizes these photographs by season and changes the display periodically during the school year. At all times, we attempt to include photographs of significant teams or milestones in our athletic history. In particular, we strive to display photographs depicting landmark moments for our female athletic teams, including championships won during the pre-Title IX era.

#### 4. Use Alternative Organizational or Consolidation Techniques

One of the prices associated with athletic success is that the number of championship trophies a school has earned far exceeds its capacity to display in trophy cases. An athletic director of a highly successful program may opt to use some alternative strategies to keep his display cases clutter-free, yet still recognize league, regional, and state championship teams.

One option is to reserve trophy case space for trophies, cups, or other awards that have a base. Plaques or other awards that can be mounted may be placed on prominent wall space. One school in my conference, for example, places all of its athletic hall of fame plaques on a specially earmarked wall in the gymnasium lobby. Given that these prestigious awards are displayed separately from all others on a dedicated wall space, they stand out from all other honors earned by the school's athletes.

Some leagues have changed their customary practices of awarding championship plaques for each sport in order to

save both money and display case space. The Southwestern Maine Activities Association, for example, no longer pays for league championship plaques for the 26 activities that it sponsors. Instead, the conference has purchased a large league championship award for each of its member schools with dozens of individual plates. As schools earn league championships, they contact a local vendor to engrave the plate. The end result is cost savings for the conference and fewer awards jammed into limited space.

### Preserving the Display

Just as he or she is a temporary caretaker for the department, the athletic administrator is responsible for taking care of the awards earned during that school's history. As a result, the athletic director should take great pains to ensure that all display cases are properly maintained and all awards are preserved for posterity. A few helpful hints include:

- Having a ready supply of screwdrivers, nuts and bolts on hands to make any needed repairs
- Placing a laminate product over the showcase glass in the event that it shatters
- For display cases exposed to a high degree of sunlight, using a tinted glass to reduce the degree to which photographs or screened letters may fade



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- Periodically checking the bases of trophies to make sure that all hardware, such as nuts and bolts, is securely affixed
- Routine maintenance checks to older trophies and plaques in the event that parts become loose

### The “Online Trophy Case”

An alternative approach to displaying school athletic memorabilia is to creatively utilize one’s athletic Web site. The athletic administrator who wishes to reach out to alumni and interested supporters who may visit the gymnasium infrequently may consider including an “online trophy case” on the school’s athletic pages. The process involves taking a photograph of each major award earned in the school’s athletic history, identifying the significance of the honor, and posting those photographs to a link on the school’s Web site. Photographs of trophies and plaques may be organized by sport or decade to make it easier to locate them in the online display case.

Such a project has a great deal of potential to involve members of the student body in the process. Student groups can be organized to do research on each award by reviewing old yearbooks and other archival data at their disposal. The online case may also include team photographs identifying

each participant on a given championship team and a brief write-up about that season. The tasks associated with such an effort would be suitable for students interested in the school’s athletic history or a course designed for that purpose.

Honoring the legacy created by the athletic teams of the past is one of the great privileges and important responsibilities of an athletic administrator. Nothing makes a more lasting statement about how a department views its history than by how it exhibits and maintains the hardware earned by its alumni. By involving interested students and coaches in properly preserving these historic artifacts, an athletic administrator can forge a link between generations that not only sustains a school’s athletic culture, but also helps current players and coaches appreciate the accomplishments of their predecessors. **IAA**

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# Setting High Expectations in Interscholastic Athletics

*By Dan Cardone, CMAA*

**T**here is nothing wrong with challenging those involved with high school athletics to aim higher. It is truly rewarding to build an interscholastic athletic program of which the school community is proud, and one that neighboring districts seek to emulate.

We have been fortunate to win the Pennsylvania Interscholastic Athletic Association State Sportsmanship Award at North Hills seven out of the past eight years. North Hills was also named an All-American Sportsmanship School by the Institute for International Sport in 2006.

A reason for this is the outstanding work individuals have done putting student-athletes first. Hank Marziale, a varsity track coach at our school, began offering a voluntary practice Saturday mornings to athletes who felt they needed additional instructional time. Eventually the rest of the coaching staff had to come because there were more than 60 track and field members showing up on Saturdays. The lesson is that one person truly can make a difference, and Coach Marziale is a shining example.

## **Challenge Yourself First**

Athletic directors are one of the most visible people in the school community. They are omnipresent, attending a myriad of events and at the forefront when district athletic initiatives are on the horizon. For that

reason, they cannot challenge others to be better as coaches, athletes or parents unless they are leading the way. “If it to be, it is up to me,” is a popular and fitting saying.

Getting out in front of setting high expectations for fans might mean establishing a code of conduct for athletic events. The most difficult part of the process is not penning the words of the code, nor having the signs designed and hung. The true test is when a parent in the gymnasium chooses to use profanity against the officials.

### **To Reach High, Aim High**

Athletic directors are adept at having a vision for what it is they want to accomplish. That vision can sometimes be corrupted by program naysayers.

I had a goal of North Hills having the first artificial turf softball field in Western Pennsylvania, but there needed to be a lot of public relations done to jumpstart the project. When there were questions as to why the field was needed, I would counter say that field maintenance costs are significant, or it would be great if we did not have to cancel a game because of rain? The other point I pressed was that our venue would be attractive for hosting regional and state playoff games.

Slowly the initiative began to take hold, and a committee was formed to discuss the feasibility of this proposal. More ideas were generated to cut costs, thus making the artificial surface affordable. We opted not to build batting cages, and decided to wait on having permanent seating. The press box is an eye level, three-seat cement structure behind home plate, which was offered as an alternative to an expensive two-story building.

Having a vision and seeing it gather momentum is truly exciting. It was teambuilding at its best. Our girls softball team will not only have a home, but one that will be the first of its kind in Pittsburgh. To reach high, everyone has to have the same vision.

### **Choose First-Class**

Have you ever been bumped up to first-class when flying? The flight attendants tend to every need throughout the flight. You feel as if you are special because you are being treated royally. Once the experience is over, there is the expectation that it should be done in that manner time and time again.

We ask our teams to put their best foot forward when they go on the road to compete. Demonstrating respect for facilities of our opponent is a point of emphasis in our athletic program. Thanking all involved in this process from the bus driver to the maintenance staff of the host school is encouraged. Leaving a locker room in the same condition as when you arrived sends a positive message to those responsible for cleaning.

Win or lose, it is good to tell athletes to be the first to reach out to their opponents to congratulate them on their effort. The way one gains respect is most often accomplished by giving respect. When someone falls down, pick them up. The officials have the not always envious role of being the enforcers of the rules of the game. When the ball goes out of bounds, run it down, and hand it to them. It is a great compliment when the officiating crew remarks that your team is a class act. The officials often spread the good word, and become ambassadors for your athletic program.

One thing we can get better at is teaching our teams how to properly handle defeat. How should a player react when someone hits him late out of bounds in football, takes him or her into the sideboard unnecessarily in hockey, or intentionally sets a blind pick on him or her in basketball? When an opponent runs up the score on us, does the coach refuse to shake the hand of the opposing coach, or comment to the coach about a lack of class? These are those defining moments when ill will is borne. Telling your team that you appreciate how it handled itself when facing adversity is more important than congratulating them on a victory.

Given the option, first-class is the preferred way to go. Always taking the high road enables sports teams to represent a school to the best of their ability.

*“I believe that we are either doers or complainers, and spending time bringing others down takes away enormous amounts of time from the doing.”*

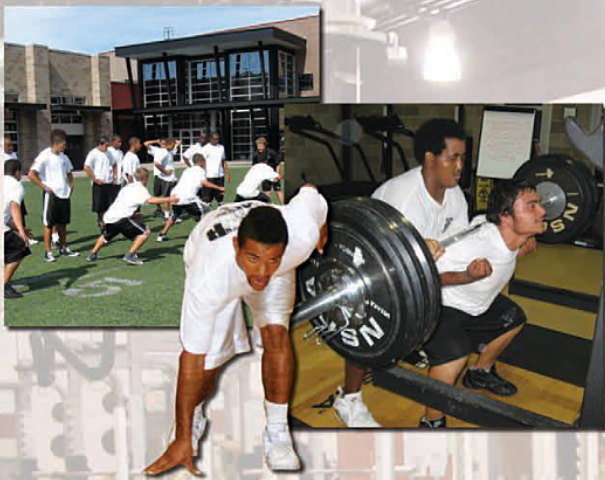
### **Learn from the Success of Others**

Leaning on others and learning from others can only help meet the challenges in an interscholastic athletic environment. I have great confidence in what we are about as a district. We have a solid clientele, with a tradition of down-to-earth parents who have high expectations for their children. I remember someone giving me a quote by Bill Parcells, the former NFL head coach. That was simply stated, but has a powerful message: “1. Expect nothing. 2. Blame no one. 3. Do something.” I believe that we are either doers or complainers, and spending time bringing others down takes away enormous amounts of time from the doing.

There is a story of a person who is a young football coach in the NFL. One day, the starting running back came into his office before practice, questioning why the offense was not focusing more on his abilities. After all, he had come close to winning the league’s rushing title the previous season. The coach stated that every day when he came to the office, he walked past five super bowl trophies, and not five rushing title trophies. Willie Parker got the message, and probably had remorse for breaching the subject. When Coach Mike Tomlin saw him at practice that very day, he told he wanted him to be the team captain for the upcoming game. The coach chose to hold him up and challenge him to be a leader, and to help lead the team to capturing its sixth super bowl, which it did.



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- Coaches are the center-pin of the interscholastic athletic program. They interact with student-athletes on a daily basis. They challenge them when need be, lift them up when they are down, and work tirelessly to assist them in reaching individual and team goals. They are the biggest difference makers in their lives during their high school years. We often hear athletes who have made it to the highest level of a sport credit their high school coaches as the reason they did so.

- Athletes have to understand that they represent more than just themselves. Interscholastic athletics are more than about calling attention to "me." One thing we tell our student-athletes is that they are not the first one to put a North Hills uniform on. There are many who have worn it before them. When they wear it, they are expected to represent their school community to the very best of their ability. "Your attitude determines your altitude," is a phrase I repeat often when addressing our sports teams.

- The athletic parent is a vital component to athletic teams. Parents offer support that involves their time, their money, or their ability to raise money. We simply cannot do it without them when it comes to purchasing warm-ups, sending athletes to team camps, running tournaments and having end-of-season banquets. Just as we scout good players who are moving up from the junior high, we look for parents who will be involved in a positive way. We have one parent who volunteered to chair the concession on game nights. His son decided he did not want to try out for basketball team, yet he followed through with his commitment to work the home games! I praise him in front of other parents as often as I can.

I have a lot of faith in our coaches, athletes, and parents. They are the ones who we count on to represent our school community by putting their best foot forward on game day. However, it is my opinion that the athletic director is the driving force for setting high expectations for an interscholastic athletic program. Having a vision and selling it for the betterment of those entrusted to your care is about as good as it gets. **IAA**

*Photo provided by Kim Jew Photography, New Mexico.*

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# Doing the Right Thing:

## Profiles of Sportsmanship in Action



*By the NIAAA Publications Committee*

Successful education-based athletic programs are built around core values such as teamwork, respect, integrity and concern for others. In order to be successful in achieving these aims, athletic administrators and coaches must strive to be positive role models for students. The efforts of a significant adult who demonstrates character through his or her words and actions can have a lasting effect on a youngster.

Given the competitive nature of athletics, it is very easy for these lessons to get lost in the shuffle and transform an opponent from a mere rival to a hated adversary. Similarly the pressure to win can cloud the judgment of the most ethical coach or athletic director.

A major imperative for those in athletic leadership positions is to do the right thing. Adults with these qualities serve student-athletes from coast to coast. Their stories are inspirational for all who work in our profession.

### An Unexpected Gift

Located 15 miles from the Canadian border, Enosberg Falls, Vermont, is a middle-class community of fewer than 1,500 people. In addition to the picturesque falls along the Missisquoi River for which it is named, the landscape of Enosberg Falls includes numerous farms, thus making it a perfect venue for the annual Vermont Dairy Festival.

The neighborly spirit in Enosberg Falls was clearly on

display in the fall of 2009. Early in the season, Enosberg Falls High School boys soccer squad faced a team from league rival Winooski High School. Winooski serves as a melting pot for numerous cultures from the Middle East, Asia, and western Africa. Of the 37 student-athletes participating in Coach Cory Payson's program, 33 youngsters were refugees from distant lands, including Iraq, Liberia, Nepal, Somalia, Tanzania, and Thailand.<sup>1</sup>

During that initial meeting, Enosberg Falls Athletic Director Chris Brigham noticed that several of the Winooski players sported well-worn or damaged cleats. He observed a number of youngsters wrapping athletic tape around their shoes to hold them in place. While speaking with Payson, he learned that owning quality athletic shoes was not a priority for these players. Many of the student-athletes were the male heads of their households and worked part-time to support their families.

After the game, Brigham noticed two pairs of shoes in a garbage can. Bound by soiled athletic tape, the shoes had been cut off by Winooski players after they were no longer usable. At this point, the fifth-year athletic administrator decided to take action. He e-mailed the staffs at Enosberg Falls High School and other schools in his union to solicit their help to assist the Winooski students.

The response was overwhelming. One day prior to a second-round state playoff contest between Enosberg Falls and Winooski, Brigham delivered 20 pairs of new and used shoes donated from people in his community to Coach Payson and his squad. The game played the next day was tied after over-



time and went to penalty kicks. Ironically, as a result of the display of sportsmanship and kindness demonstrated by Brigham and the Enosberg Falls community, the Hornets were eliminated from the playoffs in the shootout. The winning goal was scored off the foot of a Winooski player wearing a pair of donated cleats.

Brigham's act of generosity received positive coverage in the local media and was featured on the New England Cable Network (NECN). However, Brigham's motivation was not publicity for his school's athletic program; to him, it was simply a case of doing the right thing for students in need – even if they were from a rival school. “If you have a heart at all, you do it,” he said. “These are kids – many [of whom] are lucky to be alive.”

### “A Crash Course” in Community Building

Northern Vermont and Washington, D.C., are miles apart. However, the same neighborly impulse that forged a bond between Enosberg Falls and Winooski was at work in the nation's capital in the spring of 2009 where two coaches bound by a love of rugby created bonds between student-athletes from two schools, one of which exclusively services hearing impaired students.

The Model Secondary School for the Deaf was established on the campus of Gallaudet College in Washington, D.C., in 1966. Forty years later, the Model School offers a comprehensive day and residential program for deaf and hard-of-hearing students from throughout the United States.<sup>2</sup>

In addition, the school offers a number of sports, including football, volleyball, basketball, baseball, softball, track and field, and weightlifting. Between 60 and 70 percent of all students enrolled at the school participate in interscholastic athletics.

In 2006, Model Secondary School hired Mark Burke as athletic director and football coach. A former college rugby player, Burke had a meeting with Tal Bayer, a coach at Hyde Charter School, another private institution in Washington. During his conversation with Bayer, Burke noticed that he was wearing a jacket with rugby insignia. He learned that 11 years earlier Bayer initiated a rugby program at Hyde, the first one established for inner-city, African-American students in the country. Bayer encouraged Burke to institute rugby at Model and offered to provide some instruction.

Bayer's efforts to help jump start the Model program far exceeded the intent of his original offer. After receiving sanctioning from his school to form a rugby program, Burke held joint practices with the Hyde program for two weeks. With Bayer providing verbal instructions in rugby techniques and tactics and Burke utilizing sign language to convey the information, the students at Model learned the fundamentals of the game. “It was like a crash course,” Burke said. “Our boys had no clue as to what rugby was like in the beginning. They had competed a lot over the years [against the Hyde students]. There is a lot of respect; they appreciate their tutelage.”

Other barriers were eradicated as well. As Model team members utilized hand signals to communicate with one





another on the field, Hyde players gained a new respect for their counterparts. In turn, the students from both schools learned that despite their cultural and ethnic differences, there was more that connected than separated them. “I think that any time you put very different communities and they have to interact, it is a good thing,” Bayer said. “Suddenly all their misperceptions and stereotypes go out the window and what you’re left with is just kids.”<sup>3</sup>

The connections between the Model and Hyde rugby programs remain strong. In 2009, the schools again held a joint practice and then faced each other in the 13th Annual Ambassador’s Shield, a prestigious rugby festival held each year in Washington.

Bayer’s generous offer to help a colleague build a program continues to bear fruit. Model Secondary School unveiled plans to offer a girls rugby program the following spring. In turn, other schools for the deaf throughout the country are following Model’s example and considering rugby. The opportunity to “pay forward” the gift provided by Bayer and the Hyde School is one that excites Burke. Furthermore, the dividends that it can pay for hearing impaired students are significant. “Rugby is a great sport for the deaf,” Burke said, “as it emphasizes the visual.”

### One Good Turn Deserves Another

Acts of good sportsmanship require integrity and honesty. Athletic administrators expect coaches to teach players to play hard at all times, but always within the rules. When a

coach holds himself to that same standard, even if it proves detrimental to the prospects of victory, it is an act that defies the win-at-all-costs mantra that permeates athletics today.

Cecil Linnens is a veteran coach in the New Mexico interscholastic wrestling ranks. After serving as a coach at Tse Bit Ai Middle School, Linnens became the head coach at Farmington High School, a school of 1,500 students located in the northern New Mexico. In 2006, Farmington and rival Kirtland Central High School squared off in a dual meet for the conference championship. At the end of a seesaw affair, the scoreboard was in Farmington’s favor and was declared league champion.

*“It’s not tough to do the right thing.”*

While reviewing the results, Linnens discovered an addition error in the scorebook. Kirtland Central, not Farmington, was the rightful winner. He called each member of his squad to report the unfortunate news. Linnens then contacted Farm-

ington High School Athletic Administrator Chris Pash and the meet referee to report the error and ask that it be corrected. As a result of his unselfish act, Kirtland Central was awarded the district championship. "To me," Pash said, "it was almost the ultimate act of sportsmanship."

Ironically the same two schools were involved in a similar situation two years later. On October 18, 2008, Kirtland Central and Farmington squared off in a girls soccer match for the district championship. The two teams remained scoreless through regulation and overtime. After neither team gained an advantage after five penalty kicks, the officials notified both teams that in the second round, both teams would once again be given the opportunity to complete a series of five kicks. Kirtland Central outscored Farmington in this round to earn its first conference championship in school history.

Kirtland Central coach Danene Sherwood reviewed the penalty kick rule that evening and discovered that it had been misapplied. Had the rule been correctly enforced, Farmington would have been declared the victor earlier in the second set of penalty kicks. She contacted the official, the error was corrected, and Farmington was declared the winner of the game. When asked by the media about her gesture of sportsmanship, she shrugged off the act and stated, "It's not tough to do the right thing." Pash, who only two years before had seen

one of his own coaches demonstrate similar honesty, nominated Sherwood, a coach at a rival high school, for a NFHS Spirit of Sport Award.

Demonstrating courage and integrity, even to one's detriment, is the trademark of a strong athletic administrator or coach. By virtue of their unselfish acts, individuals such as Brigham, Bayer, Linnens and Sherwood have raised the bar for all who are in leadership positions in high school athletics. Not only have their gestures of good sportsmanship benefited youngsters from rival schools, they have also served as positive exemplars as to how to lead with character and a clear conscience. As Linnens observes, "I expect my kids to do the right thing. What does it tell them if their coach does not do the same?" **IAA**

1 John Fantino, "Enosberg Donates Cleats to Reach Winooski", *Burlington Free Press*, November 16, 2009.

2 Model Secondary School for the Deaf Website.

3 Tal Bayer Interview in "Giving Back: An Inner-City School Teaches Rugby to a School for the Deaf", *Real American Stories*.



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# Achieving Greatness:

## *The Value of Association*

By Don Yaeger

Association leaders and corporate executives have long recognized that great lessons – lessons in leadership, team building, handling adversity, and managing success – can be learned from their peers in the world of athletics.

This explains why some of the most sought after public speakers at corporate events are sports greats – Miami Heat President Pat Riley, Duke basketball coach Mike Krzyzewski,

former Pittsburgh Steeler running back Rocky Bleier and former LSU basketball coach Dale Brown are among the most popular speakers on the circuit. The lessons they teach and exhibit in their world translate perfectly into yours.

In my 20-plus years as a writer for *Sports Illustrated* and author of more than a dozen books, I have been blessed to spend hours interviewing great winners like Riley, Krzyzewski, basketball legend Michael Jordan and Hall of Fame running back Walter Payton.

Some of the best lessons I have learned, however, have come at the foot of the greatest winner of them all, the late John Wooden, former UCLA basketball coach and winner of unprecedented 10 NCAA championships. Wooden also was an oft-tapped corporate consultant on the subject of leadership.

Before Wooden's passing, I often traveled to Los Angeles to talk with him about greatness and the traits of those who have achieved it. One characteristic he was passionate about was that the truly "great" understand the value of association. They know they can only become great if they surround themselves with others who are headed in that direction.

Just a couple of years ago, the then 97-year-old Wooden, his mind sharp as any 30-year-old, got a twinkle in his eyes when told me he had a story to share, one I would enjoy sharing with others.

"Many people, when they ask me about coaching great players, always ask me about my two most famous centers, Lew Alcindor (who became Kareem Abdul-Jabaar) and Bill Walton," the coach said, "But one of the greatest I have ever coached is a player many wouldn't suspect. It was Swen Nater."

"There was no better than Bill Walton."

Or John Wooden.

When his three years at UCLA were complete, Nater had been part of a team that won a record-breaking 88 straight games and had played for three more national championships – all as Walton's backup.

Nater then made history when he became the first player selected in the first round of the professional basketball draft without ever starting a college game. He played 12 years professionally and now is a senior executive in the corporate offices of COSTCO. His career "is absolutely and directly the result of having made the decision to associate myself with folks who were the very best," Nater told me. "I learned that you are who you associate yourself with."

Coach Wooden was succinct: "Mark these words...You will never out-perform your inner circle. If you want to achieve more, the first thing you should do is improve your inner circle."

At its core, that is exactly why associations hold annual events. Those conferences are a member's opportunity to improve his or her inner circle, to learn and associate with the very best.

*"Mark these words... You will never out-perform your inner circle. If you want to achieve more, the first thing you should do is improve your inner circle."*

I think Coach enjoyed the look of surprise on my face. I remembered Nater, but just barely. What I remembered was that he was cut from his high school basketball team as because, even at 6-foot-11, he was too clumsy to offer the team any value. He didn't give up, though, and several years later made a community college team. He became talented enough that several four-year colleges offered him scholarships.

At the time, UCLA and Wooden were in the middle of one of the most spectacular runs in all of sports, winning seven of eight national championships. Alcindor had graduated, but Wooden had a new center, Walton, who he thought might be even better.

Nater's community college coach asked Wooden to consider his player. "I was told he could, at the very least, be a great practice opponent for Walton," Wooden recalled. "So I spoke with Swen. I was honest. I told him he could go to a small school and play all the minutes he wanted, or he could come to UCLA, where he likely would never start a game, but where he could play against the best center in the country every day. That's the best I could offer him."

Nater didn't flinch. He accepted the opportunity and, as Wooden had promised, he didn't start a single game at UCLA.

"Swen understood that to become the best he needed to associate himself with the best he could find," Wooden said.

Like Swen Nater, I hope that each of you have identified those in your profession from whom you could learn, those who share your passion for greatness. Then, while attending your state or national conferences, introduce yourself, spend time asking and learning what it is they do that makes them successful. These lessons are often transferable.

Then take the lessons home with you. Make your aspirations known to your staff and your membership because they want to associate themselves with greatness, too. You'll be amazed by what you can achieve when you surround yourselves with those headed in the same direction.

At each of these steps you'll understand why John Wooden agreed that the value of association is one of the most significant traits of greatness. **IAA**

*Football photo provided by 20/20 Photographic, Mt. Pleasant, Michigan.*

**ABOUT THE AUTHOR:** Don Yaeger is a nationally acclaimed inspirational speaker, New York Times best-selling author and longtime associate editor of *Sports Illustrated*. He speaks on the subject of Greatness, taking lessons from the world of sports and translating them to business and professional audiences. He can be reached through his Web site: [www.donyaeger.com](http://www.donyaeger.com).





# A QUALITY ATHLETIC PROGRAM BEGINS WITH QUALITY COACHES



*By Ted D'Alessio*

Providing our youth with a rewarding and enjoyable athletic experience should be Job No. 1 for any school district. It can never be assumed that students – by merely participating – will automatically attain the virtues that we believe are so prevalent within our athletic program.

High school athletics must promote education-based programs that reinforce the values that are taught in the classroom – commitment, dedication, hard work, cooperation, to name a few. If teachers are the central figures in the classroom, it would only seem logical to identify the coach as the key figure in our athletic arenas. Coaches are the lifeblood of our athletic programs. They create the climate that determines if a student's athletic experience is joyous or miserable.

Quality coaches are the decisive element in the organized sports world. A quality coach knows how to plan dynamic practice sessions; teach sound fundamentals with proper learning progressions; incorporate age-appropriate, sport-specific drills; instill the virtues of integrity, discipline and fair play; and create a healthy and productive athletic environment. A quality coach will communicate more effectively by using judicious amounts of positive/negative feedback, technical instruction and general encouragement that will motivate his or her players to not only participate, but to excel.

Today, more than ever before, athletic directors must produce a quality athletic program within an ever-tightening budget. In these days of downsizing, accountability and increased parental involvement, a quality coach has become our program's most valuable commodity. And with the growing emphasis of athletics at the high school level, the need for knowledgeable and effective coaches is greater than ever before.

Students' development and enjoyment is predicated on the quality of coaching they receive. Research shows that if a student enjoys an activity, the desire to remain in that activity and a willingness to try harder while he or she is involved also increases. It would seem logical, therefore, that athletic directors provide their coaches with the opportunity to maintain appropriate, relevant and ongoing sports training. This initiative should transcend all levels of experience, from the first-year coach to the veteran.

In support of this professional need, there are various educational programs designed to assist coaches. One such program – the national coaching standards developed by the National Association for Sport and Physical Education (NASPE) – was featured in the spring 2011 issue of IAA.

Another program aimed at educating the interscholastic coach is the NFHS Coach Certification Program. It is designed to deliver the highest-quality professional development online at an affordable cost. The objective of the program is to:

1. Help coaches minimize the inherent risks faced by participating students.
2. Improve the sport experience of participating students.
3. Recognize coaches nationally.
4. Introduce coaches to current methodologies of teaching sport-specific skills and team/individual strategies.
5. Develop a sense of personal and professional accomplishment.
6. Enable coaches to increase liability insurance coverage through membership in the NFHS Coaches Association.

To attain the Accredited Interscholastic Coach (AIC) Certification, a coach must complete the following:

1. NFHS Fundamentals of Coaching Course.
2. NFHS First Aid for Coaches (American Red Cross) or its equivalent.



3. Fundamentals of Coaching (Sport Specific) or Teaching Sport Skills Course.

All information and registration procedures can be attained through [www.nfhslearn.com](http://www.nfhslearn.com).

Athletic directors need to take a leadership role by encouraging their coaches to continue their education. Students ultimately will be the beneficiaries if they are coached by properly trained individuals. By developing a quality coaching staff, athletic directors are taking an important step to ensure that students will have a rewarding, enjoyable and enriching athletic experience. **IAA**

*Coach photo provided by Lifetouch Photography, Arkansas.*

**ABOUT THE AUTHOR:** *Ted D'Alessio is athletic director at Millburn (New Jersey) High School and a member of the National Interscholastic Athletic Administrators Association Coach Education Ad Hoc Committee.*



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This program is supported by the NIAAA.





# 10 Things Coaches Expect from Athletic Administrators

By Josh Wildeman, edited by Gary Stevens, CMAA

## 1. Be Visible in the School and Athletic Facilities

Due to the demands of the position, many athletic administrators find themselves tied to their desks. However, it is extremely important that athletic administrators are visible fixtures within their school community and maintain a firm grasp of the pulse of their athletic programs.

## 2. Set Standards for the Athletic Program that are Brief and Easy to Understand

Coaches need a concise set of standards presented to them so that they can align the goals of their programs to the mission of the athletic department.

## 3. Lead by Example

Athletic administrators should demonstrate to coaches, student-athletes and community members a high level of sportsmanship, personal discipline and leadership.

## 4. Provide Coaches with Professional Development Opportunities

With athletic department budgets shrinking, it becomes hard for athletic administrators to justify the costs of providing professional development opportunities for coaches. However, high school sports are a constantly evolving entity and topics such as offensive and defensive strategies, hazing prevention and concussion management may help your athletic teams achieve success or prevent a tragedy.



## 5. Treat Each Sport with Respect

High school athletic teams can vary from eight to 80 participants, yet it is the athletic administrator's responsibility to devote adequate amounts of time and energy to each sport, as each student-athlete and coach is a vital part of a successful athletic program.

## 6. Be Attentive to the Condition and Maintenance of Athletic Facilities

To ensure the safety of student-athletes, coaches and spectators, athletic administrators must closely monitor the condition of athletic facilities and identify areas in need of improvement.

## 7. Have Athletic Facilities and Support Staff Scheduled Effectively, but Be Flexible

Athletic administrators must be organized in the scheduling of games, practices, buses, etc., and effectively communicate this information to all shareholders. On the other hand, Mother Nature can ruin even the best of plans



and athletic administrators must be able to adjust to adverse circumstances.

### 8. Good Conflict-Resolution Skills

Unfortunately, conflicts among student-athletes, coaches, parents and community members are a part of high school sports. Athletic administrators must possess the skills to mediate these inevitable conflicts with the best interest of the student-athletes, coaches and athletic program in mind.

### 9. Responsibly Monitor the Budget and Seek Out Additional Sources of Income

Athletic administrators must keep a keen eye on their budget and foresee upcoming expenditures. Additionally, the athletic administrator should be continually marketing the athletic program to community businesses in an effort to increase revenue.

### 10. Know Your State's Eligibility Rules and Communicate New Developments to Coaches

Coaches can get overwhelmed with the details of their position and it is the job of the athletic administrator to ensure that coaches know and understand their state's eligibility rules. Furthermore, athletic administrators should continually be updating coaches on developing rule changes for their sports. **IAA**

**ABOUT THE AUTHOR:** Josh Wildeman is an advanced physical education teacher and head strength coach at Castle High School in Newburgh, Indiana. He can be reached at [jwildeman@warrick.k12.in.us](mailto:jwildeman@warrick.k12.in.us)



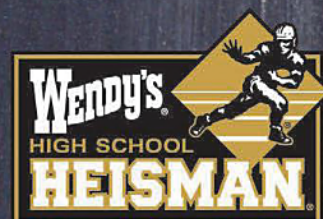
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## Assault and Battery

By Thomas H. Sawyer, Ed.D.



**BROKAW v. WINFIELD-MT. UNION COMMUNITY SCHOOL DISTRICT**  
788 N.W. 2d 386, 259 Ed. Law Rep. 907 Sept. 10, 2010

### INTRODUCTION

Parents, on behalf of their son, brought an assault and battery action against a player from an opposing team who struck son in the head with an elbow during a basketball game and opposing player's school district. The Brokaw's filed a petition at law seeking actual and punitive damages from McSorley and Winfield-Mt. Union School District (WMU). The petition alleged McSorley had committed an assault and battery against Jeremy Brokaw and WMU was negligent in failing to control the conduct of McSorley.

### BACKGROUND INFORMATION

On January 13, 2004, the varsity basketball team from Iowa Mennonite High School played the varsity team from WMU. A tape of the game shows that during the second half of the game, Andrew McSorley, a guard for WMU, struck Jeremy Brokaw, an Iowa Mennonite player, causing him to fall to the ground. He returned to the game a short time later, but, he played poorly. Immediately after McSorley struck Brokaw, the referee called a technical foul on McSorley and ejected him from the game.

### NEGLIGENCE CLAIM

*Godar* ( 588 N.W.2d 701 (Iowa 1999)) makes it clear that school districts have a duty of reasonable care in provid-

ing for the safety of students from the harmful actions of fellow students, a teacher or other third persons. *Godar* limited that duty of reasonable care "by what risks are reasonably foreseeable." ( 588 N.W.2d at 708) WMU does not argue that coaches as a class have no duty of reasonable care to control the actions of their players.

Physical contact, even intentional physical contact, and injuries will occur in high school basketball games is somewhat foreseeable. In an analogous situation, the Massachusetts Supreme Court commented:

"In a general sense, one can always foresee that in the thrill of competition and the heat of battle inherent in a contact sport, any player might someday lose his or her temper and strike an opposing player. If that possibility alone sufficed to make an assault on the field of play reasonably "foreseeable," schools and coaches would face liability every time they allowed their enthusiastic players to take the field against an opposing team. For these purposes, foreseeability must mean something more than awareness of the ever-present possibility that an athlete may become overly excited and engage in physical contact beyond the precise boundaries of acceptably aggressive play."

### JUDGMENT

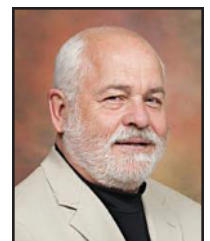
The Supreme Court affirmed the Court of Appeals ruling.

### RISK MANAGEMENT TIPS

The following are risk management tips to assist school districts faced with these circumstances:

- School administrators and coaches should carefully review students' emotional behaviors and recommend counseling for those students who have anger management issues.
- Coaches should work with all student-athletes in controlling their emotions and tempers.
- When emotions and tempers flare, the coaches must immediately act and begin behavior modification.
- Players who cannot control their emotions or tempers should not be allowed to participate.
- Coaches should be provided with in-service education dealing with emotions, anger management, and behavior modification techniques. **IAA**

**ABOUT THE AUTHOR:** *Dr. Tom Sawyer is a professor of physical education and professor of recreation and sport management at Indiana State University. He is the author of textbooks, and has been published and presented at the state, national and international levels on numerous occasions. Sawyer can be reached at Thomas.Sawyer@indstate.edu.*





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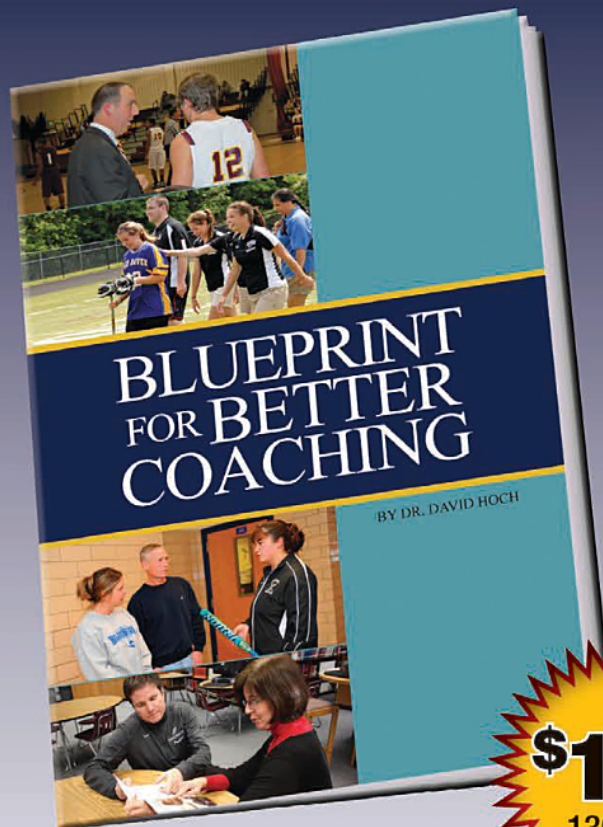
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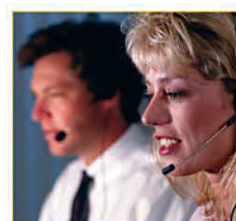
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*Edited by Glen Gillespie, CAA*

### Athletic Equipment

#### Soccer Goals and Safety

*Jody Gill, CSFM, CPSI. Grounds Coordinator, Blue Valley Schools, Overland Park, Kansas*

Most high school athletes generally use equipment, such as soccer goals, as they are intended to be used. However, those of us who are responsible for elementary school facilities and equipment need to be especially aware that younger children are unpredictable and may not have the common sense that would cause them to stop and think before climbing onto or hanging from a structure such as a portable soccer goal. It is our job to anticipate their actions and provide them a safe environment on the playground at recess or during football practice after school. Whether on multi-purpose fields or soccer specific fields, it makes sense to use portable soccer goals so the goals can be moved around the field limiting wear and tear on the grass. The goals are very lightweight and can be tipped easily, causing injury. Preventing tipping of the goals should be a top priority.



There are many tools and methods commercially available to anchor goals. We anchor them by using four earth-auger anchors per goal to keep the goals secured to the ground. We also use chain and padlock on each anchor so the goals cannot be removed from the anchors and to prevent goal relocation by anyone other than school staff.

Occasionally the anchors can work loose – especially after freeze/thaw cycles. As the snow melts, we relocate the goals and re-anchor them to get ready for early spring use. You should make sure the school staff are aware of the anchoring procedures and encourage them to inspect them daily and report missing or loose anchors.

Additionally, we only use 12-foot wide, all aluminum goals at all of our elementary fields. These goals are very lightweight so if the goals tipped the chances of a serious injury is reduced. There are many different soccer goal manufacturers who provide very lightweight high quality goals. However, even the lightest goal must be anchored.

Even though school budgets have been squeezed to the breaking point, there are many other ways to seek funding for safer goals and field maintenance needs, including school PTA/PTO, local businesses, neighborhood associations, neighborhood garage sales, advertising on school fences, etc. We must use our skills, knowledge and every other available resource to make sure accidents don't happen.

### Life Path

#### Thoughts on Retirement

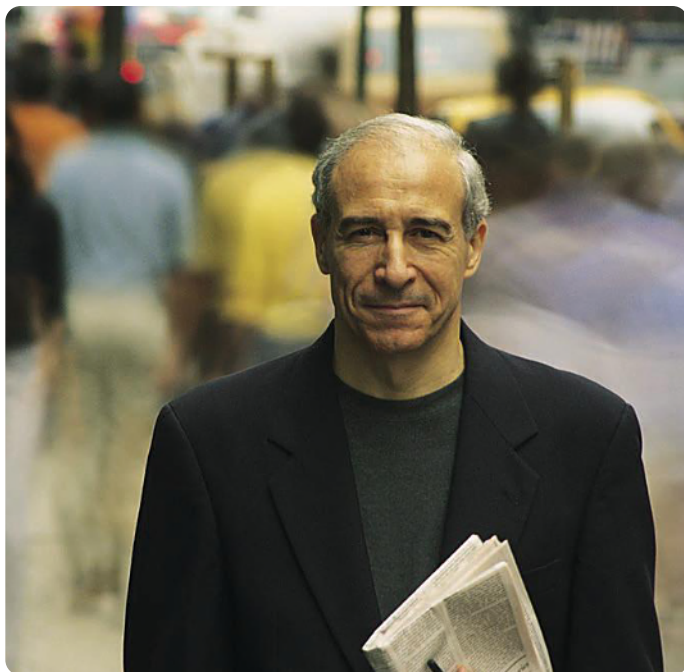
*Marty Ryan, CMAA, retired, Kennebunk, Maine, and Joel Eskelsen, CAA, retired, Unicoi, Tennessee.*

*The following is a synopsis of the workshop entitled “What you need to know when planning for your retirement” that was presented by Joel Eskelsen, CAA, and Marty Ryan, CMAA, at the 2010 National Athletic Directors Conference in Orlando, Florida.*

My wife asked me what I was going to do today I replied “nothing.” She replied “I thought that’s what you did yesterday.” I said, “Correct, but I didn’t finish!”

A person contemplating retirement should ask himself or herself: Have I accomplished all that I want to in that school situation or are there perhaps additional items on the horizon that I would like to complete prior to retirement?

A person considering retirement needs to ponder what they will actually do with his or her time. I do not know how many times once it was announced that I was retiring that a person asked me what I was going to do in retirement. I was retiring to retire, not to seek another job. The 12-hour days had caught up with me and it was the right time to do what I wanted to do when I wanted to do it.



Experienced athletic administrators are good at making decisions and there are many to be made if you are thinking about retiring, primarily: Does it work financially? Do I truly

understand my retirement system? What is the best retirement payout method? How do I handle my investments, health care costs and reduce my everyday expenditures while living on a fixed income?

Be ready for some significant changes in your life as well as your family. Remember that your spouse and family are not used to having you home for dinner every night and that change alone can be difficult in some cases.

This is just a new chapter in your life, and some thoughts and research need to enter into the decision-making process. Here are some additional points to think about:

- When the phone rings at 9:00 a.m. or p.m., you will be asked “Did I wake you?”
- Regardless of the economy, you are always rich at the Dollar Store.
- Your investment in health insurance will start to pay off.
- If fishing is bad, you can always play golf.
- Your eyes and hearing won’t get much worse.
- Prepare to have a lot of time on your hands that will pass quickly.
- Avoid news channels, they can become addictive.
- Boredom and depression can hand in hand. The fact that you are no longer associated with a staff of people and spend a great deal of time on your own is a difficult change to overcome. **IAA**



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Over the years, sponsors have played an integral part in helping the NIAAA fund its sports turf initiatives for high school athletic directors, which include LTC 615, LTC 619, LTC 621, Field Day, sports turf seminars and field renovation projects. Information concerning the maintenance of athletic fields may be obtained by going to the “Sports Turf” link on the NIAAA Web site at [www.niaaa.org](http://www.niaaa.org).



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# Making Noise with Silent Auction

Souvenir Conference Pin Also Available

By Sr. Lynn Winsor, BVM, CMAA and Mike Blackburn, CMAA, Ph.D.



*\*The items shown above are only representations of items that may be in the auction.*

While December in Indianapolis is not usually conducive to 18 holes of golf, a unique opportunity for attendees will be provided at the upcoming National Athletic Directors Conference. From 9:00 a.m. to 7:00 p.m. on Saturday, December 10, the NIAAA Endowment Committee will conduct a silent auction. This event has been a part of a number of previous national conferences, most recently in 2009, and the silent auction has been a popular event for conference attendees.

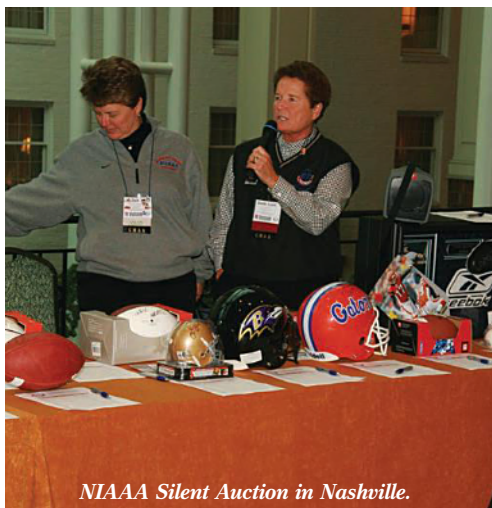
The silent auction will also be part of the national conference in National Harbor, Maryland in 2014 (across the Potomac River from Washington, D.C.), and in 2016 as the conference again visits Nashville, Tennessee.

For two years, the Endowment Committee has been seeking out auction items that will be popular for bid. Thus far, more than 150 items have been gathered and will be up for bid only on December 10. The auction items include

a variety of memorabilia, gift items and sporting goods including autographed equipment, jewelry and gift certificates.

In addition, a special lapel pin has been designed for the 2011 National Conference. Two styles will be available and will be sold near the conference registration area. The pins will sell for \$5.00 and will be a great souvenir commemorating the 42nd National Conference. All lapel pin sales profits will be given to the NIAAA-Mildred Hurt Jennings Endowment Fund. The Professional Outreach Program and the professional grants available to state athletic administrator associations are both funded by the endowment.

As you make plans to attend the 2011 National Conference and consider your schedule, make sure you visit the silent auction tables, check out the offerings and place a bid on a few items. See you in Indianapolis. **IAA**



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### Certification Program

Three levels of professional certification including Registered, Certified and Certified Master Athletic Administrator.

### National Athletic Directors Conference

Annual Conference hosted in cooperation with the NFHS offering educational, service, informational leadership and networking opportunities.

### Hall of Fame

Induction and recognition of individuals that have strongly impacted the profession of athletic administration.

### Interscholastic Athletic Administration Magazine

Professional journal providing high school and middle school leadership practical assistance from athletic administrators in the field, research based study, NIAAA member information, regular columns and best practices.

### Awards Program

Recognition levels for both state and national administrators.

### Media Materials

Electronic and print materials available to assist the professional in a number of areas.

### Professional Outreach Program

Conducted in cooperation with state athletic administrator associations as outreach to targeted demographic areas through the NIAAA Endowment. Offering of LTI (501-502), RAA Certification, one year NIAAA membership, with 10 percent of participants receiving registration and lodging scholarship to the national conference.

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- **NIAAA/Mildred Hurt Jennings Endowment** – Opportunity to contribute. Portion of funds utilized for professional growth outreach initiatives.
- **In-Service Program** – Offering selected LTI courses adapted in 90 minute or 4 hour presentations. Available to school or district staff. Topics include 14 legal duties, time management and interpersonal relationships.
- **Quality Program Award** – Option after having taken LTC 799 to participate in a process of athletic program assessment offering three levels of potential program recognition.
- **Invited Assessment Program** – Opportunity to have team of professionals evaluate each facet of a school or district athletic program.

## Website Benefits at : [www.niaaa.org](http://www.niaaa.org)

- Dedicated to NIAAA information and program offerings. Links to key affiliates.
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- Registration and information regarding the annual National Conference.
- **Athletic Administrators Outfitters (AAO)** is a shop offering logoed NIAAA apparel.
- **Buyers Guide** – Online site for preferred companies with contact information and links.
- **The Role of the Principal in Interscholastic Athletics** – Free 12 minute video through link on the NIAAA Web site. Produced in cooperation with the NASSP and NFHS.
- Calendar of scheduled events for both state and national athletic administrator associations.
- **State Leadership Directory** – Listing of key contact individuals within states.
- Archived IAA magazine for research and reference.

## Direct Benefits to Members

- \$2,000,000 liability insurance.
- IAA is a quarterly magazine provided as part of membership.
- \$2,500 Life Insurance.
- Membership kit for first-time registrants.
- A Profile of Athletic Administration – 28 page booklet available at no cost, providing purpose of position and description of how AD position should be structured and supported.
- National Emergency Network – Assistance available in cases of accident or medical emergency while traveling.
- Continued cutting edge development through NIAAA 3rd Strategic Plan.
- eNews – Electronic newsletter offered 10 times annually at no cost.
- Research expressing important aspects of education based athletics.

- Direct communication to members through social media.

### Cost Reductions

- Lower registration cost for National Conference.
- Reduced premiums on AFLAC cancer and accident insurance.
- *From the Gym to the Jury* newsletter special \$10 annual online subscription (\$39 value).

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# The Importance of Consistent Athletic Field Safety Inspection

By George Bernardon, CSFM, CPSI, CTM

Athletic field injuries are a concern for all athletic directors. Injuries will always be a part of sports, but a player should never have to worry about suffering an injury as a result of an unsafe playing surface. With proper and consistent inspection, you can rest assured that your playing surface remains safe while looking great.

As a certified sports field manager (CSFM), certified playground safety inspector (CPSI), umpire and a coach of youth sports, I possess various and unique perspectives regarding athletic field safety. An athletic venue is like equipment that an athlete uses for protection and is at its best when functioning within its designed intent. Athletic directors and field managers must ensure prudent measures are taken to provide a safe venue for athletes, while maintaining an aesthetically pleasing venue.

Before each contest, I walk the playing surface and make mental notes based on my training as a CSFM and CPSI to ensure the field is in safe playing condition and that I am prepared for any situation that may arise. For example, prior to umpiring a game a few years ago, my partner and I checked several things, one of which came into play during the game. Upon pregame inspection, I noticed that none of the bases were break-away. Midway through the game a player attempted to steal second, sliding headfirst into the bag. As the base umpire, I saw the play up close and witnessed that the base did not move, contributing to the player breaking an arm when he slid hard into the bag. I have seen similar situations on soccer and football fields with irrigation heads set too high or low. Taking time to inspect the surroundings can help with proper pregame instructions, warning players of potential hazards or taking corrective measures.

As a CSFM, I look at safety inspections in four ways: high frequency, low frequency, audit and aesthetics. As an individual that provides oversight for multiple venues/fields, I

have set up check-off sheets for field managers to use to ensure proper inspection. Having checklists does not eliminate the need for a common sense and a proactive approach, but it does provide a means by which to remind and track inspections. All those responsible to ensure fields are safe must take a stewardship mentality in order to be proactive.

## Four Levels of Inspection

**High Frequency** – Each time anyone responsible for a field steps onto the playing surface, he/she scans it looking for any potential risk. The initial intent is not to inspect the field, but to make note of any issue that may become a liability. This does not require a check off-sheet, but a mental note or a call into the office to generate a work order. Typical high frequency reviews might include: surface integrity, torn sod, peeling carpet or fencing with exposed wire.

**Low Frequency** – The field manager conducts an inspection of the field with a check-off sheet and records the inspection for documentation purposes. Inspecting and recording demonstrates prudent management of a field if all deficiencies have a record of repair or request for repair within an established amount of time. Examples of inspection may include: walking an entire field in small quadrants looking for inconsistencies in the surface, documenting all inconsistencies with a location chart and repair needed, compaction measurements, drain review, irrigation heads, goals and goal areas, skinned surfaces, batter's boxes, pitching areas, entrances to dugouts and many more. When conducting the low-frequency review, fill out the check-off sheet, make additions to the sheet if the item is not listed, and record all deficiencies with a priority of repair order. Be sure to look beyond the field play area and check lighting, fences, seating, benches, etc. Record all recommendations and repairs by date and who made the repair.

**Audit** – Bring in an independent auditor such as a CSFM to conduct the audit of fields and an engineer or insurance adjustor/inspector for structural or building maintenance. By conducting high, low, and audit reviews, an athletic director can be assured he or she has taken reasonable steps to provide safe athletic venues. While not all injuries can be avoided, with proper and diligent inspection we can ensure the integrity of the playing surface in hopes of reducing the chance of one occurring.

**Aesthetics** – A progressive field manager will implement all required cultural management techniques so that the field looks its best while maintaining a safe playing surface. Fertilization, uniform distribution of water, aeration, top dressing, pest abatement, proper mowing technique and frequency, and consistent inspection are just a few practices that create an aesthetically pleasing and safe playing surface.

Look beyond the obvious when viewing the pictures at right and pick out the issues that impact the safety of a venue. **IAA**

## Check List

**ABOUT THE AUTHOR:** *George Bernardon is regional vice president of grounds management of GCA Service Solutions. He can be reached at gbernardon@gcaservices.com*



1. Pitcher's mound: Grass has overtaken the mound and there is a large divot in front of the rubber where the pitcher's plant foot is placed.
2. Football field: The drainage was designed to come across the surface of the field. However as the water crosses the field, it creates divots beneath the turf. This issue is not visual but felt when walking the field with soft, flat shoes.
3. Soccer Field: The area in front of the goal is worn and creates an inconsistent playing surface. In addition, there is a tree only 20 feet out of bounds, creating a serious safety hazard.
4. Football field: If you do everything to provide a safe playing field, the aesthetics aspect will take care of itself. As you can see, this field looks inconsistent. This picture, if viewed closer, reveals non-uniformity in irrigation, fertilizer inconsistency, high Bahia population, divots and irrigation heads too low or high. The first clue that the integrity of this field is comprised is its poor aesthetics.
5. What structural integrity does sand offer when it is placed on top of the ground and not blended in? Not much. When sand is exposed to wind and sun, it dries out and becomes extremely unstable. This unstable footing could potentially cause a serious tear for anyone who steps on this field.
6. A Penetrometer tests the compaction of the soil. In this picture, the field still had aeration cores on its surface. However, compaction was extremely severe at the 2-inch level, creating a hard playing surface.
7. This picture of a soil profile reveals multiple soil horizons, making it difficult for turf to root deeply, creating a loose-knit surface. However, if you look very closely, the soil was top dressed with brick dust in the past. This allows the field to drain well, but creates an extremely hard surface just below thatch layer.
8. This is the 48-inch-tall outfield fence of a baseball field, revealing not much margin for error.



# Make Plans to Attend the

# 2011 National Athletic Directors Conference

The National Interscholastic Athletic Administrators Association (NIAAA), the National Federation of State High School Associations (NFHS) and the Indiana Host Committee are excited to bring the National Athletic Directors Conference back to Indianapolis, Indiana, on December 10-13, 2011. The 42nd annual conference will host an expected crowd of more than 2,400 athletic administrators, spouses, guests and exhibitors.

## Hotels

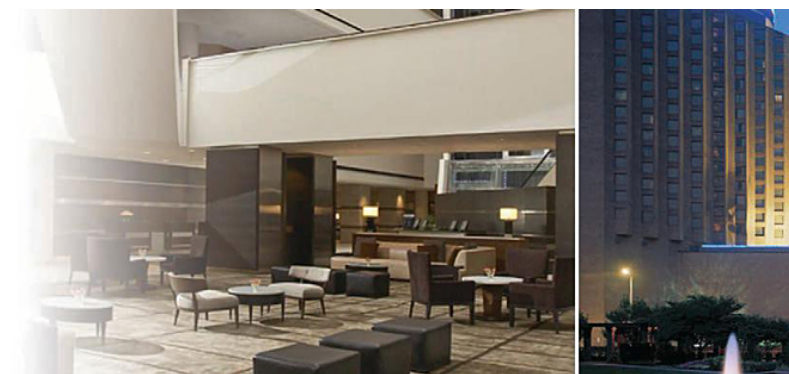
Located in the heart of Downtown Indianapolis, the host of Super Bowl XLVI, the conference will utilize three hotels and the Indianapolis Convention Center. The hotels will be the Westin Indianapolis, Hyatt Regency and Indianapolis Marriott Downtown. The Indianapolis Convention Center will host the majority of the conference functions. This will be the fourth time Indianapolis has hosted the conference.

## Program Highlights

The Conference Advisory Committee is pleased to present two outstanding general session speakers this year, along with a wide variety of workshop topics.

**Joe Theismann**, NFL Network analyst and former Washington Redskins quarterback, will kick off the conference as the keynote speaker on Sunday, December 11. **Lee Green**, sports attorney and professor at Baker University, will share during the closing general session on Tuesday, December 13.

At the **Conference Luncheon** on Monday, December 12, the NFHS will honor eight individuals with NFHS Citations for their contributions to our profession. The NIAAA will present nine Distinguished Service Awards, as well as the Award of Merit, Thomas E. Frederick Award of Excellence and the Frank Kovaleski Professional Development Award at the **Conference Banquet** on Tuesday, December 13. In addition, the banquet will again feature the NIAAA Hall of Fame induction with 12 athletic administrators being enshrined in the third class.



## Workshop Topics

Thirty-five workshop topics have been identified during the five workshop sessions. All sessions will be one hour in length and feature one or two presenters. Each session will feature several topic choices for attendees. The various workshop topics are listed in the conference registration brochure that will be mailed to all NIAAA members and is also available online at [www.niaaa.org](http://www.niaaa.org) and [www.nfhs.org](http://www.nfhs.org).

## NIAAA Meetings

The NIAAA will hold its 35th Annual Meetings in conjunction with the conference. NIAAA business meetings will be held throughout the conference as in the past. The certification exam will be given on Tuesday, December 13. The NIAAA legislative body, the Delegate Assembly, will meet on Monday, December 12.

The entire membership is encouraged to participate in the NIAAA section meetings which will be held at 10:15 a.m., Sunday, December 11, as well as the NIAAA Annual Meeting at 3:00 p.m., Tuesday, December 13. The popular raffle drawing will be conducted at the close of the Annual Meeting, followed by the entertaining state door prize drawings. A list of NIAAA meetings is included in the tentative conference program which is part of this issue.

## Spouse/Guest Activities

The Indiana Host Committee is playing a major role in the organization of an outstanding breakfast program that will feature an entertaining presentation, as well as gifts and favors. As always, registered spouses and guests are encouraged to attend the Opening General Session, and tickets to the conference luncheon and banquet will be available for purchase. Remember, **registered spouses and guests (only)** will be admitted into the exhibit hall.



### Conference Social Activities

For early arrivals in Indianapolis, the Indiana Host Committee has identified several activities that will provide a taste of the exciting Indianapolis area. Please check the registration brochure for details.

### NIAAA Silent Auction

In lieu of a golf tournament, the NIAAA will host a Silent Auction from 9:00 a.m. to 7:00 p.m., Saturday, December 10. The Silent Auction will be held at the Indianapolis Convention Center.

### Exhibits

The conference again will provide an excellent opportunity for athletic administrators to view the latest products on the market and visit with the individual company representatives. The hall will be open from 3:00 – 6:00 p.m. Saturday, December 10 and from 8:00 a.m. – 1:00 p.m. and 2:30 p.m. – 5:30 p.m., Sunday, December 11. Anyone wishing to enter the exhibit hall must be registered for the conference and have the proper name badge. No exceptions will be made to this rule.

### Conference Registration

Conference registration material will include the necessary forms to be completed, as well as program, transportation, car rental and tourist information. In addition, the information will be posted on the NFHS and NIAAA Web sites at [www.nfhs.org](http://www.nfhs.org) or [www.niaaa.org](http://www.niaaa.org).

Anyone not currently an NIAAA member may secure registration materials by writing 9100 Keystone Crossing, Suite 650, Indianapolis, IN 46240 (NIAAA office) or PO Box 690, Indianapolis, IN 46206 (NFHS office).

If you are a member and do not receive a registration brochure, please contact the NIAAA office at 317-587-1450 and one will be e-mailed to you.

### Conference Registration Fee

The conference registration fee remains the same as last year and is set at \$245 for current NIAAA members and state athletic/activity association staff, and \$325 for non-members who register prior to November 20. Registrations will not be processed after November 20. Late registrants will register on-site and the fee will be \$345. The conference fee includes the delegate's name badge, conference registration, one luncheon and one banquet ticket.

Retired NIAAA members (upon verification of membership) may register for \$80 which includes a name badge, conference registration and the retired member's breakfast. The spouse/guest registration fee is \$50 and includes the spouse/guest breakfast, as well as a name badge for entrance into the exhibit hall. Luncheon and banquet tickets for retired members, as well as spouses/guests, may be purchased as well.

### Room Reservations

To book your guest room reservations, go online to the NIAAA web site [www.niaaa.org](http://www.niaaa.org) or the NFHS web site [www.nfhs.org](http://www.nfhs.org). Room rates are \$152 (plus 17% tax) for single or double occupancy.

### State/Section Hospitality Suites

Those states or sections wishing to reserve a hospitality suite should contact the hotels directly to book the suite.

Indianapolis Marriott Downtown – 317-822-3500

Hyatt Regency Indianapolis – 317-632-1234

Westin Indianapolis – 317-262-8100

### Registration Refund Policy

A refund of advance registration payment, minus at \$25 cancellation fee, will be made to any registrant who must cancel, provided notice of cancellation has been received no later than Monday, November 28. **IAA**



# Conference Schedule



## Friday, December 9

- 1:00 p.m. - 1:30 p.m.....LTI New Instructors Meeting
- 1:00 p.m. - 1:45 p.m.....Incoming NIAAA Board Member Orientation
- 1:30 p.m. - 4:00 p.m.....LTI Coordinating Committee and Course Chairs Meeting
- 2:00 p.m. - 5:30 p.m.....NIAAA Board Meeting
- 3:00 p.m. - 5:00 p.m.....Tour NFHS Office and NCAA Hall of Champions (Depart from Marriott hotel lobby at 3 p.m.)
- 3:00 p.m. - 8:00 p.m.....Publications Committee
- 6:00 p.m. - 9:00 p.m.....Endowment Committee

## Saturday, December 10

- 8:00 a.m. - 9:00 a.m.....LTI Coordinating and Certification Committee
- 8:00 a.m. - 1:00 p.m. ....Publications Committee
- 9:00 a.m. - 11:00 a.m. ....Future Sports Turf Panel Discussion
- 9:00 a.m. - 7:00 p.m.....NIAAA Silent Auction
- 9:00 a.m. - 8:00 p.m. ....Registration/LTI Booth
- 10:00 a.m. - 11:00 a.m.....NIAAA Committee Chairs
- 10:30 a.m. - 11:00 a.m.....NFHS/NIAAA Conference Advisory Committee
- 11:00 a.m. - 12:00 p.m. ....First-Time Attendees Orientation
- 1:00 p.m. - 2:00 p.m.....Exhibitors of Sporting Goods and Equipment Meeting
- 1:00 p.m. - 5:00 p.m.....LTI Courses
 

LTC 506	LTC 615	LTC 701
LTC 608	LTC 621	LTC 705
LTC 614	LTC 625	LTC 710A

- 1:30 p.m. - 2:30 p.m.....New Committee Member Orientation
- 2:00 p.m. - 5:30 p.m.....Accreditation Committee
- 2:00 p.m. - 5:30 p.m.....Certification Committee
- 3:00 p.m. - 4:30 p.m.....Retirees Reception
- 3:00 p.m. - 5:30 p.m.....NIAAA Committees
  - Credentials
  - Awards
  - Coach Education
  - Hall of Fame
  - NEN
- 3:00 p.m. - 8:00 p.m.....Exhibit Show Opening
- 5:30 p.m.....Catholic Mass
- 5:30 p.m.....Chapel Service
- 6:00 p.m.....Exhibit Show Reception

## Sunday, December 11

- 7:30 a.m. - 9:00 a.m.....NIAAA Past Presidents Meeting
- 8:00 a.m. - 9:45 a.m.....NIAAA State Presidents Breakfast
- 8:00 a.m. - 10:00 a.m.....NIAAA Blue Ribbon Panel
- 8:00 a.m. - 10:00 a.m.....NIAAA Sports Turf Committee
- 8:00 a.m. - 1:00 p.m. ....Exhibit Show
- 8:00 a.m. - 4:00 p.m.....Registration/LTI Booth
- 8:30 a.m.....Exhibit Show Donut Derby
- 8:30 a.m. - 10:00 a.m.....Spouse/Guest Breakfast
- 8:30 a.m. - 10:00 a.m.....Certification State Coordinators
- 9:00 a.m. - 10:00 a.m.....First Workshop Session** – see workshop offerings, page 14
- 10:15 a.m. - 11:45 a.m.....NIAAA Section Meetings
- 11:45 a.m.....Exhibit Show Network Social – Light Lunch
- 1:00 p.m. - 2:30 p.m.....Opening General Session** – Joe Theismann
- 2:30 p.m. - 5:30 p.m.....Exhibit Show



3:00 p.m. .... Joe Theismann Autograph Session  
 4:00 p.m. - 8:00 p.m. .... LTC Courses  
    LTC 502      LTC 618      LTC 721  
    LTC 612      LTC 619      LTC 723  
    LTC 617      LTC 709      LTC 790  
 4:30 p.m. - 5:30 p.m. .... State Awards Chairs Meeting

## Monday, December 12

7:00 a.m. - 8:00 a.m. .... LTI Information Booth  
 7:30 a.m. - 11:15 a.m. .... NEDC/Liaisons Breakfast Meeting  
 7:30 a.m. - 11:30 a.m. .... LTC Courses  
    LTC 504      LTC 627      LTC 714  
    LTC 613      LTC 630      LTC 719  
    LTC 616      LTC 700      LTC 724  
 8:00 a.m. - 9:00 a.m. .... CAA Test Administrators  
 8:00 a.m. - 11:00 a.m. .... Registration/LTI Booth  
 8:00 a.m. - 11:00 a.m. .... Logo Shoppe  
 8:30 a.m. - 9:30 a.m. .... NIAAA "Enhancing Your  
    NIAAA Experience"  
 10:00 a.m. - 11:00 a.m. .... **Second Workshop Session** – see  
    workshop offerings, page 14  
 11:30 a.m. - 1:15 p.m. .... Conference Luncheon  
 1:30 p.m. - 2:30 p.m. .... **Third Workshop Session** – see  
    workshop offerings, page 14  
 2:45 p.m. - 4:15 p.m. .... Delegate Assembly  
 3:00 p.m. - 6:00 p.m. .... Tour NIAAA office and Lucas Oil  
    Stadium (Depart from Convention  
    Center Registration)  
 4:00 p.m. - 5:30 p.m. .... LTI Information Booth  
 4:30 p.m. - 8:30 p.m. .... LTC Courses  
    LTC 501      LTC 611      LTC 720  
    LTC 508      LTC 703      LTC 799  
    LTC 511      LTC 707

## Tuesday, December 13

7:00 a.m. - 8:45 a.m. .... NIAAA Board Breakfast  
 8:00 a.m. - 9:30 a.m. .... LTI State Coordinators  
 8:30 a.m. - 10:30 a.m. .... Retired AD's Breakfast  
 8:30 a.m. - 10:30 a.m. .... NFHS State High School  
    Association Roundtable  
 9:00 a.m. - 11:00 a.m. .... CAA Exam  
 9:45 a.m. - 10:45 a.m. .... **Fourth Workshop Session** – see  
    workshop offerings, page 14  
 11:00 a.m. - 12:00 p.m. .... **Fifth Workshop Session** – see  
    workshop offerings, page 14  
 11:00 a.m. - 1:30 p.m. .... Accreditation Meeting  
 1:30 p.m. - 2:30 p.m. .... **Closing General Session** – Lee Green  
 3:00 p.m. - 5:00 p.m. .... NIAAA Annual Meeting/State Door  
    Prize Drawing  
 6:00 p.m. .... Conference Banquet

## Wednesday, December 14

7:00 a.m. - 9:30 a.m. .... NIAAA Board Meeting



### Opening General Session Speaker

**Joe Theismann** – Analyst, NFL Network and  
 Former Washington Redskins and University of  
 Notre Dame Star Quarterback  
 Sunday, December 11 – 1:00 p.m. – 2:30 p.m.



### Closing General Session Speaker

**Lee Green** – Sports Law Attorney,  
 Professor and Author  
 Tuesday, December 13 – 1:30 p.m. – 2:30 p.m.





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Football Newsletter

## Featured Article Cardinal Defensive Back Teaching Pro

**Larry Slade - Asst. Football Coach**   
University of Louisville  
I can't emphasize it enough that we are teachers of coaching. It is very important to establish great players. It is the job of the coach to get the players both on and off the field. I have developed **checklists** that help me in making certain that what we are teaching. These checklists help us have done and show us the things that we need [Read More >>](#)

## Receivers : Hand Release Technique with Matt Collins



Watch **Matt Collins** demonstrate Receivers Hand Release Techniques.  
[Video provided by Coaches Choice \(click to see\)](#)

## Practice Philosophy: Fundamentals to Improve and Avoid

**Art Walker - Head Football Coach**  
North Allegheny High School, Wexford, PA  
[Practice video of Art Walker's Philosophy \(click to see\)](#)

**Football**  
**Athletic Director**  
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**Soccer**  
**Volleyball**  
**Softball**  
**Basketball**  
**Track & Field**

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Men's Basketball Newsletter

## Feature Article Building a "Rock Solid" Championship

**Coach Sharman White**   
Miller Grove H.S. - Lithonia, GA  
Winning games or winning championships? If this is to every basketball coach in the nation, undoubtedly be to win **championships**. Championships on any come by and when I begin to study... [Read More >>](#)

## Feature Video Ball Screen Principles - Rick Torbett



Watch **Rick Torbett** discuss Ball Screen Principles.  
[Video provided by Better Basketball](#)

## Another View Article Are You A Leader?

by **Alan Stein**   
I try to build my success, brick by brick, and aim to every day. One of my focal points is improving my words 'coach' and 'leader' are synonymous - so if coach I can be - I must continually grow... [Read More >>](#)

## Another View Video 2011 Jordan Classic All-American Basketball



Fundamentals

Drills

Hot Topics

Videos

Top Coaches

Recruiting Information

Injury Prevention

The Coaches Insider



Softball Newsletter

April 20, 2011

## Feature Article You don't have to be fast to be a good base runner...

**Tim Walton, Head Coach, University of Florida**   
As I look at the identity of my program, I always look at ways in which we can get better. The place I always come back to is **base running**. Base running, in my opinion, right next to over hand throwing is one of our games' weakest skills. I believe it is important to work on base running every day. The way I teach base running is through past experiences good or bad... [Read More >>](#)

## Feature Video Side Toss Drill - Mike Candrea



**Mike Candrea** explains and demonstrates the Side Toss Hitting Drill.   
[Provided by USA/ASA Softball.](#)



## Another View Article You Can Also Be Aggressive in Team Defensive Situations

**George Wares : Head Coach - Central College**   
When two very good teams compete against each other at almost any level, it usually comes down to each team having a couple of opportunities to score. We talked last time about what we can do to help our players be more aggressive on offense... Now let's talk about what we can do to combat certain offensive situations with our defense... [Read More >>](#)

## Another View Video Oklahoma University Softball



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-Lee Gross, J.D.



Quote of the Day

"I do my job on the mound and then do what I can at the plate, always working on helping the team anyway I can."  
-Jennie Finch

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# Three Candidates From Sections 6, 7 and 8

Vie for At-Large Positions to the Board



**Diane Shuck, CMAA**

Colorado Springs, Colorado  
Section 6

Diane Shuck has been an athletic administrator for 14 years, currently serving in that position at Air Academy High School on the campus of the USAF Academy. Shuck has been active at the national level currently serving on the NIAAA Publications Com-

mittee. She is co-authoring the new LTI Sportsmanship course that will be taught for the first time this December in Indianapolis and she serves on the national faculty for LTC 612, LTC 613 and LTC 614. Shuck had taken 29 LTI courses. She has also been very active at the national conference serving on the Blue Ribbon Panel in 2007 and making workshop presentations in 2009 and 2010. She has been a delegate to the NIAAA Delegate Assembly on three occasions. In 2010, Shuck received the NIAAA Distinguished Service Award.

At the state level, Shuck has served on the Colorado Athletic Directors Association (CADA) Board of Directors since 2001 and served as its president in 2008-09. She was the LTI State coordinator for Colorado from 2004-09 and currently serves as chairperson of the CADA Awards Committee, a position she has held since 2009. She has also presented at numerous state conferences as well as taught LTI courses at the CADA State Conference. Shuck has also served the Colorado High School Activities Association (CHSAA) as a member of its Soccer Committee from 1996-2004, serving as chair of the committee from 1999-2004. She has been on the CHSAA Spirit Committee since 2007 and is currently serving as chair of that committee in addition to being an advisor to the CHSAA Hockey Committee since 2002. Shuck has also been a site director for numerous CHSAA tournament events in basketball, hockey, soccer, softball and tennis. In 2006, she received the NIAAA State Award of Merit from CADA.

Air Academy High School Principal Toria McGill states, "Diane's skills as an articulate and knowledgeable leader in the athletic realm will serve the NIAAA well."



**Richard Barton, CMAA**

Richfield, Utah  
Section 7

Richard Barton is in his 15th year as director of athletics and assistant principal at Richfield (Utah) High School. He is the NIAAA liaison for the Utah Interscholastic Athletic Administrators Association (UIAAA) and served the NIAAA as a member of the third

Strategic Plan Committee. Barton is also the State Certification Coordinator for the UIAAA. He has been a delegate to the NIAAA Delegate Assembly on five occasions and was one of three finalists for the NIAAA Board Secretary position in December 2010. He has completed 22 LTI courses. In 2009, Richard was honored by the NFHS with a Citation and he was recognized by the NIAAA in 2011 with the Distinguished Service Award.

At the state level, Barton is a highly respected athletic administrator and leader within the UIAAA. He has been a member of the Athletic Director's Executive Council since 2002 and has been on the UIAAA Board of Directors since 2007 and served as its president in 2008-09. He chaired the Finance Sub-Committee for the first UIAAA strategic plan in 2009. He chairs the UIAAA Awards Committee and the UIAAA Scholarship Committee in addition to being a member of the UIAAA Conference Planning Committee. Barton has both presented and served as a moderator at numerous UIAAA conferences and is also a member of the state teaching faculty for LTI.

Randall Brown, principal of Richfield High School, writes, "Richard has the unique capacity for motivation, beginning with creating a relationship, demanding accountability and ethics and evaluating performance. In our continued quest for educational excellence and quality, Richard has been an education advocate who can reach students. His style is honest, direct, yet empathetic. He is well respected for his organizational skills."



## Tim Graham, CAA

Tumwater, Washington  
Section 8

Tim Graham is the director of athletics at Tumwater (Washington) High School, a position he has held for 13 years. Graham has been active with the NIAAA in a leadership role for a number of years. He has been on the Publications Committee since 2001

and has served as chair of that committee since 2006. He has been a Delegate Assembly delegate representing Washington on five occasions. Tim has been a national conference presenter on five occasions and has written numerous articles for the IAA magazine. He serves on the LTC 703 conference presentation faculty. Graham is a current member of the National Association of Sport and Physical Education board of directors and the Washington Interscholastic Activities Association Executive Board.

Graham has been very active in the Washington Secondary Schools Athletic Administrators Association (WSS-

AAA). He has served on the WSSAAA Executive Board since 2004 and was president of WSSAAA in 2008-09. He was the conference chair for the 2008 WSSAAA state conference and currently serves on the District IV Board as well as the Representative Assembly. Since 2001, he has served the Washington Interscholastic Activities Association as the Class 3A wrestling tournament director and has been the tournament manager for Semifinal and Gridiron Classic football since 1997. He has also been a local site manager for district events in basketball, football, soccer, track, volleyball and wrestling.

Tim was honored as the WSSAAA athletic administrator of the year in 2005, and in 2006 was selected as the NCSSAD national athletic administrator of the year. He also received the NIAAA State Award of Merit from WSSAAA in 2010.

Bill Bowers, executive director of the Oregon Athletic Directors Association states, "Tim brings a wealth of experience that would be very beneficial as the at-large representative for sections six, seven and eight. He has a first-hand understanding of what it takes to be a NIAAA Board member and would do a great job representing Sections 6, 7 & 8.

**IAA**

## Hazing Education DVD

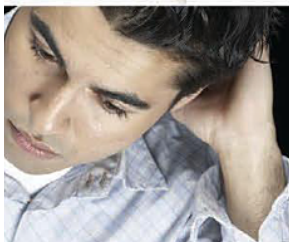
At one time confined almost exclusively to colleges, today hazing has become a much more significant issue at the high school level with over 1.5 million incidents reported each year.

The National Interscholastic Athletic Administrators Association in cooperation with Allegro Media has produced, *Dying to Belong*, an educational DVD that provides important information for students, parents, coaches, athletic administrators, activity directors and principals. The presentation is an excellent tool for educating teams, school club members, during pre-season parent meetings and meetings with teaching, coaching or administrative staff members.

The three part DVD addresses:

- What is hazing?
- Causes for hazing occurrences.
- What can be done to prevent hazing?
- Personal effects of hazing.
- Legal consequences.
- Anti-hazing policies and procedures.

A catalog of 44 state adopted anti-hazing laws is included.



To order your copy of the DVD visit [www.niaaa.org](http://www.niaaa.org) and click on the Hazing DVD link, or go either to [www.allegromediakc.com](http://www.allegromediakc.com) or call Allegro Media at 816-421-9595.



# Quality Award Program Recognition

By Don Bales, CMAA and edited by Mike Blackburn, CMAA

It is often difficult to define success. Athletic directors ask themselves the question, "If I don't know what success is, how I will ever achieve it?" Success is a journey. It is a willingness to stretch the boundaries of those you influence and hold accountable. The leader helps others create a vision and nudges all toward the change that is necessary to create success.

Author Zig Ziglar in his book *Over the Top* says that a trip to the top will be demanding, but it will also be exhilarating. He says that who people become by reaching a destination is far more important than what they receive. Isn't this what athletic competition demands? We ask our constituents to go from the known to the unknown. There is no lasting satisfaction in remaining in our comfort zone and choosing not to grow.

The NIAAA seeks ways to mentor and recognize athletic programs pursuing best practices and implementation. This goal includes helping the athletic administrator inspire and encourage others to have a professional experience. In his book, *Your Roadmap for Success* author John Maxwell states, "Making a difference in the lives of others changes his/her outlook on life and priorities." We all realize the incredible impact an athletic administrator can have with a vision and plan to aspire beyond the pre-conceived limitations.

NIAAA Leadership Training Institute Course 799 provides educational leaders guidance concerning standards of excellence affiliated with administering athletic programs. The course is intended as a guide for long-range planning, program improvement and professional growth. LTI 799 was launched to demonstrate that the picture for success may be different for everyone while the process is the same. It suggests that each leader must know his or her purpose, and sow the seeds that help others to reach maximum potential. John Maxwell further states, "We will never exhaust our capacity to grow toward our potential or to run out of opportunities to help others."

The NIAAA saw the opportunity take the information from LTI 799, design an assessment review process and recognize achievement of comprehensive excellence among high

school and middle school athletic programs. The recognition initiative is designed to conduct assessment of athletic program quality. As speaker Joe Sabah says, "You don't have to be great to start, but you have to start to be great."

Encouragement is a fuel that may spur people to become more than they may have thought possible. The NIAAA encourages promotion of leadership and avenues of new knowledge. The need for athletic program excellence is the reason that the Quality Program Award was launched.

Athletic administrators interested in applying for QPA recognition must have completed LTC 799 prior to application. Those interested should review the program assessment instrument and assemble documentation exhibiting how their programs meets each of the components contained in the 10 standards.

Finally, the application is submitted along with three electronic copies on CD or flash drive. The LTC 799 Standards of Excellence application and all documentation must be forwarded to NIAAA office postmarked no later than April 30. Applications and the "Quality Program Award Guide" can be found on the NIAAA Web site. Go to [www.niaaa.org](http://www.niaaa.org) and view the left column for the Quality Program Award tab.

Two quality program reviewers will evaluate each application. Applications qualifying at the *Meritorious* or *Distinguished* levels will receive a commendation letter and a plaque for the school. Applications qualifying at the *Exemplary* level will be presented the award at the NIAAA annual meeting at the National Conference.

This program initiative is about enthusiasm toward improvement, and becoming more committed and willing to be the best one can be. The athletic administrator who chooses to pursue the Quality Program Award will follow the script of the legendary Paul 'Bear' Bryant: "Always have a plan; be totally prepared everyday; do not let anyone outwork you; never quit." The only true measure of success is the ratio between what we might have been and what we have become. **IAA**



## Student Scholarship Winners State and Section

State	Name.....City	State	Name.....City
AR	Foster Pace .....Russellville	MT	Ryan Hensleigh .....Colstrip
	Leah Anderson .....Siloam Springs		<b>Kaycee Peterson</b> .....Denton
AZ	Corey Christ .....Glendale	NE	Alex Schoneman .....Holdrege
	Kelly Kobashigawa .....Peoria		Jessa a Sprague .....McCook
CA	Gerald Omicton .....Salinas	NV	Joshua A Briggs .....Sparks
	<b>Julia Rose Ashen</b> .....Salinas		Ciara O'Driscoll .....Reno
CO	<b>Katie Wiese</b> .....Denver	NH	Brandon Place .....Concord
	<b>Brian Gelston</b> .....Colorado Springs		Megan Walcek .....Dover
CT	Stephen Vento .....Weston	NJ	Aidan Walker Suiter .....Mannington
	Mary Simons .....New Fairfield		Emily Anne Bausher .....New Egypt
DE	<b>Molly Cain</b> .....Seaford	NY	Ryan Z. Boyle .....Oakfield
GA	Livi Mackenzie .....Cleveland		<b>Taylor A. Malmshiemer</b> .....Cazenovia
	Sophie K. Harkins .....Dunwoody	ND	<b>Adam Peter Boe</b> .....Fargo
HI	<b>Ryan W Hobson</b> .....Kailua		<b>Tess Mone't Kilwein</b> .....Hettinger
	Karina de Brum .....Lana'I City	OR	<b>Jordan Ramp</b> .....Sherwood
ID	Ian Heath .....Santa		Emmalee Cron .....Redmond
	Hailey Hudson .....St. Maries	PA	Patrick Jones .....Allison Park
IL	Hayden Ford .....Lake Villa		Shannon Dugan .....Allison Park
	<b>Hannah Bobell</b> .....Heyworth	RI	Matthew Correia .....Tiverton
IN	Chelsea Brothers .....Indianapolis		Olivia Chaves .....Newport
	Keaton Holsinger .....Avon	SC	John Carruth .....Landrum
IA	<b>Marshall Moyer</b> .....Burlington		Sarah G. Neidenbach .....Spartanburg
	Peyton Stensland .....Waverly	SD	Brendon K Hoellein .....Aberdeen
KS	Tommy Brady .....Gardner		Lindsey Hendrickson .....Meadow
	Rachel Anne Becker .....Argonia	TN	<b>Zachary Lawson Wise</b> .....Brentwood
LA	<b>Katie Stefan</b> .....Lafayette	UT	Timothy Johnson .....Richfield
ME	Benjamin Nickerson .....Yarmouth		Rickie Warr .....Parowan
	Dacie Manion .....Old Town	VA	<b>Wesley Yang</b> .....Virginia Beach
MA	Brian Acker .....Norton	VT	<b>Kyle Chu</b> .....South Burlington
	Kyle Marsh .....Essex		Rachel Crews .....South Burlington
MD	Kevin Jackson .....Linthicum	WI	Megan Connolly .....Wausau
	Jane Sussman .....Westminster		Sam Penzenstadler .....Oshkosh
MI	Mackenzie Doane .....Lake Odessa	WV	Connor Arlia .....Weirton
	Connor Rzeznik .....Commerce Twp.		Ashley Stalnaker .....Beaver
MN	Samuel Lasbovich .....Baxter	WY	Sarah Harris .....Green River
MO	Samuel Dickerson .....Moberly		
	Alexandria Katsfey .....Lee's Summit		

*\*Bold Denotes Section Winner*



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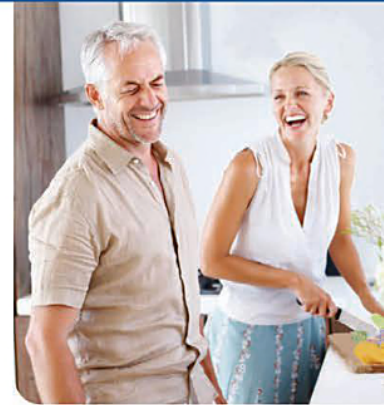


# Long-term care insurance fills the gap in health coverage

- Only long-term care insurance covers extended care you may need if you or your spouse have a stroke, serious illness or accident
- Many people believe health insurance or Medicare will pay, but this is simply not the case
- Unless you have a long-term care insurance policy, you will pay for care with your personal savings and assets, and the costs can add up fast



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GoldenCare Enrollment Services



## Average Cost of Long-Term Care Nationwide

Level of Care	1 year	5 years
Part Time Home Health Care (4 hours/day, 5 days/week)	\$22,490 (about \$86/day)	\$112,450
24/7 Home Health Care	\$189,435 (about \$519/day)	\$947,175
Assisted Living Facility	\$38,325 (about \$105/day)	\$191,625
Nursing Home Facility	\$76,650 (about \$210/day)	\$383,250

Source: 2010 Mutual of Omaha Cost of Care Survey

### Cash for care received at home

If given the choice, wouldn't you prefer to receive care at home?

This policy pays cash for home care, which means friends and family members can help with transportation, dressing, preparing meals and other personal care

### Want more information?

For questions about health conditions and discounted premium rates for members, spouses and parents, call 888-825-0229 or visit <http://niaaaltc.membersplan.org>

Insurance underwritten by various long-term care insurers and the program is administered by GoldenCare Enrollment Services.



### PROGRAM DESCRIPTION:

Sports turf industry experts will reveal what the future holds concerning sports fields. Athletic directors will learn what to expect and how to prepare. Panelists will address a variety of topics including budgets, labor, maintenance, equipment, game day operations, performance and safety. Attendees will have the opportunity to ask questions and seek advice about managing existing sports fields, new construction and potential field installations and projects.

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## 2011 NIAAA National Conference – Indianapolis, IN

Saturday, December 10th

9:00 a.m. – 11:00 a.m.

To register, mark designated box on conference registration form, either on-line or by hardcopy.



2010-11



National Interscholastic Athletic  
Administrators Association

# Saluting States Qualifying for the NIAAA Membership Commendation Program

## States with 100% NIAAA membership:

(members in relation to number of schools  
in state athletic association)

**Connecticut** Association of Athletic Directors, **Indiana** Interscholastic Athletic Administrators Association  
**Maryland** State Athletic Directors Association, **New Hampshire** Interscholastic Athletic Administrators  
Directors of Athletics Association of **New Jersey**, **Rhode Island** Interscholastic Athletic Administrators Association  
**Utah** Interscholastic Athletic Administrators Association

Reached both NIAAA membership  
commendation levels of 10% growth  
and 70% membership among athletic  
directors in respective state:

Maintained at least 70% NIAAA  
membership from among number  
of athletic directors in state:

Raised NIAAA membership by  
at least 10%:

Maryland  
**MSADA**

Massachusetts  
**MSSADA**

New Jersey  
**DAANJ**

Vermont  
**VSADA**

Acknowledging state athletic director associations that  
raised 2010-11 NIAAA membership. State association  
either increased membership by at least 10 % or  
maintained at least 70 % membership among those  
athletic administrators, directors, liaisons, or coordinators  
at schools belonging to the respective state  
athletic association.

Connecticut  
**CAAD**

Indiana  
**IIAAA**

New Hampshire  
**NEHADA**

North Dakota  
**NDIAAA**

South Dakota  
**SDIAAA**

Utah  
**U.I.A.A.A.**

Hawaii  
**HIAAA**

Maine  
**MAIAAA**

Nevada  
**NADA**

New York  
**NYIAAA**

Rhode Island  
**RIIAAA**

Virginia  
**VIIAAA**

Wyoming  
**WIAAA**

Alaska  
**AKIAAA**

Florida  
**FLIAAA**

Kentucky  
**KYIAAA**

Missouri  
**MOIAAA**

North Carolina  
**NCIAAA**

Arkansas  
**ARKIAAA**

Georgia  
**GAIAAA**

Michigan  
**MIIAAA**

New Mexico  
**NMADA**

Oklahoma  
**OKIAAA**

West Virginia  
**WVIAAA**



# NIAAA Board of Directors July Meeting

Highlights of July 2011



Held July 9-11, 2011 in Indianapolis, Indiana

1. Approved year-end financial report. Expenses for the year were about three percent under budget and income exceeded projections by 11 percent allowing for some funds to be used for one-time special projects without impacting the budget going forward. These projects include expansion of office space, adding furniture and signage, creating some radio public-service announcements to be broadcast nationally on the benefits of education-based athletics and contracting with a consultant to provide recommendations on marketing and branding the organization, including Web design.
2. The board authorized executive staff to enter into discussion with Human Kinetics to explore writing a college undergraduate textbook that would provide an overview of the position of interscholastic athletic administrator. The NIAAA would write the content and Human Kinetics would serve as the editor/publisher.
3. **Committee Appointments:** Appointed as new committee members were: Marc Haught, KS, Lonnie Tillman, MS, Monica Maxwell, IN, Sean Moore, MD, Martha Jamieson, MA Richard Barton, UT to Awards; Pete Shambo, NY, Jake Von Scherrer, FL, Todd Olson, ND, Lisa Langston, TX and Vicki Nelms, NM to Certification; Joshua Scott, MO to Credentials; Karen Higel, CO to Hall of Fame.
4. The National Student Essay/Scholarship winners selected, and are: Molly Masten Cain, Seaford High School, Seaford, DE, Section 2; and Marshall Robert Moyer, Burlington High School, Burlington, IA, Section 4. The committee developed a checklist and revised the scoring rubric for states to use in facilitating the scholarship selection process.
5. **LTI:** The Board approved the Leadership Training Institute Coordinating Committee contract labor responsibilities and stipends for 2011-12. The board approved a new course evaluation form to be used starting with the conference in 2010. The board approved increasing the fee for replacement certificates to \$10 for electronic copies or \$15 for mailed copies.
6. The Accreditation Committee was moved from ad hoc status to a permanent committee by board action.
7. The board approved making the current part-time staff position a full-time position.
8. The board voted down a motion that would make the board of directors solely responsible for interviewing candidates and selecting the president-elect, removing the past presidents interview committee from the process.
9. The individual recipients of the NIAAA Award of Merit, Thomas E Frederick Award of Excellence, Frank Kovaleski Professional Development Award were selected, as well as ten recipients of the NIAAA Distinguished Service Award.
10. **Certification:** The board approved a recommendation from the committee to grant waivers for CAA candidates to those who have more than the required two years experience but do not have a bachelor's degree. Such requests for waivers will be addressed on a case-by-case basis.

The committee constructed the framework of a potential fourth certification, finalized a new CAA exam, revised the exam study guide and finalized new protocol for individuals taking and states giving the CAA exam previously approved by the board.
11. At the recommendation of executive staff, the board approved adding Cyber Liability Insurance for the NIAAA.
12. The transition sub-committee chaired by Darryl Nance made recommendations of the process for filling a vacancy in the executive director and associate executive director positions. The board approved the process recommendations and they will be added to the POP Manual.

13. The office expansion blueprint was reviewed as well as the additional furniture required. In addition, the executive staff reviewed two scenarios with the board of the NIAAA purchasing a building currently on the market in the Indianapolis area. Both of these purchase options would not be as cost effective for the association as the current leased space at Keystone Crossing. Both of these options would pose additional costs for transportation as both buildings do not have a hotel within one mile of the office.
14. Office will secure a new lease for a copy/prINTER/fax machine that will allow scanning and archiving old documents. Storage space is becoming limited requiring many old document hard copies to be scanned and archived electronically in order that hard copies can be destroyed. This will begin in the fall.
15. Staff will be securing the services of Exact Target. This provider will allow the NIAAA to mass communicate via e-mail and to survey membership online to gather much needed data on a national scale. In addition, a new scanner will be purchased that will allow staff to scan documents other than CAA exams. The new LTI course evaluation is a candidate for scanning.
16. The board approved the \$250 Endowment Grant request from the Arizona IAA.
17. The board selected the Springdale (Arkansas) School District to receive the first PlexiPave grant of \$30,000 for installation on a new track or resurfacing of an existing track. There were two applications for the board to consider. One grant will be awarded each year as part of the corporate sponsor agreement between NIAAA and PlexiPave. The application can be found on the NIAAA Web site.
18. Michigan IAAA and Pennsylvania SADA will conduct Outreach Programs in August. No other Outreach applications have been received to date for this fiscal year.
19. The final annual NIAAA membership was announced as a new record 8,481, as of June 30, 2011. Mike Blackburn reported that 19 states recorded all-time highs in NIAAA membership in 2010-11 and 29 states will receive membership commendation recognition in December at the state president's breakfast.
20. Joining the Board of Directors in December will be Patricia Witkin, CMAA, CT, Section 1; Curtis Ellis, CAA, MI, Section 4; and Jean Ashen, CMAA, CA, Section 7. The region C at-large candidates are Diane Shuck, CMAA, CO, Section 6; Richard Barton, CMAA, UT, Section 7; and Tim Graham, CAA, WA, Section 8. Maryland, Section 2, Kansas, Section 5 and Oregon, Section 8 must submit names in nomination at their respective December, 2011, Section Meeting. These individuals will assume seats on the board in December, 2012.
21. Bruce Whitehead reported that 38 states will receive online course rebate checks in July for online courses taken by members during the first six months of 2011. In total, \$6,300 will be returned to the states. Online course participation continues to grow. The NIAAA will webinar three additional classes this fall in addition to the four previously done. The seven courses will be 501, 502, 504, 506, 508, 625 and 799.
22. Bill Bowers presented the NEDC report. The executive directors met in June in Louisville with 22 states represented. **IAA**

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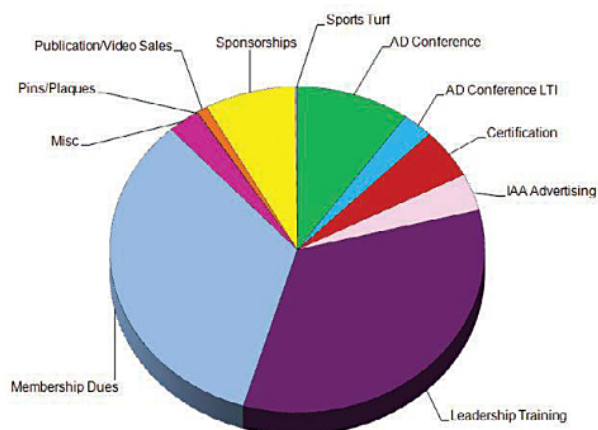
Patrick Spear  
Executive Director of Schools  
866-810-2111  
[pspear@hometeammarketing.com](mailto:pspear@hometeammarketing.com)

# NIAAA Financial Report

## 2010-2011 INCOME

AD Conference	9.8%	\$143,333
AD Conference LTI	2.6%	\$38,783
Certification	5.0%	\$72,915
IAA Advertising	3.7%	\$53,895
Leadership Training	33.6%	\$492,193
Membership Dues	33.6%	\$492,210
Misc	2.8%	\$40,622
Pins/Plaques	0.0%	\$562
Publication/Video Sales	0.9%	\$13,924
Sponsorships	7.8%	\$115,000
Sports Turf	0.2%	\$2,500

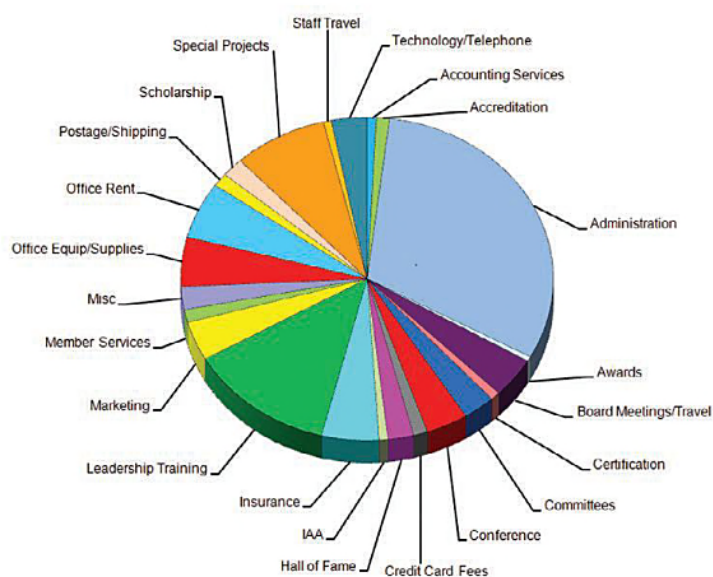
**100.0% \$1,465,937**



## 2010-2011 EXPENSES

Accounting Services	0.8%	\$10,994
Accreditation	1.1%	\$15,578
Administration	31.1%	\$427,493
Awards	0.5%	\$6,461
Board Meetings/Travel	4.0%	\$55,281
Certification	0.8%	\$11,520
Committees	2.8%	\$38,291
Conference	3.6%	\$49,973
Credit Card Fees	1.2%	\$16,731
Hall of Fame	2.2%	\$30,759
IAA	0.8%	\$10,599
Insurance	5.0%	\$68,360
Leadership Training	12.8%	\$175,984
Marketing	3.9%	\$53,840
Member Services	1.3%	\$17,515
Misc	2.3%	\$31,603
Office Equip/Supplies	4.9%	\$68,000
Office Rent	5.7%	\$77,786
Postage/Shipping	1.3%	\$18,363
Scholarship	1.9%	\$26,185
Special Projects	8.2%	\$112,234
Staff Travel	0.7%	\$9,448
Technology/Telephone	3.1%	\$42,552

**100.0% \$1,375,550**





## Individuals Meet Certification Requirements

From January 2011 through June 2011, the following athletic administrators successfully completed the NIAAA certification process:

### CMAA

From January 2011 through June 2011 the following athletic administrators successfully completed the NIAAA **Certified Master Athletic Administrator** process:

**Alabama**  
Gerald Browning

**California**  
Natalie Ayres  
Matthew McCain  
Tina Tamura  
Michael Zimmerman

**Connecticut**  
Joshua Reese

**Colorado**  
Edward Hartnett

**Florida**  
Ryan Adams  
Jacob von Scherrer

**Idaho**  
Jon Watson

**Illinois**  
Matthew Hensley  
Michael Obsuszt

**Iowa**  
Gary Schroeder

**Kansas**  
Douglas Hitchcock

**Maryland**  
Carol Whitney Ansell  
Michael Lafferty  
Michael McEwan  
Joanna Smith  
Stephens  
Michael Sye

**Michigan**  
Scott Robertson  
Zachary Stevenson

**Minnesota**  
Terry Bentele

**Nebraska**  
Jack Tarr Jr.

**New Hampshire**  
James Kaufman

**New York**  
Peter Shambo

**North Carolina**  
Angela Miller

**North Dakota**  
Curtis Jones  
Kevin Morast

**Ohio**  
Steven Conley

**Pennsylvania**  
Karen Arnold

**Rhode Island**  
Robert Palazzo

### CAA

From January 2011 through June 2011 the following athletic administrators successfully completed the NIAAA **Certified Athletic Administrator** process:

**Alabama**  
Larry Easterwood

**Arkansas**  
Barry Gebhart

**California**  
Melissa Bako  
Susan Chelini  
Robert Cook  
Devin Engebretsen  
Adam Gill  
Jesse Hardwick  
Marybeth Ortiz  
Jessica Peisch  
Michael Pilawski  
Harold Strauss  
Brian Walsh

**Colorado**  
Tracie Cormaney  
Michael Hughes  
Michael Krueger  
Donald Steiner

**Connecticut**  
William Buscetto

**DC, Washington**  
Thomas O'Mara

**Delaware**  
Charles Welsh Jr.

**Florida**  
John Bangley  
James Gawriluk  
Janet Rasmussen  
John Richardson

**Georgia**  
Tommy Amoroso  
David Brooks  
Daniel Duff  
James Gumbinger  
Rendell Jackson  
Marc Khedouri

**Hawaii**  
Solomon Batoon  
William Trumbo

**Illinois**  
Tricia Betthausen  
Brad Beyers  
Timothy Burkhalter  
Kevin Crandall  
Scott Harper

**Indiana**  
Donald Davis  
Jonathan Regashus  
Michelle York

**Kentucky**  
Kyle Bennett  
Shayne Carey  
James Durham  
Albert Jagers  
Teresa McGuire  
William Raleigh  
Dwayne Wall

**Maine**  
Todd Demmons  
Ronald Ericson  
Lee Hixon  
Jeffrey Thoreck

**Maryland**  
Brian Bandurchin  
Michael Lerner  
Bruce Malinowski  
Brian Rau  
Stanley Stouffer  
Mark Wadel

**Massachusetts**  
Kelley Butler  
Jeffrey Caron  
Danny Erickson  
Ryan Frost  
William Leaver  
Michael McGrath  
Shawn Thornton  
Nicole Viele

**Michigan**  
Duska Brumm  
Paul Gaudard  
Cathy North  
Larry Rea  
Jon Studley  
Brian Wildeboer

**Minnesota**  
Ryan Beers  
Joshua Haag

**Missouri**  
Travis Brown  
Martin Jenkins  
Stacy Schoeder

**Montana**  
Tim Tharp

**Nevada**  
Timothy Jackson  
Regina Quintero

**New Hampshire**

Kevin Hebert  
Michael Zmuda

**New Jersey**

John Carter  
Keith Lister  
Nic Nese

**New York**

James Brownell  
Jeremey Marks  
Michael Murray  
Nick Schleirf

**North Carolina**

Ericia Turner

**North Dakota**

Michael Callahan  
Ned Clooten

**Ohio**

Michael Coleman  
Brian Phelps  
Duane Pullins

**Oregon**

Evan Brown  
Jonathan Welter  
Jon Young

**Pennsylvania**

Gregory Bowman  
Joseph Derickson  
Gregory Fantazzi  
Robert Frey  
Shawn Hindy  
Tim Keir  
Jonathan Mitchell

**Rhode Island**

Keith Cory  
George Nasuti

**South Carolina**

Kenya Fouch  
Tim Hunter  
Ronald Lanham  
Kenneth Walker

**South Dakota**

Joey Struwe

**Texas**

Mike Jackson  
Valerie Little  
Shawn Pratt

**Utah**

Reynold Hoopes

**Virginia**

Patrick Full

**Washington**

Jeffrey Norton

**Wyoming**

Thomas Wilson

**RAA**

From **January 2011**  
through **June 2011**  
the following athletic  
administrators  
successfully completed  
the NIAAA **Registered  
Athletic Administrator**  
process:

**Hungary**

Matthew Fleming

**California**

Mark Dorfman

**Colorado**

John Strader

**Florida**

Noel Beaulieu  
Aubrey Daniels

**Georgia**

Harold Hilliard  
Rendell Jackson  
Jasper Jewell  
Nathan Turner  
Jeff Walrich

**Idaho**

Robert Powell

**Illinois**

Daniel Koutsis  
June VerSchave  
Roderick Whyte  
Anton Williams

**Indiana**

James Aldrich II  
Kevin Davis  
Beth Devinney  
Brian Mancuso  
James McLinn  
Jon Miles  
Peyton Stovall

**Kansas**

Hector Serna

**Kentucky**

Glendale Zell

**Maine**

David Gagne

**Maryland**

Patrick Belott  
Bradley Criss  
Michael Foxwell  
Jessica Garlick  
Kenneth Jones  
Michael Leland  
Michael Lerner  
Michael Naunton  
Torrence Oxendine  
Daniel Sageman  
Catherine Speer

**Massachusetts**

James Cabucio  
Jamie Foster  
Peter Jones Jr.  
Frank Montagna  
Joseph Nickley III  
Tania Rich

**Michigan**

Adam Beutel  
John Burns  
Jeffrey Dassance

**Minnesota**

Steven Alger

**Mississippi**

Danielle Haney

**Missouri**

Douglas Kuhlmann  
Christopher Sartain  
Cathy Shoup

**New Hampshire**

Jim Anderson  
Austen Hannis

**New Jersey**

Thomas Duch  
Scott Durham  
Steven Sheffield

**New York**

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Rick Yehl

**North Carolina**

Mark Duffield  
Tommy Harkey  
Joanne Hesley

**North Dakota**

Diane La Rue Cullum

**Ohio**

Larry Herges  
Seth Morris

**Oregon**

John Castrese

**Pennsylvania**

Joseph Celin  
Charles Fox  
Brian Laiacona  
Jeff Laux  
Cindy Shay

**Texas**

Justin Bell  
Benjamin Law  
Bruce McCrary  
Orlando Reyna

**Utah**

Jonathan Howell

**Vermont**

Timothy MacDonnell

**Virginia**

Mike Astudillo  
Salvatore Colangelo  
James Harris  
Jamie Harris  
Jamey Hughes  
Karl Kerns  
Darren McCauley  
Ryan Molloy  
Jeremy Scott

**Washington**

Lennie Hiatt II

**Wisconsin**

Connie Bergmann  
Todd Chandler  
Michael Marr  
Cathy Reed

**Wyoming**

Jeffery Lewis

**2011 CAA Test Sites Remaining****DATE .....LOCATION**

10/9/2011 .....Columbus, OH

10/15/2011 .....Grayslake, IL

11/6/2011 .....Kearney, NE

12/13/2011 .....Indianapolis, IN

*Specific questions on the certification program  
should be directed to the NIAAA Office.*

**Cheryl Van Paris, NIAAA Office**

cvanparis@niaaa.org | 317-587-1450 ext. 201





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