

# THSADA NEWSLETTER

Presented by Home Team Marketing



March 2013

## Texas High School Athletic Directors Association Executive Director's Report *Rusty Dowling, Executive Director, THSADA*

"I would like to take this opportunity to welcome you to San Angelo, Texas for the Home Team Marketing - Texas High School Athletic Directors Association annual State Conference. We are very excited about the State Conference and we know that you will take advantage of every professional development opportunity that is offered. The annual State Conference marks the one year anniversary of my selection as the first-ever Executive Director and the incredible amount of activity that has accompanied it. Through the course of this past year, my assistant Kathy Mathis and I have been able to accomplish some of the following initiatives:

- Develop an operational web site.
- Create an on-line registration process.
- Establish an information gathering data base for all Texas athletic administrators.
- Develop a comprehensive Corporate Sponsorship Program for THSADA.
- Re-establish and update our THSADA By-Laws to reflect our current vision.
- Publication of a quarterly THSADA newsletter.
- Professional development opportunities for members reflective in the content of our State Conference.
- Initiative to involve and utilize our THSADA retired members.
- Develop a committee to engage the abilities of our members and

support the work of THSADA.

- Establish a THSADA Awards program with the Regional Athletic Administrator of the Year Awards.
- Approve a THSADA Mission Statement.
- Establish an Advisory Council to validate any THSADA legislation.
- Improve communication with all THSADA members through the Weekly Updates.

These are some of the initiatives that have taken place over the past year, but certainly not all of them. These concepts were put in place either by the Executive Director with Presidential approval or by a majority vote of the THSADA Board of Directors. The THSADA also plans to work with the THCSA and the TGCA in developing athletic administrative opportunities that will be instituted at their respective State Conferences.

I want to stress the fact that all athletic administrators should make every effort to attend their Regional Meetings as that is where the business of THSADA is discussed and communicated to our membership. The Regional Directors do a great job of dispersing information to their members and there will be the same consistency in information distribution this next year. The THSADA is working consistently with the UIL, THSCA and the TGCA in keeping our finger on the pulse of legislation that affects all of our members. It is the vision of the THSADA to work collectively with these Associations

to establish a united and collective effort to provide a formidable response to any adverse or contradictory legislation. We encourage all Athletic Directors to invite their Campus Athletic Coordinators or any coach who aspires to be an athletic administrator, to join THSADA. It is our goal to provide professional development for those positions that have athletic administrative duties as part of their responsibilities.

We have also seen an increase in the number of sponsors who have expressed a willingness to commit to the mission of the THSADA in various ways. Our first-ever corporate sponsor – PBK Sports – remains as a cornerstone of THSADA as well as our most recent additions of Home Team Marketing in their role as State Conference Title Sponsor and Daktronics, Inc. who will be sponsoring our State Conference Awards Banquet as an Event Sponsor.

Our THSADA sponsors have been very generous with their contributions to THSADA. Without their involvement we cannot pursue the course of action that is conducive to our vision. Their alignment with us is critical and we need to make sure that we not only thank them for their involvement but allow our sponsors the opportunity to work with you regarding their services and products.

We hope that you will take advantage of the opportunities presented by THSADA and also contribute your abilities to the further advancement of THSADA. ★





## TEXAS HIGH SCHOOL ATHLETIC DIRECTORS ASSOCIATION

### Board of Directors / Committee Chairs

#### Officers

**President** – Karen Funk • North East ISD

**Vice President** – Bill Daws • Clear Creek ISD

**Treasurer** – Chris Feris • Plano ISD

**Secretary** – Sandra Howell • Little Elm ISD

**Membership** – Kevin Ozee • Carroll ISD

**Past President** – Bob Dubey • Richardson ISD

#### Regional Directors/Past Directors

Todd Vesely • Ector County ISD

Susan Elza • Northwest ISD/  
John Crawford • Coppell ISD

Kenny Humphreys • Spring ISD

Dwayne Weirich • Pflugerville ISD

Randy Cretors • Harlingen CISD/  
Victor Garza • La Joya ISD

#### Committee Chairs

**Vendors** – Marmion Dambrino Houston ISD

**Junior High/Middle School** – Pat Alvarado • Spring Branch ISD

**Professional Development** – Ronny Peacock • Tomball ISD

**Research/Publication** – Leslie Slovak • Richardson ISD

**Retired AD's** – Rick Page • THSADA

**Awards** – Bob DeJonge • Keller ISD

**NIAAA** – Larry Peil • Cy-Fair ISD

**Membership** – Kevin Ozee • Carroll ISD

**Nominating** – Bob Dubey • Richardson ISD

#### THSADA

**Executive Director** – Rusty Dowling

**Administrative Assistant** – Kathy Mathis



## TEXAS HIGH SCHOOL ATHLETIC DIRECTORS ASSOCIATION Future State Conference Sites

### 2014 - Houston, Texas

#### Omni Hotels & Resort – Galleria

The Omni Galleria has a 10,057 square foot Regency Ballroom with another 6,000 square foot pre-function area for our vendors. There are several other large meeting rooms that can host our Sunday Opening Session without transitioning the Regency Ballroom. There is a parking charge and a valet service. The hotel is 17 miles from Hobby Airport and there is cab service and hotel shuttles available for both airports. Hotel is located on Riverway, right off of Loop 610.

### 2015 - Frisco, Texas

#### Embassy Suites Hotel & Conference Center

The Embassy Suites has over 40,000 square feet of meeting space which can host our vendors. There are numerous meeting rooms available that can accommodate both our Sunday Opening Session and Tuesday night banquet without transitioning the vendor area. There is a Manager's Reception in the evening and a complimentary hot breakfast in the morning. The hotel is located in Frisco on the North Dallas Toll way and Sam Rayburn Toll way.

### 2016 - San Marcos, Texas

#### Embassy Suites Hotel & Conference Center

The Embassy Suites has a 28,000 square foot Grand Ballroom which can host our vendors. There are several other large meeting rooms that can host our Sunday Opening Session as well as the Tuesday night banquet without transitioning the Grand Ballroom. There is a Manager's Reception in the evening and a complimentary hot breakfast in the morning. The hotel is located right on I-35 and has free parking. The hotel is 38 miles from the Austin airport. ★





## Getting to Know: Deloss Dodds *Athletic Director, University of Texas*



*Please list your educational background and career highlights up to this point.*

I graduated from Kansas State in 1959 with a degree in physical education and a minor in psychology.

I started as the assistant track coach in 1961 at K State and became head coach in 1963 and served in that position for 14 years. During that time, I guided Kansas State to six Big Eight titles.

In December of 2006, I was inducted into the U.S. Track Coaches Hall of Fame. I was inducted into the Drake Relays Coaches Hall of Fame in 1989 and the Kansas State Athletic Hall of Fame in 1995.

I became the athletics director at the University of Texas in 1981.

*Are you a member of NACDA and what are the benefits of being a member of this association?*

Yes, I've been a member for many years. Being a member of this association allows individuals to collaborate nationally and assist each other in improving collegiate athletics.

*What are some of the challenges facing collegiate Athletic Administrators today?*

With the increasing pace of the media, we have to insure the student-athlete is the focus and that they remain the focus in this fast paced educational environment.

*What is the role of the collegiate Athletic Administrator in professional development and/or department training for his coaching staff?*

My belief is that athletic directors are responsible for continually providing opportunities to coach and advance one's staff; it's a focus of mine at Texas. We expect our program leaders to allow staff to pursue development opportunities.

*Please describe your leadership style.*

It's all about the people. I provide the leadership style necessary for the situation at hand.

*In your opinion, what are some important qualities of an effective athletic administrator?*

- Be selfless
- Good team player
- Have integrity
- Focus on the student-athlete and the University

*What are some of the similarities and differences you see in high school and collegiate athletic administrators duties?*

The settings are different but fundamentally we have the same values, and the same leadership skills are required. The high school administrators do a great job with their kids. They come to us prepared.

*What is the most rewarding thing about your job?*

We get to watch kids come into Texas as 18 year old kids and leave as adults ready to conquer the world. We watch the student-athletes grow as people.

*What is the most challenging part of your job?*

Staying ahead of the curve and building for the future.

*You have a great history of fundraising at several major universities. In this tough time of budget cuts in the Texas Public Schools, what are some ways you and your staff help generate revenue for projects?*

Identifying where you are now and the direction you are going. We have to continue to be prepared for the future and sustain a level of excellence that's been achieved.

*Where do you see the future of college and high school sports in the next 10-15 years?*

We are in a positive upper trend. It's about the young people, and as long as it stays that way, college and high school sports will be in good shape. They get the skills they need in high school and college to grow and change the world. ★





## Getting to Know: Kirby Hocutt *Athletic Director, Texas Tech University*



***Please list your educational background and career highlights up to this point.***

I graduated from Sherman High School in Texas and then attended Kansas State University on a football scholarship. I graduated from K-State with my bachelor's degree in 1995. I received my master's of education degree from the University of Oklahoma in 2001. My career highlight up to this point has been serving as the Athletics Director at Texas Tech University!

***Are you a member of NACDA and what are the benefits?***

I am a proud member of NACDA and have been since 1997. NACDA provides tremendous networking and professional growth opportunities, allowing us to grow individually while enhancing our service to the universities and student-athletes that we serve.

***What is the role of the collegiate Athletic Administrator in professional development and/or department***

***training for his coaching staff?***

As an Athletics Director, it is my responsibility to provide professional development opportunities for our staff and coaches to learn and grow. I was fortunate to have played for Coach Bill Snyder at Kansas State; and everyday he talked about improving as a player, person and student. I was also fortunate to have great mentors early in my career who stressed the importance of professional growth. We are either moving forward every day or staying the same. Professional growth is a daily habit that I believe in.

***Please describe your leadership style.***

I would describe my leadership style as "Team Building." I learned very early in life that as an individual you are only as good as the team that you have around you. As an Athletics Director, I am only going to be successful if I have a great team around me. I believe it is important for any organization or department to commit to a shared mission statement and a set of guiding principles. It is vital that everyone in the organization understands the role they play to support that mission statement and everyone is held accountable for their role/work.

***In your opinion, what are some important qualities of an effective athletic administrator?***

I believe an effective athletic administrator has to be willing to lead by example, possess a positive attitude, and be an effective communicator. I also think one must be a good listener and above all else have an unwavering commitment to the student-athletes that we serve.

***What are some of the similarities***

***you see in high school and collegiate athletic administrators duties?***

High school and collegiate administrators are both part of an educational system that is much bigger than just athletics. Athletics is only a component of a young person's education. We must always remember that the lessons we are teaching our students through participation in athletics are important ones that complement the lessons they are learning in the classroom. While winning is important, we are all educators who must provide positive experiences allowing the young people trusted to our care the opportunities to grow and learn.

***What is the most rewarding part about your job?***

Watching young people have success and celebrating the results of their hard work.

***What is the most challenging part of your job?***

Balancing the business demands of a couple of sports with the operation of 17 varsity sport programs.

***You have a great history of fundraising at several major universities. In this tough time of budget cuts in the Texas Public Schools, what are some ways you and your staff help generate revenue for?***

We are seeking synergy from our external operations to build and strengthen relationships with key stakeholder groups. Fundraising, marketing, sponsorships and ticket sales are areas where we have potential to create and grow revenue.

Our development team does a wonder-



## Getting to Know: Dr. Kay Waggoner *Superintendent, Richardson ISD*

ful job engaging our alumni and fans. They know our people and work to communicate the opportunities to support our student-athletes. There are always more people to meet and educate about our needs – scholarships, facilities, and special projects.

To supplement our ticket operations, we started an outbound sales team. We have a call center with a CRM system, and this team concentrates on customer acquisition. Both units focus on delivering superior customer care and we've successfully generated new revenue from their efforts.

### *Where do you see the future of college and high school sports in the next 10-15 years?*

The one segment that I am putting additional focus on is digital technology growth. This area continues to expand and change faster than any other. We have recently announced *TexasTech.TV* which is the location for all *Red Raider* live video and audio events as well as on-demand content. We are very close to distributing every event that we host in all sports either by television or digitally.

The opportunities to expand and access the streaming of content and information on PDAs, smart phones, tablets, and other handheld devices is a rapidly developing area, and one that can provide increased exposure while even enhancing the spectator's enjoyment of a live game. This is one of many areas that will look significantly different in the next 10-15 years. ★



*Superintendent, Richardson ISD*

### *Please briefly describe your background in education (where you went to high school, college, where you have worked, what positions you have held, etc...)*

I attended high school in Woodville, Texas. I received both a Bachelor of Science Degree and a Master of Education Degree from Stephen F. Austin State University in Nacogdoches. I earned my Doctorate of Philosophy from the University of Texas in Austin.

I began my career in education as a teacher in Nacogdoches ISD. After teaching for seven years, my husband and I moved to Austin. During our tenure in Austin, I had several opportunities to enhance my educational background. I served as the assistant principal at West Ridge Middle School in Eanes ISD. I also was accepted into the Cooperative Superintendency Program at UT and served as an educational consultant with the Texas Education Agency. While employed with the Agency, I had the privilege of visiting districts

throughout the state. After receiving my doctorate, I was offered the position of Director of Instruction in Joshua ISD. A year later, I was asked to serve as assistant superintendent and served in that capacity for 4 ½ years. Since then, I have had the privilege of serving as superintendent in three wonderful communities – Red Oak ISD for 7 ½ years, Grapevine-Colleyville ISD for 5 ½ years, and Richardson ISD for the last three years.

### *What do you like most about being a superintendent?*

I love being involved in a profession in which one has the opportunity to shape lives and influence attitudes – to “touch the future” so to speak. I’m a product of public education and always have been a strong advocate for teachers and students. On a very personal level, I believe teaching is both a “calling” and a “mission” and one of the noblest professions one can pursue. I will always miss the classroom but find great satisfaction in establishing relationships and working with students, teachers, staff, trustees, parents, and community members to enhance educational opportunities and implement programs and services that reflect high expectations and community values.

### *What is the most challenging part of your job?*

One of the greatest challenges of being a superintendent is balancing the numerous responsibilities associated with the position. The job encompasses many areas at the local level – leadership, relationships, communication, school climate, strategic long-range goals, student and staff safety, student success, curriculum and instruction, programs

*Story continued on page 6, see Waggoner*



Waggoner continued from page 5

and services, professional development, personnel, finance, facilities, operations, community relations, policy, and governance – to name a few. In addition to expectations at the local level, the last several legislative sessions have resulted in unprecedented challenges in the areas of school funding and accountability. I’ve worked diligently to establish and maintain strong working relationships and open channels of communication with legislators in an effort to represent the needs of students across the state.

*In your opinion, how important is the role of athletics in the educational setting?*

I’m a strong believer in the importance of athletics. Athletics provide numerous opportunities in which students may be involved and engaged – often keeping them in school and giving them a sense of self-worth, pride, and a place to belong. Both daily practices and competitive events promote leadership, character, and good sportsmanship. Coaches continually highlight the importance of working together as a team and stress individual commitments of attitude, self-discipline, work-ethic, perseverance, and responsibility. Coaches are instrumental in establishing strong, positive relationships with athletes and often serve as life-long mentors.

*Data shows that kids involved in athletics have a lower dropout rate, less discipline issues and a higher GPA than students who are not involved in extracurricular activities. However, there are still educators who want to remove athletics from the normal school day. What are your thoughts on this issue?*

In my opinion, moving athletics outside of the normal school day would be a mistake. Many students who have the opportunity to be involved during

the day would no longer have the opportunity to participate. I believe this measure would negatively impact academic success, discipline, and graduation rates.

*What is your favorite sport?*

As a spectator, I enjoy watching all sports, but have a special affinity for fast-moving basketball and volleyball games. As a participant, at this point in my life, golf is my favorite sport. I’ve had the pleasure of meeting some fabulous people on the fairways and playing some magnificent golf courses. Unfortunately, I don’t have the opportunity to play very often and my handicap has increased each year since I’ve been a superintendent, but I am committed to “working on my game” at some point in the future. I love that golf is a lifetime sport and available in most communities around the globe. I hope to grow old gracefully with a golf club in hand.

*What is your favorite memory of watching or playing sports?*

I will never forget the excitement of being in the stands at SFA during playoffs and watching the Lady Jacks when they were at the top of their game. The crowd was loud and on their feet, the excitement palpable, and the momentum unstoppable. I don’t remember anyone ever taking a seat during the game but I vividly remember the enthusiasm, the chants, and hundreds of rolls of toilet paper being hurled in the air among the purple streams – a picture of “pride” and sense of “school spirit” indelibly ingrained in my memory.

*If you could meet any athlete in the world, who would it be?*

I would love to go back in time and meet Babe Didrikson Zaharias. She was a tremendous, multi-skilled athlete. She’s always been my idol. ★

## Fall Team State Champions

### TEAM TENNIS

- 4A..... Highland Park
- 5A..... New Braunfels

### CROSS COUNTRY - BOYS

- 5A..... New Braunfels
- 2A..... Luling
- 3A..... Decatur
- 4A..... Boerne Champion
- 5A..... Southlake Carroll

### CROSS COUNTRY - GIRLS

- 1A..... Hamlin
- 2A..... Bushland
- 3A..... Sanger
- 4A..... Highland Park
- 5A..... Southlake Carroll

### VOLLEYBALL

- 1A..... Jewett Leon
- 2A..... Brock
- 3A..... Abilene Wylie
- 4A..... Lovejoy
- 5A..... Coppell

### FOOTBALL

- 1A Div I..... Stamford
- 1A Div II..... Munday
- 1A Six Man Div I..... Throckmorton
- 1A Six Man Div II..... Richland Springs
- 2A Div I..... Cameron Yoe
- 2A Div II..... East Bernard
- 3A Div I..... Stephenville
- 3A Div II..... Navasota
- 4A Div I..... Denton Guyer
- 4A Div II..... Cedar Park
- 5A Div I..... Allen
- 5A Div II..... Katy







Article used with permission from *Dallas Morning News-SportsDayHS*, Originally printed Dec. 28, 2012.

## UIL 5A Football Championships Drew Higher Attendance Than Most NCAA Bowl Games

by David Just, [djust@dallasnews.com](mailto:djust@dallasnews.com)

The Birmingham News' Jon Solomon recently wrote about nearly across-the-board declines in NCAA bowl attendance.

Here in Texas the UIL 5A Division I football championship, with an announced attendance of 48,379, saw a greater crowd than many bowl games so far.

Here's how the bowls have drawn as compared to the UIL state championships:

- |                             |   |  |
|-----------------------------|---|--|
| 1. Rose Bowl: 93,359        | 7. Holiday Bowl: 55,507                     | 20. Independence Bowl: 41,853              |
| 2. Orange Bowl: 72,073      | 8. Outback Bowl: 54,527                     | 21. Armed Forces Bowl: 40,754              |
| 3. Chick-fil-A Bowl: 68,027 | 9. Liberty Bowl: 53,867                     | 22. Pinstripe Bowl: 39,098                 |
| 4. Alamo Bowl: 65,277       | 10. Meineke Car Care Bowl: 50,386           | 23. Poinsettia Bowl: 35,442                |
| 5. CapitalOne Bowl: 59,712  | 11. New Orleans Bowl: 48,828                | 24. Fight Hunger Bowl: 34,172              |
| 6. Music City Bowl: 55,801  | 12. Gator Bowl: 48,612                      | 25. Las Vegas Bowl: 33,217                 |
|                             | 13. UIL 5A Division I championship: 48,379  | 26. Hawaii Bowl: 30,024                    |
|                             | 14. Heart of Dallas Bowl: 48,313            | 27. Famous Idaho Potato Bowl: 29,243       |
|                             | 15. Sun Bowl: 47,922                        | 28. UIL 4A Division I championship: 27,948 |
|                             | 16. Belk Bowl: 48,128                       | 29. New Mexico Bowl: 24,610                |
|                             | 17. Russell Athletic Bowl: 48,127           | 30. Little Caesars Bowl: 23,310            |
|                             | 18. Buffalo Wild Wings Bowl: 44,617         | 31. Beef 'O' Brady's Bowl: 21,759          |
|                             | 19. UIL 5A Division II championship: 42,621 | 32. Military Bowl: 17,835 ★                |



Louis DeLuca/Dallas Morning News Staff Photographer

**HTM—THSADA State Conference**

### Title Sponsor



## HOME TEAM MARKETING

## Daktronics-THSADA State Conference Awards Banquet

### Event Sponsor



## ★ Platinum Sponsors ★

**balfour**

★ Gold Sponsors ★



★ Silver Sponsors ★



FIVE STAR



★ Bronze Sponsors ★

## **Burnside/King Ranch/Southern Bleacher/Nets of Texas**

