

THSADA NEWSLETTER

Presented by Home Team Marketing



May 2012

Letter From the Executive Director *Rusty Dowling, Executive Director, THSADA*

I would like to take this opportunity to thank the Texas High School Athletic Directors Association for allowing me to become the first Executive Director in the history of the organization. I look forward to the challenges that this position faces and the opportunity to work with our AD's all across the State of Texas.

Since my selection in March as the Executive Director, it has been a non-stop daily routine of meetings, phone calls, travel and e-mails. I have been in conversation with other Executive Directors around the country who have called to extend their congratulations and good luck with the position. I have had the opportunity to have conversations with our current THSADA Officers and Board, ADs, Retired ADs, THSCA and TGCA Executive Directors and the UIL. These meetings have assisted us in developing a further vision and

direction for the THSADA.

We have the opportunity to move the association forward in a way that will benefit all members of the THSADA as well as promote current and new initiatives that will allow the THSADA to address those issues and concerns that affect all athletic administrators and athletic programs.

I will be asking members of the THSADA to become actively

involved in the association through committee work as well as assistance in our feature events such as the State Conference and the PBK-THSADA Hall of Honor Banquet. We also want to provide opportunities for our retired AD's as they are the individuals who have established the foundation for our association and possess athletic administrative experience that can benefit all current and future AD's.

I want to thank Home Team Marketing for providing the THSADA with this newsletter and the ability to continue to effectively communicate with our membership regarding THSADA news and events.

—Rusty Dowling
Executive Director
THSADA ★



Reminder: The PBK-THSADA Hall of Honor Banquet will be held on Sunday, July 29th at 7:00 p.m. at San Antonio Hyatt Regency.



Reminder: The next THSADA Membership General meeting will be Monday morning, July 30th at Coaching School.



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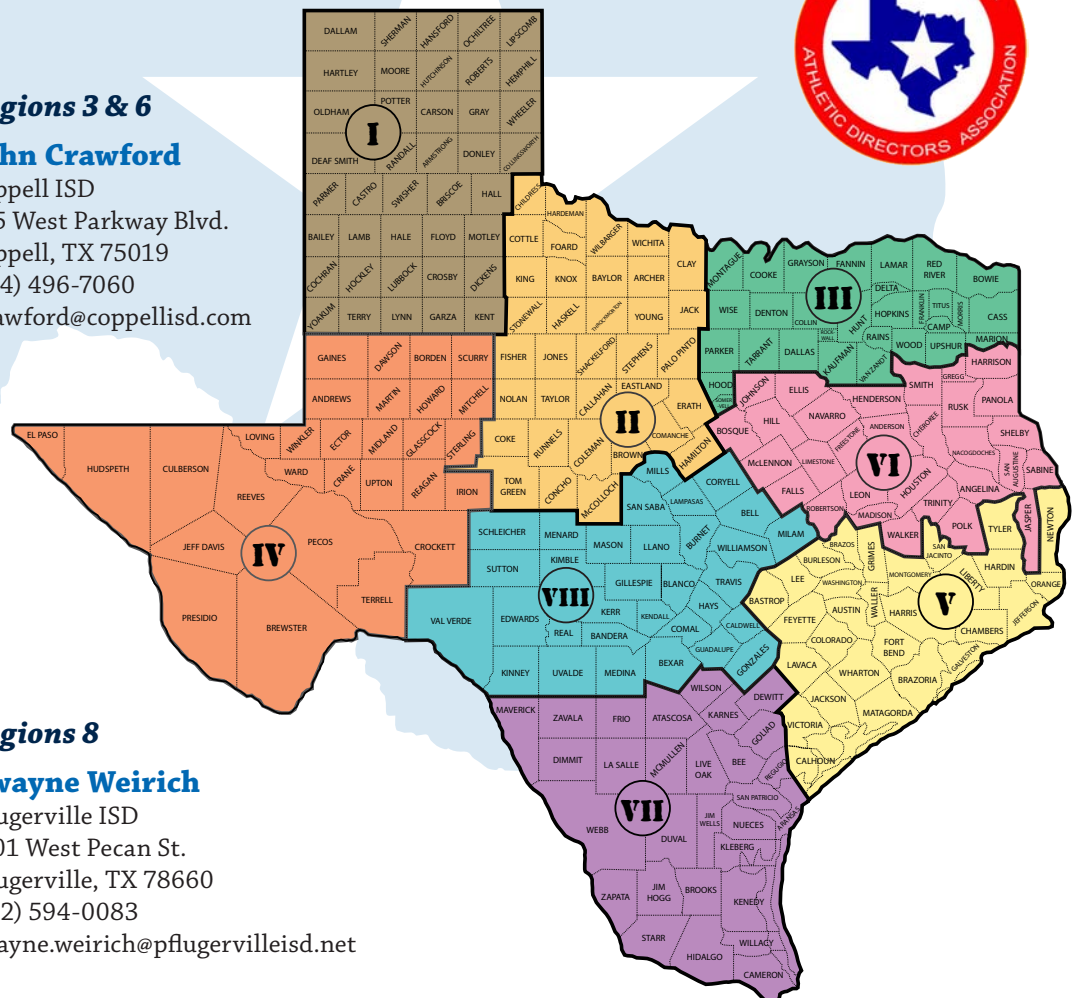
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NFHS News: Attendance at High School Sporting Events Tops 500 Million

INDIANAPOLIS, IN (August 17, 2011)
More fans attend high school basketball and football events than the same sports at the college and professional levels combined, according to a survey conducted by the National Federation of State High School Associations (NFHS).

The NFHS surveyed high school athletic directors at small (up to 1,000 enrollment), medium (1,000 to 2,200) and large (more than 2,220) high schools and multiplied the average regular-season attendance (based on the schools that responded) in each sport by the number of schools in each enrollment category that sponsor the sport. A similar method was used to determine overall attendance at postseason events conducted by NFHS member state associations.

tennis, track and field, volleyball, water polo and wrestling. Where applicable, attendance for both boys and girls contests was included.

While there are about 40 sports listed in the NFHS High School Athletics Participation Survey, the

“This first-of-its-kind survey of attendance figures at the high school level is certainly a great sign that high school sports continue to be a big part of communities throughout our nation,” said Bob Gardner, NFHS executive director. “A ticket to a high school sporting event remains one of the best values for the entertainment dollar.” ★



A Quick Look at High School Happenings in the USA

Union golfer with Rheumatoid Arthritis Plays Through Pain

New golf clubs, therapy, medicine helps Lauren Williams *Story by Paul Valencia - Wednesday, April 18, 2012*

Lauren Williams gripped one of her new golf clubs, specially designed for her, and took a swing.

Perfect. Better than perfect.

“Oh my gosh. This is a miracle,” she recalled.

Williams discovered, that day in March, that she could keep playing – she could endure.

Months after telling her coach she was going to have to give up the game, the Union High School senior was back on the course.

New medications, new therapy, and yes, those special clubs, have helped Williams deal with the effects of juvenile rheumatoid arthritis.

Diagnosed when she was 13 – although she and her family now know she had been ailing long before then – Williams suffers from excruciating pain in her knees, wrists, and fingers.

Yet through the years, she has managed to figure out a way to remain in the school band, excelling with her flute. She has kept her spot on the cheer squad, even if she had to stop tumbling. And for her first three years of high school, she played golf for the Titans.

However, the pain associated with



Photo by Zachary Kaufman

golf became unbearable. She would walk off the course in tears, in agony. The vibration in the club from each shot ripped through her fingers and wrists.

In November, Williams informed coach Gary Mills that she would not be able to play her senior year.

“That was probably the hardest thing to say,” Williams recalled, tearing up at the memory.

Mills told Williams to take time away from the sport, to rest her body. He assured her that if she changed her mind, if she could find a way to deal with the pain, there would always be a spot for the most positive player on the team.

Over the winter, Williams was prescribed new medication and she threw herself into occupational therapy to strengthen her hands. She began wearing wrist braces while she slept.

“I used to wake up in constant pain,” she said. “Now I don’t feel anything (in the morning).”

Meanwhile, Lauren’s parents – Zoe and Mike Williams – jumped into action to help the golf cause.

Her mom explained the situation to Conan Elliott, a golf pro at Camas Meadows. He then interviewed several older players with arthritis, to find out how they dealt with the condition. Special shafts to limit vibrations seemed to be the common denominator.

Lauren’s new shafts arrived two days before the golf season. With her father’s encouragement – Mike taught

Lauren the game when she was 10 years old – she gave it a try.

That was her miracle moment in terms of golf.

Mills might have been as happy as Williams. The coach did not really need to know if Williams could score as well as in the past – he just wanted Williams and her contagious personality on the course with the rest of the Titans.

“She’s one of the happiest people I know. Very cheerful, light-hearted, keeps the team loose,” Mills said. “She’s pretty tough, too. If it’s 45 degrees and rainy, and we’re going to go out there, she doesn’t say, ‘Really?’ She says ‘OK.’ She’s a lot tougher than she looks.”

Playing her senior year also has given the family another reason to celebrate. Lauren’s sister, Mikaela, is a freshman with the program.

“I was going to live my golf dream through her,” Lauren said.

Lauren is still living her own dream. A month into the season, she was the medalist in a dual match.

While that was a special day for the family, winning and losing or numbers on a scorecard pale in comparison to just being out there.

“Even though I have this condition, I still like to do my favorite things,” Williams said. “I work around certain things that I can’t do, so I’ve become stronger in other things.”

Her golf game is a fine example. There have been long stretches when she could not hit her driver, because of the pain.

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A Quick Look at High School Happenings in the USA

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“So I putted all the time and I chipped all the time,” Williams said. “I got really good at my short game.”

Williams also is starting to work on personal responsibility in regard to her medications. She has been accepted to Weber State University in Utah.

Lauren’s mom, a nurse, will not be there in the fall to administer the weekly shots of medication. So Lauren has started injecting herself.

“I’m used to it now, but the first time, I was scared,” she said.

Williams also takes two pills a day and every six months she has shots of cortisone directly into her hands and knees – a grueling ordeal, she said.

All of this, Lauren said, is worth it to remain active. She is not just doing this for herself, but for others who have the condition, who might think they will be limited.

“Besides inspiring my golf team, I think I can inspire the community,” Williams said. “I can continue doing what I want to do and still have a smile on my face with rheumatoid

arthritis. I want to inspire people.”

The condition also has led her to Weber State.

“I’m going to be a radiologist,” she said. “Having arthritis has really got me into the skeletal system and how it works. I want to pursue a career where I get to look at bones all day.”

And when she has the opportunity, Williams plans on sharing her story.

“Having this condition has really pushed me to inspire people to overcome their roadblocks in life,” Williams said. ★

WIAA Loosens Off-season Rules Voluntary workouts allowed year round

Story by Mark Stewart of the Journal Sentinel - April 25, 2012

STEVENS POINT

After decades of limiting the ability of teams to assemble during the off-season, the WIAA loosened the reins in recent years, first allowing teams to voluntarily assemble during the summer for competition or workouts and then giving coaches five contact days during the summer when they could work with their athletes.

Wednesday the organization went a step further.

At its annual meeting at the Holiday Inn, the WIAA membership voted, 258-72, in support of a measure that will allow for voluntary student assembly/workouts year round as long as the high school coach is not directly involved.

The rule change opens the door for things such as fall basketball leagues and eliminates the restrictions club teams dealt with when putting together their squads.

The rule change takes effect once it is published in the WIAA Bulletin,

which next comes out in mid-May.

The initial intent of the previous restrictions was to keep coaches from working with their players during the off-season.

Preventing students from the same team from gathering on their own to practice or play in leagues became difficult to enforce, however, with the advent of off-season leagues and club programs not affiliated with the high school or its coaches.

“It was very difficult to manage because you’re trying to control the public that might not be up on the rules,” Sussex Hamilton athletic director Mike Gosz said. “And it allows some flexibility. I know it was something I liked. I know a lot of our ADs in southeast Wisconsin were pushing for it because it’s less burden on us to manage. We’ve got enough things to monitor as it is.”

A potential downside is increased specialization of athletes, though there is nothing that would prohibit

a football player from, for example, participating in a fall basketball league after practice.

“I look back to when I played and we could do that and it didn’t interfere with a lot of different things,” Hartford AD Jill Stobber said. “There might be more pressure on kids to get involved as far as you need to work on basketball during volleyball season, but I would hope as coaches they’ll work together and make sure they’re not pitting their athletes against each other.”

The rule change does not affect a high school coach’s five summer contact days, which will continue as in recent years.

That still is the only time during the off-season that a coach is allowed to work exclusively with his team.

“I’m just going to say to my coaches to keep your hands off that,” Milwaukee Morse-Marshall AD Dennis White said of the voluntary workouts. “Stay clear of it and don’t be involved.” ★



Getting to Know: Mark Ball

Athletic Director, Lubbock ISD



How long have you been an Athletic Director?

24 years

What was your first job?

In 1979, I started as a full-time sub and coach at LD Bell, went to Azle at semester and returned to LD Bell in the Fall where I remained until 1987.

Where did you go high school/college?

HS: Wichita Falls Rider

BS: Texas Wesleyan

MA: Texas Wesleyan

What is the best part of your job?

Seeing student-athletes develop relationships and reaching goals.

What is the hardest part of your job?

Personnel decisions, because they affect so many people.

In these tough economic times, how does your department fund-raise?

We have a national marketing agreement with Home Team Marketing and a local marketing agreement with Texas Sports Marketing.

What advice do you have for first time AD's?

Rely on your faith and the advice of experienced colleagues.

What are the trials and tribulations of being in charge of a multi-school district?

Knowing that the decisions you make on a daily basis affect thousands of student-athletes and hundreds of coaches.

Where do you see the future of high school sports in 10 years?

I see the continued presence of private schools and club/select teams as a real challenge for UIL member schools in Texas.

What is the most exciting play or game you have seen or been a part of in your time as an AD or coach?

2005, as head coach of Wylie, we were down 31-3 at the half to Woodrow Wilson in a second round playoff game and came back to win. ★

Getting to Know: Bob Dubey

Athletic Director, Richardson ISD, President of THSADA



How long have you been an Athletic Director?

12 years AD only, 11 years campus coordinator

What High School and College did you attend?

Richardson High School, Southern Arkansas University

What is the best part of your job?

Observing the genuine excitement and passion displayed by student/athletes during competition and when they see new facilities for the first time.

What is the hardest part of your job?

Time management; there is never enough hours in the day to handle the needs of all programs grades 7-12 for four different high schools and eight junior highs.

What are some of your responsibilities as President of the THSADA?

Communicate with the UIL, represent the THSADA at contests, conferences, and meetings. Address issues and policies that our association stands behind or would

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like to see changed. Work with other organizations like THSCA, TGCA, NIAAA, TASO, TABC, SWATA, NFHS, etc., to improve athletic and school issues. Keep our members informed of athletic issues, work with THADA committees, help with the Hall of Honor banquet and state conference, etc.

In these tough economic times, how do you and your department fund-raise?

We try our best to off-set expenses when possible. Example: through advertising at our facilities, ticket sponsorships, and increased ticket sales.

Where do you see the future of high school sports in 10 years?

The statistics are showing that athletics enhance the educational process. I believe that the cycle to attack athletics as the counter part to a quality education is behind us. The UIL and athletic organizations are better prepared with supporting statistics to support our cause. I think legislators have needed a scapegoat to point blame. We have a strong message to deliver, and I believe through a unified effort of all of our state organizations, our message will continue to be heard. Our plan is to be pro-active and promote our kids and programs not defend them. Bottom line, we will

be stronger than we ever have if we continue to communicate and work with each other to keep athletics as an integral part of the day to day educational process.

What was the most exciting play or game you have been a part of as a coach or AD?

There are many great games and plays. However, one that is dear to me is the first night overtime games could be played in the state of Texas. Our team came from behind to win a triple overtime game over Mesquite HS. The fans did not understand why I tied the game in regulation. They booed me. When we won after three over-times, I was a genius. ★

History of Home Team Marketing (HTM)

Home Team Marketing (HTM) delivers fully integrated marketing programs into high schools across the country. HTM has created a network of 5,000 high schools and 21 state high school associations nationwide. The company helps corporate sponsors reach their target audience via advertising elements including: scoreboard, signage, public address announcements, program ads, experiential marketing, including booth/kiosks, product sampling, ticket backs, schedule magnets and interactive/social media.

HTM was started in 2001 out of the Cleveland Heights (Ohio) home of the Fitzpatrick family and was founded by brothers Jake, Pete and Regan Fitzpatrick

and friend Patrick Spear.

In 2005, cousins Gary Melle and Chris Melle joined HTM and opened the Dallas, Texas office. Shortly after opening, HTM Dallas secured its first clients: Best Buy, Dallas Morning News and Baskin Robbins, and the trademark "tri-angle signs" landed

in stadiums around the city. The Dallas office proceeded to run highly successful sponsorship campaigns with athletic directors at Lewisville ISD, Mesquite ISD, Wylie ISD, Coppell ISD, Grand Prairie ISD, Carrollton-Farmers Branch, Birdville ISD, Plano ISD and Richardson ISD. HTM Dallas credits these "pioneer" athletic directors for "giving HTM Dallas its first big shot" and they remain partners and very good friends today.

Over the years, the office has added several great employees including, Mike Gebhard in 2009. Mike has been instrumental in developing high school relationships in Southern and West Texas while



Story continued on page 8, see History of HTM



maintaining great relationships all across the state. Mike's knowledge of high schools sports is endless. Mike is always in-the-know about the great athletes, coaches and teams both past and present in Texas.

Over the years HTM Dallas has facilitated many key campaigns that benefited Texas high schools. HTM Dallas was proud to support over 100 high schools in Dallas/Ft. Worth with a Walmart sponsorship. This campaign was capped off with a wonderful ceremonial check presentation at the 5A state quarter final football game at Cowboys Stadium with several local athletic directors on the field. HTM Dallas was also able to support nearly 200 high schools with a two year Wolf Brand Chili football campaign that included outstanding player and fan participation in three T.V. commercials and label collection contests. HTM Dallas was excited to award a group of hard working schools with tremendous funding and prizes for their winning efforts in the K-Swiss "Train for Life" online fitness promotion.

Now in its seventh year, HTM Dallas, is a thriving office with multiple clients and nearly 300 partner high schools in Texas and thousands across the country. ★



**Designated School Representative,
HTM**



Vice President – High School Partnerships, HTM



Bishop Lynch High School – Dallas,
TX

Texas State University

Baseball and basketball

Knowing that I am helping schools in these financially tough times is very rewarding.

I was the play by play announcer at Texas State University for baseball, softball, and women's basketball teams. ★

Walsh, Stow, Ohio

Xavier University, Cincinnati, Ohio

Football and baseball

I love meeting Athletic Directors and their secretaries in person whenever I can. There's been so many great people that I have met on the job, but too many just over the phone (some for years). I get pumped up putting faces with the names on a school visit or at a conference. ★

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