

THSADA NEWSLETTER

Presented by Home Team Marketing



November 2014

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

"This is a great time of the year in the State of Texas as football teams begin their drive towards a State Title and State Champions are very close to being crowned in Volleyball, Cross-country and Team Tennis. We are towards the end of the first part of a busy school year and beginning to start the winter season which always includes a jam-packed athletic calendar and numerous athletic administrator responsibilities.

The duties and responsibilities of an athletic administrator are all encompassing and year-round. There is no off-season and while many school officials are concluding their day at 4:15 p.m., the athletic administrator is getting ready to head out and start the 2nd part of an already busy day. The work that athletic administrators do is one of the many things the THSADA talks about and articulates to our aligned groups and different levels of school administrators. Athletic administrators are always first in the forefront of initiatives and programs that affect student-athletes, coaches and school programs in the State of Texas.

Since a very successful State Conference last March, the THSADA has been very busy working for our members, sponsors and contributors. The THSADA had a booth at the Summer Convention of the TGCA in Arlington and registered additional members for the Association. President Bob DeJonge conducted a presentation on "How to become an Athletic Director in the State of Texas" and had a very good attendance with a good follow up session. The annual THSCA Summer Convention also saw another successful PBK Sports-THSADA Hall of Honor Banquet with two Hall of Honor inductees - Bill Daws and Kenny Humphreys. The annual Monday THSADA General Session saw the installation of new President-Bob DeJonge along with our new Officers and Board

of Directors. We had short addresses by D.W. Rutledge, Sam Tipton and Charles Breithaupt with our featured speaker-Director of Athletics at UTSA-Lynn Hickey and her highlight address to the attendees. On the next Tuesday morning the THSADA conducted a Board orientation for the new Board of Directors and we also had a booth presence at Coaching School and were able to generate additional memberships to the THSADA.

We had several new Athletic Directors appointed this past spring and all have joined the THSADA. Most notable in those new positions is veteran Director of Athletics and former THSADA President Gil Garza taking the AD position with the Dallas ISD.

In August, after Coaching School, the THSADA office and the THSADA Officers conducted a meeting as a debrief to the Board orientation and to prepare for the upcoming school year. As a result of that meeting, President Bob De Jonge sent out three proposals for Board approval. Those proposals were approved via an e-mail vote and are now posted on the front page of www.thsada.com.

With eight Regions now operational, all of our Region meetings are now posted on the Calendar tab of www.thsada.com. We strongly urge all THSADA members and non-members to attend your monthly or bi-monthly Region meeting to stay abreast of all THSADA and State of Texas business.

The THSADA office is starting all the procedures and processing of the 44th annual Home Team Marketing-THSADA State Conference that will be held in Frisco, Texas - March 29th, 2015 - April 1st, 2015. All information regarding the State Conference will be posted very

soon, specifically will be State Conference Registration which will begin on November 3rd, 2014. That is also the time you can make your hotel reservations.

The THSADA office is also currently working on the content of the agenda for the State Conference and welcomes any suggestions on topics, etc., from the membership. One notable feature of the State Conference will be the absence of the State Conference Awards luncheon as that will be discontinued and all THSADA and NIAAA awards will be presented at the annual PBK Sports-THSADA Hall of Honor Banquet at Coaching School.

Professional Development and meaningful networking opportunities will always be a significant priority for the THSADA at both the State Conference and Coaching School. We are looking at expanding these programs and look forward to our members' involvement and the collaboration of other aligned groups. Next year Coaching School will be held in Houston with the banquet taking place at the Hilton Americas.

I would like to remind all THSADA members of Legislative Council this October. The THSADA will not have any formal presentations but will continue to support the THSCA position of having the Division 1 and Division 2 football champion of each district receiving a home draw.

The THSADA Board of Directors will have their next Board meeting in January. Your Regional Director will keep you up-to-date with any information and if you have anything you would like to bring before the Board, let your Regional Director know.

Hope everyone continues to have a great school year and we look forward to seeing everyone in Frisco! ★





President's Remarks

Bob DeJonge, President – THSADA, Director of Athletics for Keller ISD

"It's hard to believe that we are already one quarter of the way through this year. The longer I am in this job the more it seems that time just flies by. As we near the end of the fall season it's time to begin looking forward to our State Conference in Frisco, March 29 – 31 at the Embassy Suites Hotel and Conference Center. I know Rusty and Kathy along with our committees have been working non-stop to provide meaningful professional development opportunities for us (in addition to the fun and fellowship). In an effort to ensure that we meet the ever growing needs of today's athletic administrator, it's vital that we provide training that reflects the feedback we get from you during and after each conference. With that in mind there is still time to request a topic or type of presentation that you feel would be beneficial to our membership. I encourage you to share your ideas with your Regional Director or you can just contact Rusty or me.

I wanted to take some time to stress the importance of attending your regional meetings. As our membership continues to increase and as our association charts its course, it is vital that we all stay on the same page and that is best accomplished by having regional and state level information disseminated at the regional level. A good example of that would be the recent changes to our yearly membership calendar, fees for membership and state conference in addition to our decision to discontinue the Awards Banquet at the State Conference. These adjustments were discussed at length at the committee level and then brought to our

Executive Director and Officers for consideration and after some fine tuning, the Officers and Regional Directors all voted unanimously to pass each proposal. At that point the best way to get the word out is via the directors of our eight regions. I think that a communication plan allows for a better understating of the what and why related to each decision. For a summary of the proposals that were approved you can check out the THSADA website for details and rationale. <http://thsada.com/>

Selling your brand and marketing your programs has never been more essential. Just as our association continues to move in that direction, it's vitally important that we do the same at the local level with our schools and programs. Securing the support of your community is dependent on building and bragging about your successful programs. This success is truly multifaceted – winning obviously never hurts but we also must ensure that we are communicating all that is right with extra-curricular activities. That can mean sharing statistics on the academic success of student athletes, reporting the participation numbers and demographic statistics of your middle school and high school programs, discussing the attendance and revenue generated from your events, posting scholarship statistics, celebrating the post district successes of your teams, and individual sports, staying connected with your feeder elementary schools and youth sport programs and finding creative ways to keep your facilities updated and attractive. The bottom line is that families have choices today. Selling your school's

or program's brand is really no different than any national equipment or clothing manufacturer. It's not just about building it - it's about selling it.

We'll start our membership drive to 700 in April. Let's encourage our fellow AD's, campus coordinators and retired AD's to get involved! As we reported in July, our association is one of the top three AD's organizations in the nation. Increasing membership by providing value is the best way to get to number one!

When you think of it, our job is sports, it really doesn't get any better than that!

Best of luck to all."

Bob DeJonge ★



From the THSADA... Recommended Reading for Athletic Directors:

"Refuse to Lose" by John Calipari

"Built to Win" by John Schuerholz

"The Right kind of Heroes, Coach Bob Shannon and the East St. Louis Flyers" by Kevin Horrigan

AD'S IN NEW POSITIONS

David Manley – Killeen ISD

Greg Priest – Tyler ISD

Todd York – Georgetown ISD

Lance Angel – Bryan ISD

Gil Garza – Dallas ISD





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Hannah F. Pietsch

Office: 832-667-5749

Cell: 859-948-7733

HFPietsch@HoustonMethodist.org

Houston – (January 21, 2013)

After every play, we all see the athletes adjusting their mouthguards, but what do they actually protect? Houston Methodist sports medicine experts discuss important facts about mouthguards.

Can wearing a mouthguard prevent a concussion?

“No, mouthguards cannot prevent a concussion,” said Dr. Vijay Jotwani, a sports medicine-focused primary care physician with Houston Methodist Orthopedics & Sports Medicine. “Mouthguards do not affect the movement of the brain within the skull and cerebrospinal fluid, so they are ineffective at reducing the forces on the brain that cause concussions.”

Can wearing a mouthguard protect my teeth and jaw?

While a mouthguard cannot protect the brain, it can dissipate the force of an impact over several teeth rather than just a few.

“Several studies have confirmed that mouthguards help prevent dental trauma,” said Dr. Jamie Gateno, a Houston Methodist oral and maxillofacial surgeon. “A mouthguard should fit the teeth snugly and be made of a non-compressible material to help protect the teeth and jaw.”

Gateno adds that dental trauma usually occurs along with other injuries, such as lacerations, contusions, and fractures. He recommends that a patient be transported to a hospital capable of treating all injuries. If a tooth is dislodged, it should be gently washed and placed back in its socket within 20 minutes. If the tooth cannot be implanted back in the socket, Gateno says the tooth should be placed in a cup of milk during transportation to a hospital or dentist’s office. If milk is not available, he recommends having the patient place the tooth between their gum and cheek to protect the tooth during transportation.

Which type of mouthguard – ready-made, boil-and-bite, or customized – provides the most protection?

Jotwani and Gateno agree that a customized mouthguard is the best option for athletes in contact and collision sports, such as baseball, basketball, football, hockey and lacrosse.

“The ready-made mouthguards provide the least amount of protection because they do not properly fit the athlete’s mouth,” said Gateno. “A customized fit is essential to dissipating the force of an impact.”

If cost is a factor, Jotwani said the boil-and-bite mouthguard is the next best option.★

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Getting to Know: **Dr. Charles Breithaupt** *Executive Director of the UIL*



Please tell us about your path to becoming the UIL Executive Director.

After 17 years as a teacher/coach, athletic director and principal, I accepted a position as UIL Assistant Athletic Director. After three years, I became the Director of Athletics at UIL. In 1992 I was named UIL Associate Director along with Director of Athletics duties. In January of 2009, following the retirement of Dr. Bill Farney, I was selected as the seventh Executive Director in the 100 year history of the UIL.

Can you give us a brief synopsis of the Sunset Review?

The Sunset Commission completed an exhaustive review of the UIL over a nine month period. In their report to the full Sunset Committee they recommended three statutory changes. The first is a change in statute to clarify UIL as a state agency within the University of Texas. The second change in statute is to abolish the Interscholastic League Advisory Council. The third change in statute was to discontinue the statewide steroid testing program. There were several management recommendations made including a rewrite of the UIL C&CR and improving our budget process and establishing guidelines for district, state and waiver hearings.

How has the Sunset Review affected the UIL, in regards to daily operations and long term operations? How will this benefit the Athletic Directors of Texas?

The Sunset process, while laborious and ex-

pensive served a great purpose. It provided an opportunity to clarify who the UIL is and the purpose we serve. In the long run we all want to be more efficient and we want to be in a position to provide improved services to our schools and to parents and patrons of our activities.

Athletic Directors will benefit through the clarity of rules and the clear directions for hearing processes and precedents will be available. The League will continue to foster a great relationship with the THSADA. The Sunset process validated the quality of our service to schools. However, we all agree that we can and will improve on that service.

Re-writing the UIL C&CR to be more "user friendly," what will that entail?

Rewriting the UIL C&CR has both exciting and fearful prospects. A document that has endured for over 100 years has become a patch work quilt. The League has gone through this type of exercise every 25-30 years. We will have a very open process during hearings and deliberations. The end product should be a more consistent and user friendly version of the C&CR.

Student-Safety, Is the Legislative Council looking to add to the clearance of athletes? An example: Adding ECG's in order to be cleared to play/practice. Helmet safety etc.

All across the nation states are looking even more closely at the health and safety of student-athletes. I am very proud of the work we have done in Texas, leading the way in many areas, through the collaboration of our AD association, trainers association and various coaches association. The UIL Medical Advisory Committee and the Legislative Council have established outstanding policies and rules for our students. We will continue to investigate new ideas, safeguarding our athletes. The most recent proposal in this area involves cardiac screening. The MAC and the LC will consider proposals in October from advocates for required ECG screening.

We have started to do more on-line with the UIL, (Officials, and RCP etc.) what are the plans for the future? Has the RCP on-line been as effective as the UIL would have liked?

The RCP has been very effective in capturing what we believe is essential for coaches. More than 32,000 coaches have logged in to the program. I believe that in the future there will be even more demands placed on the requirements for coaches. The THSADA and TGCA have very effective and meaningful training for coaches. But, because of the intense scrutiny on the standards for health and safety it is most likely that even more discussion for additional requirements for coaches will take place.

Is the UIL looking to add more sports to the sports already offered? (Water Polo, Bowling and Fishing, etc.)

Bowling has more than 275 schools that are participating at this time. They have presented proposals on several occasions. It appears that they might be in better position to be the next UIL sport than others. But, water polo has a big push on at this time. Many schools utilize water polo as a club sport. Fishing is a favorite for some on the UIL staff, mostly on the basis of personal preference. However, superintendents are very sensitive to the additional cost for equipment, facilities and staff during the implementation of any new activity. The UIL actually sanctions fewer sports than most other states, even though we lead the nation in student participation.

With the continued issues related to AAU basketball, select baseball/softball, select football 7 on 7 teams, and club volleyball, what steps or measures is the UIL discussing to keep these entities from exploiting our athletes?

The concept of non-school competition has created many issues for our membership. Competing for the time of athletes has created an arena of specialization from 6A-1A. This topic creates a lot of debate in our office as it does in yours. How do we maintain our quality of competition when athletes are being siphoned off to specialize in one activity? Even in only one activity UIL athletes are often facing choices between school and non-school-practices and games. This is a very important topic, deserving of more time and discussion. ★



THSADA Outstanding Scholar Athletes

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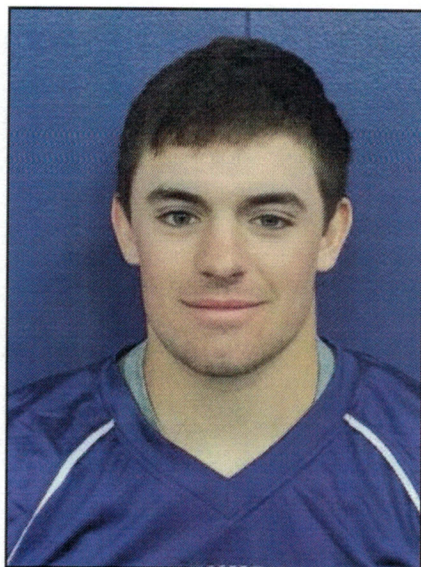


Gabby Nelson - Birdville High School

Gabby Nelson is a senior at Birdville High School and a four year letterman on the girls basketball team. Nelson leads the team in scoring (11.3 points per game), rebounding (5.6 rebounds per game) and blocked shots (1.5 per game).

Nelson is also a leader in the classroom. She has a 106.343 GPA, which is third in her class of 442 students.

Nelson has been offered a basketball scholarship to Yale University.



Cade McCallie - Canyon High School

Cade McCallie has been a three year starter on the varsity football and baseball team at Canyon High School. He has earned all-district honors for both sports. He was also named Team Captain.

McCallie works just as hard in the classroom as he does on the field. He has a 93.69 GPA and is a member of the National Honor Society at CHS.

McCallie serves on the Leadership Council at his high school. He also leads FCA and is a part of Rachel's Challenge Leadership Group. McCallie is also active in his church youth group.

