

THSADA NEWSLETTER

Presented by Home Team Marketing



July 2015

President's Remarks

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

Well another year is in the books. It seems like the longer we do this job the quicker the years go by. It feels like just yesterday that we were getting ready to launch the 14-15 school year. There was excitement in the air for every school and team across the state. The common thought was this is going to be our year! As AD's we celebrate this attitude. Our most important job continues to be hiring those individuals that can spark that optimism in our student athletes and their communities. Spring and summer are critical times of the year because that's when we build and train our staffs for the upcoming year.

As an association this is also a time of preparation for the future. As we look forward to the New Year it's important to reflect on all that we have accomplished and also review the challenges that we still face. We've been very intentional about increasing the size of our footprint on the state and national levels. One of the catalysts for this growth was the decision to realign our regions. This led to better representation and leadership across the state due to the great work of our regional directors. These eight men and women led the charge to grow the membership by informing AD's across the state on issues that we all face and selling the benefits of becoming an active member. We've also been

very purposeful in encouraging Athletic Directors to take an active leadership role in our organization. This is evidenced by our regional nominations and subsequent elections for Vice President. As I read their bios on the THSADA website it's pretty obvious that we have five All Stars as this year's candidates. We've also been very intentional in growing our leadership team. Currently we have 12 Committees, 8 Regional Directors along with elected officers and THSADA staff. This ever growing leadership team consists of over 50 men and women from all corners of the state.

As our growth has spiked to unprecedented numbers so has our marketing success. Our Executive Director's office fields calls daily from potential sponsors. This is a true indication that our sphere of influence has increased to the point that we are now a marketing destination for both state and national level sponsors. Their willingness to invest in THSADA underscores the fact that affiliation with our organization has true value. Last year our Executive Director Rusty Dowling was able to bring in over \$215,000 in revenue with the lion's share coming from Sponsorships, Exhibit booths and State Conference registration. Well done Mr. Dowling!

Our continued growth in membership and increased financial stability are great but with that comes responsibility. Our ever increasing footprint also means that we have a stronger voice with several partnering organizations like the UIL, THSCA, TGCA, NIAAA and on the horizon we'd like to forge a relationship with TASA (Texas Association of School Administrators). In the ever-changing school business environment it is vital that we become partners and have a shared vision with superintendents across the state.

I want to take this opportunity to congratulate this year's Hall of Honor Inductees. John Crawford, Dick Rittman and Dicky Thompson all represent the ultimate in leadership. When you read their list of accolades and accomplishments it will be clear to all that they all are deserving inductees.

As I close out my year I want to say that it has been an honor to serve as your president. I feel very fortunate to be part of such a strong and vibrant organization. I look forward to continued service in the years to come.

See you at the Hall of Honor Banquet!

Bob DeJonge ★



THSADA Concludes Another Successful State Conference

Rusty Dowling - Executive Director - THSADA

The theme of “Leadership in Motion” may well have set the bar high as the 2015 Home Team Marketing-THSADA State Conference could have possibly set an all-time record for attendance as 350 attendees were present and accounted for in Frisco, Texas.

With a high Conference attendance rate, largest Tradeshow we have ever had, excellent professional development speakers and the addition of an Administrative Assistants Day, the THSADA continues to establish itself as one of the premier athletic administrators association in the country.

The Embassy Suites Hotel and Convention Center proved to be a tremendous venue for the Conference as we received numerous compliments on the Convention Center itself and the ease of access regarding the hotel and nearby dining options.

Sunday started with a large registration turnout specifically with the number of walkups we had. Again, the attendance was right at 350 and the reasons may have been several. First is that we minimized the UIL conflicts regarding activities taking place and secondly the Conference was held almost a month later than usual. We held our THSADA Committee meetings in the early afternoon. Our professional development sessions were very crowded as Convention space was not available on Sunday because of a pinball tournament. The Sunday Shaw Sports Turf reception was a big success as we had an excellent turnout. This was the second time Shaw Sports Turf has held this event and we hope it continues to grow as it’s a great way to kick off the Conference.

Monday’s long day of professional development began with presentations

from the UIL that attracted about 270 AD’s at both the sessions. A special presentation by premier sponsors Hellas Construction attracted a sizable crowd and was very well put together. A Board of Directors meeting was held at midday with several professional development sessions continuing in the afternoon highlighted with a presentation by Director of Athletics Rick Villarreal-UNT. The Head Football Coaches panel was also very well received.

The Opening Session featuring keynote speaker Chris Del Conte of TCU was the highlight of the session along with a proclamation by the City of Frisco recognizing the THSADA and Daktronics welcoming everyone to the Monday Evening Daktronics Tradeshow Festival. The Tradeshow Festival featured 120 Exhibitors along with an excellent attendance and numerous drawings. Several “after Tradeshow events” took place as well.

Tuesday started off with the FieldTurf-Benny Carter Golf Tournament that was played at the Tribute Golf Course. As a result of the larger than expected turnout, we held a special session Tuesday morning where we featured the Executive Directors from the THSCA, TGCA and TASO offering updates from their Associations as well as briefings from the State Legislative sessions.

The Tuesday General Session feature SMU Director of Athletics Rick Hart and a welcome to the Hellas Construction Tradeshow Festival by Hellas Construction. Another outstanding evening at the Tradeshow Festival with a good turnout and involvement by our attendees.

Wednesday was the last day of the Conference as Dr. Charles Breithaupt-Executive Director of the UIL spoke at the first session followed

by our State Conference Title Sponsor-Home Team Marketing. A THSADA General Session followed by THSADA Executive Director Rusty Dowling where membership, member engagement and upcoming THSADA events were presented. Jeff Altman of Whataburger presented the THSADA Hall of Honor inductees along with the THSADA candidates for Vice President. President Bob De Jonge closed out the Conference with a message to the members and topping it off with the annual Mega Drawings.

The THSADA would like to thank all the attendees, Exhibitors and Sponsors who showed their support of the THSADA by being involved in the Conference. Special thanks go to the State Conference committee of: Katy Mathis, Keith Kilgore, Larry Peil, Leslie Slovak, Todd McVey and Pat Dowling. ★

THSADA Board Approvals

PBK Sports - THSADA Hall of Honor Inductees:

- Richard Thompson-Sharyland ISD
- John Crawford-Coppell ISD
- Dick Rittman-San Angelo ISD

Award Recognitions:

- **NIAAA DSA:** Sam Tipton-TGCA
- **Kelly Reeves State Award of Merit:** Sandra Mader-Aldine ISD
- **NFHS Citation:** Ed Warcken-Cy Fair ISD
- **Joe Bill Fox Award:** Kathy Mathis-THSADA

VP Candidates:

- **Region 1:** Mark Ball-Lubbock ISD
- **Region 5:** Debbie Decker-Katy ISD
- **Region 6:** Dwayne Weirich-Round Rock ISD
- **Region 7:** Victor Garza-LaJoya ISD
- **Region 8:** Stan Laing-Northside ISD

University Interscholastic League

Basketball 2015 Logistics

Since 1921, the Boys and Girls State Basketball tournament had been played in the State Capital of Austin, Texas. Austin, Texas has changed a lot over the last several years. The City itself has grown faster than any other city with fewer than one million residents by more than 2,100 people.

Not only has Austin grown, the cities just outside of Austin have also grown. According to the U.S. Census bureau in 2013, San Marcos, Cedar Park, and Georgetown (all located within 30 miles of Austin) ranked among the top 10 of the most rapidly growing cities in the United States with populations of 50,000 or more.

The South by Southwest music event that takes place the same weekend as the Boy's State Basketball Tournament has grown to record numbers. In 2014, statistics for the music festival totaled 27,991 participants from 82 foreign countries. Participants for the Interactive portion were even more than this at a total of 32,798 people from 82 different countries. The Film portion

totaled 18,747 from 66 foreign countries. The projected total income for the Austin community in 2013 as a direct result of the festival was over \$218 million.

Much of this generated revenue for the city was in the form of hotels. There were over 60,458 room nights booked in 71 official hotels. In addition to this, there were a total of 13,990 individual reservations booked. Hotel prices on South by Southwest weekend ranged from \$300 to over \$1000 per night. Given all of these factors, the U.I.L. had to make a decision whether to continue to have the games in Austin or to relocate the games. After much research, Assistant Athletic Director Darryl Beasley stated that he evaluated every possible option before making the decision to move the tournament. After a successful run of the tournament in its first year in San Antonio, the U.I.L. has agreed to a two year deal that would allow the games to continue in San Antonio through the 2017 season. ★

THSADA Welcomes Athletic Directors

Several athletic directors have either taken AD positions for the first time or have moved to another position. Those new ADs or those ADs that have recently moved are listed below:

- **Jim Holley** – *New Caney ISD*
- **Phil Blue** – *Abilene ISD from Grapevine – Colleyville ISD*
- **Scot Hafley** – *Wichita Falls ISD*
- **Randy Rowe** – *Midland ISD from Livingston ISD*
- **Alan Haire** – *Stephenville ISD*
- **Mark Walker** – *Cleburne ISD*
- **Brent McCallie** – *San Angelo ISD from Canyon ISD*
- **Debbie Fuchs** – *Clear Creek ISD from Assistant AD at Clear Creek ISD*
- **Darrell Allman** – *Carroll ISD from Colleyville Heritage HS*
- **Joe McBride** – *From HFC at Dripping Springs to AD at Coppell ISD*
- **Brian Gerlich** – *From Assistant AD at Grapevine - Colleyville to AD at Grapevine-Colleyville ISD*



An Interview with Bob Ledbetter: Hiring an AD/Head Football Coach

Why do you think more districts are hiring a search firm to find an AD?

BL: We always say that the AD hire is the second-most important hire in the school district, after the superintendent. That's especially true if you're talking about the Class 4A level and below, places where the high school is the center of the community. We feel like athletics isn't an extracurricular activity as much as an extension of education. There are things you can learn on the athletic field that you can't learn anywhere else. If you're really committed to your kids, you've got to make a full commitment to athletics. That's why hiring an excellent athletic director is so important.

When contracted to do a job, what are the steps you use in the process leading up to the interviews ex- profiles, meetings etc?

BL: The thing you have to remember is that we do not hire anyone. The superintendent, principal, athletic director or other decision-makers have that call. So the first thing we do is develop a profile with the help of the superintendent. What makes the school tick? What are the qualities a perfect candidate would have? Once we know what we're looking for, we begin sorting through resumes, seeking that person that most embodies those characteristics. From there, we set up a first round of interviews, and then we discuss the interviewees and decide who we liked. At this point, we've already checked references, but they're usually not the ones listed on the resume. We have enough contacts that we can find people who've worked

with the candidates that can tell us what's not on the resume. By then, we feel like we know our candidates pretty well, and it's time for us to recommend a pre-determined number of finalists, based on the number the superintendent has chosen. From there, we are available to answer questions or follow up in any way we are needed, but now it's a decision for the superintendent and school board. We walk with the superintendent and school board every step of the way.

When going through resumes, what things do you look for that set candidates apart from the rest?

BL: We try to look at where a person has been and the positions held as well as the people listed as references, because it tells you quite a bit. We're looking for an applicant who's not job-hopping every year. Staying power is important and commitment is important. We're also looking for an applicant who's displayed a good command of his primary sport and, preferably, experience coaching several sports. That's not uncommon in Texas, where athletics play a crucial role. We're also looking for applicants who are stable personally. That doesn't mean there are certain boxes that have to be checked, but we do feel that there's a certain responsibility to be upheld by the athletic director. Applicants should reflect the values and character of the community. People who hold these positions in the state of Texas are role models, whether they like it or not.

What are the 2-3 attributes districts are looking for in a new AD hire?

BL: We try to get districts to realize that an athletic director needs to be a mentor for coaches and should hold coaches accountable and raise the expectations for all the athletic programs. To develop an attitude within the school districts that athletics and academics go hand in hand.

What characteristics or skill sets should an AD have to be effective?

BL: I think they have to be excellent managers without being micromanagers. They have to have a great understanding of not just boys but also girls athletics and be willing to value them both. They need to make sure all student-athletes feel important. They need to have a diplomacy and not just the ability, but also willingness, to work with parents. Last but not least, they have to understand the modern young person, especially the profile of the community. Not every town or suburb or region is the same, and you can't coach every kid the same way.

How has the AD role changed in the last 20-30 years?

BL: The athletic director used to be some ex-coach. Today, the athletic director is now an administrator and is involved in all the hires, scheduling, planning, budgets and management of the program. Also, I think the pressure to build bigger and better facilities has been a real focus. You're also seeing a higher expectation for protection of your student-athletes, and a lot of this stems from the concussion issue that's become so prominent in the NFL and even other sports. An

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AD also has to understand how people communicate. You can't rely on the local newspaper and a mass mailing to talk to your parents in an era when maybe both parents aren't in the home, or maybe the household doesn't get the newspaper, or maybe the parents use Facebook and Twitter to get all their information. You've got to know more than just Xs and O's. You've got to have people skills that translate to the digital age.

What issues do you see challenging AD's in the future?

BL: First off, I think it's important to keep athletics as part of the school day. We need to realize that athletics fit into academics. Hiring quality people efficiently will always be important. Also, as television has become saturated with pro and college sports, I see the demand for high school sports accelerating, as well. A good AD will have to be able to protect his young athletes from growing up too fast and becoming just another way to feed the entertainment beast. Also, as you're seeing the impact of media on decision-making and the

way people think, a good AD has to understand that and be able to get ahead of issues, communicating his vision and expressing the right values. Finally, we're seeing families relying on coaches more and more as not just leaders on the athletic field but even filling a parental role off of it. I think a good AD has to protect his staff from burnout and give coaches and support personnel a way to escape from the pressures and expectations of athletics in the 21st century. ★

THE CHAMPIONS TEAM

Champions started 13 years ago because we felt there was a need to try and help coaches and school districts get the best fits for their programs.

BOB LEBETTER

- Has been a part of Texas high school athletics for 33 years, including serving as Southlake Carroll's head coach and director of athletics from 1976-1996. After stepping down as head coach in 1996, he retired from AD duties in 2002.
- From 1986-1996, he led Carroll to the most high school football wins in Texas, broke the national record of 72 straight wins after seven straight 10-0 seasons, and won state championships in '88, '92 and '93. Also, while serving as Carroll's AD, the school won the Lone Star Cup in '01 and '02.
- Program he developed at Carroll has remained among the top 6A programs in Texas.
- Founder and director of DFW High School Football Clinic.

GARY GRIFFIN

- Has over 33 years of experience in high school and college football
- Founder of coachesoffice.com, for years the online destination for high school athletic directors and coaches in Texas. Administrators

regularly looked to Griffin to help fill athletic director and coaching positions across Texas, while coaches went to the site to find out where vacancies were (and would be) in the Lone Star State.

JIM HESS

- In his 46 years in the game, Hess has coached at nearly every level of football and scouted the Big 12 and Southwest for the Dallas Cowboys. He has won recognition as Kodak Regional Coach of the Year three times and won a State Championship at Rockwall High School and a National Championship at Angelo State University.
- Founder and director of Angelo Football Clinic, which regularly draws NFL, NCAA, athletic directors and high school coaches as both instructors and attendees.
- 14 years experience as Athletic Director in high schools and universities.

JOHN PAUL YOUNG

- Has 42 years in coaching high school and college, including 20 years in professional football as defensive coordinator, linebacker coach, defensive line coach, special teams coordinator for Houston, New Orleans, Kansas City, Denver

and Chicago.

- Founder and director of Angelo Football Clinic, which regularly draws over 2,000 athletic directors, coaches, speakers, exhibitors to San Angelo, Texas.

NEIL STRATTON

- Over a decade as a high school sports assignment editor for the Houston Chronicle.
- Founder of Inside the League, a consulting service for the pro and college football industry since 2002. Inside the League has been retained to advise numerous colleges on the transition of their student-athletes from college to the pro football level as well as several agencies in the establishment of mergers and new firms.
- Served as the Executive Director of the 2008 Cornerstone Hula Bowl, a college football all-star game with over 60 years of history.

KEN PURCELL

- Served 16 years as Director of Athletics at Denton ISD, retiring in 2013.
- During his term as AD at Denton ISD, the district's schools won multiple state championships.
- Serves as an analyst on Fox Football Friday on Fox Sports Southwest.

Risk Management Manuscript

Failure to Fit Football Helmet Leading to a Concussion

Ripple V. Marble Falls Independent School District
2015 WL 1640554
March 27, 2015

Introduction

In fall of 2007, Ripple began his freshman year at Marble Falls High School in Marble Falls Independent School District. Throughout his high school career, he participated in the Marble Falls High School Football team, which was a voluntary, extracurricular activity. For the duration of his time on the team, the Athletic Director served as the Head Football Coach.

Background

Ripple attests that he was not fitted for a helmet in anticipation of his junior year, so he received a helmet that did not fit him when he returned to practice that year. He further attests that during an early-October 2009 game, his head caused him significant pain. After he told Belk that his head was pounding, he was nauseous, and he felt dizzy, he accidentally asked Belk for a Midol instead of a Tylenol. Ripple attests that Belk asked him if it hurt a lot. Ripple replied that it did not. Ripple attests that Belk gave him Tylenol and instructed him to lie down and rest on the trip home.

Findings

Even viewing the evidence in the light most favorable to Plaintiff, there is no evidence that the District acted with bad faith or gross professional misjudgment with regard to Ripple's physical safety. According to Plaintiff, his doctors cleared him annually to play football. The coaching staff never sent Plaintiff back onto the field during the game when he sustained the injuries he complained of. The only concussion that Plaintiff informed the athletic team about was the one he sustained after the Lampasas game; he avoided reporting and seeking treatment for his concussive symptoms thereafter in an attempt to remain competitive for college scholarships. During the incident in Plaintiff's senior year when Plaintiff became severely dehydrated and began bleeding out of his nose and ears, Plaintiff attests that the coaching team gave the team water breaks.

Judgement

Although there may be a question of fact as to whether failing to fit Ripple's helmet at the start of his Junior season or failing to affirmatively identify signs of concussions through Ripple's behavior rises to the level of negligence, the facts do not present a question of fact as to whether Defendant acted in bad faith or with gross professional misjudgment. Accordingly, the

Court grants Defendant's Motion for Summary judgement.

Risk Management Actions

The following are a few risk management actions that athletic directors should implement:

- Include the full-text of both the state law and state association requirements in coaching handbooks and during in-service programs.
- Create and use of a Concussion Incident Form/Concussion Clearance Form on which a coach or athletic trainer will provide a brief description of any suspected head injury to a student-athlete, document the return-to-play (RTP) protocol that is employed, and to which may be attached the written RTP clearance by the appropriate medical personnel.
- Clarify for student-athletes and parents that the school retains the right to refuse to grant medical clearance for an athlete's RTP if evidence is provided by any qualified individual (a coach, athletic trainer or other appropriate medical professional) that the athlete remains concussion-symptomatic. ★

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Examining the Role of an Athletic Director/Head Coach

I'm sure we can all appreciate the many roles that are filled by Athletic Directors from across the state. From the hiring/supervising of coaches to fundraising and budgeting to scheduling and attending countless number of athletic events, Athletic Directors wear many hats. When the AD is also the head coach of a sport, this presents a different set of challenges that requires a skilled balancing act. I recently had the opportunity to speak with two gentlemen who fill the dual role of AD/Head Coach at their perspective schools. Stan Leech is the head basketball coach at Boerne Champion High School and Athletic Director for Boerne ISD which also includes Boerne High School. Under Coach Leech's leadership, Champion won the UIL 4A Lone Star Cup in 2011. Jack Alvarez is head football coach and athletic director for Ennis High School. Coach Alvarez and the Ennis Lions won the 2014 5A, Division II State Championship in football.

As a Head Coach/AD, what steps do you take to make sure there is no outside perception that your sport gets preferential treatment because you are the AD?

Stan Leech: I want to make sure that the funds allotted and raised are not more than any of the other sports. I also want to provide at least the same number of assistant coaches for other sports. We have two high schools and two middle schools in Boerne, so we also have to make sure there is no perception of favoritism from the

other schools too. All you can do is make sure there is documentation to support what you do for each sport.

Jack Alvarez: Budgeting is obviously important. The football program has a larger budget than other sports, but everyone understands there are many more athletes involved in football than the other sports. Our budgets are very fair based on the number of participants. We have also done a good job of recruiting quality coaches across the board in every sport. The coaching staff really appreciates the commitment we have shown to all sports.

Describe a typical workday during your season.

Stan Leech: I start with an early morning 3 mile walk at 5:30am. Basketball practice is from 6:30 to 8:15am. I have Athletic Director duties from 9 to 12. In the fall I go to Boerne HS on Monday, Wednesday, Friday, and in the spring I go on Tuesday, Thursday. The other days I am at Champion HS. My athletic period is from 12 to 1:30pm. From 1:30-5pm, I continue with Athletic Director Duties. After a quick dinner, I head back out for a home game at one of our 4 schools.

Jack Alvarez: When time permits, I like to start the day with an early morning workout or Coaches Outreach Bible Study on Thursdays. I go to freshman football practice from 8:30-10am. I then go to the AD office for paperwork, phone calls, ad-

ministrative meetings, and other AD duties until varsity football practice at 11:30am. Most of the afternoon, I am either preparing for after school practice or handling more AD duties. When after school practice is over, I am at sub-varsity home football games or weekly booster club meetings.

What do you like most about the dual role of AD/Head Coach?

Stan Leech: I enjoy all parts of the dual role. It really is a 24/7/365 job, but I get to be a part of everyone's program.

Jack Alvarez: I like the fact that I can stay connected with the kids and the entire coaching staff. Building those relationships helps our cohesiveness and creates a winning culture.

Are there any time management or organizational tips that have helped you in filling a dual role?

Stan Leech: Just be seen as much as you can and be positive with everyone you see. Remember to "pop in, pop off, and pop out".

Jack Alvarez: The most important thing is to surround yourself with great people who you can trust and who will not only share your vision but be able to help carry it out. ★

David Kilpatrick
Assistant AD
Ennis HS



THSADA Outstanding Scholar Athletes

Presented by



Victoria Turner – Clear Creek High School

Victoria Turner is a senior at Clear Creek High School and a member of the CCHS Golf Team. She was nominated by her teammates and coach to be named Captain of the 2013-2014 and 2014-2015 teams.

Victoria is also an excellent student. She has a 5.18 GPA and is ranked 20th in her class. She is a member of the National Honor Society, National Spanish Honor Society, National Technical Honor Society, National Society of High School Scholars and Best Buddies.

Victoria volunteers as a lifeguard and summer counselor at youth camps. She has been able to maintain this high level of achievement all while holding down three different jobs.



Osvaldo Veloz – John Horn High School

Osvaldo Veloz is a senior at John Horn High School in Mesquite ISD. He is ranked 10th out of 530 students in his class and has a 3.92 GPA. He is enrolled in a variety of AP classes.

Osvaldo is a four year member of the JHHS varsity soccer team and has been a starter since his sophomore year. He is also the captain of his team. Osvaldo also plays for the nationally ranked (no. 9) FC Dallas Soccer Club.

Osvaldo helps with a Toys for Tots donation as part of the Jaguar soccer team. He also helps with an event to help elementary school soccer players with new equipment.



Whataburger Group Dining Program

Whataburger’s commitment to professional and youth sports dates all the way back to 1950 when the very first restaurant opened in Corpus Christi. Whataburger’s founder, Harmon Dobson, supported local Little League teams, and nearly 65 years later, Whataburger continues to play an active role in youth, high school and college level sports.

The Whataburger Group Dining Program is just one way Whataburger aims to make it easier for coaches and teachers to focus on their teams. When traveling to away games, competitions and events, coaches and teachers can use the program to call ahead with the number of people in their group and their approximate time of arrival at their closest Whataburger restaurant. From there, the Whataburger crew will be on hand and ready to feed the team, provide the excellent service customers have come to expect from Whataburger, and have the

team back on the road in no time.

“When trying to satisfy a bus load of hungry students, our Athletic Program relies on Whataburger’s Group Dining Program for a fast and easy solution to feed players when we’re on the road. After a game, our students look forward to eating at Whataburger and can always count on a fresh, hot meal ready for them the moment we arrive,” said Gregory-Portland ISD Athletic Director Matt Anastasio.

When they participate in the Group Dining Program, coaches and teachers can pay for meals with their Group Dining Card instead of using cash. Athletic directors and coaches will then receive an invoice from the Whataburger manager to take back to their billing department. In addition, Whataburger offers group discounts and the group leader always eats free. Additional benefits of the program include one free meal for every 10 purchased, and for groups

of 20 or more, two people eat free.

For more information about the program and to fill out the online application, please visit Whataburger.com and look under the “Group Dining” tab on the Community page. Whataburger is committed to great service, and the Group Dining program is just one way for Whataburger to help coaches and teachers concentrate on bringing home the W.

Family-owned Whataburger has proudly served its famous burgers since 1950 and continues to deliver fresh, made-to-order meals every day with extraordinary customer service. Headquartered in San Antonio, Whataburger has successfully expanded from a single burger stand in 1950 to a thriving family of more than 770 restaurants across 10 states today, all of which welcome Group Dining Program participants.

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