

# THSADA NEWSLETTER

Presented by Home Team Marketing



July 2016

## 2016 Home Team Marketing-THSADA State Conference Recap

*Rusty Dowling-THSADA Executive Director*



I would like to thank all of you who attended the 45th annual Home Team Marketing-THSADA State Conference. It is our hope that you benefited from the various Professional Development opportunities and networking events that were presented to you. All athletic administrators have a busy spring schedule and there never seems to be a day that goes by without being on your phone, computer, or in a meeting. We appreciate those athletic administrators that still found time to attend the Conference and yet deal with those office situations. Every athletic administrator can say, "I have too much going on to attend the Conference". Everyone has a lot going on - so for those of you who chose to attend, many thanks and we hoped you benefited from it.

We would ask our members that if you have any suggestions on what you would like to see at the State Conference next year, please don't hesitate to let us know. Throughout the course of this spring and next school year, we will be developing the schedule and activities for the Conference.

I would encourage you to attend your spring Regional meetings so you can stay abreast of all THSADA initiatives and information. Also to remind all of you of the June Legislative Council meetings, TGCA Summer Clinic in Arlington and the THSCA Coaching School in San Antonio.

The 2016 HTM-THSADA State Conference concluded its most successful event to date. With close to 400 attendees and 130 Exhibitors attending, the Professional Development sessions were very well attended as were the Sunday Kickoff Reception and both the Monday and Tuesday Tradeshows.

The Sunday session featured attorney Jim Walsh and drew a very large crowd. Mr. Walsh did a double session on Sunday and his presentation was very well received. Enviroturf/Game Day Skinz hosted the popular Sunday Kickoff Reception that was held outside on the hotel veranda. Monday morning saw more Professional Development featuring presentations by UIL Director of Athletics Dr. Susan Elza along with Traci Neely and Leo Barnes. TAPPS Executive Director Bryan Bunselmeyer also delivered two sessions to all attending TAPPS AD's. Corporate presentations were also very well attended as Hellas Construction CEO Reed Seaton spoke, followed by Varsity Brands with Julie Norton Jackson and SuperFanHigh with Tendai Charasika. Monday afternoon sessions featured excellent presentations with a specific session regarding UIL Charter Schools.

Keynote speaker for Monday was Superintendent of Schools for Katy ISD Alton Frailey who delivered an excellent address that was very conducive to the mission of high school Athletic Directors. Mr. Frailey has also served as the Chair for the UIL legislative council. The evening ended with the annual Daktronics Tradeshaw Festival.

Tuesday morning saw the Hellas Construction-Benny Carter Memorial Golf Tournament take place at the Bandit Golf Course. A record number of golfers turned out for this event as a part of the money raised from the golf tournament as well as a donation from Whataburger will be used for student-athlete scholarships. For those that did not golf, the THSADA instituted its first Athletic Administrators Academy and it proved to be a very successful venture that drew a very large crowd. Excellent presentations were made on a variety of topics. The keynote speaker for Tuesday was UIL Executive Director Dr. Charles Breithaupt who delivered an outstanding presentation on the current state of athletics in Texas along with some personal philosophy and observances of those issues facing athletic administrators. The evening ended with the annual Hellas construction Tradeshaw Festival.

Wednesday morning began with a final lecture from Deputy Director of the UIL Dr. Jamey Harrison as well as presentation from State Conference title sponsor Kaitlin Morrison McCann from Home Team Marketing.

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The logo of the Texas High School Athletic Directors Association (THSADA) is a circular emblem. It features a blue outer ring with the text "TEXAS HIGH SCHOOL" at the top and "ATHLETIC DIRECTORS ASSOCIATION" at the bottom in white. The center of the logo contains a red outline of the state of Texas. Overlaid on the Texas map is a large, stylized five-pointed star. The star is white with a blue outline and a blue center. The acronym "THSADA" is written in bold, blue, italicized capital letters across the middle of the Texas map.

Chris Feller



## Seven Things You Should Consider Before Sliding Into The Big Seat

I was the top assistant coach for nine years at a highly successful baseball program. We won National Championships in 2006, 2011, and 2012. What a great experience! I had the opportunity to be a part of nearly every aspect of the program: fundraising, recruiting, coaching, hosting regional tournaments, etc. You couldn't ask for a better apprenticeship. In addition, I spent those years studying and reading about leadership. It was and still is a passion of mine. I was ready to be a head coach. Or so I thought.

Sure, everyone says they want to sit in the big seat. But do they really? Before you step into a leadership position it is important you “get ready” for these seven things:

**1. Get ready to be unpopular:** As an assistant, everyone likes you. As the leader, that won't be the case. The happiness of our players, parents and coaches is really important to me, probably too important at times. Let me be the first to tell you, not everyone will be happy and they will more than likely blame you. Can you handle that?

**2. Get ready to be questioned:** As an assistant you make suggestions, as a leader you make decisions. There is a huge difference. And guess what, everyone knows more than you. People with fractions of the information will tell you what you are doing wrong. The questions will come from everywhere. In my profession that means assistant coaches, players, parents, bus drivers, fans, administrators, faculty....the list goes on and on. Can you be confident enough in yourself to make bold decisions? Can you stay strong and not allow outside influences to affect your decision making process?

**3. Get ready to have your character challenged:** I recently had dinner with a Federal judge. We were discussing the coaching profession when I said, “you are never popular as a head coach.” He responded by saying, “tell me about it, I’m

the most hated man in America right now.” If you decide to lead you will be attacked at some point. People will take shots at you either directly or more often than not, behind your back. How will you handle this?

**4. Get ready to have your family affected:** Yes, your family will feel the impact of your leadership position. Don't let anyone fool you; this will be tough on your family. The hours will be longer and you will never be completely "off" from the job. I cannot tell you how many times I've come home from a long day at work and tried to shift gears into dad and husband when I've received the "emergency" text or email. This absolutely impacts the family. Yes, dad is home but now dad is distracted.

**5. Get ready to be on an island:** There will only be a very, very select few people who know what you are going through. Other people may think they know but they don't. You won't have the ability to "vent" to many people. You will have to find a core group of friends that will be there to support you, provide you with advice and help you through the difficult times.

**6. Get ready for a different type of relationship with your players:** This may be the toughest challenge. As an assistant, typically, you have a very close relationship with the players. However, as an assistant, you are not making the final decision. The leader needs to maintain a healthy distance. You will have to guard against getting too close; you have to make sure it doesn't appear that you are "playing favorites."

**7. Get ready to deal with people who just don't get it:** You will work around the clock trying to provide growth and contribution for those you lead. You will sacrifice your personal time for others. And, there will still be some people who don't get it. In my profession, it all revolves around playing time. You will strive to teach the life long lessons that sports provide. It won't matter

to some. This will hurt. Can you stay the course? Can you continue to try to do what's right despite of the criticism?

Of course, the seven things listed above focus on baseball. However, my guess is these things apply to most leadership positions. I can tell you this, despite the challenges, I love being a leader. I cannot imagine being anything else.

To anyone reading this who is an assistant coach here are a few pieces of advice:

**1. Keep learning.**

2. Do everything you can to help the head coach.

3. *Enjoy your present situation (don't wish away time).*

*4. Be aware of the difference between being a friend and being a coach.*

*5. Understand that things change when you become a head coach.*

Head coaches, CEO's, owners, and any leaders reading this, can you add anything else that changes when you step into the "big seat?" I'd love to hear your thoughts.

One final thought, to anyone who is in a leadership position and is trying to do it right, I salute you. Remember, you aren't alone. At times, people who "don't get it" will make you feel like you are wrong or even a bad person. If your heart is in the right place, trust your instincts. The people that do "get it" will be thankful for their experience. ★

## Keep Pushing, *Mike Deegan*

*Mike is the  
Head Baseball Coach at  
Denison College in Ohio*

# Practice What We Preach

**A**s athletic administrators, coaches and teachers, we routinely talk to our kids about the value of being a continual learner, pressing to know and understand more so that we can advance in our areas of passion and expertise. Oftentimes we forget that this same, high-value approach to being a life-long learner also applies to us.

Professional development comes in many forms and there is an abundance of resources available to us as athletic administrators. From in-person conferences, peer-to-peer meetings, to online coursework, there is no shortage of opportunity for us to continue to learn our craft. It is important to do your research on the opportunities available to you from a value and time perspective. Some professional development coursework requires a few hours of your time while national conferences demand that you invest several days.

This article will highlight the benefits of pursuing certification through the National Interscholastic Athletic Administrators Association's (NIAAA) Leadership Training Institute. The NIAAA offers 40 different four-hour courses divided into foundational, leadership and operations/management categories within their Leadership Training Institute.

The objectives of the NIAAA certification program are to a) promote professional standards, practices and ethics, b) encourage self-assessment

by offering guidelines for achievement, c) improve performance by encouraging participation in a continuing program of professional growth and development, d) identify levels of educational training essential for effective athletic administration, e) foster professional contributions to the field and f) maximize the benefits received by the school community from the leadership provided by certified athletic administrators.

The benefits of becoming NIAAA certified are numerous and include a demonstrated commitment to excellence in the profession, continued growth of professional knowledge and expertise and improved potential for better employment opportunities or incentives.

The NIAAA requires approval of completed paperwork and demonstrated achievements of secondary education in addition to having completed certain LTI coursework, called LTC. To become a Registered Athletic Administrator (RAA), you must complete two foundation courses, LTC 501 and 502. To become a Registered Middle School Athletic Administrator (RM-SAA), you must complete three foundation courses, LTC 501, 502 and 504 as well as two leadership courses, LTC 700 and 701. To become a Certified Athletic Administrator (CAA), you must have a minimum of two years' experience as an athletic administrator and completed foundation courses LTC 501, 502, 504 and 506 before tak-

ing and passing the CAA examination. The highest level of certification is the Certified Master Athletic Administrator (CMAA). Obtaining your CMAA requires that you obtained your CAA, completed three additional leadership courses as well as three additional operations and management courses, and completed a graduate level written project.

The NIAAA has also partnered with several university programs that extend graduate level credit for re-licensing and clock hours as well as provide online LTI courses and master's degree programs. To learn more about the NIAAA's LTI certification program, visit <http://www.niaaa.org/niaaa-programs/niaaa-certification-program>.

Whether it is pursuing certification through the NIAAA or other professional development opportunities, the important thing is that we practice what we preach to our student-athletes and embody what it means to be a life-long learner. ★

-- Beck Brydon, CMAA, Director of Athletics, Regents School of Austin, June 7, 2016





# Five Things High Schools That Use College Logos Need to Know

By John Hartwell

It's almost a time-honored tradition in American prep sports for a local high school to adopt the logo of a well-known college as their own. Legal realities, however, have set in and colleges are now asking high schools to cease such unlicensed use. For high schools that use college logos, here are five things you need to know:

## 1. College sports are huge. Like, really, really huge.

But you knew that, right? It used to be that college sports were a regional concern, in which institutions would compete against each other within a sensible geographic area. Most schools only got wider coverage if they were fortunate enough to make it to a New Year's Day bowl game.

Today, college sports have evolved into a national juggernaut. Powered by massive year-round media coverage, college sports can be found anywhere and at any time. Regional programs have grown into national powerhouses thanks to explosive social media and internet access, dedicated conference cable networks, and a seemingly insatiable appetite on the part of fans for more information and content.

This phenomenal growth in visibility and exposure has produced staggering results. 15 years ago, a top D-I program could expect to see around \$650,000 in annual licensing revenue. Today, that number can reach \$4,000,000. The SEC Network is predicted to generate "extraordinary" revenue. The College Football Playoffs are worth \$5.64 billion to ESPN. Yes, you know college sports are huge, but bear in mind that they're multi-billion dollar huge.

## 2. Visibility and exposure for high school sports has changed.

High school athletics are on the rise as well. The 2013-14 school year saw an astounding 25th straight consecutive increase in high school sports participation. More high school students than ever before are playing sports. Thanks to

social media and internet video streaming, fans have an unprecedented ability to connect with and follow their favorite high school program.

No longer is a high school's visibility limited to just the local community. Grandparents in Florida can log in to a granddaughter's game in Idaho. A deployed military dad can watch his son's game from another continent. Increased exposure means not only do you know you're using a college logo for your athletics program, everybody else does, too.

## 3. The "15% Rule" does not exist.

The idea that altering a college logo by "15%" as a means of protecting a high school from legal action is widespread as an understood fact. It is, however, a bogus concept.

Legally speaking, trademark violation is determined by standards of trademark infringement and trademark dilution.

In general, the standard for trademark infringement is whether a design is "confusingly similar" to a protected mark. An infringing trademark does not need to be exactly identical to a protected trademark, but may instead be determined as likely to cause confusion as to source, licensing, approval, etc.

Rights to a protected mark can also be violated by "dilution" – either by tarnishment or blurring of the strength and distinctiveness of the mark.

Additionally, college logos are subject to copyright protection. Use of a protected college logo by a high school could therefore also give rise to a claim of copyright infringement.

When a college enforces its rights in its logo, it generally does so by these three standards, not by an arbitrary "15% different" determination.

## 4. Colleges are not "stepping on the little guy."

Despite the decades-long status quo of

high schools using college marks as their own, the world of collegiate and prep athletics has changed dramatically.

Trademark law obligates institutions to protect their valuable intellectual property. Colleges may be accused of being "bullies" for enforcement involving secondary schools, but it is important to note that colleges are not seeking out high schools that use their marks. High schools are but one piece of a larger enforcement effort which looks at a breadth of businesses and organizations across a variety of channels.

Enforcement is important because colleges invest an enormous amount of time, effort, and money in building and promoting their trademarks. Failure to protect their marks can result in the loss of the legal right to do so, thus rendering useless the very idea of building and protecting a brand in the first place.

## 5. Your high school brand is more powerful than you think.

The environment of increased visibility and exposure that can be a headache for the use of a college mark can also be an unprecedented opportunity. Elevated awareness and reach beyond one's community makes for high school brands that have never been more popular, powerful, or valuable.

Developing a unique athletics logo, one that cannot be confused for a college mark, takes advantage of this opportunity and opens up the path to trademark ownership. Trademark ownership is a powerful asset. With it, the high school controls how the mark is used, who can use it, and who can't.

Most importantly, it means the school controls the revenue, bringing much-needed funds back to where they belong: the school itself. Not an out-of-state online vendor, not a big box store, not some dude selling t-shirts out of his car. Used well, a fully protected high school athletics logo can have a positive impact on the

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education of your entire student body.



#### About the Author:

"John Hartwell is the brains and pencil behind Hartwell Studio Works, an

Atlanta-based sports brand identity shop working to connect passionate brands to passionate fans. Hartwell Studio Works is the official sports branding provider for the Georgia High School Association. Visit Hartwell Studio Works online at [www.hartwellstudioworks.com](http://www.hartwellstudioworks.com)."

If needed, the GHSA partnership announcement may be found on the GHSA website <https://www.ghsa.net/hartwell-studios-offers-branding-services-ghsa>

## Katy ISD Operations Calendar

### By Debbie Decker, Katy ISD Executive Director of Athletics

The Katy ISD Athletic Department staff utilizes an operations calendar as part of a proactive effort to ensure critical tasks are not overlooked. This calendar, structured on a monthly basis, outlines the key responsibilities assigned to each staff member according to the month in which the various tasks are to be addressed. This calendar is reviewed on a regular basis during staff meetings providing the department an opportunity to communicate with one another regarding any pertinent concerns or issues. The use of this calendar improves efficiency and productivity and is a common sense method to help ensure proper preparation and execution of plans and procedures.

PAT DOWLING  
ASSISTANT ATHLETIC DIRECTOR

January	February	March	April	May	June
End of Season CC/VB/FB	Baseball & Track Compliance Meetings	Finalize Summer Camp and Summer Rec. Dates	Evaluations for Spring Sport Coaches	End of Season SB, BB, TR	All Evaluations due to HR
Review Spring Football Dates	Finalize JH & HS Track Schedules	Schedule Dates/Locations for New Coaches Training	Track District Meets	Town Pep Rally Dates	Review/Revise Compliance Requirements
Softball Compliance Meeting	Realignment Meetings with New District	Finalize Track District/Area Meet Schedules	Review all Summer Camp Information	All Evaluations due to Athletics	Review/Review Parent Meeting Presentation
Check Varsity Eligibility on Basketball Move-ups	Prepare Summer Camp and Summer Rec. Info.	End of Season Basketball	Check Varsity Eligibility on Baseball/Softball Move-ups	Review Athletic Staff development in Eduphoria	Review/Revise End of Season Requirements
	Assist in Preparation for KISD Softball and Baseball Tournament		Revise New Coaches Training	Order School Board Shirts	Review CC Schedules
	Summer Staff Development			DEC Meeting-Finalize New District Schedules	
July	August	September	October	November	December
Develop Prelim JH Track Schedule	Compliance Meetings CC, VB, FB, Tennis	Swimming/Diving & Golf Compliance Meetings	Wrestling, G-BB, B-BB Compliance Meetings	Review Playoff Rosters	Soccer Compliance Meetings
Submit Coaching Stipend List to HR	DEC Meeting	Football	CC District Meet	Prepare for KISD Basketball Tournament	Evaluations for Fall Sport Coaches
45 days before 1st day of school/Pay Adjust Deadline	All Coaches Compliance Meeting		Check Varsity Eligibility on VB/FB Move-ups	Principal Approval of JH Track Schedule	Football Playoffs
	Arrange Custodial Support for all Town Pep Rallies		Begin Preliminary Preparations for Track District/Area Meets	Football	
	Prepare for District CC Meet		Develop JH Track Meet Schedule		
	Finalize 19-6A Winter Sport Schedules & Guidelines		Football		
	Prepare Stadium Worker Schedules				
	Football				



**CHARLIE STEVENS**  
**ASSISTANT ATHLETIC DIRECTOR**

January	February	March	April	May	June
Review Physical Packets	Schedule Physicals	Print Physical Packets	Softball Playoffs	Physicals	Athletic Trainer & Safety Procedures
Finalize Summer Rec Brochures	Schedule Bus Driver Inservice	Close Out Supply Budgets	Review Budget Status	Allocate Special Budget Funds	Review Memorial Hermann Programs
Review Season Tickets	Prepare for Next Year's Budget	Collect Special Budget Requests	KISD Job Fair	Summer Rec Staffing	Student Athletic Passes
Prepare for Softball/Baseball Tournaments	Baseball/Softball Tournaments	End Of Season Wrestling	Plan Summer Projects	Schedule August Heart Scans	JH Passes
Soccer Tournaments	Basketball Playoffs	Plan and Schedule CPR	Schedule Recalibration	Baseball Playoffs	Finalize CPR Paperwork with American Heart
Prepare for Regional/State Wrestling	Wrestling Dist/Reg/State	Student Trainer Scholarship Information	Prepare for Track, Golf and Tennis Regional/State	End of Season Golf	
Audit AED Batteries	Regional AD's Meeting	Basketball Playoffs			
		Soccer Playoffs			
July	August	September	October	November	December
Schedule EMS	Physicals	Finalize CPR Paperwork w/American Heart Assoc.	Volleyball Playoffs	Review Summer Rec	Basketball Playoffs
Finalize All Coaches Meeting	Review Campus Gate Procedures	Prepare for Basketball Tournaments	Stadium Striping for Soccer	Prepare for Soccer Tournaments	Football Playoffs
Schedule Weight Assessments	Volleyball Tournaments	Reserve Location for Wrestling	Wrestling Compliance	Football Playoffs	
Check All Athletic Ice Machines	Football	Golf Compliance	Schedule May Heart Scans	State Cross Country	
Prepare for Volleyball Tournament		Football	Football		
Order Ice					

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**DEBBIE DECKER**  
**EXECUTIVE DIRECTOR OF ATHLETICS**

January	February	March	April	May	June
Schedule ABC President Mtg	Begin Athletic Dept. Budget Process	Review Spring Football Schedules & Games	Schedule DEC 19-6A Meeting	Revise New Coach/New Head Coach/New JH CAC Manuals	Review Website Information
Review THSADA Reg. Mtg.	Schedule HR Reviews	Review Fall Media Passes	Revise Handbook, Academy and Job Descriptions	Office Staff & AAD Vacation Schedules	UIL Legislative Council
Schedule HS/JH Principals Academy	Register for THSADA/TGCA	Athletic Stipend Review/Staffing	Stadium #1 Walk-Thru (work orders)	Nominations for KISD Coach of the Year & Foundation Coaches	Regional AD Mtg.
Organize Region III 6-A Girls B-Ball Tournament	Realignment Year: New District Meetings	Check for Steroid Posting on Campuses	KISD Job Fair	Season Ticket Renewals	Collect ABC Donated List
Summer S/C Review	Summer Rec Review	Schedule Summer CAC Mtgs.	Office Staff Evaluations	Review of the Year	All Evaluations Due to HR
Schedule Department Reviews	Review On-Line Season Tickets	AED Inspection	Schedule Fall CAC Mtgs.	Prepare FB Contract (every 2 years)	Plan Agenda for All Coach UIL Compliance Mtg.
Revise Long Range Facility Plan	ABC Program Ad and Pres. UIL Compliance	Regional AD Meeting	Review Stadium Guidelines & Procedures	TEA/UIL Eligibility Calendar	Review UIL Compliance Procedures
Meet w/Youth Football Organization	Girls Regional BB Tournament	THSADA Convention	Golf/Tennis/Track/Softball Dist. Cert.	HS/JH Principal Academy	Schedule ABC Reconciliation Mtg. for August
EOS For CAC/Head FB	Girls/Boys BB, Wrestling Dist.Cert.	Soccert Dist.Cert.		DEC 19-6A Finalize Schedules & Guidelines	Open Season Ticket Sales Begins



July	August	September	October	November	December
Stadium #2 Walk-Thru (work orders)	Distribute UIL Passes	Schedule All Coaches August UIL Compliance Mtg.	UIL Legislative Council	FB Dist. Cert./Football Playoff Sites	Review FB Clinic Calendar
45 Days Prior to 1st Day of School	Stipend List to HR	Organize 5-A Team Tennis Regional	Check Varsity Eligibility on Move-up FB Players	Register for THSADA Convention	Evaluations for CAC's
Schedule Office/CAC Photo	ABC Reconciliation Mtg.	Regional AD's Meeting	Region III 5-A Team Tennis Tournament	Regional AD's Meeting	National AD's Conference
Post Fall Start Dates on Website	Send Admin on Duty Expectations / UIL Compliance		Schedule Spring CAC Meetings	Review Non-District FB Schedules	Football Playoffs
THSCA/TGCA Coaching School	All Coaches Compliance Meeting		CC, Team Tennis & VB Dist.Cert.	Schedule 19-6A Meeting	
Meet w/Youth Football Organization	Write Stadium PA Script/Book				
Schedule CAC & Support Luncheon	Check for Steroid Statement/No Video Pictures in Locker Rooms (Posting)				
	Football UIL Compliance Mtgs.				
	lpo0				

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**LANCE CARTER**  
**ASSISTANT ATHLETIC DIRECTOR**

January	February	March	April	May	June
Meet with M & O to set fertilization schedule	Treatment of HS Fields	Aerate JH Fields	Fertilize JH Fields	Monitor Water Schedule	Summer Gym Refinishing
Revise Long Range Facility Plan	JH Track Equipment Set-up	Schedule Gym Floor Work	Pre-Emergent Application	End of Season Softball/Baseball	Field Repairs
Softball Compliance Meeting	Baseball Compliance Meeting	JH Soccer Fields Marking-Work Orders	Check Rhodes Sideline Fans for Spring Game	Campus Facility Walk-Thru for Summer Work Orders	Evaluate Tennis Courts
Assist in Preparing for KISD SB/BB Tournaments		Schedule Gym Floor Work	Store Track Pads/MPJH & CRJH	Hurricane Preparedness Plan	Stadium Walk-Thru
			Take Down Discus Nets	Set up Lockers for Summer Repairs	Evaluate Tennis Courts
			PO for Turf Grooming	Work Order for Sideline Fans to LMC for Graduation	Work Order to M & O to Paint Stadium Parking Lot
			Set Dates for Summer Turf Grooming		
July	August	September	October	November	December
HS Campus Facility Football Walk-Thru (Check all Goal Posts)	Organize First Responders Recognition Games	Gym Facility Walk-Thru	Overseed Softball/Baseball Fields	Nov. 15 Mark Soccer Fields	Dec. Break Gym Refinishing Schedule
Gym Facility Walk-Thru (Check all Basketball Goals)	Stadium Final Walk-Thru	Order Baseball/Softball Conditioner	Deliver Softball/Baseball Conditioner	Check Softball/Baseball Lights	Dec. Break Field Security
Post Emergent Application	M & O Price Rye Grass	Organize Veterans Recognition Game	Meet VFW/Am. Legion for Veterans Recognition Game	Field Preparation - Soccer/Softball/Baseball	Move Track Pads Back to Campus
Aerate JH Fields	HS Rye Grass Field Count	Football	Sand Bags for Soccer	Order Dec. Gym Floors (Re-Coats)	Football/Playoffs
Aerate/Top Dress HS Fields	Review Large Event List		Order Infield Conditioner	Facility Work - Soccer/Softball/Baseball	
Stadium Walk-Thru	Volleyball Compliance Meeting		Football	Schedule December Floor Recoats	
HS Field Turf Grooming	Prepare for KISD VB Tournament			Football	
Refinish Gyms	Football				
Check Football Lights & S.Boards (GMAX Testing Turf Fields)					

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**TODD MCVEY**  
**ASSISTANT ATHLETIC DIRECTOR**

January	February	March	April	May	June
2-JH Coord. Meetings	Start on Football Schedule	JH Staff Issues	Plan Summer Projects	Take Down JH Tennis Nets	Revise Directory Information
Prepare for Regional/State Swimming	Tennis Nets Up	JH Tennis	2-JH Coord. Meetings	Evaluations	Revise New JH Coordinators Training
Preview Stadium Policies/Season	JH Basketball End of Season Meeting	2-JH Coord. Meetings	Summer S/C	Coach of the Year	TGCA Satellite Clinic
Order Replacement Flags	JH Tennis Compliance Meeting	Set Time for Recond. Helmets	JH Budget	End of Season JH/HS Tennis and Soccer	Set up JH Meetings for Fall
	2-JH Coord. Meetings	Camp Information out to JH Coaches	Spring Practices at Stadium/Lambs	2-JH Coord. Meetings	Football Season Preparation
	Finalize Soccer Schedule to Send Officials	JH Soccer Compliance Meeting	Field Equipment	Set up Photo Shoots for Next Season	Put Football Season Notebook Together
	Finalize JH/HS Soccer Schedules	HS Soccer Playoff Meetings		Order Sideline Passes	Stadium Announcer/Clock Schedule
		Review Schedules - FB/VB/BB/Tennis		Springs Games/Practices at Stadium	
				Schedule Stadium Fine Arts Meeting	
July	August	September	October	November	December
Finalize JH Coord. Meetings	JH FB, VB, Tennis Compliance Mtgs./2 JH Coord Meetings	Football Season	Football Season	Football Season	Football Playoff Games
Send Video Passes to Schools	Review Schedules with Officials	2-JH Coord. Meetings	Katy ISD Band Festival	JH Football Season Ends	Review Tennis Schedule/Guidelines
Update JH Coaches Grid	Stadium Policies/District Passes	Swim/Dive Compliance	2-JH Coord. Meetings	Plan for Playoff games	2-JH Coord. Meetings
Review HUDL	Review Rank One		JH Basketball Schedules/C.Wright	2-JH Coord. Meetings	JH Principal Review
Review Twitter	UIL Meeting/JH Staff Pictures		Contact Basketball Officials	Prepare for Soccer	Finalize JH Tennis/Soccer Schedules
Review KISD JH Athletic Websites	Meet w/ABC, Fine Arts, Police, Food Service, Etc.				Soccer Compliance
Check Sideline Fans for Season	Get Tables Out for Boosters				
Create Pass List for Stadium	Important Dates from Fine Arts/FB				
Send Stadium Info to Other Teams	Finalize JH BB Schedules				
Update Crowd Control Policy	Football				

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## THSADA QUESTIONS/ANSWERS - Marty Criswell



### 1. What is your current role at Bryan ISD?

I am a middle school coaching instructor for our four middle schools in Bryan.

### 2. What differences do you see in the Athletic Director's job now as compared to 25 years ago?

I think the great athletic directors have always been advocates for all sports, but now it must be that way. I believe athletic directors must master communication through technology. We have to continually promote the intrinsic values of athletics and inform the public about the great things we are doing with our students.

### 3. What do you see are the greatest challenges for both Athletics and the Athletic Directors in the near future?

Students, parents and fans have so many vehicles to publicly vent their frustration and criticize our coaches. They feed off each other and situations can get out of control before we even have an opportunity to

respond.

### 4. What advice would you give a young coach in his first year on the job?

All great things start with prayer. Let your enthusiasm and work ethic carry you and spend as much time as possible with mentors you admire who are willing to share.

### 5. What advice would you give a first year Athletic Director?

Everyone has good rules and structure; people are inspired by character. Show your heart and what outcomes you want to achieve in your coaches and their athletes. Be clear about how you intend to serve them and help them be successful. Pray that God will raise up some great men and women to come along side you. ★

## By Marla Brumfield Lewis

## A man with a goatee, wearing a tan button-down shirt, stands in a brightly lit school hallway. The hallway is decorated with a large red banner hanging from the ceiling and colorful triangular bunting strung across the middle. In the background, a large purple banner with the 'ATM AGGIES' logo is visible on the wall. The man is smiling at the camera.

Alvin ISD is a growing school district with well over twenty-two thousand students, with nearly thirty-five hundred of those students being athletes. This growth has lead to Coach Bass and his staff assisting in opening several schools, the latest one being Shadow Creek Ranch High School which is slated to open in the upcoming 2016-2017 school year. New schools means new staff, and this will kick off the line of questioning all aspiring athletic administrators would want to know.

A. Very simple, would I want them to teach/ coach my children!

I started off as a Graduate Assistant coach at Texas A&M University. After coaching for two football seasons and earning my Master's in Administration, I left to teach & coach at Robert E. Lee in Baytown. After spending five years in Baytown I had two more stops, Clear Lake HS and Crosby HS before taking a position at Alvin HS. In 1998 I was promoted to Asst. AD/Head Coach and worked with Sandra Howell, AISD Athletic Director. Prior to going into the teaching/coaching profession, I knew that one day I wanted to be an Athletic Director. I had the opportunity to know of, and work for, some great Athletic Director's that helped mold my ideas of becoming an AD. After being the head coach at Alvin ISD for nine years, the Athletic Director position came open when Sandra Howell left to become the Galveston ISD Athletic Director. I was offered the position, but I was not sure if I was ready to give up coaching football and the opportunity to coach my son. I prayed for many days for God to give me an answer or even a hint. The day before I was supposed to take the job, I was still not clear on what I was going to do about the position. The next morning, as I was heading to work,

**What experiences have you had in education, and as an athletic administrator, that helped you grow personally and/or professionally?**

As I mentioned earlier, I had the opportunity to work for some great Athletic Director's: Wally Groff- Texas A&M University, Ron Krammer - Goose Creek ISD, and the one I learned the most from, Sandra Howell - Alvin ISD. The other individuals that helped me grow personally and professionally are my family, several hundreds of assistant coaches that I had the privilege and honor of breaking huddles with, thousands of student/athletes that I had the opportunity to be a mentor/father to while many were mentors to me and the parents/fans! The greatest experience which ultimately is the greatest blessing that can be bestowed upon any coach is to have parents send us their children to help raise. As a head coach, I would always tell the parents of our student/athletes that while their child is in our program, their last name would be Bass! I taught and coached each child as if their child was my child. As the Alvin ISD Athletic Director, I have all of our coaches give their student/athletes their last name! I am a firm believer this helps parents understand that it is not just about the sport that we share with their children, but about preparing their children for the high mountain peaks and dark deep valleys that Life will throw at them.

Strengthen your Faith every day, trust your gut when making decision and never forget about where you came from! Here is a quote from Grantland Rice that hangs above my door in my office that I believe sums it all up: "When the Last Great Scorer comes to write against Your name, He writes not that you won or lost, but how You played the game"!

## Texas High School Athletic Directors Association and Whataburger Announce the 2016 Scholar-Athlete Award Recipients

*Each recipient will receive a \$1,000 scholarship*



### Female Award Recipient

**Adriana Rae Urueta**  
**Del Rio High School**  
**Del Rio, Texas**



Adriana participated in Basketball for four years and Track/Field for three years at Del Rio HS. Adriana will attend Texas A & M University and study Civil Engineering.

Adriana is an all “A” student, has a GPA of 4.5 and is ranked 7th in her class of 668. She has taken a PreAP and AP course of study along with dual credit courses throughout her high school career. Adriana has been a 3-year member of the National Honor Society.

Adriana participated in basketball and track where she earned many awards and honors such as District Offensive Player of the Year (Basketball) and was a four-year All District First-Team performer. She has also been a part of two District

Championship Track teams as well as a two-year Area and Regional Qualifier. Adriana is also very involved in her community. Over the years she has participated in Feast of Sharing, Saturday Tutoring Camps, Relay for Life, St. Joseph's Youth Group, Teacher Appreciations and Queens Basketball Summer League

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### Male Award Recipient

**Russell Jacob Hurrell -  
Zitelman  
William Howard Taft  
High School  
San Antonio, Texas**



Russell participated in Water Polo and Swimming for four years at William Howard Taft High School in San Antonio. Russell will attend Trinity University and study Business Finance.

Russell was the 2016 Class Valedictorian at S.A. Taft High School with a GPA of 103.057. Russell has also been awarded the Advanced Placement Scholar Award as well as three years of perfect attendance, three years in the National Honor Society and also served as NHS Treasurer.

Russell was a three-time District champion swimmer in the 200 IM, 500 Free and 200 Medley Relay. He holds the S.A. Taft record in the 500 Free, 1000 Free and 1,650 Free, 200 & 400 Medley Relay and 800 Free Relay. He was also a NISCA Academic All-American and a USA Swimming Scholastic All American.

Russell also participates in music and was All-District and All Region Concert Band/Alto Sax, All region jazz Band/Alto Sax and also has a 1st place finish in the Palo Alto Jazz 6A Big Band/Alto Sax soloist in 2015.

*"At Whataburger, we're committed to supporting youth sports and academic excellence at all levels," said Rob Rodriguez, Senior Vice President of Whataburger Restaurants. We're honored for the opportunity to assist and showcase these talented student-athletes through the very first THSADA-Whataburger Scholar Athlete Scholarship Award Program."*





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

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,

Family-owned Whataburger has proudly served its famous burgers for 65 years 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 790 restaurants across 10 states today.