

THSADA NEWSLETTER

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THSADA State Conference and Professional Development Program 2018 Conference Review

Rusty Dowling – Executive Director

The 47th annual THSADA State Conference and Professional Development Program concluded a successful four-day Conference in Waco at the Waco Convention Center. This was the second year in a row that the THSADA hosted a Conference in Waco. The next two years will also be held at the Waco Convention Center.

The THSADA State Conference saw record 510 attendees during the four-day Conference that included Athletic Administrators, Head Football Coaches and Athletic Staff members. Here was also a large turnout of Athletic Directors/Head Football Coaches that attended. The Tradeshow was also the largest that the THSADA has ever had with 175 Exhibit Booths on display in the Chisholm Hall. The Tradeshow has grown significantly over the years and another large turnout is expected next year.

THSADA membership is reflective of the interest and participation of Athletic Administrators throughout the State of Texas. THSADA membership has reached 950 and consistently increases each year. The immediate goal of 1,000 member is within reach soon.

The 2018 State Conference also featured the launch of the Texas Athletic Administrators Certification program. The significant increase in attendance can be traced to the TAAC as many first-time attendees came to the Conference to go through the TAAC program. Participation in the TAAC program at the Conference far exceeded expectations and the THSADA has spent a good



deal of time recording and cataloging all the TAAC cards that were collected.

The State Conference opened on Sunday with a meeting of all THSADA Committee Chairs that was followed by a meeting of all eight THSADA committees.

THSADA Committee Chairs Publications

Bernie Mulvaney-Goose Creek ISD

TAAC Committee

Jerry Littlejohn-Frisco ISD

Awards

Todd Vesely-Ector County ISD

Membership

Jennifer Roland-Alamo Heights ISD

Special Events

Vince Sebo-Tomball ISD

Sports Advisory

Cliff Odenwald-Garland ISD

Philip O'Neal-Mansfield ISD

Officials

Johnny Tusa-Waco ISD

NIAAA

Brenda Marshall-Corpus Christi ISD

The Texas Athletic Administrators Certification program got started with two Sunday sessions featuring Mr. Jim Walsh of the law firm Walsh Gallegos Trevino Russo and Kyle PC who gave an excellent presentation on those legal issues that are critical and conducive to Athletic Administrators. Mr. Walsh's presentation was followed by the annual Sunday Night Kickoff Reception that was held outdoors at the Hilton pool and hosted by Environmental Turf

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*...Continued from Conference Review*

Services. This event has become a very popular way for both attendees and exhibitors to share some significant social time together before the start of the Conference.

Monday morning featured the annual presentations by both the UIL and TAPPS. Each Executive Director and staff members addressed their respective attendees as they were split between UIL attendees and TAPPS attendees. Both UIL and TAPPS conducted back to back TAAC sessions that were highly attended.

Both UIL and TAPPS attendees came together for the rest of the Monday TAAC sessions which started with a presentation by the TAAC sponsor-Musco Lighting. Tod Spears and Sam Yaeger presented a valuable session on Stadium and Facility Lighting. One of the more highly attended sessions was a TAAC course taught by Brenda Marshall-Corpus Christi ISD that focused on Athletic Department Handbook Development. Dr. Michael Meyers returned for a second year to present his data on Football Injury Research. This session was presented by Field Turf. Dr. Marcus Nelson-Superintendent of Schools for the Waco ISD presented a TAAC leadership session and then Randy Bullock of Hellas Construction delivered the final TAAC course of the day.

The Monday keynote speaker was Craig Way who is the host of High School Scoreboard Live on Fox Sports Southwest. Craig Way is a very well-known Texas High School Sports figure who delivered a very entertaining and interesting address to close out the Monday schedule. The Daktronics Tradeshow Festival opened with a great turnout of attendees going through the Tradeshow, networking with colleagues and exhibitors and putting a great touch to the end of a fantastic day.

Tuesday morning saw the Tee Off of the Hellas Construction-Benny Carter Memorial Golf Tournament that was held for the second year at the Cottonwood Creek Golf Course. There was maximum turnout for this event which also raises scholarship

money for the Whataburger Scholar-Athlete scholarship that is awarded to one female and one male student-athlete. As always, a great event put on by Hellas Construction and a good time was had by all. Opposite the golf tournament additional TAAC courses were held back at the Waco Convention Center. The Tuesday TAAC sessions are a series of short, impactful presentations by Athletic Directors or Industry Professionals. There were two split sessions between the UIL and TAPPS and then combined sessions. Attendance at all these sessions was very good. At the conclusion of the Tuesday sessions, Hellas Construction handed out all the golf awards from the golf tournament then everyone adjourned to the Hellas Construction Tradeshow Festival.

Wednesday was the final day of the State Conference and featured a special session by the UIL that involved Athletic Directors debating certain topics and issues brought forth by the UIL as well as entertaining questions from the audience. This format will prove to be very popular in the upcoming years. A General Session was held and presented by Nevco that featured an introduction of all THSADA Award recipients that will be honored at the summer PBK Sports-THSADA Hall of Honor program in July in San Antonio. Jeff Altman of Whataburger also presented the THSADA Vice President candidates, the Hall of Honor inductees and announced the Whataburger Scholar-Athlete recipients. The Conference closed with the annual Mega Drawings

The THSADA would like to thank all THSADA members and non-members that made the effort to attend, participate in the TAAC program, network with their colleagues and be involved with their Association in working to make the profession of Athletic Administration a respected and honored position.

Quote from exhibitors regarding the State Conference

The 2018 State Conference was fantastic and keeps getting better each year. List Industries would like to thank everyone for their support.

Bobby Allbritton
Regional Sales Manager



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The conversations we had at this year's convention put our relatively new service on the map - a month later and we're still trying to stay on top of the follow-up with the athletic directors we spoke to there.

I also really appreciate the effort the association puts into growing not only the size of the membership but the engagement. This makes for larger attendance at the convention and a higher quality level of engagement in the conversations we have with athletic directors.

Phillip Engle

Texas Coach Network

The THSADA State Conference is a must attend event for me. I have the opportunity to visit with AD's in a casual and relaxed setting. In several cases I was able to speak to folks that I have been trying to contact for months. This conference is well worth the time, money and effort for me!

Hobby Howell

President & CEO

Cold Daddy

We are committed to future events. This is one of the best conferences we have attended.

Jane Gonzalez, President

MEDwheels, Inc.

The THSADA in Waco was a tremendous success for me and Athletic Supply. I been doing this for fifty years and I approve of the format and the central location that Waco provides. Best conference I been too in several years.

Ronny Flowers

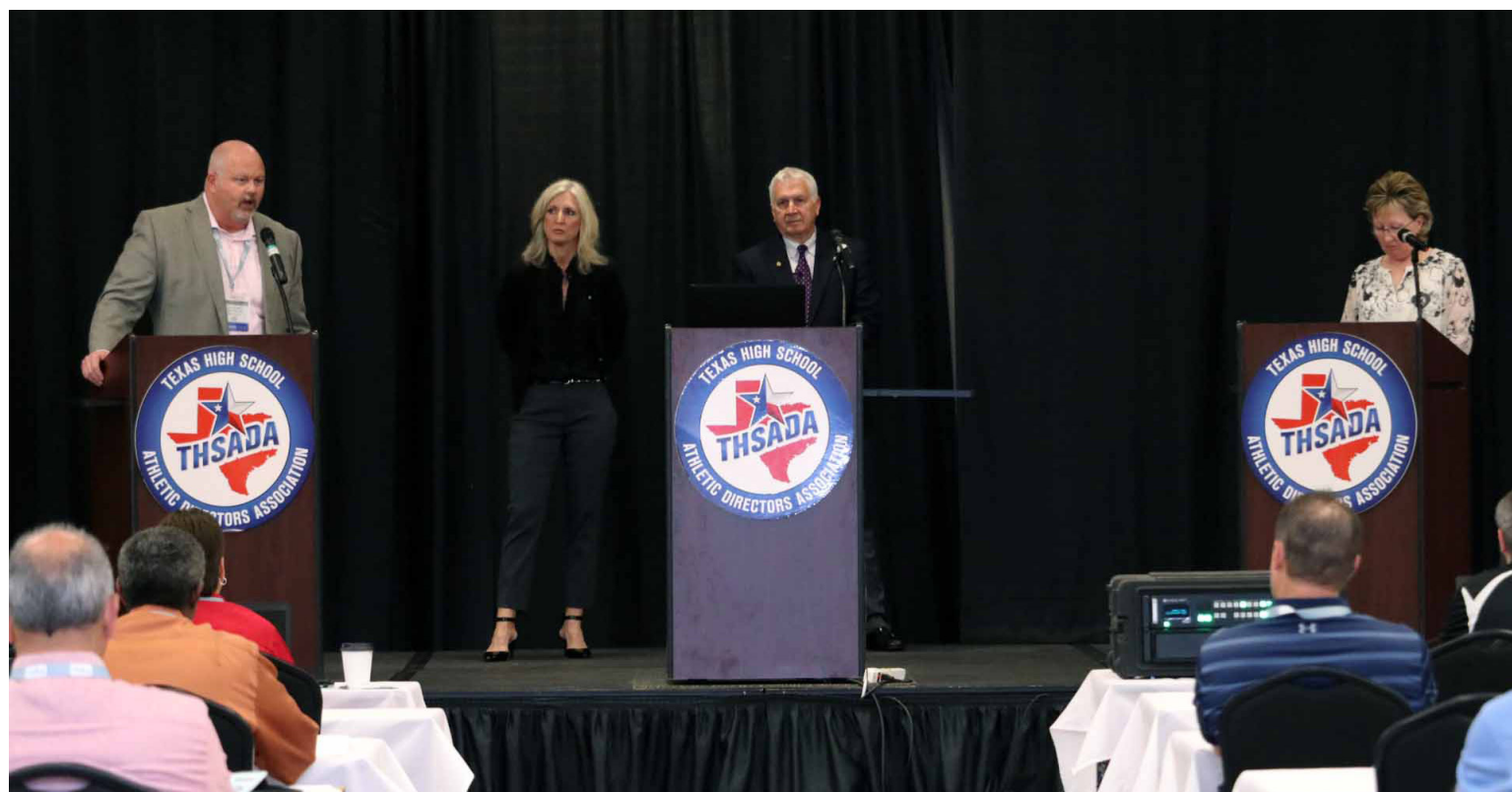
Athletic Supply

Great conference. Great leads. We are looking forward to serving the needs of many schools and school districts and establishing long lasting relationships

Jimmy Gonzales

Business Development

MEDwheels





What does the NIAAA have to offer me?

Ever wondered why being a part of the NIAAA would benefit you? At the core we are all driven to be the best we can be, and to serve others. These reasons in themselves give purpose to be a member of the NIAAA. The national organization has over 11,000 members who include Athletic Directors, Administrators, and Coordinators from across the nation. The ability to interact, share, collaborate and learn with those across the nation is a valuable resource. The IAA journal, archived past presentations, and 48 Leadership Training classes cover every aspect of our profession. They all can be accessed on the NIAAA web site and portal with your membership, and are available for you to use however you need. Ever needed a parent letter or budget template, legal issues advice, interview questions, handbook information, Title IX information, an RFP sample, sponsorship ideas, or anything that is starting from scratch...or mirroring the school district next to you just wasn't going to work? The NIAAA is a resource.

We all are excited about the Texas AD certification to go with and that adds to the NIAAA certifications. Each certification adds to your resume and credentials. I encourage you to seek out the NIAAA certifications. Aside from the professional growth you will acquire, you will be on the journey to obtain these levels of certification through the NIAAA. The NIAAA is the only educational association accredited in the nation by AdvancED - North Central Associations outside of schools. Whether you have a degree in education, sports management, or another field; the only place you can become a national board certified athletic administrator is thorough the NIAAA's certification process.

Convinced...or maybe still not sure? Take part this year, as the conference is in San Antonio, Texas, December 15-18, 2018. Learn more by going to the niaaa.org website. The first thought for some of us is that this is a difficult time of year, but there is never a good time of year for any AD to be out of the office. With technology you can work remotely while attending the conference and attend the sessions, or classes that interest you. My guess is that you will be like most of us and try to figure out which one to attend that meets your needs. While in attendance, take advantage of the wonderful luncheons and banquet that honors the best in the nation and learn a few new tricks about how to on put on an awards event.

A few of the many benefits provided NIAAA members include:

- Cost savings for the national conference, Leadership Training Institute courses, certification, products and services.
- \$2,000,000 liability and \$2500 life insurance provisions, and reduced rate on additional insurance opportunities.
- Access to member portal for personal data and Members Resources information items.
- Selection from Leadership Training 48 course curriculum, plus 4 levels of Certification.
- Application for Student Scholarship/Essay program at national, section and state levels.
- Interscholastic Athletic Administration print and digital journal.
- Awards Program and Hall of Fame
- Service in various NIAAA leadership opportunities.
- Opportunities to teach, publish, present and lead.
- Communication via various print and technological medias

Be a part of a professional association for those who:

- Seek best practices, sound knowledge and research, professional interpretation, keen insight and proven positions on current issues and difficult issues related to interscholastic athletics.
- Provide abundant and safe participation opportunities for student-athletes.
- Manage risk and reduce susceptibility to areas of liability.
- Establish a sound philosophy from which decisions are made, conduct codes are established, integrity is an expectation and leadership is developed.

#bethebestyoucanbe
#growlearnshare
#learnfromthebestnetwork
#bearolemodel
#getnationallycertified

Exploring the Value of the TAAC

Valerie Little, Prosper ISD
Director of Athletics

What does TAAC stand for and why is it important to a current or aspiring athletic administrator? TAAC is the Texas Athletic Administrators Certificate by the THSADA. A committee comprised of current athletic directors, former athletic directors, UIL staff, TAPPS staff and Texas Superintendents developed the curriculum. It is a two-year state certification specific for athletic administrators in the State of Texas with an emphasis on UIL/TAPPS compliance. The purpose is to educate and prepare current and aspiring administrators on the role and duties of a secondary athletic administrator in Texas. There are five main areas in which the administrator will be required to complete courses: governance courses, organization/administration courses, community/school engagement courses, athletic facilities courses and health and safety courses. Once the candidate successfully completes all sections/courses, they will be recognized as having the TAAC certification. This recognition alone brings quite a bit of credibility and a level of preparedness to the candidate, which could give them an advantage over a non-certified candidate. The certification definitely displays the drive and initiative of the candidate. As you can see, it would be a definite benefit to an aspiring administrator or even a current one looking to grow and improve themselves professionally.

It is imperative we consistently push our assistant coaches, head coaches and campus coordinators to grow and improve themselves. Professional development and certifications are not areas in which teachers are unfamiliar. All teachers attend annual staff development. Simply to become a teacher, you must sit for and pass numerous certification exams. We have not been accustomed to the idea of gaining a certification on the athletic side of things, which is where the majority of teachers/coaches

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Essential Skill Set for Texas Athletic Administrators

David Kilpatrick, Athletic Director, Ennis ISD

Business Acumen

A strong business acumen for athletic administrators is becoming more and more important. Successful athletic administrators are able to generate revenue from many sources including marketing, fundraising, and advertising. They are able to recognize those opportunities and ease the burden of the school district budget.

Public Relations Skills

Public relations skills have evolved with the increased use of social media. Athletic administrators must navigate through many forms of communication from the more traditional public speaking appearances and print media to email and the social media platforms such as Facebook and Twitter. Communicating with stakeholders is both constant and necessary to develop productive relationships.

Department/Contest/Facility Organizational Skills

Organizational skills are a must for efficient athletic administrators. Managing a coaching staff, event workers, handling money, and making sure venues are well maintained are just a few of the items on a daily checklist for AD's.

Understanding of Compliance- District/UIIL

Athletic administrators should be the foremost authorities on every campus in regards to compliance, both at the district and UIL level. They should be able to immediately recognize and correct compliance issues. AD's should also stay in communication with the UIL if there are questions that can't be answered with certainty.

State Legislative Knowledge

Texas is obviously a great state for high school athletics, but athletic administrators should have extensive knowledge about the policies and proposed law changes that could affect high school athletics. AD's should always voice their opinion and take an active role in protecting high

school athletics from those who would like to remove it from the school day or diminish the role of the coach.

Relationships among Athletic Directors & Campus Administration

It is important for athletic administrators to create a strong bond with their peers across the state. It is a network of people who can share information and resources to help in every aspect of the job. The relationship with the AD and campus administration is just as important. They must be able to work together in the hiring process, scheduling, resolving discipline issues, facilities, etc. Effective communication skills help this process immensely.

Hiring Network for all Sports

Most athletic administrators face varying amounts of staff turnover each year. It is crucial for AD's to develop a strong network of coaches who either want to come to your school or know someone who does. Developing junior high coaches and high school assistant coaches is another way to fill important voids on your staff.

Abreast of Concerns Regarding all Sports

It is almost guaranteed that problems will arise. Athletic administrators must be proactive to solve problems before they escalate. Staff meetings, attending practices and games, email reminders about policies and procedures, and communicating with parents are just a few of the ways athletic directors can stay abreast of concerns and problems within the department.

State Involvement

Athletic administrators have many opportunities to be involved at the state level. Professional organizations such as THSADA, THSCA, and TGCA offer AD's a chance for their voice to be heard on current and relevant topics. There are also opportunities to serve on committees to help grow our profession.

...Continued Exploring Value Of TAAC

spend their time prepping and planning. I personally think you must grow into any job if you want to be successful. Coaches do not get into administration knowing how to balance budgets, manage booster clubs and efficiently manage people. We get into it because we have a passion for the sport and a passion for kids. This certification program ensures we can now also be educated on many facets of the job that may be new to us – facility lighting, construction and scoreboards, to name a few. Now armed with the knowledge from these courses, any aspiring or current athletic director feels more prepared with more resources to tackle these issues in a more confident manner.

When our student athletes and assistants leave for the summer, we generally ask what their plans will be for improvement. Are we holding up our end of the deal if we do not have a self-improvement plan? For coaches, there are coaching clinics and/or coaching school. Teachers have professional development to attend. This certification is great asset for your athletic administrators looking to improve professionally. We should be proud to belong to an organization with the foresight of THSADA in developing a certification program to help us maintain the credibility and professionalism we have already established as athletic administrators.



Athletic Department Credibility

What does a coaching staff look for in an athletic administrator? AD's across the state have diverse backgrounds. Both male and female coaches, athletic trainers, equipment managers, etc. provide a broad spectrum of what an athletic administrator looks like today. They have developed their credibility through their knowledge of athletics and by the relationships they have built with players and coaches.





The Best-Kept Secrets of Exceptional Leaders (No. 5 Is Key)

by Craig Hickman | Aug 22, 2017

Leaders who have the most impact know how to hold others accountable. But how? Here are five secrets they know (and you probably don't).

Read the original article published on Inc. Magazine: The Best-Kept Secrets of Exceptional Leaders (No. 5 Is Key)

Accountability gives impetus to greater results. Getting accountability right can transform a culture of sarcasm and finger-pointing to a culture of empowerment where employees are eager to take ownership over problems. The more empowered and engaged employees are, the more results a company achieves. It's that simple.

Or so it seems. In a comprehensive workplace accountability study conducted by Partners In Leadership of over 40,000 workers across industries, seventy-two percent of people we surveyed said they were holding people accountable, but rarely with success. Fifty percent said they disliked accountability because they did not know how to implement it effectively.

Too often, leaders don't know what accountability looks like, much less how to implement accountability in an organization. That's why we're revealing the best-kept secrets that exceptional leaders use to identify the characteristics of an accountable culture, elevate accountability from a buzzword to a business philosophy, drive greater ownership for achieving the desired results, and ultimately create a more productive, happier workforce.

Here's how you set your team on the path to greater accountability—and greater results.

1. Set clear expectations.

Achieving results requires clarity around expectations and outcomes—so it's on you as a leader to affirm (and reaffirm) that everyone understands what they need to do to achieve success.

If employees are not following through on their obligations, a simple place to begin is to clarify expectations. Make sure your expectations identify the measurable outcomes that need to be achieved and by when. Check in regularly to ensure that your team is on track.

When unforeseen obstacles arise, as they always do, encourage employees to communicate openly and proactively. And be realistic about what your employees can handle. Avoid overburdening your team to get the results you want, when you want them.

2. Measure and report progress.

Be transparent and open when measuring and reporting progress. Eighty-five percent of respondents to our survey indicated that they did not even understand their organization's Key Results. Tie your expectations to your organization's Key Results. Make sure employees can connect what they do everyday to the organization's Key Results. While priorities are always changing, it's important that employees understand why—and that you give them ample time to

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Not an Ordinary Day

February 9, 2018, was a busy ordinary day for Tara Grubbs until the final minutes of the Richardson Pearce – Dallas Jesuit game. A busy day is a typical day for Grubbs as the Head Athletic Trainer for JJ Pearce HS. She had just returned from maternity leave a few weeks earlier, so she was just getting back in the swing of things – chaotic athletic periods where everyone needs something in the athletic training room, checking on her own 3 children, grabbing a bite for dinner, and making sure she had everything she needed to provide coverage for the soccer games happening on campus that afternoon and evening. Tara, who has just finished her 11th year at Pearce, had just finished dinner and checking on her family as she headed out the door to the field. As she was to drive out to the field, Grubbs realized that she had forgotten the AED, something told her to go get it then before she forgot about it. She returned to the athletic training room and grabbed the AED backpack and started towards the field.

Christian Lerma and his family, team-

mates, and everyone at the Pearce B field are glad Tara turned around and retrieved the AED that early evening. During the final minutes of the varsity game, Jesuit soccer player, Christian Lerma fell to the turf. Lerma, a senior, lead Dallas Jesuit to the 6A state soccer title last year. He scored the game-winning goal in overtime against Arlington Sam Houston.

When Lerma went down, Tara rushed to his side. "I looked at him, and his coach was there too. We made eye contact, and I told him to call 911," Grubbs said.

Lerma was having trouble breathing. "At that point, I knew we were dealing with something serious," Grubbs said. She yelled for someone to bring her a defibrillator from the sideline, and got to work. When Tara yelled for the AED, everyone realized that intense district soccer game turned dramatically into something else. Two doctors that were in the crowd came to assist Grubbs with CPR as one of the Pearce soccer players brought her the AED. "I opened it up, and put the pads on," she said. "It told us that we needed to deliv-

er the shock, and then it told us to start compressions." After the AED delivered its shock, they continued compressions until the ambulance arrived. Tara continued to assist the paramedics until they left the field. The game was called at this point by mutual agreement of both teams. The Jesuit team was obviously shaken by these events, but the Pearce team was just as emotional. Lerma played club soccer with several Pearce players and is close friends with them. Several of the Jesuit and Pearce players went to the hospital the next day to check on Christian. They all took a picture and sent it to Grubbs letting her know that Lerma was feeling much better and thanked her for heroic measures. Christian said many times how very thankful he is for each person who helped saved his life. "I have no words to describe how thankful I am for Mrs. Grubbs being there. I'm blessed that she was there, and I'm blessed that she was there to help me out and how she took control of the situation," he said. Everybody was asking, "Is it scary," said

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...Continued from Best Kept Secret

make the necessary adjustments. Remind them that a change in priorities doesn't mean a change in the Key Results that define success for the organization.

3. Give and receive feedback.

Keeping the feedback loop open is also crucial to great leadership. It's easy to fall into the trap of giving feedback only when something goes wrong, but that conditions employees associate feedback with failure or punishment. Given this negative association, it's no surprise that only 20% of survey respondents indicated that they actively seek and offer feedback. Instead, give feedback when things are going right as often as when things are not going right. And always ask for feedback as often as you give it.

4. Encourage risk taking.

Collaboration and innovation is fostered in an environment where risk-taking is encouraged—even when a project or action isn't guaranteed to succeed. In too many organizations, the fear of punishment strongly deters risk-taking. Only 20% of survey respondents saw risk-taking as a strength and more than half of organizations admit to playing the "blame game" when something goes wrong.

Sometimes the only way to achieve success is to take risks along the way. Strive to build a culture of trust, collaboration, and transparency by letting employees take risks and learn from failures. Encourage employees to engage in creative problem-solving so they can learn what it feels like to overcome obstacles together.

5. Inspire employees to take ownership.

Accountability is all about ownership. But 81% of our survey respondents cited an inability to follow through on commitments as the biggest problem they experienced with coworkers. An employee who skirts his responsibilities, letting others pick up the slack, does little to encourage a proactive, dynamic company culture.

Keep employees focused by ensuring that everyone is on board with the organization's Key Results. Recognize those who regularly follow through on commitments, as well as those who take accountability when they fail to hit a deadline. Praise employees who take initiative beyond their everyday tasks by asking, "What else can I do?"

Greater results start here

Of the thousands of people we surveyed, nearly 90% agreed that they needed to do a better job holding their employees accountable for specific outcomes — and that if they failed to do so, it would affect their ability to get results for the organization.

As a leader, foster a culture of accountability in which employees:

- Take deadlines seriously and communicate consistently
- Feel personally responsible to the organization to complete tasks on time
- Are comfortable giving and receiving feedback
- Confront obstacles creatively and collaboratively
- Take ownership and ask, "What else can I do?"

Volunteer Fellowship of Christian Athletes Character Coach

The McAllen Independent School District (ISD) is extremely proud to include a Volunteer Fellowship of Christian Athlete (FCA) Character Coach in their middle school and high school athletic programs. A Character Coach is selected and approved by the FCA organization. The FCA vision is to provide a positive mentor for every coach and athletic program in the Rio Grande Valley. This mentor is someone that coaches and athletes can look up to and someone who will motivate them to be the best that they can be. This program takes the time to have a Character Coach meet with the team at a time and place that works best for athletes and coaches. McAllen ISD allows their designated Character Coach to meet with the team before or after practice, before or after a game, or even attend games to provide support on the sidelines. Coaches have the opportunity to set up the schedule that works best for them with their Character Coach. It is important to note, that this is entirely voluntary and if an athlete chooses not to participate, they are excused.

FCA Character Coaches are men and women who are looking for ways to make a difference in the lives of others. Many of these Character Coaches love athletics or have a sports background. There is definitely a need for solid men and women to model and teach teenagers what it means to be a person of character. As coaches, this has allowed us the opportunity to provide one more person who is available to also serve as a resource when athletes are in need of someone to lean on. As Billy Graham famous quote states, "A coach will impact more young people in a year, than the average person does in a lifetime." This is a significant quote that makes us realize that as coaches, we can definitely have a profound impact on our athletes and the choices that they make daily. Coaches have a platform they can use to influence athletes and steer them in the right direction. A Character Coach will not only influence athletes, but will guide and encourage coaches in their ability to make a difference.

McAllen ISD participation in this program is not only for athletes and coaches, but also for our administrators. Dr. Jose A. Gonzalez, Superintendent of Schools has provided all District Administrative Directors the opportunity to participate. Nathan Jones, the South Texas FCA Director, attends the weekly meetings for all central office directors and superintendents and guides us with his words of wisdom and inspiration. Dr. Gonzalez has taken a bold approach to provide this weekly voluntary opportunity and those who do not wish to participate are excused. May I add – all McAllen ISD directors have participated 100% of the time. It provides a great opportunity for us to listen, reflect, and be energized as we work hard and dedicate our time and effort to our high pressured jobs.

There is a process

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...Continued from Volunteer Fellowship

to become a Volunteer FCA Character Coach – a “Character Coach Interest Form” and a “FCA Ministry Leadership Application” must be submitted. A background check is required. When the application is approved, the candidate is given a link to an online Chaplain Training course. Once all training is complete, a local FCA Area Representative will match up volunteers with a local coach/team. This has provided a very rewarding experience for our athletic programs, coaches, and administrators - because there can never be too many opportunities for us to grow spiritually!!!

In McAllen ISD, we have seen the great benefits of this program on our student athletes, athletic coaches, and central office administration. We are fortunate to be a part of this venture and I would definitely encourage anyone interested to contact their local FCA organization. If you have any questions, please do not hesitate to contact me at paula.gonzalez@mcallenisd.net.



...Continued from No Ordinary Day

Grubbs. “Yes it was scary! But I was just doing what I knew to do.” It was her first time using the AED on a live victim. “I’m grateful that he’s OK,” she said while becoming overwhelmed with emotion. “I’m grateful that his mom gets to wake up and still have a kid. I’m grateful for the doctors and anybody that helped me because I couldn’t have done it by myself.” Grubbs says she can recall three instances where an AED saved a student’s life in the Richardson ISD in the last few years.

She is thankful for the AED and even more for the reminder she was given to get the AED as she drove to the field the first time. What she thought would just be an ordinary soccer game became not so ordinary. Jesuit College Prep School honored Tara in March at the rematch between Jesuit and Pearce at Jesuit’s stadium. It was a great evening especially when she received many hugs from Christian and his family as they were reunited with each other for the first time since that night in February.



Brian Smith

Coach Smith is the currently the Assistant Softball Coach and Head Band Director at Hillcrest High School. Six weeks ago, a scan found Stage 4 Bone Cancer, Soft Tissue Sarcoma which is over 70% of his body. It was a returning checkup from his last cancer fight two years ago when he was diagnosed with brain cancer.

The AMAZING thing about Coach Smith is that he has yet to miss a softball game or band practice during his fight.

He arrived at Hillcrest in 2006 and was the Head Softball Coach and Band Director. Due to his Brain Cancer scare, he stepped down as the Head Softball Coach to help fight cancer, but he couldn’t stay away. He has remained the Assistant Softball Coach and Band Director. He also is still a pitching coach throughout the state of Texas and Oklahoma. He coaches many of the top pitchers in 10U,12U and 14U in summer select.

Every morning, he goes to band practice at 7:30am, leaves for the Doctor and Chemo treatments during lunch-time and comes back to school



afterwards to coach softball until 6:00pm. He has yet to miss one practice or game during this difficult and trying time.

He is currently working on trying to pass his physical to throw batting practice to the Olympic Softball Team, as he received an invitation to be one of their batting practice pitchers.

Yesterday, his hair started to finally fall out.



Gilbert D. Leal

Athletic Director, Brownsville ISD

Biography

A team captain for Football, Basketball, and Baseball at Harlingen High School in Harlingen, Texas. Coach Leal is a 1993 graduate of Sul Ross State University where he was a quarterback for the Lobos. He holds both a Bachelor's degree in Biology and a Master's degree in Education from Sul Ross State.

Coach Leal started his career working for Bob Boyd in Harlingen High. His last five years serving as Offensive Coordinator for the Cardinals, he helped build on the success and legacy of Cardinal Football in South Texas. As a Head Baseball Coach he guided the Cardinals to the third round of the playoffs, also serving for the Texas High School Association advisory board during this time. In girls track, Coach Leal helped multiple athletes obtain medals at the Texas Track and Field Championship.

In 2005, Leal was named the Athletic Director / Head Football Coach at Mercedes High School. While serving in that role for four years, he helped change the culture of Mercedes athletics in all sports. Mercedes participated in the Texas Football Classic in the Alamodome under his leadership. Leal helped build a foundation for long term success in all sports.

Before moving on to Brownsville ISD, Leal has been the Associate Head Coach and Offensive Coordinator for San Benito CISD for the last four years. In addition, he spent three years at Harlingen South as the Athletic Coordinator/Head Football Coach. He worked one year for San Antonio ISD, one year in Hidalgo ISD.

Gilbert Leal has 25 years of leadership experience coaching and teaching student athletes to grow and prosper. He has a track record of building strong programs, creating lasting professional relationships, and has a long history of success in all sports.



Katy ISD Athletic Department -- Program End-of-Season Summary and Evaluation

Debbie Decker, Katy ISD Executive Director of Athletics ; Pat Dowling, Katy ISD Assistant Director of Athletics

The Katy ISD Athletic Department strives to consistently evaluate campus-based athletic programs for the purpose of providing support to our coaches as they build and sustain their programs. Additionally, it is important that our programs adhere strictly to UIL and school district guidelines. KISD employs a number of methods and strategies to provide coaches with feedback and pertinent data in an effort to identify areas in need of improvement as well as program strengths.

One critical component of this process is the End-of-Season Summary and Evaluation. At the conclusion of each program's season, head coaches are charged with the task of compiling a variety of data pertaining specifically to their program. In addition, a comprehensive evaluation of their programs is to be submitted to the athletic department for review. Once reviewed, the athletic department will, if deemed necessary, provide feedback and direction to the coaches which may include recommended strategies

to address specific areas in need of improvement. In addition, requests of the coaches to provide details of specific program successes may be made so that they can be shared with others.

The End-of-Season Summary and Evaluation for our Head Football Coaches/Campus Athletic Coordinators is presented to the athletic department in a scheduled meeting individually at each high school campus. For all other athletic programs, a central meeting location and date is determined and all the head coaches from each campus meet as a group. This is particularly helpful for those sports which conduct district-sponsored tournaments or meets as coaches can begin discussing preliminary plans for those events. Recently, we have employed the use of online meeting technology to conduct some of these meetings in cases where scheduling is tight.

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...Continued Katy ISD

Much of the information compiled by the coaches focuses on program participant demographics and numbers as well as results and individual accomplishments. Program expectations are also included along with a general two-year projection and an evaluation of program strengths and weaknesses.

Specific items to be included in the summary are as follows:

- Contest schedules for all levels.
- Contest results and final records.
- All-District, individual and team awards (varsity level).
- Final player rosters including staff and support staff.
- Participant ethnic breakdown (all levels combined).
- Projected numbers for next season (all levels).
- Equipment inventory.
- General off-season plan and expectations.
- 2-year general projection of program.
- Varsity strengths and weaknesses for next season.
- JH feeder program expectations (if applicable).
- Recommendations for improving program.

During the scheduled meeting, a variety of topics and issues are discussed with the head coaches as part of our comprehensive compliance program. Reviewing a variety of guidelines pertaining to such program components as fundraising, non-school activities, facility scheduling, contest scheduling, overall UIL compliance, among others, is a critical part of this process.

We find our overall compliance process, including the End-of-Season Summary and Evaluation, provides our coaches another means through which to continue to develop and grow their programs. Taking time to conduct a structured post-season evaluation of program components facilitates program advancement and helps our coaches keep abreast of UIL and district policies and guidelines.



Districts Recognize Athletic Trainers During March

By: Dena Scott, CAA – Assistant Director of Athletics, Fort Bend ISD

Every March, the National Athletic Trainers Association (NATA) promotes National Athletic Training Month to raise awareness about the important work of Athletic Trainers who provide care for our student athletes. This year was no different as NATA's slogan, "Compassionate Care for All", helped to spread important information about sports medicine and the valuable role of Athletic Trainers.

During this time, many Athletic Trainers across the nation use different methods to increase awareness about Athletic Trainers responsibilities in the fast growing and constantly changing sports medicine industry.

Richard Gregoire, Fort Bend ISD Head Athletic Trainer, plans a special event every March for our Athletic Trainers as well as Student Trainers called "Student Athletic Trainer Day". The purpose of this event is to recognize and thank all of our Athletic Trainers who play a critical role in caring for our athletes on a daily basis.

"The Student Athletic Trainers are our extra "eyes and ears" at campus practices and games. They assist our Athletic Trainers by being able to help cover multiple practices and games going on simultaneously at the schools throughout the day", said Gregoire.

This one-day event consists of an education piece as well as a demonstration of skills called "Student Trainer Olympics". In past years, Athletic Trainers from hospitals, professional sports teams, and NASA have presented to our Student Athletic Trainers on topics such as rehabilitation, injury prevention, and career paths.

"Our Student Trainer Olympics is a competition in which the high schools compete as teams demonstrating their skills and knowledge in a variety of competitions," Gregoire said.

Below are a list of Olympic events.

- Theraband Slingshot – A team of three students work as a team using a piece of theraband as a slingshot to see which team can launch a roll of tape the longest distance across the football field. This year's winner was around 55 yards.
- Strongman Cooler Carry - A group of students work together as a relay team



Student Trainers from Fort Bend ISD.

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...Continued District Recognizes Athletic Trainers

carrying 10 gallon water coolers for 20 yards. At the end of the relay, the water level in the cooler is measured to see who has the most water still in the container. The winner is based on the amount and not the fastest time.

- **Rehab Marble Pick Up**- The students must use their toes, just like ankle rehab patients to see how many marbles they can pick up out of a baby pool in a timed event. The difficulty is that we use clear marbles and there is ice in the baby pool for the cryotherapy effect.
 - **Ice Bag Challenge** - We include the famous ice bags you see all the time. Each team is given a cooler of injury ice. The first leg must make the three ice bags, the second leg must wrap it on the next team member- ankle, shoulder and knee. The third leg must run 25 yards without any of the ice bags coming off.
 - **Quiz Bowl/Brain Power**- Teams compete against each other testing their knowledge of sports medicine terminology, etc.
 - **Relay Races** - We do a variety of these individually then our final one is made up of different legs of each of these: Crutch Race, Water Bottle Fill, 3-Legged Pre-Wrap Race, and Ankle Taping.
 - **Best Dressed Team or Best Costumes** - This is always interesting to see how the students will show up to the event and their attire. The winning team last year all had orange shirts with a G and green hats to resemble Gatorade water bottles. This year's team had each student in a t-shirt with the name of a product found in a medical kit and stood together in a cardboard area to resemble a medical kit.
- “We try to make this a fun day and educational day for our student athletic trainers. The event takes place at our district Field House. Lunch is provided and we use the quiet time after eating to conduct our quiz bowl,” said Gregoire.



The Clements Student Trainers representing a Sports Medicine Kit.



Student Trainers competing in the Strongman Cooler Carry



It's a Wrap-Texas High School Athletic Directors Conference 2018

By: Sheila Henderson, Executive Director of Athletics and UIL Activities, Lockhart ISD

The Texas High School Athletic Directors Association (THSADA) and its Board of Directors held the 47th Annual State Conference and Professional Development Program for athletic administrators from across our great state. The conference was held on March 25th-March 28th, 2018 in Waco, Texas. This year's theme of, "Growing Leaders, Inspiring Leadership" was very fitting for the record breaking 510 attendees who were ready and hungry to engage in professional development to help them continue to be effective athletic administrators in their day-to-day work. This large number of attendees represented over half of the total membership of THSADA, which is 950. Region 3, which was represented by the Dallas/Fort Worth area, had the highest attendance of 212. Additionally, the conference can't be a success without the support of exhibitors and vendor sponsorships. There were 175 exhibit booths and more than 1200 were in attendance during the exhibition time.

In a historic move by the THSADA and its Executive Director, Rusty Dowling, they launched its first ever-state certification for Texas athletic administrators. The Texas Athletic Administrator Certificate (TAAC) is a Texas-based curriculum with courses that will have an emphasis on UIL/TAPPS compliance. Although the course is not a state requirement and not a replacement for LTI courses, it is purposefully designed to certify athletic administrator's to carry out duties and responsibilities as an administrator of athletics in our great state. It will also help prepare the next generation of new aspiring athletic administrators. There was attendance by athletic administrators in all classifications, 1A-6A including TAPPS administrators. Valerie Little, AD of Prosper ISD and Debbie Fuchs, AD of Clear Creek ISD both shared their thoughts about TAAC during an interview at the state conference. AD Little said, "Even though you don't want to become an athletic administrator, there are a lot of advantages to taking the TAAC course. We are always struggling to bring credibility to our profession. So any time we can have a certification all coaches have gone through, it's been a vetted process. We are learning our craft and we are trying to grow and get better professionally." AD Fuchs added, "The TAAC course will be a win-win for the state of Texas and for our young coaches who want to grow."

With the launch of TAAC, sparked the question, “How has the conference changed in the last several years?” Several athletic directors from across the state weighed in on this question: Ron Jackson, Beaumont ISD, Marmion Dambrino, Houston ISD and Bryan Bunselmeyer, TAPPS Executive Director. AD Jackson said. “I am impressed with the participation of athletic directors and the growth of athletic directors attending from 1A to 6A. AD Dambrino added. “The quality of PD has changed over the years. It is more meaningful and relevant to the work AD’s do everyday. It is light years from what it used to be. There was more socializing. Now we have meaningful sessions and can engage in meaningful talk. We have a common thread and we have to lean on each other.” “Five years ago we had maybe 15-20 AD’s attend. We now have 60 coaches attending. This is an excellent opportunity for them to learn since TAPPS instruction is provided along with UIL instruction,” says TAPPS Director Bunselmeyer.

At the end of four days, everyone I talked to can agree this annual conference has grown into an excellent opportunity for athletic administrators to receive quality professional development (I particularly love the law sessions!) and to collaborate with other AD's to know you are not alone. Vendor sponsor, Paul Wildeman of Daktronics sums up why he and countless others support the THSADA conference. "Texas is a special state! They treat athletics seriously and they understand the impact they have in kid's lives. AD's are special people and in Texas, they want the best for their kids. For us personally, this is the biggest draw.

The 2019 THSADA State Conference will again be held in the great city of Waco, Texas, March 24th -27th. Start making your plans now to attend the best state conference in the country for athletic administrators. Invite an athletic administrator who has never been. Reach One, Teach one, Grow one!

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KEVIN GREENE

Executive Director of Athletics, Forth Worth ISD, TX

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