



## THSADA Executive Director Report — Rusty Dowling



As I move into my 16th year of being the Executive Director of this outstanding Association, I continued to be amazed and impressed by the caliber and quality of Athletic Administrators we have in the great State of Texas. The work ethic, the ability to multi-task, the endless meetings and the overall responsibility for your respective athletic departments is beyond appreciation. I can relate to my own title as a Head Football Coach the many long hours, parent meetings, player meetings, practice and competition that I experienced were very challenging. When I moved into athletic administration it was all of the above with no off-season, you wear a multitude of hats, you deal with all levels of central office staff and you attend meetings that you're not sure why you are attending these meetings!

THSADA entered the fall of 2019 with a new structure and several new initiatives which have already benefited the Association. We purchased a new software system that has allowed us much more efficiency in dealing with all the aspects of the THSADA, especially membership. This is a completely new system whereby your previous THSADA Member Number and Password no longer exist. This new system has allowed for a smoother membership registration and one where we can track and assist our members with their registration. We are currently on track to obtain over 100 members.

The THSADA staff has also experienced some changes. Kathy Melvin retired this past spring and was replaced by Diane McKay who will handle all Association Finance and Conference Registration. Jilly Kinoy was hired to handle all THSADA membership responsibilities. Their contact information can be found on the web site. We also re-located the THSADA office to Webster, Texas (by Clear Lake, Texas). The office is a little smaller than what we had in Bay but there is greater flexibility in conference and meeting rooms.



THSADA also saw their first class of TAAC graduates of 40 individuals. During the course of the Fall, different individuals earned their TAAC as we sent them each month so that we awarded TAAC certificates throughout the fall term.

**Conference registration for both Attendees and Exhibitors will begin on Monday, November 11th, 2019.**

The 2020 THSADA State Conference and Trade Show dates were adjusted to April 1-4, 2020. This change was a result of the new STAAR testing dates. The general template of the Conference will stay the same. Conference registration for both Attendees and Exhibitors will begin on Monday, November 11th, 2019. We are expecting a turnout of 600 athletic administrators and well over 200 exhibitors. One significant change to the 2020 State Conference will be the inclusion of the FSA Sports-THSADA Hall of Honor luncheon that will be held on Monday. By popular request we were asked to move it to the State Conference in order to increase our attendance. There will be a separate admission charge to attend the luncheon for both attendees and ex-

The THSADA Board of Directors will hold their Mid-Winter Board meeting on Wednesday, December 4th and Thursday, December 5th at the West-Hillam Hotel.

This is a two-day event where the Officers, Region Directors, Committee Chairs and THSADA Staff come together to discuss the business of the THSADA.

