



**Preserving
Our Legacy,
Preparing
The Future**

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THSADA NEWSLETTER

Presented by HomeTown Ticketing | June 2021

MESSAGE FROM THE PRESIDENT

David Kuykendall – THSADA

Hello and welcome to the 2021 Texas High School Athletic Directors Association State Conference and Professional Development Program. This is our organization's 50th annual conference and reaching such a milestone this year seems appropriate given what we achieved during the last school year.

Despite the unprecedented circumstances created by the coronavirus pandemic, every sport had its season and champions were crowned from the local to the state level. Most importantly, led by the efforts of Athletic Administrators, the pandemic didn't prevent students from experiencing the joys and benefits of athletic participation.

After so many virtual meetings over the last year, we are thankful to have the wonderful Kalahari Resort and Convention Center here in Round Rock as our host. I appreciate the THSADA members who attended the Spring Sponsor Showcase and participated in regional meetings earlier this year, and it's nice to be here meeting face to face as we prepare for what's next.

What's next, we all hope, is a return to something more like normal, which would now seem extraordinary. Our theme for this year is "Preserving Our Legacy, Preparing the Future," and the convention program will do both. We'll have sessions with valuable information from Athletic Directors and Professionals in various fields that provide THSADA members the opportunity to grow professionally as Athletic Administrators. We'll also have the Hall of Honor Celebration, updates from UIL Executive Director Dr. Charles Breithaupt and UIL Athletic Director Dr. Susan Elza, as well as the Hellas Construction-Benny Carter Memorial Golf Tournament and the conference-closing Mega Drawings.

Thanks to everyone who has helped make this conference possible, including THSADA Executive Director Rusty Dowling, Assistant Executive Director Bob DeJonge and the incredible staff of Bill, Ally, Dave, Lisa, Diane, Johanna, Larry, Keith, Joe, Jeff, Carolina and Stuart. Their commitment to this organization has helped make it the largest, and best, state association of its type in the country. Thanks also to the THSADA officers, President-Elect Debbie Fuchs of Clear Creek ISD, Vice President Phillip O'Neal of Mansfield ISD and Past President Rodney Chant of San Angelo ISD, as well as to the regional directors – Matt Kattwinkel of Lubbock-Cooper ISD, Phil Blue of Abilene ISD, Leslie Slovak of Richardson ISD, Maria Kennedy

of El Paso ISD, Ray Zepeda of Cy-Fair ISD, Lynn Pool of Austin ISD, Rey Ramirez of Rio Grande City CISD and Melanie Hinson of Southwest ISD. The work of all our Committee Chairs also deserves note. THSADA thanks all of you who have helped this organization work toward its goal to promote, facilitate and recognize athletic administrators.

Once again, welcome to all of you. Thanks for joining us at this great facility, and please take advantage of all the opportunities offered at this year's conference.





able to hire Bob DeJonge-former AD at Keller ISD as the first Assistant Executive Director and the Board Secretary position was dropped and those duties picked up by the THSADA office.

The event calendar for the THSADA became more established. Along with the annual THSADA State Conference, the THSADA has established the Fall Forum and Spring Sponsor Showcase as annual events. The THSADA also manages all the state-wide Region meetings that occur on a monthly or every-other month basis. The establishment of 8 THSADA committees were organized to assist the THSADA in doing the work of the Association. Committees also allowed for additional member engagement. The THSADA conducted it's first-ever Fall Forum that was held September 23-24, 2019 in San Antonio at the Northside ISD Athletic Complex. It was very successful as it allowed Athletic Administrators from around the state to come together for networking and TAAC classes. It will become a yearly event for THSADA.

The THSADA held its 2020 State Conference in a virtual format in December. To support this event the THSADA established another yearly event, Spring Sponsor Showcase. THSADA, celebrating their 50th year, is the Professional and Educational Association for more than 1,200 secondary athletics administrators at more than 1,800 institutions throughout the State of Texas. More than 700 athletics administrators annually attend THSADA's State Conference. THSADA members manage over \$600 million dollars in athletic budget considerations for over one million student-athletes.





WORDS OF ADVICE

Willie Amendola-Athletic Director Spring ISD

The relationships you establish with your players will extend over a greater period of time than most of us have ever experienced. The time you spend with the most proficient athletes under your immediate direction will be extensive. The proper development of a long term relationship will be a key ingredient in your long term success.

There will be need to allocate a disproportional amount of time to the physical development of your athletes. The calendar demands your athletes compete at a varsity level in 2008. Be certain you prepare them to physically to execute the particular demands of your sport at that level.

Be aware of the need to develop leadership skills in the underclassmen. The time it requires to refine the leadership skills necessary to be successful isn't always available. Be sure you take the steps necessary to develop these qualities.

We are developing young athletes at an accelerated rate. Understand your teams are comprised of young and immature athletes. Start slow, their rate of progress is limited and the pace you choose to build them into mature athletes will have a profound impact on your teams' success.

Perspective: the first season of varsity in 2008 will be our most challenging year. Your team goals should be realistic and measurable. Send a clear message to your players that competing at their highest level is what is expected. Schools who have approached this season as a "warm-up" year and except defeat with a "wait until next year" mentality haven't experienced much success the following season.





“IF YOU BELIEVE THERE IS HOPE IN THE FUTURE, THEN THERE IS POWER IN THE PRESENT.”

Dabo Swinney

Using the platform of athletics to prepare our student athletes “Beyond the Game” is a statement we are all passionate about. The question for us as Athletic Directors, are we truly being intentional with the power we have in the present, to use our platform to be “Hope Builders”?

Five years ago, I sat with my eleven head football coaches and had a conversation about how intentional were we in building future leaders. The question came up, what does a leader look like? Pretty important question.... After a frank conversation and going back into history over 2,000 years ago identifying various leaders and their characteristics, it was unanimous, the greatest leaders to ever walk this earth were Servant Leaders. From that conversation, over the past five years, our Servant Leader Summit has evolved.

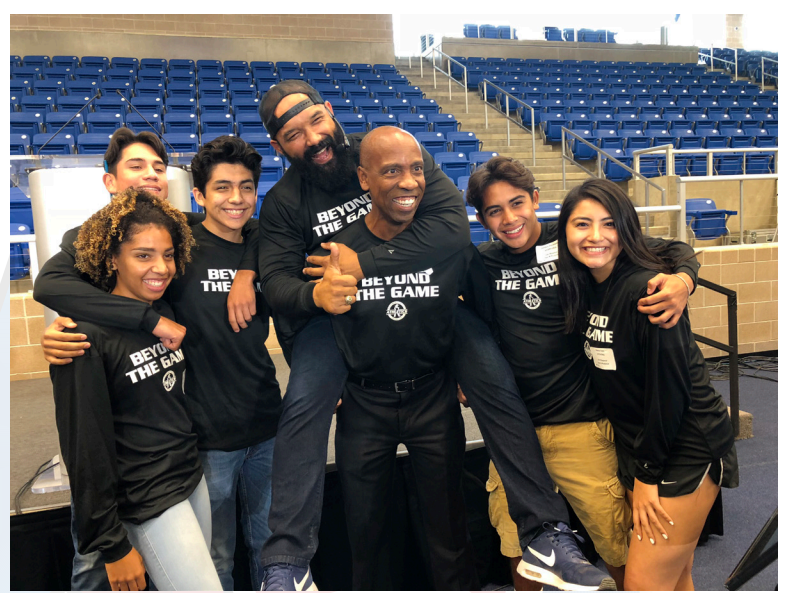
Each summer, we have our twelve high school campuses select 25 to 30 “Influencers”, student athletes they feel have what it takes to influence their teammates. We bring these athletes together for a day to speak to and most importantly have them speak to what it means to be a Servant Leader for their teammates. At the end of the day, the expectation is for each campus to come up with a game plan in how they will execute being servant leaders not only on their teams, but also on their campus, then at their feeder middle school and elementary schools, and finally within their neighborhood communities. Incredibly, we have documentation after documentation on how our student athletes have embraced the idea of Servant Leadership and how they have applied it.

The following are things that evolved through our Summit that have made deposits and great dividends to our communities:

Community Connection: From a Superintendent and Board of Trustees perspective in a multi school district, having an event that brings each of the communities within our school district together really quantitates our belief that districtwide we ride for one brand, “Your kids are important, but your neighbors’ kids are just as important.” We intentionally mix our student athletes together from each school so that they can get a perspective from one another’s community and see beyond competing against one another, how alike they are.

Community Leaders Support: Each campus is asked to invite a few community leaders to the event to sit with groups of athletes to serve as facilitators. Especially those in the business world who does not have daily interactions with young people are always impressed and come away with the belief that we actually do have Hope in the future...

Critical Issues Platform. Our Servant Leader Summit has evolved over the past few years to use it as a platform to address some critical issues we are all dealing with. Most recently: Mental Health and Racism. Our focus on mental





health awareness a couple of years ago, I have literally seen how it has saved a young person's life that was contemplating suicide. On Social Justice, due to covid this past year, instead of meeting in person, we did a video for students to watch, then have conversations about something we are all dealing with right now. The best feedback we could ever receive was from student athletes thanking us for allowing them to have a voice and actually be listened to.

Coaching Succession Plan: Those reading this are just as passionate as I about our profession. The question is, what are you and I doing to grow not just our current coaches, but more importantly our future coaches? The identified "Influencers" are the type of young men and ladies we need to plant the seed to consider getting into education and become a teacher/coach. Our plan this year is to identify graduating seniors that might have an interest in coaching and stay connected with them in college to continue encouraging them through our Northside Coaches Academy (another story...).

So, what's next? Like many of you, I have been discerning how we will rebound from this past year of covid and all the challenges it has created in us being able to really connect with one another again. I have been working closely with Stephen Mackey, 2Words Character Development, for the past few years. Recently, we selected 2 "Influencers" from each of our campuses to meet with Mackey to get their feedback so we can plan our next Servant Leader Summit accordingly (July 29th, 8am - 2pm, if interested). The following is what we learned, actually we already had a sense, but our "Influencers" confirmed what they wanted help with:



1. How to help others that are struggling.
2. Mental Health.
3. Social Justice, specifically Inclusion of all groups of people.
4. Direction on how to lead with great character.

A daunting list indeed. After giving much thought on how to attack, the following is what this year's Servant Leader Summit will focus on (Note: We have decided to combine our Servant Leader Summit with our General Coaches Meeting this year. Student Athletes with facilitators will be on our gym floor divided into groups for discussions after each speaker. Our coaches will be the audience in the gym seats.)

We have concluded there is one common thread to attack these challenges, I call it the arrow. The tip of that arrow is Love. The arrow's accuracy is determined by the feathers – those feathers are all the things our coaches as well as many of your coaches are already doing, but they must be intentional in how they execute. Great coaches know, we can have the greatest game plan for our opponent, but if we don't execute that game plan, what good is it... This year's Servant Leader Summit focus will be on our Love Plan Strategy and how we plan to execute that strategy:

1. Servant Leadership being relevant to Selfless Love.
2. Mental Health being relevant to Love of Self.
3. Social Justice being relevant to Love of Others.
4. Moral Compass being relevant to a Love Plan Strategy.

This less than 2-minute video summarizes our upcoming Servant Leader Summit. Please do not hesitate to reach out with any questions or if you are interested in joining us on July 29th.

<https://vimeo.com/533295078/11c8d605db>

**ALL THE BEST,
STAN**

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TEXAS HIGH SCHOOL REGIONS SHOWING RESILIENCY IN 2020-2021!

By: Michael Mackeben, Clint ISD Athletics Director

2020-2021 was a year unlike any in the history of high school sports. Texas was a national leader by implementing protocols that kept our athletes, coaches, and fans safe with the guidance and courage of our UIL staff and leaders. COVID-19 may have changed the look, but the play remained at the same competitive level as past years.

All eight regions for THSADA saw tremendous strides to our facilities and programs. Districts across the state continued with the construction of new and renovated stadiums, gyms, fields, tracks, and other related facilities. Many of facilities saw the addition of cameras installed for streaming games. Our local fans might have been limited in seeing our games and athletes, but streaming opened up a new base of fans with family and friends who were too far away to attend games, now watching games from around the world. Streaming generated new revenue sources for many schools to support their athletic programs and for some athletic directors, we learned a new skill with the technology it takes to stream.





The seasons were a roller coaster with some regions feeling like the track was missing in places. There were delays and partial seasons for some teams, while others played every game. Our coaches, athletes, and athletic directors did not allow the ever-changing scenery to affect their seasons or level of play. Teams overcame every obstacle thrown at them to continue play and move towards their goals. Championships were often won after playing a partial schedule and one filled with numerous postponements!

Zoom meetings, remote learning, quarantining, temperature checks, rapid testing, socially distancing, hand sanitizer, disinfecting, no fans, no handshakes, video streaming, and supply shortages... all



all became a way of life over the last 14 months. Thanks to the hard work of our athletes, coaches, athletic trainers, bus drivers, game workers, nurses, teachers, campus & district administrators, and athletic directors working alongside the UIL staff we were able to complete all of the 2020-2021 seasons with athletes and teams making Texas history from around the state. For this, we celebrate the stability and normalcy our Texas Athletic Directors provided the students in Texas over the last year!





TEXAS ATHLETIC FACILITIES

Deena Bosier, Pflugerville ISD, Assistant Director of Athletics



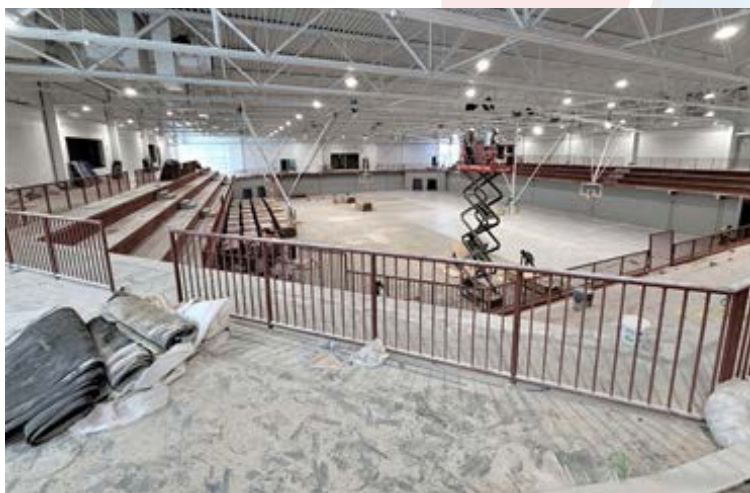
Across Texas the Athletic Departments have been adjusting all year, this of course is nothing new for us. We have had to show flexibility with strength and conditioning camps, practices, games, tournaments ticketing and spectators. As we are juggling all of this our financial budgets have slimmed, but the construction in facilities continues to increase. As said in the movie Field of Dreams, "If you build it they will come." And in Texas we haven't slowed down on building, renovating or repairing."

We have and are building in anticipation of the hope that they return!

In Lufkin ISD they are nearing the completion of new softball, baseball and a competition gym at Lufkin HS. On a daily basis at 2:30 pm they had approximately 150 students getting in their cars and/or riding with other students to drive to practices. This will hopefully relieve stress on students and parents. They will now have a sports complex "Our House," that already had the football stadium on campus. Langston is in charge of the Baseball/Softball construction, while Berry and Clay are in charge of the gym. The completion date is this summer.

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YSLETA ISD

The Athletic Projects have taken place across YISD's 7 Comprehensive High Schools. There were 2 bonds approved back in 2015 and 2019. With funds from the 2015 bond, the football turf was replaced at all high schools. Bond funds were also directed to Eastwood High School & Bel Air High School for new indoor athletic facilities. The 2019 bond was to be used for baseball and softball fields to be retrofitted with artificial turf. Hellas Construction took care of all of the outdoor fields. The two gyms were designed and constructed by Alvidrez Architecture /Banes General Contractors (Bel Air HS) and MNK Architects/BTC Construction (Eastwood HS). The projects are estimated to be completed by fall 2021.





CORPUS CHRISTI ISD

In Corpus all of these projects are taking place to upgrade facilities and add additional football and soccer fields. It was through the 2016 Bond, Fulton Construction a local Contractor, oversaw the project with PBK Architects designing. Astro Turf products was used for the turf and Beynon Sports Surfaces was used to resurface the track both projects have been completed. Within the last 4 years, Corpus Christi ISD has had turf put on their stadium, softball field and added more chairback seating. They have turfed the stadium baseball field and built new dugouts. The district has built a new mini complex with 2 football and soccer fields side by side with ticket booths, concessions, bathrooms and a turf warmup area. Cabaniss Football Stadium also did a rebuild to the pressbox to allow for more rooms to house coaches, video room, radio stations etc. The district has also already started to replace all the stadium fencing to ornamental black fence instead of the regular chain link. After next football season, the district will rebuild Buc Stadium pressbox. This project should start next January and will take about a year.



2020-2021 SCHOOL YEAR IN REVIEW

HomeTown Ticketing

While the 2020-2021 school year certainly threw students, teachers, and administrators some curveballs, HomeTown Ticketing is proud to have helped them weather the storm and create a successful year of athletics and activities. Across the country and especially in Texas, HomeTown has been hard at work collaborating with athletic directors to simplify their ticketing and make the transition to digital tickets, proudly serving over 300 Texas school districts.

HomeTown's trusted platform helped schools ticket over 100,000 events this past school year, with over 25,000 of those events being in Texas. Their dedicated team has been on hand to offer support and assistance whenever needed. The HomeTown team has grown substantially. Now, HomeTown has over 125 team members, 11 located in Texas, who specifically focus on supporting schools and colleges in your state.

Partnerships have also been key in helping schools simplify their events and ticketing. HomeTown's partnership with ArbiterSports allowed them to create a new integration for their platform. Now schools that use ArbiterSports for their athletics can import their schedule right into the HomeTown platform, allowing them to create events and ticket levels for whole sports seasons in just a few clicks. The HomeTown team is committed to creating more opportunities like this with their partners, including an upcoming integration with Rank One Sport, which will offer similar functionality to make your scheduling process even easier!

HomeTown is proud to continue its partnerships with leading sports organizations in Texas, including Dave Campbell's Texas Football, and of course, THSADA. The team is looking forward to attending the 50th annual Texas High School Athletic Directors State Conference this June. They will be on hand to answer questions, demo their platform, and share the latest news and features of their continually advancing ticketing system. They hope to see you there!

If you're interested in learning more about what HomeTown Ticketing can offer you and your fans, contact Kaitlin McCann, Director, Business Development.

kaitlin.mccann@hometownticketing.com

HOMETOWN TICKETING

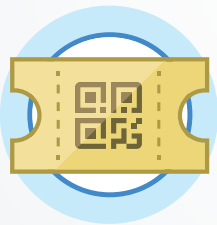
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HomeTown Ticketing helps thousands of schools and organizations across the country sell tickets online, providing end-to-end management, secure transactions and real-time reporting, with immediate access to funds.

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**THANK YOU FOR
50 YEARS!**

**PRESERVING OUR LEGACY
PREPARING THE FUTURE**

