



## **2<sup>nd</sup> Annual Athletic Administrators Fall Forum**

*Presented by HomeTown Ticketing*

Embassy Suites-San Marcos, Texas

1001 E. McCarty Lane, San Marcos, Texas 78666

Tuesday-Wednesday, September 21-22, 2021



Aimed at providing another learning opportunity for its membership. Speakers will include superintendents, representatives of the UIL, athletic administrators, sponsors and industry leaders in athletic facilities.



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## **FALL FORUM AGENDA**

### **Tuesday, September 21**

- 3:00 p.m. **Attendee/Sponsor Registration Opens**
- 4:00 p.m. Hotel check-in for Attendees/Sponsors
- 5:00 p.m. **Effective Communication in a Digital Age**-Jen Gros, *sportsYou*  
Veramendi Ballroom-ABCD  
TAAC 203 (*Effectively Communicating Goals of the District and Managing Athletic Programs*)
- 6:00 p.m. **FALL FORUM - Attendee Reception-Welcome from THSADA and Sponsors**  
Bob DeJonge-Assistant Executive Director-Welcome and Sponsor Recognition  
David Kuykendall-President-THSADA  
Embassy Suites Veranda (outside)
- Open / Networking opportunity for Attendees + Sponsors-Enjoy San Marcos, Texas

### **Wednesday, September 22**

- 7:30 a.m. **Attendee Registration**  
Embassy Suites-Complimentary full breakfast
- 8:30 a.m. **Welcome**  
Sponsor Introductions  
Bob DeJonge-Assistant Executive Director  
David Kuykendall-President-THSADA  
Pat Kohan-AD Insider  
Veramendi Ballroom-ABCD  
*Presented by HomeTown Ticketing*

- 8:45 a.m. **Athletic Program Marketing-Panel Discussion**  
Veramendi Ballroom-ABCD  
Moderator-Dave Stephenson-Director of Strategic Partnerships-THSADA  
Philip O'Neal-Director of Athletics-Mansfield  
Ray Zepeda-Director of Athletics-Cy Fair ISD  
Danny Braaten-Sports Marketing-Daktronics  
TAAC 207  
*Presented by Daktronics*
- 9:30 a.m. Break
- 9:40 a.m. **Addressing Security Concerns for Athletic Contests**  
M6 Global-Mike Matranga-CEO/Owner  
Veramendi Ballroom ABCD  
Rusty Dowling-Executive Director  
TAAC 206 (*Athletic Facilities, Maintenance and Security-Part One*)  
*Presented by Paragon/Shaw*
- 10:30 a.m. Break
- 10:40 a.m. **Policy and Decision Making - Current Trends and Best Practices  
Open Forum**  
Veramendi Ballroom-ABCD  
Moderator-Bob DeJonge-Assistant Executive Director-THSADA  
David Kuykendall-President-THSADA  
TAAC 502  
*Presented by Huckabee*
- 11:30 a.m. Lunch-Provided by THSADA  
Embassy Suites Restaurant  
*Presented by DTN*
- 12:30 p.m. **Athletic Security Concerns for Athletic Contests - Panel Discussion**  
Moderator-Mike Matranga-CEO/Owner-M6 Global  
Veramendi Ballroom-ABCD  
Rusty Dowling-Executive Director  
Dr. Jodi Duron-Superintendent of Schools-Elgin ISD  
Amanda Cofer-Assistant Director of Athletics-Fort Worth ISD  
M6 Global/or an AD  
TAAC 206 (*Athletic Facility Maintenance and Security-Part Two*)  
*Presented by HWH*
- 1:20 p.m. Break  
Special Drawing-Presented by HomeTown Ticketing
- 1:30 p.m. **UIL Staff Presentation**  
Dr. Charles Breithaupt-Executive Director-UIL  
Dr. Jamey Harrison-Deputy Director-UIL  
Dr. Susan Elza, Athletic Director-UIL  
Veramendi Ballroom-ABCD  
Debbie Fuchs-President-elect-THSADA  
TAAC 106  
*Presented by Musco*
- 3:00 p.m. Closing – Rusty Dowling

## **Fall Forum agenda descriptions**

### **Effective Communication in a Digital Age**

How can we empower our coaches to connect and communicate effectively & safely throughout our Athletic Department? With countless options of digital platforms, join this session with Coach Jen Gros to learn the value of streamlining communication for athletic administrators, coaches, athletes and parents. Learn the questions to ask about digital services, technology for your school, and providing the best resources for your coaches. Improve the quality of communication and simplify the workflow from the District level throughout every level of your Athletic Department programs, on and off the field.

**Athletic Program Marketing-Panel Discussion** A panel discussion that will address general athletic marketing concepts in an ISD utilizing inventory such as stadiums, arenas, advertising, promotional properties, audience, signage, tickets, programs, seating, hospitality, and profile in your community.

### **Addressing Security Concerns for Athletic Contests**

This will be a presentation of security best practices conducted by ex-secret service agent Mike Matranga. This session will outline those policies and procedures that are conducive to effective and safe event management.

### **Policy and Decision Making - Current Trends and Best Practices-Open Forum**

This session will be moderated by THSADA Assistant Executive Director Bob DeJonge who will facilitate questions and answers from the attendee audience. This will be an opportunity for open sharing of concerns, issues or just general questions that attendees can pose to the general audience.

### **Athletic Security Concerns for Athletic Contests - Panel Discussion**

Panel discussion will revolve around different security concepts and implementations that the various panelists in their respective school districts oversee. Panel will be moderated by Mike Matranga who will also provide input.

### **UIL Staff Presentation**

The UIL staff will be presenting discussion items that will center around upcoming UIL Legislative Council proposals, any new initiatives, concerns or issues that are on the horizon, NIL, Reclassification-Realignment, UIL Orientation.