



SPRING SPONSOR SHOWCASE

EMBASSY SUITES ★ SAN MARCOS, TX ★ MARCH 1-2, 2022

PRESENTED BY **TICKET
SPICKET**

Embassy Suites-San Marcos
1001 E. McCarty Lane

The second-annual THSADA Spring Sponsor Showcase Presented by Ticket Spicket presents attendees with a series of TAAC classes, around a mini-tradeshaw and social engagement functions designed to connect both attendees and THSADA sponsors.

New THSADA Program: Aspiring Athletic Administrator Academy

The THSADA is utilizing the Spring Sponsor Showcase Presented by Ticket Spicket to launch an initiative that addresses members looking to become an athletic administrator in the State of Texas. Members perhaps currently serving as coaches or assistant athletic directors and interested in becoming an Athletic Administrator in the State of Texas are encouraged to register and attend this two-day workshop.

SHOWCASE AGENDA

Tuesday, March 1

- 2:00 p.m. **THSADA Officials Committee Meeting**
Mike Bass Co-Chair-Alvin ISD
Andre Walker Co-Chair-Houston ISD
Veramendi Room I-J
- 3:00 p.m. **Attendee/Sponsor Registration Opens**
- 4:00 p.m. Hotel check-in for Attendees/Sponsors
- 4:45 p.m. **Welcome-Spring Sponsor Showcase-Presented by Ticket Spicket**
Presenting Sponsor Introduction-Ticket Spicket
- 5:00 p.m. **Dr. Charles Breithaupt-Executive Director-UIL**
"Unplugged"
Moderator-Rusty Dowling-Executive Director-THSADA
Sponsored by Game One
Veramendi F

6:00 p.m. **Attendee/Sponsor Reception-Welcome from THSADA**
Bob DeJonge-Assistant Executive Director-Welcome
David Kuykendall-President-THSADA
Veranda (Outside)
Open Networking opportunity for Attendees + Sponsors-Enjoy San Marcos,
Texas

Wednesday, March 2

Embassy Suites-Complimentary Breakfast

7:30 a.m. **Attendee/Sponsor Registration**

8:30 a.m. **Welcome-Presenting Sponsor Introduction-Ticket Spicket**

Bob DeJonge-Assistant Executive Director

Veramendi F

8:45 a.m. **Aspiring Athletic Administrator Session 1**

David Kuykendall-Director of Athletics-Frisco ISD-Retired

Debbie Fuchs-Director of Athletics-Clear Creek ISD-Retired

Grace McDowell-Director of Athletics-Frisco ISD

- How to Interview for an Athletic Director position

- Transitioning from Coaching to Athletic Administration

Sponsored by-Honest Game

Veramendi G-H

8:45 a.m. **Crisis Management/Conflict Resolution**

Andre Walker-Director of Athletics-Houston ISD

Moderator-Philip O'Neal-President-elect-Mansfield ISD

Sponsored by-NFHS Network

TAAC Class-303

Veramendi F

9:30 a.m. Break

9:45 a.m. **Athletic Leadership from the perspective of a School Superintendent**

Mike Motheral-former Superintendent of Schools-Sundown ISD

Current Chair of the UIL State Executive Committee

Moderator-Johanna Denson-Director of TAAC-THSADA

Sponsored by Brock USA

TAAC Class-301

Veramendi F

10:35 a.m. Break

10:50 a.m. **Aspiring Athletic Administrator Session 2**

David Kuykendall-Director of Athletics-Frisco ISD-Retired

Debbie Fuchs-Director of Athletics-Clear Creek ISD-Retired

Mike Bass-Director of Athletics-Alvin ISD

- Preparing an Athletic Department Budget

Sponsored by Honest Game

Veramendi G-H

- 10:50 a.m. **Budget Preparation/Texas School District Purchasing**
 Derek Anderson-Area VP-Equalis Group
 Moderator-Philip O'Neal-President-elect-Mansfield ISD
 Sponsored by-Musco Lighting
 TAAC Class-205
 Veramendi F
THSADA sponsors are encouraged to attend this session.
- 11:40 a.m. **Sponsor Mini-Tradeshaw & Lunch**
 Lunch-Provided by THSADA
 Springlake Ballroom
- 1:15 p.m. Door Prizes
- 1:40 p.m. **UIL Updates**
 Dr. Susan Elza-Director of Athletics-University Interscholastic League
 Moderator-Rodney Chant-Past-President-THSADA
 Sponsored by-Protect Education
 Veramendi F
- 2:30 p.m. Break
- 2:45 p.m. **Open Forum-Audience participation *Jigsaw***
 Current issues in Athletics in the State of Texas.
 NFT-NIL, Coaching Shortages, Officials, Title IX, Athletic Bond elections, Budget cuts, Leadership, 6th grade athletics, Students w/special needs, Realignment
 David Kuykendall-President-THSADA
 Debbie Fuchs-President-elect-THSADA
 Bob DeJonge-Assistant Executive Director-THSADA
 Sponsored by Gipper
 Veramendi F
- 3:30 p.m. Closing-Rusty Dowling-Executive Director-THSADA

Session Descriptions

Aspiring Athletic Administrators Academy Session 1

This session is designed specifically for any individual who is looking to prepare for an Athletic Administrator interview and what is involved in the transition from coaching to athletic administration. Speakers will cover interview techniques, possible questions and any specific preparations that the candidate may need to be aware of. Also covered in this session will be the transitioning process of going from a coaching role to that of an athletic administrator and what is involved.

Crisis Management/Conflict Resolution

This session will detail the methodology designed to assist an athletic administrator with a developing or immediate negative event. Essential to this is having a proactive plan in-hand to efficiently handle a crisis no matter the scale of the problem.

Athletic Leadership from the Perspective of a School Superintendent

The CEO of the district is responsible for all department and leadership decisions. Notwithstanding is the role of the athletic leadership within the school district as the Superintendent will have definite thoughts and practices about what that should look like. Hear from a long-time Superintendent who has observed athletic leadership from a school-district standpoint as well as from a UIL governance standpoint

Aspiring Athletic Administrators Academy Session 2

This presentation will address one of the more unknown elements of preparing to become an athletic administrator and that is the preparation and presentation of a department athletic budget. How to develop the budget, who to involve and rationale for decision-making while developing the budget will be covered.

Budget Preparation/Texas School District Purchasing

Presentation of Texas purchasing guidelines that effectively guide athletic administrators during the budget development process. Presentation will include information on developing bids and purchasing co-ops.

UIL Updates

Dr. Elza will be presenting updates from the UIL with specific followup information regarding Reclassification and Realignment

Open Forum

This is an Open Forum type session where a variety of topics will be discussed and facilitated by members of the THSADA. This is an opportunity for audience participation and if there is a specific item or concern an athletic administrator has, this is the perfect place to have it addressed.