

TEXAS

High School Athletic Directors Association

THSADA ANNOUNCES 2022 HALL OF HONOR CLASS



THSADA Announces 2022 Hall of Honor Class



On behalf of the Texas High School Athletic Directors Association, its Board of Directors and the nearly 1,500 members, we would like to congratulate:

DEBBIE DECKER

Executive Director of Athletics-Katy ISD

DON MURPHY

former Director of Athletics-Grand Prairie ISD

CHRIS FERIS

Director of Athletics-Birdville ISD

RODNEY SAVEAT

Director of Health/Physical Education-Beaumont ISD

on their selection to the very prestigious THSADA Hall of Honor. This is the highest honor bestowed upon members of the THSADA. Recognition of the new class of honorees will take place at the PBK Sports-THSADA Hall of Honor Ceremony that will be held on Sunday, June 12th, 2022, at the Kalahari Resort and Convention Center-3001 Kalahari Blvd. Round Rock, Texas 78665



Executive Director's Report — Rusty Dowling

As we move into the very hectic spring sports schedule with all of its postponements, cancellations, weather delays, and general re-scheduling of numerous events, I have always been impressed with the efficiency in which athletic administrators navigate through this entire process and also tend to the regular routines of their department. Hiring coaches, creating budgets, working with principals on master schedules along with numerous other meetings and commitments that take up each day of the week.

Helpful through this process has been the opportunity for athletic administrators to interact with one another and gain familiarity with athletic administrators from around the state. Beneficial to this process has been numerous THSADA events, Region meetings and athletic administrators connecting with



THSADA Fall Forum, September 2021

Director of Administrative Services.

We would also like to remind any and all THSADA members who are retiring to make sure you send us your new contact information so we can keep you involved in Association news and business. All THSADA contact information is on the website so you can contact any THSADA staff member or contact Ellissa.Unger@thsada.com directly.

THSADA membership has seen a sharp increase over the last several years even with the advent of COVID. The top end of our membership is 1,500 which is an increase 350-400 over the past 2 years. The quality of each one of our events along with the TAAC program have been catalysts for this increase. We also appreciate the work of our Membership Committee members as well as the Region Directors in promoting the Association. The TAAC program certainly has driven an increase in membership and specific to this is the addition of our Superintendents TAAC Advisory Committee.

This committee of 10 Superintendents has been involved in recommending administrative and curriculum designs to the TAAC program along with promoting the significance of TAAC. Having school superintendents support and give credibility to this program is essential. The TAAC program is centered around enhancing the individual's ability to perform the job of an athletic administrator specifically in Texas.

The THSADA would like to remind all of our members and event attendees to make sure you thank all of our state sponsors for their generous and continued support of your Association and their belief in the work that you do. Without their support, we could not offer the events or programs we do.

The 51st annual Texas High School

THSADA Publications Committee

- Andrea Fluhman
Chair-Amarillo ISD
- Grace McDowell
Frisco ISD
- Michael Mackeben
Clint ISD
- Dena Scott
Fort Bend ISD
- Armando Jacinto
Spring ISD
- Henry Cantu
Rio Grande City ISD
- Deena Bosier
Pflugerville ISD
- Sonia Almanza
Northside ISD
- Scott Campbell
Frenship ISD

colleagues at different athletic events. These gatherings and interactions also help in communicating with each other during the spring when it comes to all of the issues previously mentioned. The professional and personal relationships that athletic administrators have with each other makes us stronger and better equipped to handle the day-to-day issues that you face in your role as an athletic administrator.

The THSADA office continues to grow and change with the addition of Association events, increase in membership and administrative duties to support the work of the Board of Directors, Committee Chairs, AD hoc groups and regular support of the day-to-day work of the Association. Stuart Raty, who signed on originally as an intern has now moved to the position of Director of Special Events. Ellissa Unger, who worked previously with THSADA has moved back into the position of

Continued on page 5

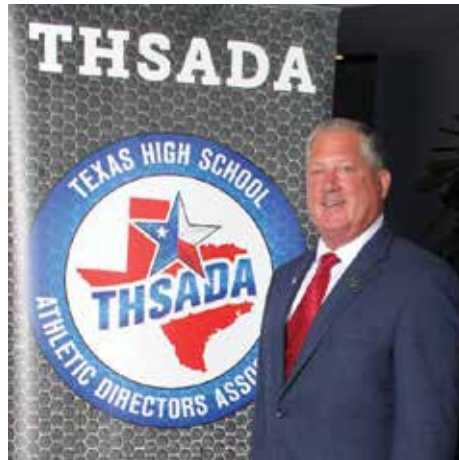


THSADA Assistant Executive Director's Report

Bob DeJonge

Assistant Executive Director's Update

Well, here we are already well past the halfway point of another year! While we are still confronted by the challenges that the pandemic presents, Athletic Directors and Coaches continue to find ways to serve nearly a million student athletes. A good part of the success we are seeing is due to the meaningful professional Development opportunities Athletic Administrators are committed to. I am always amazed at the quantity and quality of problem-solving strategies shared at our Region meetings and THSADA events. This year our eight regions will host a total of 45 Region



meetings attended by over 2500 members, 3 THSADA conferences attended by over 1200 members and several THSADA webinars serving our entire membership. Each gathering is viewed

as its own unique opportunity to share, collaborate, and grow. The THSADA Board (Region Directors, Officers and Committee Members) and many of our members are regularly involved in planning Region meeting agendas, panel discussions, reflection topics as well as helping to develop the TAAC content for our 3 main THSADA events. This commitment to continual improvement is leading us down the path toward being intentionally exceptional as an association!

Spring Sponsor Showcase

This spring event is only in its 2nd year but is proving to be very popular among THSADA members and Sponsors. We are expecting well over 230 attendees and all 50 of our THSADA Sponsors to be in attendance. Attendee numbers have more than doubled from our inaugural event. This year the Showcase will be in San Marcos on March 1-2. Tuesday afternoon we'll start things off with our Keynote presentation, Dr Charles Breithaupt will offer his un-plugged comments on any and all topics. Following that, sponsors and attendees will enjoy the THSADA evening reception. Wednesday will offer a full day of inspiring and timely TAAC sessions. In addition, we will introduce our newest professional development opportunity. This one is specifically designed for those wanting to learn more about our profession. These two sessions are part of our Aspiring Athletic Administrator's Academy. It's important to prepare our next generation of Athletic Administrators and this academy is designed just for that reason. Learning on the job will never be replaced but preparation will also prove to be very valuable!

Hope to see all of you at the next Region meeting or THSADA Event

THSADA Hall of Honor

This event is designed to honor those in our profession that have performed at the highest level and have been nominated and THSADA board approved to receive recognition in front of their peers, friends, and family.

Awards to be presented at the THSADA Hall of Honor on June 12 at the THSADA State Conference at the Kalahari Resort on Round Rock Texas.

National Awards

NFHS Citation- Rusty Dowling-Executive Director of THSADA

NIAAA Bruce Whitehead Distinguished Service Award- Brenda Marshall – Corpus Christi ISD

NIAAA Frank Kovaleski Professional Development Award-Sandra Mader – Aldine ISD

NIAAA State Award of Merit- Debbie Decker - Katy ISD

THSADA Awards

Regional Athletic Administrators of the Year - TBD

THSADA- PBK Sports Athletic Director of the Year – David Kuykendall – Frisco ISD

Joe Bill Fox Distinguished Service Award – Harold Leverett - Balfour

THSADA Hall of Honor

Rodney Saveat – Beaumont ISD

Don Murphy - Grand Prairie ISD Retired

Debbie Decker – Katy ISD

Chris Feris – Birdville ISD



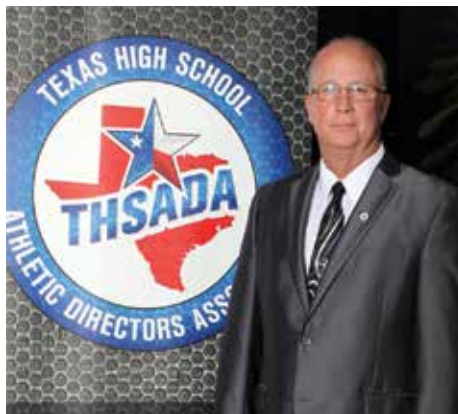
President's Message — David Kuykendall

Happy New Year, Everyone! Plans for 2022 are in the works, but 2021 was a year full of good fellowship and information.

The Fall Forum was once again an informative and great opportunity for athletic directors, superintendents, UIL reps, and athletic vendors to meet and share wisdom and successes! We can learn so much from each other!

The breakout sessions were right on point with what we are dealing with today in our schools. Communication in a Digital Age offered new advancements in available technology, ways to make communication easier and more efficient, and how to keep everyone in the loop without a lot of "Hoop-la!" We also learned how important effective marketing is to keep our facilities up to date and attractive for our local community. Security at athletic contests was addressed through a Q and A by THSADA Assistant Executive Director Bob DeJonge. We were also presented with items concerning the upcoming UIL Legislative Council proposals and initiatives.

In December, THSADA held its Board of Directors/Committee Chairs Meeting in League City. Guidelines for elections, possible new officers, regional reports, financials, and the Spring Showcase were highlighted, to mention a few. Approval was given for the 2022 NIAAA Awards, the THSADA Awards



and the Hall of Honor Awards. The recipients of the prestigious Hall of Honor Awards include Debbie Decker, Chris Feris, Don Murphy, and Rodney Saveat. Congratulations!

The next chance we can all be together will be at the Spring Sponsor Showcase on March 1-2. Thanks again to our many vendors for sponsoring this event, which without them, it would not be possible. You can see the

agenda on the website, which includes opportunities to hear Dr. Breithaupt, Mike Motheral, and Dr. Elza speak, along with three TAAC courses.

THSADA will break out a new program called the Aspiring Athletic Administrators Academy. It is designed to present a pathway for coaches who would like to eventually pursue a career as an athletic administrator in Texas. Debbie Fuchs and I will be directing the AAAA. Courses in budgeting, how to interview for an athletic director's position, and transitioning from coaching to athletic administration are the three sessions that the Academy will present. If you have staff considering a career in athletic administration, this is a great start!

Looking forward to a great year with THSADA!



SPRING SPONSOR SHOWCASE

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

PRESENTED BY **TICKETSPICKET**

Dowling Continued from page 3

Athletic Directors State Conference and Tradeshow will take place at the Kalahari Resort and Convention Center-Round Rock, Texas on June 12th-June 15th, 2022

The THSADA State Conference is the signature event for all Athletic Administrators in the State of Texas and one of the largest High School Athletic Directors Association events in the country which features over 700

attendees and 200 exhibit booths.

Key elements of the Conference are the Texas Athletic Administrators Certification curriculum, Committee meetings, new Board of Directors orientation, Monday and Tuesday Tradeshow Festivals, Golf Tournament, Aspiring Athletic Administrators Academy sessions and the end of Conference Mega Drawings.

The PBK Sports-THSADA Hall

of Honor Ceremony will kick off the annual State Conference on Sunday, June 12th 1:30 p.m.-3:15 p.m.

New to this year's State Conference will be the involvement of Texas School Superintendents who will be participating in various sessions on Monday, June 13th.

State Conference registration is open at www.thsada.com



The Touchdown Club of Houston: Celebrates and Supports Local Student Athletes on and off the Field

By Dena Scott, CMAA
Director of Athletics
Fort Bend ISD

Over the past 55 years, the Touchdown Club of Houston has been recognizing the great achievements of student athletes while giving back to many athletic programs across the Houston area. I had the opportunity to learn first-hand about the TD Club from Keith Kilgore who has been an active member of the organization.

In order to really understand the organization, it is important to know its history.

Kilgore: In 1966, five Houston businessmen (Adrian Burke, Jim Morris, Charles {Sonny} Sowell, Tex Thornton & Clyde Verheyden) visualized having an organization that would have fun celebrating the great game of football and, in turn, provide assistance to the local community. Thus, The Touchdown Club of Houston was founded.

The Touchdown Club of Houston is an organization dedicated to the sharing of fellowship through football. It is a 'non-denominational' organization, meaning it has members who support football teams at all levels and in different geographic areas. Although an emphasis is placed on having fun at banquets and luncheons, the Club is a community-service organization that uses football as its catalyst.

The Touchdown Club operates through a Board of Directors that is made up of 25 men and women from all walks of life. The Board's current compass is to support local high schools with the funds raised, and to have a good time in the process. Functions such as special celebrity speakers, college coach programs, golf tournaments are held to raise funds.



Weight Room equipment donated to a local High School.

Special speakers over the years include two former presidents (Gerald Ford and George Bush), twelve members of the Pro Football Hall of Fame, twenty-two members of the College Football Hall of Fame and sixteen former Oiler or Texan players.

As the organization evolved over the years, it started several annual events that highlight coaches, athletes, and athletic programs.

Kilgore: In the early 1990's, the Club was granted a 501-c-3 non-profit status and began to support 3 major charitable functions. All 3 of these benefit local high school programs and participants.

The first program established, in 1998, was the annual Scholar Athlete Luncheon where, each year, 25 to 30 senior players are honored, and each receive scholarship money towards their next level of education. In the 22 years of that program, approximately \$325,000 has been awarded.

Next came the Club's "Weight Room Project." Starting in 2002, the

Club has annually identified 3-5 high schools that need assistance with equipment and supplies to enable student athletes to properly prepare for competition. These awards are predominantly weight related, but other items of need are considered and provided when approved. The Club stipulates that this equipment be available to all sports, not just football. Since its inception, approximate \$250,000 in equipment and supplies have been placed in 47 different Houston area high schools.

In 2009, The Touchdown Club began an association with the Houston Texans and HISD to host the annual "Senior Showcase." The Showcase is held at the Texans practice facility and is open to any senior player that wishes to attend. College coaches (non-D-1) from all over the country travel here to evaluate the participants and the result has been over \$80 million in grants and aid to those players selected.

Continued on page 7





Weight Room equipment donated to a local High School.

Senior Showcase at the Houston Texan practice facility -2012

The Club holds additional events that spotlight area high school athletes and many college programs.

Kilgore: Coach luncheons are held annually for Houston, Rice, Texas, Texas A&M, Baylor and Texas Tech. Others held periodically include SMU, TCU and LSU among others.

The Club holds six functions each year that specifically honor high school players and programs, both Private and UIL schools. Pre-season dinners are held in both categories with player honored activities. Post-season banquets are also held to name players and coaches that have been selected for special awards. In addition, the

Club hosts annual Scholar Athlete and Sportsmanship Luncheons.

As the TD Club continues its mission, President Becky Hyatt, has similar plans for the organization. "In my time as President of the TD Club I would like to continue the legacy of the previous presidents and fellow board members. In addition, I am looking forward to maintaining our current events schedule while growing the organization through new events and charitable contributions. The greatest asset of the TD Club is being able to assist young men to mature through athletics and education."

On behalf of the Houston and

surrounding areas, we appreciate all the TD Club has done over the years to celebrate and support our great student athletes and high school programs.

THSADA Committee Chairs

Membership

Scott Moehlig-Alief ISD

Awards

Russ Reeves-Rockwall ISD

Policy

Vince Sebo-Tomball ISD

Publications

Andrea Fluhman-Amarillo ISD

Athletics

Andre Walker-Houston ISD

Officials

Mike Bass-Alvin ISD

TAAC Committee

Johanna Denson-THSADA

NIAAA

Brenda Marshall-Corpus Christi ISD



Amarillo High School became the second team in all of 1700 Texas High School to surpass 800 wins in football. — Andrea Fluhman, Amarillo ISD

Amarillo High School has had 19 Head Football Coaches.

Larry Dippel 222 wins / 30 years
Played on state championship
2003 national coach of the year

Coach Theissen 26 wins / 4 years
(State championship at Stratford)

Coach Maxfield 65 wins / 8 years
Played on state champion

Coach Dunham 32 / 4 years

Dippel and Maxfield are both Texas High School Tom Landry award recipients “state coach of the year”

Dippel received the “positive influencer” award



Pictured from left to right are Mel Maxfield, Larry Dippel, Chad Dunnam, and Brad Thiessen.

Blair cherry 84-5 (3 consecutive state championships) 34-36. Left to become

UT offensive coordinator under Dana x Bible

Howard “Bull” Lynch over 140 wins as a sandie coach . As head coach averaged 10 wins per season. Won state in 1940. Went to state in 1948

Burl Bartlett (coached Dumas to back to back state championships - then Sandies - then to Texas Tech)

Bum Phillips became the head coach of the NFL Houston oilers

Joe Kerbel went to Texas Tech then head coach at West Texas State

Many of the coaches have been named Coach of the Year at the District level.

Frenship Tiger AD Comes Full Circle

— Scott Campbell, Frenship ISD

Newly hired Athletic Director for Frenship ISD Bryan Gerlich is no stranger to the landscape of West Texas. Gerlich played football for Texas Tech in the early 90s, married a fellow Red Raider and made a few stops on the coaching carousel before the Dallas Metroplex came calling. Since 2015 Gerlich had served as the Executive Director of Athletics for Grapevine-Colleyville ISD. Under his leadership the district thrived with six Top 10 UIL Lone Star Cup finishes. Gerlich has worn many hats in his years in the professions including assistant coach, classroom teacher, Head Football Coach, Assistant Principal and Athletic Director. You would be hard pressed to find many around the South Plains who have not crossed paths and had prior working relationships with

Coach Gerlich. So it was no surprise when it was announced in December 2021 that Bryan Gerlich was returning to the area to serve as Athletic Director over Frenship ISD.

It is important for the people of West Texas to feel as if they can connect with their leaders. Gerlich checks that box and many others. With career stops at Amarillo Highland Park ISD, Hereford ISD, Andrews ISD, Lockney ISD, Tahoka ISD and Lubbock ISD; you could say Gerlich knows his way around the plains. Gerlich also brings experience working in a multi-school district and navigating continued growth. Gerlich is familiar with bonds, budget and building plans. This will come in handy as Frenship ISD is one of the fastest growing school districts in West Texas. In 2023, Frenship ISD

will open a fourth Middle School which will help set up a natural feeder progression for the opening of a second High School in 2025. The bond has been passed, the plans are being drawn and new AD Bryan Gerlich will play a major role in that transition.

Coach Gerlich will add to an already deep professional circle of Athletic Administrators in Region 1. In 2019 Gerlich was a part of the Inaugural Class of Texas Athletic Administrators Certification (TAAC) recipients. Joining Region 1 administrators Jimmy Johnson of Lubbock ISD, Andrea Fluhman of Amarillo ISD and Dr. Justin Hefley of Amarillo ISD. The future is bright for the Frenship Tigers and Region 1 representation in THSADA.



Coach Julie Wyrick — Armando Jacinto, Spring ISD

Julie Wyrick current has over 590 wins. consistency, longevity and most important flexibility a (Spring ISD core value) is very important as she closes in on 600 wins over a career that has spanned 26 years.



Giving an insight on Coach Wyrick she was born and raised in Oklahoma the child of a mother who was a teacher and father was a coach. She attributes her success to work ethic was instilled by her parents. Being around athletics all her life developed her love for basketball, softball and instilled her a competitiveness and toughness where she would not be denied any goal she set her mind to accomplish. Although she was a talented and successful athlete coaching was not her primary choice as a profession when she graduated from Columbia College in Missouri. Coach Wyrick received her calling to be a teacher/

coach from a sign she saw that publicized teaching. Coach Wyrick began her coaching career as a volunteer coach at Barnsdall, Oklahoma. She landed her 1st head coaching job at Charles Page HS in Sand Spring, Oklahoma. Something about Coach Wyrick that very few people

know is that wrestling is her 1st love. Shortly, thereafter she came to be the head softball coach at El Campo high school. After a couple of years there she was hired at Spring high school. At Spring is where Coach Wyrick has accumulated most of her 590 wins. In 2013 Coach Wyrick had a revelation where she transformed her coaching by having a sense of calmness when everything around you is chaotic. This transformation helped her stay calm in tense situations and her players fed of this and responded better when situations became tough during the games.

Spring ISD Athletics



Educating Life Champions

As Coach Wyrick reaches that magic 600-win mark which we know she will attain one thing she says she would say to her herself as a younger coach “Is close your mouth and listen”. What she hopes her players have learned is that “choices are free, consequences are not.” On closing, Coach Wyrick would like all 1st year coaches to know that she learned from two mentors who were basketball coaches is use the people around you grow from their knowledge and let players play so they can learn from their mistakes.

Athletics Dealing with SEL and DEI

Deena Bosier, Pflugerville ISD

Did you know there are currently an estimated 11,700 sports writers in the United States? I’m not really sure if we are counted in that number, but I wanted to focus this article on Social Emotional Learning (SEL), Diversity, Equity and Inclusion (DEI) the main words. It doesn’t matter the topic, sports and or athletes seem to be able to be used as examples, even in education. Outside of competitiveness, resilience and adversity these focus words are



Deena Bosier Pflugerville ISD

right in line with what we are or should all strive to achieve within sports and athletics.

As I began to research these educational focuses I thought it would behoove me to begin with definitions of each one of these focal ideas. Social Emotional Learning (SEL) is defined as a methodology; an integral part of education and human development. It’s the process through which all young people and adults acquire and apply

the knowledge, skills, and attitudes to develop healthy identities, manage emotions and achieve personal and collective goals, feel and show empathy for others, establish and maintain supportive relationships, and make responsible and caring decisions.

As Athletic Directors and former coaches (SEL) is something we have to practice for ourselves and our department. We should learn to model, train and coach other adults in our field, to better our programs. For those who may be interested in find and learning more about SEL there are five core

Continued on page 10



social emotional competencies

1. Self-awareness
2. Self-management
3. Social awareness
4. Relationship skills
5. Making responsible decisions

If you want to delve deeper into these 5 core competencies go to CASEL – Collaborative for Academic, Social and Emotional Learning an organization devoted to students and educators to help achieve positive outcomes for PreK-12 students. In our field if you lack self-control these five skills will be difficult to consistently achieve success and overcome adversity.

Next, we have diversity, which has been used to communicate a lot of “diverse” ideas of what people want. What is diversity? I have learned that depending on whom you ask depends on what answer you will get. How about a universal definition which can lead all of us to be on the same page? Where in our hiring process, communication and conversation as Athletic Directors do we have the same common thread? What do you think about this definition? The distinct traits that make a person unique, sex, race, gender, religion, education, age, ability, and national origin and culture, which leads back to the whole person. It is not just about socioeconomic or race, but a variety of traits, which diversify the whole individual. Athletic Directors and leaders in the sports entity have to continually monitor and evaluate who we are hiring and how we are helping them become diversified. In our profession we have the opportunity to work with people from all backgrounds, languages, we move from one district to another district, one city to another city, one region to another region, as well as have families from all over the world; if that is California, New Orleans, New York; North, South, East, or West Texas or literally from another

country, which leads me right into equity.

Equity, equity refers to fairness and justice; recognizing we do not all start from the same place and must acknowledge and adjust imbalances. The process is ongoing, requiring us to identify and overcome intentional and unintentional barriers arising from bias or systemic structures. Athletics at its core should encompass equity. Coaches do understand and realize every player doesn't start at the same place. Visually it is seen, along with data that is produced. Once coaches recognize it, they begin making the needed adjustments or accommodations. Sometimes it's holding a player back from varsity, so they can get more playing time at a different level. It could be the amount of time spent in the weight room or working on fundamentals. As directors support our coaches when it comes to them not discussing playing time or having to defend their strategies. Instead we coach them to discuss skill level, participation and effort of the player. As athletic directors we are put in positions to participate in the process, if it is dealing with parents, the community, transportation, gender, economics, or teams; we roll up our sleeves and work through it. We ask clarifying questions, we research, we call or contact others; whatever it may take to give equity.

Lastly, inclusion, what's the root word of inclusion...include? I believe if I asked each of you for your definition of include, it would point somewhere in the direction of: to take part, be a part of the whole or even the word ALL. After interviews and tryouts our teams point to inclusion. We support and want our coaches and players to both feel they are a valued entity for our programs to work. As directors we ensure the needs within our scope are met by each team and player. We contact, discuss and communicate to ensure the game goes on. Before, during and now after the pandemic we are still trying to find

ways for our students to participate. We should ensure cohesiveness; consistency and the campus have access to available athletic facilities on the campus and in the district to promote inclusion. When our budgets allow we support needed equipment, travel, food and professional development opportunities. Athletics encounters many challenges that inadvertently keep us in reflection and future mode simultaneously. We continue to make opportunities available for athletic achievement and excellence, understanding teams win and lose together.

As I close, I want to leave you with this thought. “In the opening ceremony of the 23rd Winter Olympic Games in Pyeongchang, South Korea, we saw again the power of sport, when athletes from North and South Korea marched together. The two nations are even entering a combined women's hockey team, in what the New York Times called “the most dramatic gesture of reconciliation between them in a decade”. We must learn from the unifying power of these and other examples if we want to find ways to use sports to bridge the gaps that divide us.” I wanted to highlight this example because I know and realize how important sports are for our lives and the lessons learned; what we do really is important. We have to continuously support and ensure we are giving opportunities and having the right conversations daily to engrave the right mindset to help players, coaches and our community. The more we use our platform to give and share these experiences the more we are supporting Social Emotional Learning and Diversity, Equity and Inclusion in education.

Resources for further study: CASEL, NACE, Edutopia, TASBE, Latinos for Education, NFHS, Diversity in the Workplace and Belonging Through a Culture of Dignity, World Economic Forum



Celebrating Milestones on the Volleyball Court

Enrique Cantu, Rio Grande City ISD

There are commonalities and also unique back stories in the lives of any coach who pace the endless athletic courts and fields in our beloved Texas schools. Each coach, whether by instinct or experience, has developed an inner will to excel through building skill, rapport, and unity, which one expects will lead to victories at the end of the game. In Region 7, Brownville and Mission, TX to be more exact, there are two coaches who definitely applied this mindset and established a winning tradition as both have combined for over 1300 total wins in their respective careers.



playoffs appearances (21) but to district titles (9) and area championships (6) including quarter final appearances during that span.

On Friday August 27th, the Lady Raiders beat the San Benito Greyhounds at a tournament to capture her 600 career win as she stacked on to her very impressive re-

sume. Coach Guerra thanks her athletes and coaching staff for her success. “It’s never been about total wins but teaching skills and teamwork” says coach Guerra. “It’s about the team buying in to the program and having faith in the coach and the coaching staff.” Coach

Guerra’s main goal has been to make a difference in the lives of those she teaches especially as real life begins when they step outside the gym doors. When asked what she would like to be remembered for, coach Guerra quickly replied, “it’s about helping them to accomplish their own goals off the court.” By the end of the season, coach Guerra stands at 618 total wins with no sign off letting up anytime soon. (photo courtesy: Richard Guerra)

On the other side of the Rio Grande Valley, Coach Diana Lerma, head volleyball coach at Mission Veterans High School, has led her teams to an astonishing 720 total wins. The only head coach in the history of the school and program (2002-Present), she has led the team for 19 years. As a graduate of Mission High School in 1981, her own skills led her to play at Southwest Texas State

University. She joined her sister, current Mission ISD Athletic Director, Leticia Ibarra, as a volleyball assistant at La Joya High School for three years. After coach Ibarra moved on to lead another program, Coach Lerma remained and was named the new head coach at La Joya High School and began her head coaching experience. Within 3 years, she coached her athletes to 60 wins and an opportunity was presented to open a brand new program as the head coach at Mission Veterans High School. The rest, as we say, is history and history is what she has accomplished. Coach Lerma, who on Nov. 22, 2021, was honored with a Diana Lerma Day by the city of Mission, TX, has compiled 17 district championships in 19 years and has only lost an astonishingly 12 district games during that span. Coach Lerma attributes each win to having a team first mentality. “The girls get taught that the game is about the team and that the team will always come first before the individual,” says Lerma. This is a proven fact as the wins have piled up. Another factor in their success is that coach believes that one must invest quality time with the athletes and the program in order to see those results. “As a coach, one has to sacrifice their time with family and invest time year round to see those

results, says coach Lerma. Just as the latter, coach Lerma has no intent to letting up in her expectations for her program. Coach Mary Avelar-Guerra and Coach Diana Lerma embody perseverance, grit, and tenacity as they continue to plan ahead to next year and prepare to coach the leaders of tomorrow.



Coach Mary Avelar-Guerra has been proudly coaching volleyball at Rivera Early College High School for Brownsville ISD for the past 29 seasons. Her passion for volleyball and student achievement has led her to eye opening accomplishments. After sharpening her own volleyball skills at the high school ranks, playing at Texas Southmost College as part of the Scorpions squad, and as a Bronc at UT Pan American, she quickly found her way into a classroom and onto a gym. Coach “Ave” began to instill her passion for volleyball to the Rivera Lady Raiders as a leader by being named the head coach in 1993. Since then, she has led many of her 5A and now 6A teams, not only to the



Retaining and Growing Coaches

Sonia Almanza, Northside ISD

Almost everyone in the state has experienced a shortage of teachers and coaches to hire, as well as retaining coaches. Research has shown more than 50% of teachers leave the profession within their first five years. As Athletic Directors and campus administrators scramble to find coaches and keep great coaches in their schools, several districts have created programs to help retain and grow coaches.



Northside ISD has offered a program called New Coaches Academy, NCA. The Academy meets once a month with coaches who have less than four years of experience in education/coaching. Each month covers a topic from Clint Rutledge's book "Coaching at its Core" and is presented by current district Athletic Directors and High School Coordinators and Assistant Coordinators. Discussion allows coaches to learn from each other and ask questions on how to handle specific situations. This year also included Northside graduates pursuing a career in education. College students zoom into the monthly meetings and are included in the discussions with current coaches. Being in the meetings also allows for college students to receive guidance in obtaining their teaching certificate and applying for jobs.

North East ISD has implemented a Head Coaches in Training Academy for their district coaches to help retain coaches in their district. Participating coaches are chosen from their schools to meet with current Athletic Directors once a month to cover topics related to

becoming a head coach. The Academy gives current assistant coaches a look behind the scenes into the expectations and requirements needed to be a head coach in NEISD.

East Central ISD has designed an Assistant Coach Academy led by their coordinators Joe Hubbard and Maggi Welham. Their goal for the academy is coaches will be able to develop strategies to enhance athlete performance, character development, and create a deeper rapport with all program athletes this school year. The Academy covers learning opportunities every month such as positivity in leadership, empowering growth in others, and fear of failure. Being facilitated by their coordinators creates a comfortable environment for the coaches to ask questions and for the coordinators to receive feedback from their peers on how the program progressed and helped throughout the year.

How do we know if the academies work? Hopefully one day we can have the current participants in these academies present to a new group of coaches and share their story.

Story of Unconditional Love by Todd Howey

Willie Hall arrived at Brackenridge High School in 1983. Coach Hall spent 26 of his 37 years at Brackenridge as



the Head Football Coach and Boy's Coordinator, retiring in 2020. He amassed a win/loss record of 147-125 and produced two NFL players. His teams qualified for the Texas State playoffs 17 times. No coach in San Antonio I.S.D. has won more games than Coach Hall, but his influence stretches beyond the football field and has impacted countless men from the South Side of San Antonio. Coach Hall repeatedly turned down opportunities through the years to coach elsewhere because he loved Brackenridge High School, where most of the students live in poverty, because he wanted to remain working in a community where he had developed deep emotional ties.

"If I leave these kids, who is going to take care of them like I do? Not that I did a great job, but I just know I care, and I gave it 100 percent. I want to help these young men grow into productive young citizens in the community and do the right thing."

Willie Hall is one of the most respected coaches in the State of Texas,



yet he was always willing to serve his athletes, school, and community at all costs, even if he had to grab a mop to do it.

Few coaches in his position and years of experience would be willing to serve in that manner, but that is exactly why he was such a powerful role model and influence on his players and coaches. Coach Hall never won a State Championship in football, most coaches don't, but it was not due to a lack of knowledge or effort. All coaches are created equal, but some have better players, more resources and lucrative booster clubs that help in winning the big one. This picture of Coach Hall "just doing his job" mopping the floor was taken one year prior to his retirement. It is Unconditional Coaching in action. Coach Hall certainly won more games than he lost, but just like so many other coaches that have committed their careers to coaching in poverty school districts, their biggest wins may never appear on a scoreboard.

That is true victory in coaching, and those types of wins are generational, reaching far beyond any trophy he may have won. He simply loved kids more than he loved winning.

United ISD's New Aquatic Complex

United ISD's new Aquatic Complex opened to students in the fall of 2021. The 49,000 sq. ft. facility, located at the UISD Student Activity Center, is fully air conditioned, and consists of two aquatic venues for use by our students: a eight-lane fifty-meter competition pool and a four-lane eighteen-meter adaptive pool. The complex can accommodate up to 800 spectators, and has an additional 700 seats for participants and coaching staff. Long term plans for the centrally located state-of-the-art facility include year-round swimming and diving activities and competitions at the high school, middle and elementary levels.

The main competitive venue has been designed for interscholastic swimming and diving competition.



Moreover, the adaptive venue provides full access to all of United ISD's special-needs student population. Pool features include a bulkhead which allows for simplified conversion of the fifty-meter pool into dual twenty-five meter, eight-lane competition areas, as well as a diving competition area. This versatility provides configurations for Interscholastic, Intercollegiate or International competitions of any aquatic discipline. The diving area is equipped with four one-meter springboards and two three-meter springboards. The complex houses ample locker rooms, a weight room/classroom, coaching staff office areas, training room, a dry-land diving training area, administrative area, a concession lobby/ swim supplies and equipment shop, and an outdoor covered patio where parents and students can gather between competitions.

The finishing touches on the pool include electronic timing consoles, wireless dive-judging terminals and start-strobe units for competitors with special needs. The scoreboard technology built into the complex also has features such as video underwater/instant-replay with full-color capability and a monochrome display. Training programs are enhanced with wall-mounted pace clocks with programmable technology. The pool also has essential amenities such as air and audio quality systems, race-lanes starting platforms, water turbulence reduction, concrete surge gutters that will minimize wave action. Future swimming and diving programs are still in development as the district currently uses the facility for its 4 high school teams and a newly launched "Learn to Swim" program for 2nd grade students.



Northside Brandeis High School 6A State Volleyball Champions



THSADA Yearly Financial Report — August 2020-July 2021

Approved by Board of Directors-December Meeting

THSADA Revenue	<i>8/2020-7/2021</i>
Sponsorships	\$359,700.00
Memberships	58,880.00
Conference Registration	56,600.00
Exhibitor Fees	93,755.00
Golf Tourn.	3,500.00
Raffle Tickets	4,278.00
Hall of Honor Banquet	2,100.00
Fall Forum	1,500.00
Spring Sponsor Showcase	6,080.00
Interest-Savings-CD	6.37
NIAAA Webinar	2,160.00
Misc.*	3,940.00
Total Net Income	\$592,499.37

THSADA Expenses	<i>8/2020-7/2021</i>
State Conference Exp.	\$127,898.68
Fall Forum	959.97
Spring Sponsor Showcase	45,988.38
Scholarships	6,500.00
Hall of Honor Banquet	-
NIAAA	-
Contracted Services	282,194.00
Operations	78,706.48
Meals-Entertainment	1,604.81
Advertising	-
Board	-
Travel	7,681.02
Dues	125.00
Misc.,	882.48
Registrations	
Total Expenses	\$552,540.82



PRESERVING OUR LEGACY, PREPARING THE FUTURE

