



5th Annual Athletic Administrators Fall Forum
Tuesday, October 8th - Wednesday, October 9th, 2024
Embassy Suites, San Marcos, Texas

Tuesday, October 8th

- 3:00 p.m. **Attendee/Sponsor Registration Opens-Veramendi Pre-Function F**
THSADA Officials Committee meeting-Private Dining Room
- 4:00 p.m. Hotel check-in for Attendees/Sponsors
- 4:50 p.m. **Welcome-Home Town Ticketing - Veramendi F Ballroom**
- 5:00 p.m. **TAAC #308 Stephen Mackey- The Texas Way**
Rusty Dowling- THSADA
Joe Martin- THSCA
Updates and Information
Presented by Daktronics
- 6:00 p.m. **FALL FORUM Attendee Reception-Sponsor Introductions-Spring Lake Veranda/Salon A-B**
Networking opportunity for Attendees + Sponsors

Wednesday, October 9th

- 8:00 a.m. **Attendee Registration-Veramendi Pre-Function F**
- 8:30 a.m. **Welcome-Veramendi F Ballroom**
- 8:40 a.m. **TAAC #306-All Things Media!**
This session will cover operational and management strategies along with communication protocols when working with the media for athletic events.
Presented by DTN
- 9:40 a.m. **TAAC #501- A Debrief and Discussion Regarding WBGT**
This session will be in a round table format where ADs from different regions will debrief and discuss their experiences this fall with WBGT. The feedback will be passed on to UIL.
Presented by RFS Sports
- 10:40 a.m. **TAAC #207 Think Outside of the Box: Creative Ways To Use Your Technology**
Presented by Vital Signs Wall of Fame
- 11:30 a.m. **Lunch-Provided by THSADA**
Presented by Equitable Advisors
- 12:30 p.m. **Best Practices-Booster Clubs**
Discover best practices and training suggestions for booster clubs.
Presented by Huckabee
- 1:30 p.m. **Best Practices-HOT TOPICS**
This time will be reserved for the "hot topics" on Athletic Director's plates.
Presented by Paragon Sports Constructors
- 2:30 p.m. **TAAC #102 UIL Updates**
This session will be presented by UIL Staff and contain a preview of the Legislative Council meeting.
Presented by Musco
- 3:40 p.m. Closing – Rusty Dowling-Executive Director-THSADA