



**NIAAA Section 1 Newsletter – July, 2016**  
**Gary Stevens, CMAA – Section 1 Representative, NIAAA Board of Directors**

**Section 1 Website Address: [www.section1niaaa.org](http://www.section1niaaa.org)**

Section 1 Colleagues:

I have recently returned from the Midwest and the annual meeting of the NIAAA Board of Directors in Indianapolis, Indiana. There has been a great deal of change in the NIAAA office and a lot of excitement within the organization. Mike Blackburn became the organization's third executive director on July 1 and brings a great deal of experience and passion for the cause of education-based athletics to the position. Mike's transition to this role has been seamless as he has been well prepared by his predecessor Bruce Whitehead. Like Bruce, Mike is a tireless advocate for the work of athletic directors nationwide and for the students whom we serve. His record of service to the NIAAA speaks volumes, and he will do an outstanding job in this leadership role.

New additions to the NIAAA office include Phil Rison as associate executive director, and Sherrice Dubose, the Development, Marketing, and Public Relations Manager. Phil is a past president of the NIAAA and was formerly an assistant superintendent for athletics in Mt. Sterling, Kentucky. Like Mike, Phil is a very passionate voice for the association and brings years of experience in athletics leadership to this role. Phil and his wife Paula have made the move to Indianapolis and will both be in attendance at the national conference in December. Sherrice received her undergraduate degree from Austin Peay and recently earned her masters from Western

Kentucky University in Sports Administration. She assumes the role formerly held by the retiring Walter Sargent and will also spend a great deal of time in marketing the NIAAA brand beyond establishing contracts with prospective business affiliates. Sherrice has made the trek from her native Tennessee to Keystone Crossing and began work on July 1.

Of course, with change in any organization, there invariably comes a sense of nostalgia as well as it means saying goodbye to people who have previously served it. Bruce Whitehead's retirement as executive director of the NIAAA went into effect on June 30, and he worked his last day in the office on that date. During the NIAAA board meetings, we had an opportunity to spend some time with Bruce at a retirement reception held at the Sheraton Hotel at Keystone Crossing in Indianapolis. Bruce and his wife Pam were joined by a number of people associated with his distinguished career, including staff from Crawfordsville (Indiana) High School, the NIAAA, the National Federation of State High School Associations, and his immediate family. Bruce received a number of gifts at this event and spent some time reflecting upon his career at both Crawfordsville and the NIAAA.

The theme that was echoed throughout Bruce's remarks was that of family. Bruce spoke of the impact that his parents had upon him in helping him develop his personal values and a work ethic that has benefited coaches and student-athletes in his native Indiana and every state in the nation. He also shared stories about the family atmosphere that characterized the athletic department he led in Crawfordsville and helped create a positive experience for a whole generation of students in that community. That same family ethos has also permeated the NIAAA during Bruce's tenure as our executive director, and every athletic director who has been an association member during that time has directly benefited from his vision, passion, and example.

Thank you, Bruce Whitehead, for your servant leadership, friendship, and stewardship over your career in athletic administration. The athletic directors of Section 1 of the NIAAA salute you for all that you have done for the organization and for being a selfless role model for others. You have made an indelible mark on the history of this organization and have earned a well-deserved retirement. You will be missed, but certainly never forgotten . . .

Gary Stevens, CMAA

Thornton Academy

Saco, Maine

NIAAA Board of Directors – Section 1

Representative

\*\*\*\*\*

## **NIAAA Board of Directors July Meeting Highlights**

The NIAAA Board of Directors met from July 8-11, 2016 at the association's office in Indianapolis, Indiana. The following represents a summary of the highlights of these meetings:

1. Phil Poggi of Ohio has been recently appointed by the athletic administrators association in that state to complete the term of his predecessor, who stepped down from his seat representing Section 2. (Gary Stevens of Maine and Section 1 will serve as his mentor.)
2. The Board, along with other standing committees meeting at the NIAAA office, participated in a pilot session for LTC 715 (Maintaining Appropriate Professional Boundaries). This course was authored and facilitated by Steve Bridge, a former athletic administrator in Washington. The course was well received and will be offered at both the LTI Coordinators Meeting in the fall and at the national conference in Nashville in December.
3. Each of the subcommittees of the NIAAA Board of Directors (Finance, Office Personnel, Scholarship, Accreditation, Marketing) met on the afternoon of July 8 following the LTI course pilot.
4. The Board of Directors reviewed the June 30, 2016 financial report as presented by new Executive Director Mike Blackburn.
  - a. Actual total income for the year is up 0.6% above projections. Membership income is 8.7% and certification income is 30.4% ahead of projections. Leadership Training Institute income is currently 1.4% below projections as income from universities was down this year.
  - b. Expenses to date are 7% below projections.
  - c. There was a budget surplus of \$108,876.50 for the recently completed fiscal year.
5. Ted D'Alessio (New Jersey) and Kevin Simmerman (Nebraska) were appointed as the chair and vice-chair respectively of the Coaches Education Committee. Bobby Guthrie of North Carolina has stepped down from his chair position of that committee after serving with distinction in that capacity.
6. Sherrice Dubose has been appointed as the new Development, Marketing, and Public Relations Manager for the NIAAA.
7. The Board of Directors reviewed a number of very positive changes to the NIAAA website ([www.niaaa.org](http://www.niaaa.org)) and the Membership Portal. Nellie Crocker of the NIAAA office has been instrumental in working on this project. Among those changes are:
  - a. New layout for the website
  - b. Addition of accreditation and membership videos on the main page
  - c. NIAAA Twitter feed
  - d. Scholar-athlete section
  - e. Membership profile looks more education-based

- f. Navigation process has changed
  - g. Course transcripts
- 8. The NIAAA is working with YourMembership to develop a new app for the National Conference for Directors of Athletics in Nashville in December. Each person enrolling for the conference will receive follow-up information about downloading the app and a video tutorial about how to use it. Among the features of this app are:
  - a. Twitter feed for the events of the National Conference
  - b. Listing of all attendees who download the app
  - c. Schedule of activities
  - d. Survey instruments and course evaluations
  - e. MySchedule – conference attendees build their own scheduling plan
  - f. List of exhibitors and conference sponsors
  - g. Photograph gallery
  - h. Maps of the Gaylord Opryland convention center and location of conference events
  - i. Push notifications
- 9. Finance Subcommittee Report
  - a. Woodley Farra accounts are up by about \$221,000 overall since December 31
  - b. The subcommittee accepted the recommendations of financial advisor Mike Mannion to move funds from various accounts to the Core 2 portfolio based upon the current financial climate.
- 10. Office Personnel Subcommittee Report
  - a. The Board of Directors approved the following recommendations from the Office Personnel Subcommittee:
    - i. Increase of 3.5% for Professional Development Academy salaries
    - ii. Advance Nellie Crocker to Level 8 on the contract scale
    - iii. Increase all staff salaries (with the exception of Sherrice Dubose, who was recently hired) by one step
    - iv. Extend multi-year contracts to executive staff
    - v. Finalize terms with retiring Walter Sargent to account for any contracts that he had negotiated
- 11. Scholarship Subcommittee Report
  - a. Erin Hochens (Kentucky) and Ian Salm (North Dakota) were the two national finalists in the NIAAA scholarship program
- 12. Marketing Subcommittee Report Highlights
  - a. The NIAAA and affiliated state associations needs to enhance its social media presence to market its brand to both internal and external users
  - b. The NIAAA Logo is a key marketing tool that must be utilized strategically in all activities that we do.
    - i. Signage in key areas
    - ii. Meaning

- c. The NIAAA website is the “front door” of the association for many people and must be continuously refreshed and enhanced in terms of
    - i. Content
    - ii. Usability
    - iii. Accuracy (ex. state information)
  - d. The NIAAA Marketing Subcommittee feels that the new staff hired by the association will be a great asset in meeting its marketing aims
  - e. The NIAAA Marketing Subcommittee would like to retain its current name in the interest of best meeting its mission and purpose
  - f. The NIAAA Marketing Subcommittee recommends that the association not pursue a relationship with Ultimate Best Ball at this time.
  - g. Immediate activities
    - i. Accuracy of state information on website
    - ii. Determine the social media presence of state associations
    - iii. Research the feasibility of signage involving the NIAAA logo
13. New Associate Executive Director Phil Rison spoke about the NIAAA Endowment
- a. Silent Auction will take place in Nashville – looking for items to add to this cause
  - b. Due to Tennessee state law, there will be no 50-50 raffle at the national conference
  - c. There will be no “Fun Run” due to facility restrictions
14. Mike Blackburn reviewed some of the plans for the NIAAA 40<sup>th</sup> Anniversary recognition at the national conference, including a looping montage of photographs. The Board also made some suggestions as to how to celebrate this milestone.
15. The Board of Directors reviewed the status of all components of the Fourth Strategic Plan.
16. The Board of Directors discussed the proposal to add a fourth at-large position to the NIAAA Board of Directors and made the following recommendations (to be deliberated within the Delegate Assembly at the National Conference):
- a. Add a fourth at-large position (Approved 13-1)
  - b. Continue the voting process at the National Conference for Directors of Athletics (Approved 8-6)
  - c. Regroup at-large position section pairings as follows: 1-6, 2-7, 3-4, 5-8 (Approved 9-5)
17. Leadership Training Report – Jim Watkins
- a. Courses for national conference have been approved and placed on conference schedule
  - b. Jim needs 15-20 new instructors to replace retired facilitators
  - c. There are three new courses being taught for the first time at the national conference (LTC 715 – Professional Boundaries; LTC 510 – Legal; LTC 610 – Technology)
  - d. LTC 733 (Athletes with Disabilities) is being worked on
  - e. Dr. Jarred Spencer is putting together a 45-minute pilot of LTC 725 (Mind of the Athlete)

18. Certification Report – Sheri Stice
  - a. Sheri and Nellie Crocker have developed a PowerPoint presentation the CAA preparation process
  - b. Pilot on-line testing will take place at LTI coordinators meeting and in Nebraska prior to national conference
19. The Board of Directors approved applying the 2015-2016 budget surplus for the following projects
  - a. Upgrade YourMembership (on-line) services to an LMS platform
  - b. Continue working with the NFHS to develop public service announcements on education-based athletics
  - c. Support office infrastructure and update office equipment as identified by the NIAAA staff
20. Terri Lakowski, Esq. of Active Policy Solutions, the lobbyist serving the NIAAA in Washington, D.C. , met with the Board of Directors and identified the following projects undertaken by that firm:
  - a. Working on ESSA guidelines for professional development money
  - b. Crumb rubber issue – has stalled at the federal level
  - c. Visibility and relationship building on Capitol Hill
    - i. 20 different members of Congress recognized state student essay winners
    - ii. Having members of Congress attend state athletic director conferences would be a positive activity
    - iii. Representative Brooks of Indiana has reached out to the NIAAA for information before voting on bills
21. National Conference in Nashville
  - a. Clark Kellogg will be the Opening General Session speaker
  - b. Vanderbilt baseball coaching staff will be at the Closing General Session
  - c. Workshop topics have been selected for the conference, but speakers have yet to be assigned – three topics will be repeated
  - d. Lee Green will once again have a stand-alone session on legal issues
  - e. Room reservation process is now underway
22. Awards
  - a. The Board of Directors approved the selection of a number of awards being presented at the National Conference for Directors of Athletics. These awards will be announced in a future Section 1 newsletter following notification of all recipients.
23. The NIAAA Board of Directors will meet via conference call on October 18, 2016 at 1:00 PM EST.

\*\*\*\*\*

## **Delegate Count**

The NIAAA reports the following delegate count for Section 1 states at the National Conference for Directors of Athletics in Nashville in December:

<i>State</i>	<i>Number of Members</i>	<i>Number of Delegates</i>
Connecticut AAD	246	5
Maine IAAA	132	4
Massachusetts SSADA	315	5
New Hampshire ADA	107	3
DAA of New Jersey, Inc.	375	5
New York SAAA	618	5
Rhode Island IAAA	79	3
Vermont SADA	87	3
<b>Total</b>	<b>1959</b>	<b>33</b>

\*\*\*\*\*

## **Section 1 News**

1. The 2017 Section 1 spring meeting will be held on Tuesday, March 28, 2017 at the Convention Center in Hyannis, Massachusetts. The meeting will be part of the Massachusetts spring conference. Start time will be announced.
2. Best of luck to Peter Shambo of New York, who will run for the Region A At-Large position on the NIAAA Board of Directors. Peter will be campaigning at the National Conference for Directors of Athletics in Nashville for this slot.
3. Section 1 and the NIAAA offers a sincere thanks to those individuals who made the recent Section 1 Summer Institute in Brewster, Massachusetts such a huge success. Peter Shambo of Penfield (New York) High School and Steve Young of New Rochelle (New York) High School were once again co-organizers of this event and provided an outstanding professional development experience for all participants. Paul Wheeler of Lyndon Institute in Vermont added valuable assistance to the event as well.

The Section 1 Summer Institute attracted 82 athletic administrators, including four from Chile. The group sat for a record total of 245 classes. Among the instructors who facilitated Leadership Training Institute courses were: Holly Farnese, Lee Green, Mike Gulino, Jay Hammes, Al Sersland, Sheri Stice, Zac Stevenson, and Steve Young.

4. Massachusetts has the next opportunity to fill the Section 1 board position. Jim Davis of Belmont High School will serve in that role and take office on December 13, 2017 in Phoenix, Arizona.
5. Congratulations to the following Section 1 athletic administrators who have been appointed to NIAAA standing committees:
  - a. Coaches Education Chair – Ted D’Alessio, CMAA (New Jersey)
  - b. Credential – Sean Dowling, CMAA (New Jersey)
  - c. Endowment - Micah Hauben, CMAA (Massachusetts)
  - d. Sports Turf – James Bunnell, CAA (Massachusetts)
  - e. Membership – Jason Corley, CAA (New Jersey)
  - f. Resolutions – Tom Holdgate, CMAA (Massachusetts)
6. NIAAA Executive Director Mike Blackburn reports that all eight states in Section 1 have earned an NIAAA Membership Commendation for having achieved 70% membership in the national association. New York continues to have the highest number of NIAAA members of any state in the country. In addition, Mike has shared that the states of Connecticut and Rhode Island are two of only three states (the other being Hawaii) that have earned commendations every year since the recognition was started in 1991. Congratulations to the athletic administrators and leadership in those two states for achieving this consistent level of excellence.

\*\*\*\*\*

### NIAAA Section 1 Treasurer’s Report

<b>Starting Balance</b>	<b>\$9117.41</b>
 <i>Deposits</i>	
None	
<b>Total Deposits</b>	<b>\$0.00</b>
 <i>Expenditures</i>	
None	
<b>Total Expenditures</b>	<b>\$0.00</b>
 <b>Current Balance – July 18, 2016</b>	 <b>\$9117.41</b>

\*\*\*\*\*

\*\*\*\*\*

**Future National Conference for Directors of Athletics**

- December 9-13, 2016 – Nashville, Tennessee – Gaylord Opryland
- December 8-12, 2017 – Phoenix, Arizona – Sheraton/Hyatt/Convention Center
- December 14-18, 2018 – San Antonio, Texas – Marriott Hotels/Convention Center
- December 14-17, 2019 – National Harbor, Maryland – Gaylord National
- December 12-16, 2020 – Tampa, Florida – Marriott Waterside/Convention Center, Embassy Suites
- 2021 – Narrowed down to Salt Lake City, Denver, Anaheim, or San Diego
- 2022 – Open
- December 26-19, 2023 – Orlando, Florida - Marriott World Center