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T H E M I C H I G A N

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# ATHLETIC DIRECTOR

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Vo. 57, No. 2

M.I.A.A.A. Publication

Winter 2016

## **2016 MIAAA Annual Conference Issue**

March 18-22, 2016 - Grand Traverse Resort & Spa  
"The Best State AD Conference in the Country"



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# 2015 -2016 Board of Directors

## 2015 -2016 Executive Board Members

<b>President</b> Michael Bakker, CMAA Fenton	<b>1<sup>st</sup> Vice President</b> Greg Lattig, CMAA Mason	<b>2<sup>nd</sup> Vice President</b> Mike Quinn, CMAA Gibraltar Carlson	<b>Recording Secretary</b> Dallas Lintner, CMAA Owosso
<b>Past President</b> Meg Seng, CMAA Ann Arbor Greenhills	<b>Executive Director</b> George Lovich Retired	<b>Assistant to Executive Director</b> Karen Leinaar, CAA Bear Lake	

## Regional Representatives

Region	Representatives	Alternate
I	Sean Jacques, CAA – Calumet	
II	Rich Giddens – Cadillac	Mark Mattson, CAA, Traverse City Central
III	Tim Genson – Mason County Central	Jason Kemler, RAA – Brethren
IV	Dave Chrisinske, CAA – Thornapple-Kellogg	Jerry Haggerty, CAA – Hamilton
V	Michael Roy, CMAA – Vicksburg	Kevin Guzzo, CAA – St. Joseph
VI	Steve Babbitt, CMAA – Blissfield	John Roberts, CAA – Adrian
VII	Tom Hunt – East Lansing	Darin Ferguson – Haslett
VIII	Mike Thayer, CMAA – BC Western	Jon Studley, CAA – Tawas
IX	Dave Derocher, CMAA – Reese	Jeff Kline, CMAA – Mt. Morris
X	Sean Zaborowski, CMAA – Lakeview	Jeff Cook, CAA – St. Clair
XI	Tom Flynn – Birmingham Groves	Greg Michaels, CAA – White Lake Lakeland
XII	Scott Wiemer, CAA – Annapolis	Dave Pinkowski, CAA – Southgate Anderson
XIII	Sal Malek, CAA – Acad of the Sacred Heart	Mike Evoy, CAA – CHSL
XIV	Jolinda Lucas, CAA – Grand Rapids Univ Prep	Brad Amey – White Pine MS

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*Register for the 2016 MIAAA Annual Conference today!*  
**The registration forms are in this issue!**

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**JASON SNOOK**  
Royal Oak

734-476-1304  
jason.snook@daktronics.com



**DAN McSHANNOCK**  
Midland

989-954-9648  
daniel.mcshannock@daktronics.com

W W W . D A K T R O N I C S . C O M



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# MIAAA Regional Representatives

## Leagues & Conferences

Independent schools are usually in the Region closest to their school



### REGION 1 – SEAN JACQUES

Rep: Sean Jacques, CAA – Calumet – [sjacques@clkschools.org](mailto:sjacques@clkschools.org)

#### Leagues and Conferences

Central Upper Peninsula	Eastern UP Athletic	Northern Lights	Strait Area
Eastern UP Athletic	Copper Country	Skyline	West PAC
Mid-Peninsula Athletic	Great Northern UP	Porcupine Mountain	



### REGION 2 – RICH GIDDENS

Rep: Rich Giddens, Cadillac – [rich.giddens@cadillac.k12.mi.us](mailto:rich.giddens@cadillac.k12.mi.us)

Alt Rep: Mark Mattson, Traverse City Central – [mattsonma@tcaps.net](mailto:mattsonma@tcaps.net)

#### Leagues and Conferences

Big North	Cherryland	Lake Michigan	Ski Valley
North Star	Northern Lakes	Northwest	



### REGION 3 – TIM GENSON

Rep: Tim Genson, Mason County Central – [tgenson@mccschools.org](mailto:tgenson@mccschools.org)

Alt Rep: Jason Kemler, Brethern – [kemlerj@manistee.org](mailto:kemlerj@manistee.org)

#### Leagues and Conferences

Highland	Lakes 8 Activities	River Valley
Western Michigan	Western Michigan D	



### REGION 4 – DAVE CHRISINSKE

Rep: Dave Chrisinske, Middleville Thornapple Kellogg – [dchrisinske@tkschools.org](mailto:dchrisinske@tkschools.org)

Alt Rep: Jerry Haggerty, Hamilton – [ghaggert@hamiltonschools.us](mailto:ghaggert@hamiltonschools.us)

#### Leagues and Conferences

OK (Black Div)	OK (Gold Div)	OK (Red Div)
OK (White Div)	OK (Blue Div)	OK (Green Div)
OK (Silver Div)	OK (Bronze Div)	Alliance



### REGION 5 – MIKE ROY

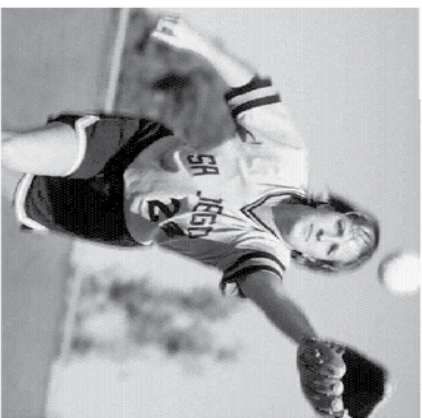
Rep: Mike Roy, Vicksburg – [mroy@vicksburgschools.org](mailto:mroy@vicksburgschools.org)

Alt Rep: Kevin Guzzo, St. Joseph – [kguzzo@sjchools.org](mailto:kguzzo@sjchools.org)

#### Leagues and Conferences

Cornerstone	Kalamazoo Valley	Lakeland Athletic	Red Arrow
Southwestern Athletic	Southwestern MI Ath.	St. Joseph	Wolverine





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# MIAAA Regional Representatives

## Leagues & Conferences

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### REGION 6 – STEVE BABBITT

Rep: Steve Babbitt, Blissfield – sbabbitt@blissfieldschools.us

Alt Rep: John Roberts, Adrian – jroberts@adrian.k12.mi.us

#### Leagues and Conferences

Big “8”

Southeastern

Cascade

Southern Central Athletic Tri-County

Lenawee County

Mid-South



### REGION 7 – TOM HUNT

Rep: Tom Hunt, E. Lansing – hunt\_tm@elps.k12.mi.us

Alt Rep: Darin Ferguson, Haslett – fergusdp@haslett.k12.mi.us

#### Leagues and Conferences

Capital Area Activities

Mid-State Activities

Central MI Activities

Central State Activities



### REGION 8 – MIKE THAYER

Rep: Mike Thayer, Bay City Western – thayerm@bcschools.net

Alt Rep: Jon Studley, Tawas – jstudley@tawas.net

#### Leagues and Conferences

Inner State

Saginaw Valley HS Assoc.

Jack Pine

Tri Valley

North East Michigan

Huron Shores



### REGION 9 – DAVE DEROCHER

Rep: Dave Derocher, Reese – dderocher@reese.k12.mi.us

Alt Rep: Jeff Kline, Mt. Morris – jkline@mtmorrisschools.org

#### Leagues and Conferences

Blue Water

Greater Thumb

Flint Metro

North Central Thumb

Genesee Area



### REGION 10 – SEAN ZABOROWSKI

Rep: Sean Zaborowski, Lakeview – szaborowski@scslakeview-k12.com

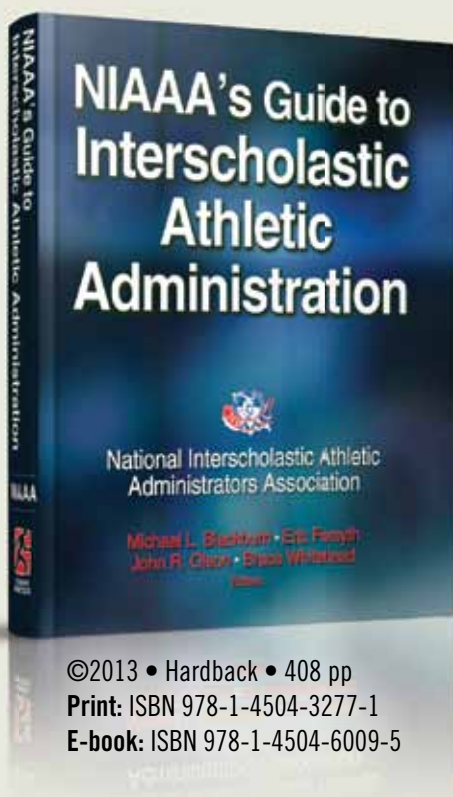
Alt Rep: Jeff Cook, St. Clair – jcook@ecsd.us

#### Leagues and Conferences

Macomb Area



# The essential resource for high school athletic directors



*NIAAA's Guide to Interscholastic Athletic Administration* presents an overview of high school sport administration from experienced athletic administrators across the United States. This resource help readers better understand the athletic director's multifaceted role and confront several challenges they face:

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- Ensuring ongoing education in vital areas including student citizenship, staff support, safety, risk management and budget preparation
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# MIAAA Regional Representatives

## Leagues & Conferences

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### REGION 11 – TOM FLYNN

Rep: Tom Flynn, Birmingham Groves – [tf01bps@birmingham.k12.mi.us](mailto:tf01bps@birmingham.k12.mi.us)

Alt Rep: Greg Michaels, Lakeland – [gregory.michaels@hvs.org](mailto:gregory.michaels@hvs.org)

#### Leagues and Conferences

Kensington Lakes

Oakland Activities



### REGION 12 – SCOTT WIEMER

Rep: Scott Wiemer, Annapolis – [wiemersc@dhsd7.net](mailto:wiemersc@dhsd7.net)

Alt Rep: Dave Pinkowski, Southgate Anderson – [pinkd@sgate.k12.mi.us](mailto:pinkd@sgate.k12.mi.us)

#### Leagues and Conferences

Detroit Public

Huron

Western Wayne

Charter School

Downriver

Southeastern



### REGION 13 – SAL MALEK

Rep: Sal Malek, Academy of the Sacred Heart – [smalek@ashmi.org](mailto:smalek@ashmi.org)

Alt Rep: Mike Evoy, CHSL – [evoy.michael@aod.org](mailto:evoy.michael@aod.org)

#### Leagues and Conferences

Catholic HS League

MI Independent Athletic



### REGION 14 – JOLINDA LUCAS

Rep: Jolinda Lucas, Grand Rapids University Prep – [lucasj@grps.org](mailto:lucasj@grps.org)

Alt Rep: Brad Amey, White Pine Middle School – [bdamey@stcs.org](mailto:bdamey@stcs.org)

#### Leagues and Conferences

All Middle Schools in Michigan





# MIAAA Recording Secretary Candidates for 2016



*Jean LaClair*

27043 Hillside Court  
Sturgis, MI 49091.

laclairj@bronsonschools.org

I am honored and humbled to be approached about running for this position; and know that regardless of who is selected, it will be a great choice and that person will continue to move this association forward. I have been involved in athletics my entire life, starting well before I was in school; but it was school sports where my passion was found, and why I continued to follow that passion into the job of a high school athletic administrator. It does not seem like work when I get to watch student-athletes participate in athletics in the evening – it is a joy and something that I thoroughly enjoy.

I have been actively involved in the MHSAA, running numerous tournaments and sitting on many committees including the Women In Sport Leadership Conference Committee and the Multi-Sport Participation Task Force; the MIAAA where I am the chair of the Public Relations committee, while also serving on several other committees; MIVCA, where I have been (and currently) on the executive board for 20+ years as well as President for 6 and Vice President for 6 years; and I was the sport of volleyball representative to the MHSCA for 4 years. You can see that I am actively involved in the profession in many capacities and would love the opportunity to further serve the MIAAA.

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## Career Summary:

- Athletic Director / Teacher @ Pinconning High School  
3 years (1996 - 1999)
- Bronson Jr/Sr High School – 17 years
  - Full Time Athletic Director @ Bronson  
12 S years (1999 – 2012)
  - Athletic Director / Assistant Principal @ Bronson  
4S years (2012 – 2016)

## Educational Background:

- H.H. Dow High School – 1984
- Saginaw Valley State University – 1989
- Central Michigan University (Masters in Sports Administration) – 2000
- Certified Master Athletic Administrator through NIAAA - 2013

## Professional Affiliations & Activities:

- MIAAA
  - Served on various committees
    - Public Relations Committee Chair
    - Sportsmanship Committee
    - Awards Committee
- MHSAA
  - Served on various committees
    - Multi-Sport Participation Task Force
    - Women In Sports Leadership Committee
    - Multiple Site Selection and Rules Committees
  - Hosted multiple state tournament
    - Boys & Girls Basketball
    - Volleyball
    - Wrestling (team and individual)
    - Golf
    - Football
    - Competitive Cheer
    - Baseball & Softball

## MIVCA

- Served on Executive Board for 20+ years
  - President for 8 years
  - Vice President for 6 years
  - Instrumental in the yearly coaches conference
- NIAAA – member since becoming an athletic director
- MHSCA – member for 20+ years
- School Leagues
  - SJV (St. Joseph Valley)
    - League Director – 2 years
  - BCS (Berrien/Branch, Cass, St. Joseph)
    - League Director – 2 years
    - Instrumental in the development of the league

## Honors and Awards:

- MHSAA Women In Sport Leadership – 2015
- MIAAA Region 5 Athletic Director of the Year – 2009
- MIAAA 20 Years of Service – 2016
- MHSCA Volleyball Coach of the Year – 2010
- NFHS Michigan Volleyball Coach of the Year – 2010
- NHSACA National Coach of the Year Finalist – 2011
- MIVCA Hall of Fame – 2006
- MIVCA Class C Coach of the Year – 2009
- MIVCA Region 12 Coach of the Year – 2011

## Services to the Community

- Rotary Member
- Bethel Gilead Community Church



## MIAAA Recording Secretary Candidates for 2016



*Michael J. Roy, CMAA*  
Vicksburg Community Schools

I have been happily married to Lisa for 12 years and together we have two children, Harper (6) and Ryker (4). They are the three greatest joys in my life.

I have been a member of the MIAAA since 1999 and have served the MIAAA in many capacities. I have chaired several committees; including the Publications Committee, the Five State Exchange Committee and the Sportsmanship Committee. I have taught LTI Courses at the MIAAA Annual Conference, have served as the Region V representative to the MIAAA and have served as a delegate to the National Association on several occasions.

I received the MIAAA Regional Athletic Director of the Year award in 2009, the MIAAA and the MHSACA State Athletic Director of the Year award in 2012. I was a National Finalist for the MHSACA National Athletic Director of the year in 2012.

I also received an NIAAA Distinguished Service award in 2012.

I would love to serve the MIAAA in the role of Recording Secretary, and feel that I am well qualified. I believe I would be remiss if I did not mention my passion and appreciation for the greatest association that I know.

Without hesitation, I know that the MIAAA, through many avenues has assisted me, motivated me and prepared me for the career I have chosen. I am grateful for the leadership, networking, professional development opportunities and the mentoring that I have enjoyed throughout my career.

In closing I would be honored to lead the MIAAA by serving as Recording Secretary. I would appreciate your vote.

*As in the past few years, MIAAA members will be receiving an email with the directions for online voting. Results will be announced on Monday, March 21 at the MIAAA Conference*



# 2016 MIAAA Annual Conference

**“The Best State AD Conference in the Country”**

Now is a great time to be thinking about attending the 2016 MIAAA Annual Conference in Traverse City. The conference begins on Friday, March 18th and ends Monday afternoon, March 21, 2016. You are reminded that the Awards Banquet has been moved to Sunday night and we will still offer a full schedule of sessions on Monday. The Grand Traverse Resort has completed the remodeling of the hotel tower rooms and the renovations are very impressive.

Over 70 sessions will be offered for Athletic Directors (High School, MS/JH), Secretaries, and Retirees. Some of the “Hot Topic” sessions include technology up dates, MHSAA information, transgender issues, weather safety, and many other pertinent issues. In addition 107 vendors will be in attendance on Saturday and Sunday to present the latest information on athletic equipment, professional services, and programs.

There will be a number of LTC classes offered on Friday, March 18th for those interested in professional development. These classes are of great value for those athletic directors working on their RAA, CAA, and CMAA certification. SCECH credit will also be made available for attendance at conference sessions.

Don't forget to bring your spouse. There is a Spouse Gathering—“Meet and Greet” scheduled for Saturday afternoon. Spouses will be able to enjoy each other's company and share the bond they have by being married to an athletic director. Registered spouses are also invited to attend a Wine Tasting Tour at Brengman Brothers Winery on Sunday afternoon. Transportation will be provided and the shuttle leaves at 12:30 p.m. from the hotel lobby.

Whatever your goals are, you won't be disappointed as you attend the 2016 MIAAA Annual Conference. The networking alone is invaluable as you discuss problems and gain insights from other athletic directors. The conference is a great opportunity to improve your skills and knowledge as an athletic administrator. In addition, you will have a great time, experience some meaningful networking, relax, and “eat well”. Hope to see you there!

Bill Mick  
Annual Conference Committee Chair





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# 2015 MIAAA Annual Conference

**“The Best State AD Conference in the Country”**  
Grand Traverse Resort & Spa - Grand Traverse Village, Michigan

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## Friday, March 18 2016

Noon - 4:00 pm	LTI Courses - Separate registration needed 501, 504, 508, 617, 703, 719
5:00 pm - 9:00 pm	LTI Courses - Separate registration needed 502, 506, 616, 619, 700, 705
5:00 pm - 8:00 pm	Registration - Administrators & Secretaries

## Saturday, March 19 2016

7:30 am - 8:15 am	Registration - Secretaries
8:00 am - 4:00 pm	Registration - Administrators
7:45 am - 8:15 am	New Secretaries & 1st Time Attendees
8:15 am - 8:45 am	New AD & 1st Time Attendees
9:00 am - 4:00 pm	MHSAA CAP classes CAP 1 & CAP 2 - Separate registration
8:15 am - 8:45 am	Athletic Secretary / Welcome to the Conference
9:00 am - 10:00 am	TEAM SUCCESS - Christina Wilson, Kim Kay
9:00 am - 10:00 am	<b>Session 1</b> 1. Surviving Your First Few Years As an AD - Greg Lattig, Chris Ervin 2. Building w/o a Bond or Millage - Brad Bush 3. What Athletic Directors Need to Know About College Recruiting- Ira Childress 4. Donations vs. Sponsorships- What it takes to Create Long Term Revenue- Robert Sager, RAA & Kyle Sydow Daktronics 5. Building the Complete Person - Mike Roy & Next Level Performance
10:15 am - 11:15 am	Secretary Session - MHSAA Update - Tom Rashid
10:15 am - 11:15 am	<b>Session 2</b> 1. Creating and Utilizing the Optimal Coaching Evaluation Tool- Introduction (Same as 2015) - Mike Bakker, Don Watchowski 2. “Organize, Don’t Compromise or Agonize” - Marc Hage 3. Don’t Miss a Beat - Sudden Cardiac Arrest Awareness for the Athlete - Lisa Pardington, Jennifer Shea, Dr. Nancy Cutler, Deb Duquette 4. Technology in the Athletic Department - Web & Social Media for the 21st Century -John Watson, Eric Pierce 5. Athletics and Promotions - How Do You Do It Better? - Andrew Cox, Ken Diamond & Chuck Persenaire 6. MS 6th grade What Has Changed With the New Rules? - Cody Inglis



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10:00 am – 4:00 pm	Exhibits Open
11:15 am - 12:00 pm	Visit Exhibits/ Fundraising Information
11:15 am - 12:00 pm	CAA Study Session
11:30 am – 1:15 pm	Lunch – Visit Exhibits – Enjoy Resort
12:00 pm - 1:15 pm	Secretary Awards & Luncheon
1:15 pm – 2:15 pm	Session 3 1. Student Athlete’s Perspective - Autumn Mattson & Cedar Springs Students 2. School Pride - What Can It Look Like - Here Are Some Options - Ken Erny, Ed Greenman & Steve Wilson 3. Budget Basics & Financial Finesse - Ken Mohney 4. MHSAA Rules & Regulations - Tom Rashid 5. Keeping Your Coaches Out of Trouble - Peter W. Ryan - Attorney 6. Keeping MS Athletes in the Building - Brad Amey
1:30 pm - 2:30 pm	Secretary Sessions A - Organize, Don’t Compromise or Agonize - Marc Hage B - Google - What & How to Best Use - Chris Ming, Jordan Ackerman
2:30 pm – 4:00 pm	Visit Exhibits & Ice Cream Break
2:30 pm – 4:00 pm	ArbiterGame - Drop in Session
2:45 pm - 4:15 pm	Secretary Session - (Musical Chairs) A - Google Docs / Advanced - Chris Ming, Jordan Ackerman B - Excel - Questions & Answers - Matt Devitt C - Retirement - MEA / MPSERS - TBA D - Multiple Hats of the Athletic Secretary - Brenda Greear
4:15 pm – 6:00 pm	Session 4 Caucus & Round Table Meetings - Region Representatives & Alternates
4:15 pm - 5:00 pm	Secretary - Region Meeting / Door Prizes
6:00 pm - 8:00 pm	Scheduling War Room - opportunity for scheduling across leagues, across sports - bring your schedule and sit down to work it out face to face
8:00 pm – 11:30 pm	Hospitality Night – Big Screen, Food, Euchre, Corn Hole



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**Sunday, March 20 2016**

9:00 am – 10:00 am	Drop In Sessions – Technology
9:30 am – 1:30 pm	Registration
10:00 am – 12:00 pm	CAA Exam
10:00 am – 11:00 am	Secretary Session - Navigating the Site - MHSAA - Andi Oster, Andy Frushour
11:00 am – 12:00 pm	Secretary Session - Hot Topics / Roundtable - Anna Devitt, Brenda Greear
11:00 am – Noon	Session 5 1. 7 Ways To Lead Your Team - Rob Miller 2. Athletic Trainer on the Front Line: What is Our Role and Function on the Athletic Department Team? - Jim Lioy 3. Social Media - Talking To Student-Athletes About Online Behavior - Andi Osters 4. Developing a Comprehensive Coaching Evaluation Process - Sean Zaborowski 5. Arbiter Sports - What's New With the Program - Arbiter & MHSAA Staff 6. The Multiple Hats of the MS AD - Tom Mecsey
10:00 am – 1:00 pm	Visit Exhibits & Lunch
1:15 pm – 2:45 pm	Session 6 – MHSAA - Jack Roberts
3:00 pm – 4:00 pm	Session 7 1. Transgender Discussion and Update - Jack Roberts, John Black, Scott Eldridge 2. League & Conference Governance, Operations & Leadership - Jim Haskins, Randy Allen 3. Social Media - Drop In Workshop - Andi Osters 4. MHSAA School Broadcast Program - John Johnson, Sean Jacques, Jamie Kitts 5. Winning With Google - Ben Farkas, Dave Engbers 6. MS – Student Leadership Program - Andy Frushour
5:00 pm – 9:00 pm	Cocktails & Awards Banquet





# 2015 MIAAA Annual Conference

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## Monday, March 21 2016

8:00 am – 9:00 am

### Session 8

1. Google & Other Technology Efficiencies - Chris Ming, Jordan Ackerman
2. No Athletic Trainer: How Do We Operate Without This Medical Professional- Jim Lioy
3. Official Recruiting - Mark Uyl
4. Safety, Thinking Outside the Box - Sandy Altschul, Mike Quinn
5. Superintendent's Perspective on Athletics - Pete Bush, Coloma, Neil Hufnagel, Fowler, Russell Pickell, Riverview, Jennifer Brown, Cadillac, Matt Wandrie, Lapeer

9:15 am – 10:15 am

### Session 9

1. Weather Safety for Outdoor Events and Large Venues - Jim Keysor- NWS Gaylord - Paul Brieger - Richard Pollman Detroit NWS Detroit
2. “Pre-Season Meeting” Talking with Both Coaches & Students/Parents/ Guardian. - James Hogan
3. Multiple Roles of AD - Nicole Norris, Chris Deines
4. Education Loan Forgiveness !! Did You Know ?? - Ken Brooks
5. Creating and Utilizing the Optimal Evaluation Tool- 1 Year Later- Mike Bakker, Don Watchowski

10:30 am – 11:30 am

### Session 10

1. The Role of Parents in Athletics - Rob Miller
2. Supervision In a Critical Incident - A New Look On Multi-Tasking - Sandy Altschul, Mike Quinn
3. The Confluence of Community Based, For Profit, and School Based Youth Sports: How We Can Make It Work for Kids! - Scott Robertson
4. The Importance & Benefits of the Multisport Athlete - Kevin Gusso
5. Elements of an Effective Meeting - Dallas Lintner

11:30 am – 12:30 pm

**Lunch** - GTR restaurants - Quick grab options

12:30 pm – 2:00 pm

### Session 11 – Musical Chairs – 6 topics – rotate

1. Eliminate Headaches at the Start of Each Season ... Use a Tryout Card! - Dave Pinkowski, Deb VanKuiken, Cathy North
2. Navigating Positive Relationships with Sports Boosters - Jon Studley, CAA
3. Revitalizing Your Hall of Fame - John Scharf
4. Organizing a Charity Contest for a Cause - Jason Rapp
5. Putting the “Student” In Student Athlete: Promoting Academic Excellence in Educational Athletics- Kyle Meteyer
6. Office Organization for the No Secretary AD - Dave Davis

2:15 pm – 4:00 pm

### Business Meeting



Tuesday, March 22 2016

9:00 am - 11:30 am

Board of Director's Meeting



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# 2015-2016 MIAAA Award Winners

## Regional Athletic Director of the Year

- Region 1: Sean Jacques, CAA – Calumet
- Region 2: Christan Wilson – Gaylord
- Region 3: Greg Russell – Whitehall
- Region 4: Blaine Brumels – East Kentwood
- Region 5: Jerry Weesies, CAA – Kalamazoo Christian
- Region 6: Katharine Bondsteel – Jonesville
- Region 7: Nicole Norris, CAA – Corunna
- Region 8: David Lecker – Saginaw Michigan Lutheran Seminary
- Region 9: Jeff Kline, CMAA – Mt. Morris
- Region 10: Aaron Setlak, CAA – Warren Cousino
- Region 11: Daniel R. Hutcheson, CAA – Howell
- Region 12: Martin Salazar – New Boston-Huron
- Region 13: Dean Allen, RAA – Cabrini
- Region 14: Dick Maclachian – Davison

## State Athletic Director of the Year

- Michael Garvey, CMAA – Kalamazoo Hackett

## Jack Johnson Distinguished Service Award

- Gary Oyster, Retired

## George Lovich State Award of Merit (NIAAA Award of Merit)

- Carl Arkema, CAA – Retired

## MIAAA Special Recognition Award

- Kathy Vrugink Westdorp, MHSAA





# March 2016

## MIAAA Annual Conference Hotel Registration

To better accommodate your request and to avoid duplications of your reservation, please use one of the following reservation methods listed below. Use 1 form per room accommodation. Check-in time is at 4pm. Check-out is at 11am.

### Fax

(231) 534-6670

### Telephone

(800) 748-0303  
(231) 534-6000

### Mail To:

Grand Traverse Resort & Spa  
Attn: Reservation Department  
100 Grand Traverse Village Blvd.  
PO Box 404  
Acme, MI 49610-0404

### Online

[www.grandtraverseresort.com](http://www.grandtraverseresort.com)

### Organization: MIAAA | Conference Dates: March 18-22, 2016

Name \_\_\_\_\_ Number in Party \_\_\_\_\_  
Company Name \_\_\_\_\_ Business Phone \_\_\_\_\_  
Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_  
Email \_\_\_\_\_  
Share With \_\_\_\_\_ Flight#/Time \_\_\_\_\_  
Arrival Date \_\_\_\_\_ Departure Date \_\_\_\_\_

### All reservations must be received by February 20, 2015 to secure your reservations

If you are paying with a school district check please remember to bring school districts tax ID # form

Amex/Visa/MC/Diner Club/Discover (Please Circle One)

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_  
Card Holder Name \_\_\_\_\_ Signature \_\_\_\_\_

### Accommodations Requested

All reservations must be received by 2-12-16. Reservation requests after 2-13-16 will be taken on a space available basis. Requests after room block is filled will be placed in the next available accommodations type with the rate changing accordingly.

Hotel: \$104 \_\_\_\_\_ Tower: \$129 \_\_\_\_\_ 1 Bed Condo: \$129 \_\_\_\_\_ Studio Condo: \$106 \_\_\_\_\_

Special Requests: NON-SMOKING\*\*SMOKING\*\*BARRIER FREE\*\*PORTACRIB\*\*ROLLAWAY @ \$15.00 NIGHT

Rates quoted are subject to Michigan State and Local taxes of 11% per day. Rates quoted are based on double occupancy.

### Resort Fee:

In addition to the rates set forth above, there will be a Daily Resort Fee of \$8.00 per room, per night, which includes unlimited use of resort fitness center including cardiovascular and strength training equipment, whirlpools, saunas, and indoor pools and, seasonal access to outdoor pools and beachfront facilities, preferred guest pricing for golf and tennis facilities, in-room coffee, high speed internet access in hotel and Tower guest rooms, on property shuttle to airport and Turtle Creek Casino, unlimited toll-free and credit card access phone calls, voice mail message service, daily newspaper upon request, use of safety deposit box, preferred car rental pricing through Enterprise in Traverse City, golf bag storage, and parking.

### This form should be sent to the Grand Traverse Resort & Spa

For On-line Reservations go to [www.grandtraverseresort.com](http://www.grandtraverseresort.com)

Hotel Registration – Conference Date: March 18-22, 2016

Click on reservations and use group code "MIAAA16"



# MIAAA Winter Conference Exhibitors

Athletic Directors should take the time to visit the exhibit hall and support the 120+ conference exhibitors attending the Mid-Winter Conference. Also, attend the door prize sessions in the exhibit hall.

2016 Vendor Booths by Number	Booth #	2016 Vendor Booths by Number	Booth #
Architectural Systems Group	1	Varsity Appareal (Silver Sponsor)	81
Goddard Coatings	2	First Agency	82
Sports Imports	3	ESCO	83
Astro Turf	4	EBCO CO.	86
Foster Specialty Floors	5	Davey Sport Turf / Davey Tree	87
MEEMIC	8	Visual Sports Network	88
Alternative Photography	9	Keeper Goals	89
The Motz Corporation	10	Sports Graphics	90
US Specialty Coatings	11	Prograss	91
Beckett & Raeder	12	Blue Star Sportswear	92
High School Fan Stand	13	Varsity Sign Co.	93
Professional Educational Systems Group, LLC. (PESG)	14	Side Effects, Inc.	94
Spec Athletic / Kevin Cassidy	15	Bay Supply and Marketing, Inc.	95
Schutt	16	Southern Bleachers	96
Slam Dunk Sports	17	Sports Turf Management	97
Britten Threads	18	Ridell	98
Impact Athletics	19	rSchools Today	99
Team Fitz Graphics	20	Aventric / Heart AED	100
Battery Fundraising	21	AGS Sports Services LLC.	101
Viz-Com	22	Aluminum Athletics	102
Sport Decals	23	Recognition, Inc.	103
Student Assurance Services Inc.	24	Michigan Army National Guard (Silver Sponsor)	104
Athletic Quest	25	Kieffer Floors	105
General Scoreboard	26	Champion Cheerleading	106
Direct Fitness Solutions	27	ForSports	107
Star School Flooring	30	Field Turf	108
Turf Services, Inc.	31	EZ Flex Mats	111
Big Teams/Schedule Star	32	Top Cat Sports	112
Porter Athletics/Gill Athletics	33	BSN Sports	113
Maxwell Medals & Awards (Bronze Sponsor)	34	American Athletix	114
Kuhn Specialty Flooring	35	Team Sports	115
Lids Sports	36	All Pro Exercise	109 & 110
Reynolds & Sons Sporting Goods	37	Rogers Athletic	28 & 29
The Neff Company (Silver Sponsor)	38	Horace Mann (Platinum Sponsor)	40 & 41
Pioneer Athletics	39	5 Star Sports (Platinum Sponsor)	42 & 43
Bryco, Inc.	47	Trophy House & Jones Sports (Gold Sponsor)	44,45,46
Interkal, LLC	48	Source One Digital (Gold Sponsor)	49 & 50
Snider & Associates / Jennings of MI	51	Applaud (Gold Sponsor)	52 & 53
Johnny Mac's Sporting Goods	56	Varsity News Network (Gold Sponsor)	54&55
Inter-State Studio & Publishing Co.	57	Lifetouch Sports	6 & 7
Floor Care Concept & Supply	58	Daktronics (Silver Sponsor)	65 & 66
Clell Wade Coaches Directory( Bronze Sponsor)	59	E. A. Graphics (Silver Sponsor)	69 & 70
Sterilaser, LLC	60	Royal Publishing (Silver Sponsor)	74 & 75
Grand Rapids Popcorn	61	Next Level Performance (Gold Sponsor)	79 & 80
Schelde North America (Silver Sponsor)	62	ArbiterSports (Gold Sponsor)	84 & 85
Rae Crowther Co.	63	Michigan Fellowship of Christian Athletes	H-1
PCMI - (also referred to as WillSub) (Silver Sponsor)	64	Family ID	T- 1
Hubbell Lighting	67	Michigan Athletic Trainers Society (MATS)	T-2
Gilman Gear	68	Boathouse	T-3
Forsite Design	71	Brent's Uniforms	T-4
Miotech Medical Supplies	72	School Databook	T-5
McDonald Track Painting	73	Tri Turf	T6 & T7
Current Surfaces, Inc.	76		
Dimmer - Warren, Inc.	77		
Musco Sports Lighting	78		



# 2016 Women in Sports Leadership Conference

By Mike Roy

The 22nd MHSAA Women In Sports Leadership Conference was held on February 7 & 8, 2016 in Lansing; this year's event was titled "Lead: I Can & I Will" and had an attendance record of 715 individuals.

517 student-athletes and 198 adults started their experience at 10:00am on a Sunday morning by attending sessions such as "How Team Chemistry Leads to Success", "Life Lessons for Athletes", and "Motivating the Unmotivated."

After the morning sessions, Ms. Allison Schmitt was featured as a keynote speaker. A graduate of Canton High School in Plymouth, Michigan, Allison is a six-time Olympic medalist. She gave a great message, explaining that if you are going to commit to something, commit to it 100%. She went on to explain that she, an Olympic champion, continues to deal with depression and has learned how important it is to ask for help when needed. Allison is also the chocolate milk spokesperson for the United Dairy Industry of Michigan, and many schools have posters of her, with a milk mustache, hanging in their hallways.

The afternoon sessions provided many opportunities from which to choose. In an interactive presentation, attendees were able to learn some practical ways to incorporate team building activities into practices, while experiencing first-hand how to demonstrate the importance of effective teamwork. Another workshop focused on effective communication between coaches and athletes, with emphasis on strategies and activities to help break down the barriers that prevent positive relationships.

Sunday evening was the WISL banquet, where the 2016 Woman In Sport Leadership Winner was recognized; Ms. Betty Wroubel of Notre Dame Prep. Wroubel has more than 2,000 combined coaching victories in volleyball and softball, making her one the winningest coaches in MHSAA history in both sports. But she is not known strictly for coaching; she is also a leader in the field of Athletic Administration. She has made such an impact at her school that in 2010, Notre Dame Prep dedicated its new athletic facility in her name: the Betty A. Wroubel Athletic Performance Center.

Following the day's events the conference attendees had the option of participating in a wide variety of interactive sessions, such as aqua Zumba, core conditioning, cardio kickboxing, self-defense and Zumba. These sessions were

well attended, and after two hours, everyone was tired and ready for a good night's rest and the 2nd day of the conference.

Bright and early on the second day, the conference attendees were treated to a great breakfast, followed by another keynote address, this time from Michigan State University volleyball coach Cathy George. Coach George has established herself as one of the more well-respected coaches in the sport of volleyball. Her decade-long tenure on the MSU sideline has seen the Spartans ascend to one of the elite programs in the country, while competing in the Big 10. One of George's key points was the importance of making a connection with each and every one of your teammates (or athletes), and with those connections, you are making lifetime memories through your sport.

The last round of workshops provided many more choices. Student-athletes learned how to use positive psychology to improve their game (and life), and walked away with practical tools to help improve their mental game. "How to be a Model Captain" explored the roles and responsibilities of high school captains, and provided strategies to effectively manage their role as a leader. Attendees were also able to gain knowledge in how to eat to excel; learning how nutrition plays a major role in performance. Daily and competition day nutritional needs were explained, and how they help an athlete reach their peak potential.

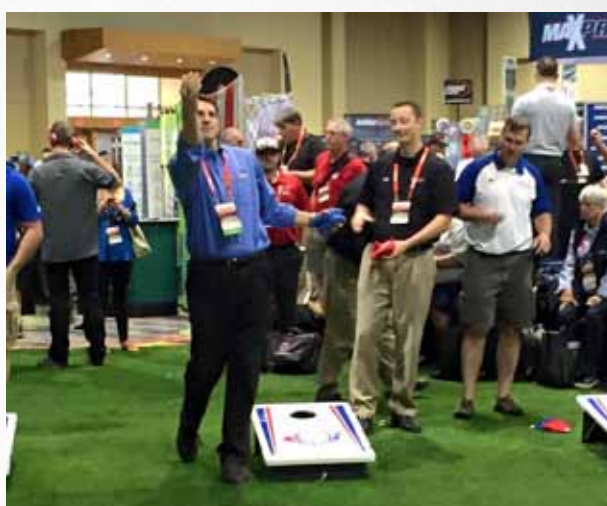
Only being able to choose six (6) of the twenty-seven (27) sessions proved to be a difficult task for all; and left everyone wanting more! It was a great conference, and for anyone who has not sent coaches and/or athletes to this conference, you don't know what you are missing! Kathy Vrugink Westdorp and her committee once again put on a fabulous conference that the student-athletes will continue to talk about. The leadership skills of these athletes were enhanced and they will be better served to lead within their own schools. I look forward to seeing these students develop into great leaders, not only of their school, but in their community and the world.



# 46th National Athletic Directors Conference

By Jean Laclair

The 46th National Athletic Directors Conference & Exhibit Show was hosted by the NFHS and the National Interscholastic Athletic Administrators Association (NIAAA). It is the premier conference for interscholastic athletic administrators across the country to network, participate in professional development, hear well-known keynote speakers and be a part of two outstanding award banquets. It was held December 11-15, 2015 in Orlando, FL. We had a great time. Hope to see you at the conference next year in Nashville, TN.





# NIAAA Certification

The National Interscholastic Athletic Administrators Association (NIAAA) Certification Program is based on the premises of continuing education, professional growth and program development in the vocation of interscholastic athletic administration. There are multiple levels of NIAAA Certification, with the most popular among Michigan Athletic Administrators being:

- Registered Athletic Administrator (RAA)
- Registered Middle School Athletic Administrator (RMSAA)
- Certified Athletic Administrator (CAA)
- Certified Master Athletic Administrator (CMAA)

These certifications require professional development courses, experience as an athletic administrator, and in the case of CAA and CMAA, successful completion of the appropriate examination. The attainment of professional certification demonstrates the completion of a comprehensive plan for self-improvement that will enhance the ability of the athletic administrator to better serve the school, community and profession.

For more information on the NIAAA Certification Program, please visit the NIAAA webpage at <http://www.niaaa.org/niaaa-programs/niaaa-certification-program/>

Congratulations to the following Michigan Athletic Administrators for earning their Registered Athletic Administrator (RAA) certification in 2015:

- Carlos Calderon
- Clifford Kiefer
- Melissa Kneppshield
- Brad McCormack
- Joe Mendez
- Ed Sack
- Jodie Scott
- Jack Stark
- Keith Zimmerman

Congratulations to the following Michigan Athletic Administrators for earning their Certified Athletic Administrator (CAA) certification in 2015:

- Adrien Antaya
- Kile Charnes
- Timothy Donnan
- Grant Fulton
- Robert Giles Jr.
- Michael Goggins
- John Hebden
- John Kubiak
- Sonya Latz
- Donal McKenzie
- Kyle Meteyer
- John Roberts
- Jonathan Scharf
- Tony Schmitt
- Adam Stefanski
- Zach Van Duinen

Congratulations to the following Michigan Athletic Administrators for earning their Certified Master Athletic Administrator (CMAA) certification in 2015:

- Duska Brumm
- Jeffrey Kline Sr.
- Maureen Radulski



# Planning to take the CAA Exam?

**Sunday, March 20, 2016 - Annual Conference**  
**Tuesday, June 28, 2016 - Camp Mid Summer Workshop**

National Interscholastic Athletic Administrators Association

Certified Athletic Administrator – (CAA) – Application

(Please Type in Legible Print – All Entries)

Circle One: Dr. Ms. Mr. Other \_\_\_\_\_ Name: \_\_\_\_\_  
Last First Middle Initial

Present Position: \_\_\_\_\_

Name of School: \_\_\_\_\_

Office Address: \_\_\_\_\_  
(Street) (City, State) (Zip Code)

Home Address: \_\_\_\_\_  
(Street) (City, State) (Zip Code)

Office Telephone \_\_\_\_\_ Fax Telephone: \_\_\_\_\_ Home Telephone \_\_\_\_\_

Birth Date: \_\_\_\_\_ Social Security Number: \_\_\_\_\_

Experience (i.e. Number of years as an athletic administrator): \_\_\_\_\_

Current NIAAA Membership No.: \_\_\_\_\_

A non-refundable application fee of \$10.00 (payable to the NIAAA) MUST accompany this form.

Email Address: \_\_\_\_\_

(No Purchase Orders Accepted)

Check One: \_\_\_\_\_ Check Enclosed: \_\_\_\_\_ Visa Card: \_\_\_\_\_ Master Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp. Date \_\_\_\_\_

\_\_\_\_\_  
(Signature of Cardholder) (Date) (Preferred Exam Site)

Candidates will receive the Personal Data Form and the Study Guide upon receipt of this application.

Remember to sign the Code of Ethics on the back of this form.

Mail Form to: NIAAA Certification Committee  
PO Box 690  
Indianapolis, IN 46206  
Phone: 317-587-1450  
Fax: 317-587-1451

Visit [miaaa.com](http://miaaa.com) for the  
Latest News in the MIAAA

**Join the Long List of Michigan Athletic  
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Next Michigan CAA Test Date  
MIAAA Conference – Sunday, March 20, 2016  
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## M.I.A.A.A Official Awards Application Form



1) Download & input, 2) type **OR** 3) print neatly in **black ink**

Check the appropriate award, then complete the designated sections

- |   |                         |                   |
|---|-------------------------|-------------------|
| <input type="checkbox"/> <b>Dedicated Service Award, Athletic Director*</b> .....             | Complete Sections 1,2,3 | <b>Due Feb. 1</b> |
| <input type="checkbox"/> <b>Dedicated Service Award, Secretary*</b> .....                     | Complete Sections 1,2,3 | <b>Due Feb. 1</b> |
| <input type="checkbox"/> <b>Jack Johnson Distinguished Service Award**</b> .....              | Complete Sections 1,2,4 | <b>Due Oct. 1</b> |
| <input type="checkbox"/> <b>George Lovich State Award of Merit, Athletic Director**</b> ..... | Complete Sections 1,2,4 | <b>Due Oct. 1</b> |
| <input type="checkbox"/> <b>Athletic Director of the Year, Regional** / State**</b> .....     | Complete Sections 1,2,4 | <b>Due Oct. 1</b> |

**\*Make certain you have signatures, plus sections #1 & #2 completed before forwarding to your Regional representative.**

**\*\*Attach 2 or 3 letters of recommendation relating to one or both criteria; include an up-to-date colored photo.**

**\*\*If award requires Section 4 include page 2. "PLEASE do not make your nominee acquire the letters of recommendation."**

### Section 1: Address Information (*Type as it should be on the Award*)

Name		MSRAA : <input type="checkbox"/> RAA: <input type="checkbox"/> CAA: <input type="checkbox"/> Region #	
Home Street Address		Home City/Zip	
Email		Current NIAAA Membership # Not a NIAAA Member <input type="checkbox"/>	
School		Check <input type="checkbox"/> High School One <input type="checkbox"/> MS/JH School	
School Street Address		School City/Zip	
Home Phone		Work Phone	
Date	Number of years I have served in the capacity of Athletic Director (or Athletic Secretary) is: <input type="text"/>	Number of years I have been a registered and Current MIAAA member is: <input type="text"/>	

### Section 2: Brief Career Summary

Give a brief career summary including positions, locations & length of service

### Section 3: Verification

1. Signature of Applicant	2. Signature of Principal/Superintendent
3. Signature of Nominating Person	4. Signature of Regional Representative

**Nomination Process** (Does not apply to Dedicated Service Awards)

- Persons may be nominated by anyone within the community or organization
- Application form and letters of recommendation, plus recent photo are sent to the Regional Representative to verify information on nominee. **Nominating Person is responsible for obtaining ALL required information.**
- Please **mail your completed form** (with any appropriate attachments) **to your Regional Representative**, who will forward the form to the Awards Chairperson.
- Awards Committee meets to recommend award winners to Executive Committee.  
Dedicated Service Forms **due February 1**; all other award forms are **due Oct. 1**.



## Section 4: Background

1. Educational background (High School & College, undergraduate & graduate)
2. Media Release Information: List contact name, phone and e-mail,
3. Name, title and address of immediate supervisor
4. Professional affiliations & activities (e.g. membership in professional organizations, offices held, etc.)
5. Honors & awards received
6. Services to the community
7. Significant achievements in the field of your profession and also contributions to local, state & national organizations
8. Any personal information you may wish to include

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# MIAAA | MHSAA

## Exemplary Athletic Award

In 2000, behind the leadership of Dave Price, then the Athletic Director at Rockford High School, the MIAAA initiated the MIAAA Exemplary Athletic Program Award to athletic programs throughout the state of Michigan who have displayed an overall quality in their athletic programs. Each school experienced rigorous screening including an application process, written documentation of the program's strengths and a two-day visit by an MIAAA evaluation team comprised of veteran athletic administrators. This award is presented each year at the annual MIAAA Mid-Winter Conference in conjunction with the Michigan High School Athletic Association. To date, the following schools have completed the process and been recognized by the MIAAA as Exemplary Athletic Award recipients.

YEAR	SCHOOL	ATHLETIC DIRECTOR
2000	Gull Lake High School	Marc Throop, CMAA
2000	Port Huron High School	Ken Semelsberger, CMAA
2000	Greenville High School	Brian Zdanowski, CMAA
2000	Okemos High School	Keith Froelich, CAA
2000	Schoolcraft High School	Ted Manning, CAA
2000	Swartz Creek High School	Tim Bearden, CAA
2001	Shelby High School	Steve Guy, CAA
2001	Troy High School	Jim Johnson, CAA
2002	H.H. Dow High School	Dan McShannock, CMAA
2002	Troy Athens High School	Bob Dowd, CAA
2003	Grosse Pointe North	Chris Clark, CAA
2003	Saginaw Heritage High School	Pete Ryan, CMAA/Jim Noble, CMAA
2004	Grosse Pointe South High School	Matt Outlaw
2005	Leslie High School	Scott Farley
2005	Mattawan High School	Ken Mohney, CMAA
2006	Midland High School	Bob Scurfield, CAA
2007	Novi High School	Curt Ellis, CAA
2008	Fruitport High School	Ken Erny, CAA
2009	Notre Dame Prep High School	Betty Wroubel, CAA
2011	Constantine High School	Mike Messner, CAA
2012	Grand Haven High School	Robin Bye

### MIAAA Committee Members

Co-Chair:	Betty Wroubel, CAA, Director of Athletics, Pontiac Notre Dame Prep
Co-Chair:	Meg Seng, CMAA, Director of Athletics, Ann Arbor Greenhills School
	Jim Feldkamp, CAA, Director of Athletics, L'Anse Creuse Public Schools
	Blake Hagman, CAA, Retired
	Keith Froelich, CAA, Retired
	Ken Erny, CAA, Director of Athletics, Fruitport High School
	Randy Allen, Commissioner Capitol Area Activities Association
	Sean Jacques, CAA, Director of Athletics, Calumet High School
	Marc Throop, CMAA, Director of Athletics, Gull Lake High School
	Cody Inglis, CAA, Michigan High School Athletic Association



# Michigan High School Coaches Association

## *Hall of Fame Application*

**Criteria for application:** Only persons who have coached and/or directed a secondary school athletic program for **25 years** or **more** and actively coached in Michigan for a minimum of 10 years are eligible for the Hall of Fame. The Applicant must have been a member of the association (MHSCA), in good standing, and an active member of the association two years prior to induction into the Hall of Fame. This form must be completed. You may submit additional information regarding your career. Also please forward **two** letters of support.

Name of Candidate: \_\_\_\_\_ Birth Date: \_\_\_\_\_ Title: \_\_\_\_\_

Home Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
phone \_\_\_\_\_

School Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_

### Coaching and/or Athletic Director Record

<u>School</u>	<u>Sport</u>	<u>Years</u>	<u>Won</u>	<u>Lost</u>
_____	_____	19__ - ____	_____	_____
_____	_____	19__ - ____	_____	_____
_____	_____	19__ - ____	_____	_____
_____	_____	19__ - ____	_____	_____

Number of years as a Coach \_\_\_\_\_ Number of years as an Athletic Director \_\_\_\_\_

Total number of years of service in secondary school athletics as a coach and/or athletic director \_\_\_\_\_

**SERVICE TO COMMUNITY:** (Service Clubs, Church Organizations, etc.)

\_\_\_\_\_

**SERVICE TO STATE:** (Coaches Associations or Athletic Associations, i.e. MHSAA, etc.)

\_\_\_\_\_

**COACHING HONORS:** (please include any other Hall of Fame memberships) \_\_\_\_\_

\_\_\_\_\_

**RECOMMENDATIONS:** Please forward two letters of support and photo with the application form: (Please check)

Superintendent \_\_\_\_\_ Principal \_\_\_\_\_ Athletic Director \_\_\_\_\_ Church \_\_\_\_\_ Mayor \_\_\_\_\_ Other \_\_\_\_\_

Nominator's name, address, phone \_\_\_\_\_

Please return to:

**Kim Spalsbury** 427 Morley St., Grand Ledge, MI 48837 ph.# 517-627-2034 Current Membership Card No. \_\_\_\_\_



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MHSAA – East Lansing, Michigan

### *Gold Level*

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Arbiter Sports – Sandy, Utah

Next Level Performance – Portage, Michigan

Source One Digital - Muskegon, Michigan

Trophy House and Jones Sports – Muskegon, Michigan

Varsity News Network – Grand Rapids, Michigan

### *Silver Level*

Daktronics – Brookings, South Dakota

EA Graphics - Sterling Heights, Michigan

Michigan Army National Guard - Michigan

PCMI - Professional Contract Management, Inc – Marine City/Portland, Michigan

Royal Publishing – Peoria, Illinois

Schelde Sports - Grand Rapids, Michigan

The Neff Company - Greenville, Ohio

Varsity Athletic Apparel, Inc. - Moorestown, New Jersey

### *Bronze Level*

Clell Wade Coaches Directory – Cassville, Missouri

Grand Traverse Resort and Spa – Acme, Michigan

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Maxwell Medals and Awards – Traverse City, Michigan

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**For Information contact:**

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- Speakers understand student-athletes – Former collegiate & professional athletes with HS coaching experience
- Relevant content – engaging, inspiring, & image rich
- Take home materials reinforce the message & keep the door open to have Next Level back for follow up

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QB Tim  
Hiller



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Athlete Scott  
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