**MIAAA Spring Conference—Update** - The 2019-20 school year was the first year MIAAA/NIAAA dues were available to be paid through the MSHSAA. However, this did not include the conference.

In order to register for the April conference, please go to [www.iwantregistered.com](http://www.iwantregistered.com) and check the conference only option.

If you signed up on iwantregistered for dues and conference, you do not need to do anything else (except making sure your fees are paid).

If you need help to confirm that you did pay for the conference, email your district representative, Marty O’Hern or Josh Scott (Springfield).

See you all soon at the Lake.

Marty O’Hern, MIAAA Executive Director.

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**Future Dates to Remember**

- April 4-7, 2020—MIAAA Annual Meeting—@ Tan Tar A Resort
- April 9-13, 2021—MIAAA Annual Meeting—@ Tan Tar A Resort
- April 1-5, 2022—MIAAA Annual Meeting—@ Tan Tar A Resort
Colleagues,

It’s hard to believe we are starting wrestling post season and getting ready for the upcoming Spring season. Time flies by when we are engaged and busy.

In these busy times, it’s good to be reminded of what’s most important. The work you’re doing is making a difference because of your selfless actions. Selflessness is something that makes us all better. It’s being “concerned more with the needs and wishes of others than with one’s own.”

It’s great to model selflessness as we work with students, staff, and parents. We need to lead with the qualities we want to see in others too. It does make a difference with your mindset to be a selfless leader. I encourage to look at your Reason Why on a daily basis—with the job we do daily, it is always good to reground ourselves.

A few reminders:

1. MIAAA Conference --- April 5-7 --- Tan Tara, Osage Beach
2. Sign up via the www.iwantregistered.com website
3. Don’t forget to take the time to call your colleagues, don’t rely on only electronic communication
4. TBA—Summer AD Workshop at the MSHSAA Office—Columbia, MO
5. Annual Questionnaire should be on it’s way to your school to prepare for the ballot.

I want to encourage everyone to attend our annual conference. We will again be honoring great Athletic Administrators from Missouri, please come to the Awards Banquet Sunday night. The opportunity for your own learning and growth is tremendous as we have tons of workshops to attend, and there’s no better place to collaborate with fellow colleagues.

I will see you at the Lake,

Todd
# PROFESSIONAL DEVELOPMENT @ MIAAA CONFERENCE

**SUNDAY, April 5**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>12:15 – 1:00 PM</td>
<td>Workshop Session I</td>
</tr>
<tr>
<td>A.</td>
<td>Building a Character-Based Team Culture</td>
</tr>
<tr>
<td></td>
<td>Presenter: Robbie Hoegh – Bolivar High School</td>
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<tr>
<td>B.</td>
<td>The Opioid and Vaping Crisis in our schools</td>
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<td>Presenter: Carol Bookhout-Community Connections</td>
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<td>C</td>
<td>Parents &amp; Fans Today</td>
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<tr>
<td></td>
<td>Presenter: Jay Allen, Otterville</td>
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<tr>
<td>D.</td>
<td>Mental Health Issues</td>
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<tr>
<td></td>
<td>Presenter: Dr. Renee Mapes</td>
</tr>
</tbody>
</table>

1:15 - 2:15 PM  Master Series Interviews  
*John Roderique, Tyler Pedersen- Jefferson & Andy Herbst-CAA, Pacific*

3:00 – 4:00 PM  MSHSAA Ballot Issue Round Table  
*Presenter: Dr. Kerwin Urhahn, MSHSAA*

**MONDAY April 6**

8:00 – 9:00 AM  Second General Session

**Keynote Speaker:** Doug Killgore-CMAA  
*Education Based Athletics “A positive impact on school Culture”*

9:45 – 10:30 AM Workshop Session II  
**Topic:** It’s Not About Me: The work of a Servant Leader  
*Presenter: Doug Killgore-CMAA*

**Building leadership**  
*Presenters: Andy McGill, Sikeston, Tyson Moyers, Cape Central*

11:15 – Noon  Workshop Session III - Round Tables  
*Class 1&2...Chris Kendrick  
Class 4&5...Jen Brooks-CMAA and Bill Deckleman-CAA*

**TUESDAY, APRIL 7, 2020**

9:00 – 9:45 AM  Workshop Session IV

A.  Proper Policies for Social Media Use  
*Presenter: Sean Erwin-Francis Howell*

B.  Leading Women in Activities/Athletics  
*Presenters: Jen Brooks-CMAA, Ursuline Academy*

C.  PSRS---Retirement information  
*Presenting: Dr. Steve Yokum*
Thinking of Getting Certified?

One of the benefits of the NIAAA is five different types of certification are offered:

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

Why should you consider certification?

- Certification benefits include:
  - Developing a sense of personal and professional satisfaction
  - Demonstrates a commitment to excellence in the profession
  - Provides growth of professional knowledge and expertise
  - Enhances the perception of the profession
  - Increases potential for employment opportunities or incentives
  - Participation in a nationally registered certification program

Some districts are requiring a level of certification to be considered for athletic administrator positions. All levels of certification require athletic administrators to take LTC classes. These classes are offered in many different formats. They can be taken in person, they can be taken on-line, and they can be taken as part of the NIAAA webinar classes. The NIAAA and state associations try to make it easier for everyone to be able to take a class that meets all individual needs. Life as an athletic administrator can be busy at times, so classes can be taken when there is down time. The MIAAA recently updated their website and listed the 5-year plan to take classes through the state association in person. The NIAAA continues to update their website with dates and LTC classes that are offered as webinars and classes that can be taken on line.

The advanced certifications, CAA and CMAA, also require additional work. The CAA certification requires earning enough points to sit for the CAA exam, and the CMAA requires additional points and an oral or written project. The NIAAA offers a review class for the exam, and several examples of CMAAA projects have been posted on the NIAAA website to assist anyone who is looking for help earning these designations.

The MIAAA and NIAAA websites are fantastic resources to help get you started with the process. If you have questions about any of the certifications, feel free to contact the MIAAA Certification Coordinator, Mike McGurk, Mike.McGurk@lsr7.net.
LEADERSHIP TRAINING COURSES OFFERED
SPRING MIAAA CONFERENCE 2020
Sign up at www.iwantregistered.com—LTC Courses

Saturday 8-12
LTC 504 Athletic Administration: Legal Issues I (Liability for Sports Injuries and Risk Management)
This course provides in-depth coverage of the legal standards governing liability for sports injuries, including the duties imposed by courts and legislatures on athletic administrators, coaches, athletic trainers, and other athletic personnel related to safeguarding the health and well-being of student-athletes and other persons in school sports environments, along with strategies for developing, implementing, and documenting an effective risk management program for interscholastic athletics.
Required for: RMSSA, CAA and CMAA Certification

Saturday 1-5 p.m.
LTC 630 ATHLETIC ADMINISTRATION: INTERSCHOLASTIC CONTEST MANAGEMENT – PLANNING, PREPARATION AND METHODS
This course examines the historic foundations and precedents for contest management as an extension of educationally sound sports programs. Planning methods for contest management are examined including selection of supervisory personnel, suggested need assessment tools, and checklists for the development of supervision plans and policies. In addition, an overview of methods is suggested for creation of an educationally sound competition environment among players, coaches, students and other spectators. Course appendices provide assessment tools and examples of contemporary management practices. These tools are also contained on an attached compact disc for local reproduction, discussions and planning.

Enrollees who will derive the greatest benefit: Administrators seeking to increase knowledge of event planning methods in order to develop policies, enhance safety and provide assessment surrounding contest management. (Spring 2020)

Saturday April 4 1-5 p.m.
LTC 714 ATHLETIC ADMINISTRATION: DEALING WITH CHALLENGING PERSONALITIES
This course examines the causes of challenging or difficult personalities in society, with specific reference to interscholastic athletic programs. Basic management strategies include the use of emotional intelligence and transactional analysis considerations and methods. Specific protocols will be defined for dealing with individuals who "must be right," "must win," "must be logical" and "must be accepted." In addition, techniques will be covered for preventing or responding to anger, sarcasm, denigration, complainers and backbiters and rigid-obstinate personalities. A model will also be discussed for creative interaction with parents who demand involvement in athletic department decision-making or who seek to influence the decisions of senior administrators.

Sunday 8-12
LTC 790 ATHLETIC ADMINISTRATION: LEADERSHIP TRAINING INSTRUCTIONAL METHODS AND TECHNIQUES
Since its inception, the integrity of the NIAAA LTI program has been maintained through the consistent and accurate delivery of course curricula. LTC 790 ensures the consistent and accurate delivery of all LTI courses by first providing instructors with an awareness of the expectations that are placed upon them as course instructors, and then by providing instructors with the appropriate instructional strategies, methods and techniques necessary to properly deliver the courses to students. Current LTI National Faculty Instructors guide potential LTI instructors through a series of exercises and interactions that demonstrate best practices for the successful teaching all LTI courses. To become an LTI instructor, individuals must complete LTC 501, LTC 790 and the course the individual will be instructing.

Monday 1:30-5:30 p.m.
LTC 721 ATHLETIC ADMINISTRATIONS: POSITIVE SPORTING BEHAVIOR-FOR THE LOVE OF THE GAME
In this course students will learn to implement appropriate strategies and techniques, designed to create a positive, productive learning environment, which will support a system that encourages character and self-discipline and sportsmanship. This class will provide opportunities for self assessment and reflection in regards to prior performance. In addition students will participate in class discussions, and activities which will increase their knowledge and skills of the effective components of successful character, citizenship and sportsmanship to share with their students, coaches, parents and communities. (Spring 2020)
Dory Smith, CMAA 2019 NIAAA Bruce D. Whitehead Distinguished Service Award

Jim Gagen, CMAA, will be inducted in the 2019 NIAAA Hall of Fame

Mike McGurk, CMAA will be awarded the NFHS Citation
The Mentor Leader: Secrets to Building People and Teams That Win Consistently (Dungy)

Leadership can be defined as the ability to influence others. Tony Dungy, Super Bowl winning coach and New York Times bestselling author, in his book "The Mentor Leader" identified leadership as “building people up, building significance into their lives, and building leaders for the next generation.” In his latest book, Dungy outlines an incredibly complex, yet simple style of leadership known as "Mentor Leadership." A more sustainable leadership style, Dungy posits this type of integrated approach to advising, coaching, and nurturing, focused on creating relationships, will develop growth and development in others.

Leadership is not solely a title/position such as Athletic Administrator, or simply having a seat at the school administrative team lunch table. Even a Super Bowl winning coach acknowledges this; he focuses on the influence that he has on others and on his positive interactions with them as what helped propel him to his fame. Leadership is shown in all aspects of your life, at home, at work, at the mall, on the golf course... everywhere in life where we have interaction with others. “Simply stated, leadership is influence. By influencing another person, we lead that person. Leadership is not dependent on a formal position or role. We can find opportunities for leadership wherever we go.”

In the “Mentor-Leader,” Dungy draws from both his experiences as a Super Bowl winning coach, to his playing days, to his peers, also leadership experts such as Ken Blanchard, Steven Covey, John Maxwell, as well as examples from the Bible. He posits relationships should be the primary focus of any leadership position, especially one as sensitive to youth as leading an athletic program. As I read, I was reminded as much as it is important to deal with the minutia and the details of scheduling, managing games, and working with parents, these details will tend to fall into place if the AD is effective at building relationships. As an AD, in alignment with Dungy’s 7 “E”s concept of mentor leadership (engage, educate, equip, encourage, empower, energize, and elevate), I found these following four concepts to be critical to our success in our own athletic departments and great messages for all Athletic Administrators.

#1 - Relationships are Key

When I began coaching about 25 years ago, I asked my AD what the “best” thing that he did was when he was a coach. He thought about this for about 1 second and then answered, “Keep Your Door Open!” His 40+ years as a multiple State Championship winning coaching career taught him to always listen more than you talk and always be accessible and visible. Dungy notes, “A true open door policy is a matter of attitude and approachability.” Open doors build rapport which help to others in decision making...just showing that you care for all stakeholders more than just an athlete, coach, or parent.

#2 - Treat Others Well, Specifically Volunteers:

One of Dungy’s primary mentors was Chuck Noll. Working with him, Noll once remarked, “The mercenaries will always beat the draftees, but the volunteers will crush them both.” As an AD, we must rely on volunteers to work events, serve in the concessions, take gate/admission, chain gang...the list goes on and on. What makes people want to help? How can AD run his or her program by themselves? The cannot! Dungy notes the most important part of securing volunteers is having shared vision and goals. Shared goals become the byproduct of listening; volunteers need to be heard and their opinions respected in order to garner the support needed for increased levels of program cohesion and buy-in to these goals.
#3 - Put Others First

While I was coaching and serving as an assistant AD early in my tenure, each day that my predecessor walked into the athletic office, he greeted each person with a “hello” and a “how are you?” Dungy learned this same thing from Tom Lamphere, another of his mentors: “Sometimes the smallest things we do have the biggest impact.” Even now, as a well-known former coach, author, and mentor for current athletes, Dungy focuses on being polite and caring for each person he interacts with on a daily basis. He cautions us, as leaders, to never get “too big” for our positions. With this in mind, Dungy notes, “Relationships are ultimately what matter – our relationships with God and with other people. The key to becoming a mentor leader is learning how to put other people first.”

#4 - Surround Yourself With a Great Team

Coach Chuck Noll, when asked what the key to coaching said, “Your only job is to help your players be better.” It’s our job as athletic administrators to lead, not to manage, a number of different coaches and directors. When hiring new employees, do you look for people who will complement your skill set? One of Dungy's favorite mentors was Coach Denny Green: “Denny Green, my boss with the Minnesota Vikings, used to say he would not select the fifty-three best players, but the fifty-three players who gave us the best team.” Again, the importance of teamwork as an essential aspect of true leadership. “It's the combination of our diverse strengths that makes the team stronger.”

Bernard Montgomery, a British Field General once stated, “leadership is the capacity and will to rally men and women to a common purpose and the character which inspires confidence.” The demand on leaders, specifically on athletic administrators, at all levels, requires not only a specific skill set, but the willingness to learn, adapt, change, and modify one's leadership philosophy to the changing landscape of both sport and athletic behavior. Dungy challenges leaders to “walk alongside the people they lead, and to love every step.” The question to ask ourselves, as administrators, is how am I affecting the culture of my school with my leadership decisions?

IDEAS FOR NEW AD’S—BY JENN BROOKS, CMAA, MIAAA MENTORING

6 Habits of Highly Effective Athletic Directors

Time Management, Prioritize, Delegate, Communicate on Time, Call—don’t text/email & Be Present

Jenn sends out helpful hints monthly—for a great article on 6 Habits we should all have, follow the link:

https://docs.google.com/document/d/1zRFqTSWXe80c4xTXO6dcJII4q5ffQewUFBDf6qVya0/edit

Jenn has a Podcast—click here for Jenn talking Sports and Athletic Administration:

https://anchor.fm/jen-brooks
Doug, or @BowTieAD on Twitter, will be the 2020 Keynote Speaker at the 2020 Spring conference. Doug is a retired Athletic Administrator and in the

Highlight from the 2019 NIAAA Annual meeting—Dr. Lee Green, j.D.—Sports Year-In-Review

Constitutional Law: Due Process & Vaping—In September 2019, in L.H. v. Lawrenceburg Community School Corporation, a Dearborn, Indiana, Superior Court judge ruled that the district did not violate the due process rights of a football player caught with a vape pen in May in violation of the student-athlete code of conduct regarding possession of alcohol, tobacco or drugs by suspending him for five of the team’s nine games scheduled for the 2019 season. The complaint filed in the suit claimed that the policy allows for suspension from athletic participation only when a student tests positive for the use of alcohol, tobacco or drugs (not for mere possession) and that even with a positive test, the maximum penalty is 50 percent of a season’s games. The complaint asserted that the player, L.H., did not test positive for nicotine in a drug test administered in June and that, even if he had, the five game suspension was greater than the 50 percent allowed for such a violation (5/9 = 55.5%).

The judge held that the code of conduct should be interpreted broadly and in his written decision stated that “The court looks at the totality of the Handbook and not one particular word or sentence … the [Handbook] imposes a specific 50 percent suspension for a positive drug test. The fact that the [Handbook] does not specifically provide for a specific percentage suspension for [possession of] a vapor pen does not prohibit a suspension at all … if the health dangers of vaping, discipline and the importance of following rules/law are learned at the age of 17, at the cost of five high school games, it could be one of the best life lessons to ever happen to this young man.”

Despite the court’s reliance upon the concept that participation in interscholastic athletics is a privilege, not a right, and that schools are entitled to levy sanctions as a teachable moment remedy for misconduct, it should be noted that institutions would be best served by carefully crafting the language of codes of conduct and adhering with precision to that language in order to avoid providing violators with grounds to argue that the policy is being applied in an arbitrary and capricious manner justifying reversal of a teachable moment sanction imposed by the school. (Cont. Pg. 10)
Constitutional Law: Freedom of Speech & Social Media

In March 2019, in Levy (B.L.) v. Mahanoy Area School District, a U.S. District Court in Pennsylvania granted summary judgment to a cheerleader (B.L.) dismissed from the squad for inappropriate postings on social media allegedly in violation of the student-athlete code of conduct at Mahanoy Area High School, concluding that her communications were constitutionally protected by the Free Speech Clause of the First Amendment, and making permanent the temporary injunction restoring her to the cheer team that had been issued in October 2017 by the same federal court.

In May 2017, off-campus and using her privately-owned phone, B.L. took a photo of herself and a friend holding up their middle fingers and posted it on the social media platform Snapchat with the caption “f*** school, f*** softball, f*** cheer, f*** everything.” A few days thereafter, the cheer sponsor informed B.L. that she was being dismissed from the squad because the profane posting violated the student-athlete code of conduct because it was “disrespectful to the coaches, the school and the other cheerleaders.” The U.S. District Court’s 2019 decision that the cheerleader’s free speech rights had been violated was based on the precedents established in the U.S. Supreme Court’s rulings in Tinker v. Des Moines ISD – a substantial disruption had not occurred as a result of the Snapchat posting – and Bethel School District v. Frasier, through which the high court limited the authority of schools over students for the use of profane language to that which occurs on campus.

Constitutional Law: Equal Protection & Gender Discrimination

In March 2019, in D.M. & Z.G. v. Minnesota State High School League, the U.S. Court of Appeals for the Eighth Circuit concluded that the Equal Protection rights of two boys prohibited by MSHSL rules from trying out for their schools’ competitive dance teams had likely been violated because the state association policy limiting participation to girls constituted gender discrimination in violation of the Fifth and Fourteenth Amendments and the appellate court, therefore, issued a preliminary injunction suspending application of the association rule. In April, the MSHSL settled the case by agreeing to change its policy and allow boys to try out for competitive dance squads beginning with the 2019-20 school year.

Email Mentor Coordinator Jen Brooks for the Interactive New AD Newsletter

2019-20 Strategic Plan Goals

- Finance Committee
  - Create and Annual Budget
  - Research signing up for Conference with MSHSAA
- Operations Committee
  - Identify Non-Members and contact to increase membership
  - Increase participation of recent retirees
  - Contact person per district retirees
  - Booth or present at Superintendent & Principal Conferences
  - Thank you notes post conference
  - Technology - add newsletter to website
- Programs Committee
  - Website - bring attention to the membership for resources available
  - Expand Mentor outreach through new Chair
  - Identify and make available Mentor Vice Chairs
  - Expand Awards to include New AD of the Year and Middle School AD of the Year.
MIAAA/NIAAA dual membership signup available through the MSHSAA registration process
Created an Annual Budget
Expanding the Retired Committee with a contact person per district
Presentation on the MIAAA during the MoASSP Conference
Created an MIAAA information Sheet for the conferences
MIAAA Gear – online stores through MIAAA sponsors
Leadership Training
  Created the Missouri Professional Development Academy
  Created 5-Year Plan for Course Offerings
Mentoring Program
  Identified Regional Vice Chairs
Newcomer of the Year Award
  Investigate to award a New AD of the Year – less than 5-years’ experience by 2020 Conference

Investigate award for Middle School AD of the Year.

The MIAAA Strategic Planning Committee

Thank You for your Leadership
To all NEDC Members, NIAAA State Liaisons and State Presidents,

On behalf of the National Interscholastic Athletic Administrators Association we would like to officially launch our 2020 Initiative the Stephen Siller Tunnel to Towers Foundation. This organization helps benefit our military and first responders. They do this in memory of FDNY firefighter, Stephen Siller, who laid down his life to save others on September 11, 2001. Please see the attached flyer.

We really appreciate how our membership responded last year and we hope we can expand upon those efforts. In addition to raising funds from your state membership we would like you to consider encouraging them to use this initiative as a community service project within their schools. Students can benefit a great deal by learning about our country and the events that happened on 9/11.

This past year NIAAA members raised over $43,000 dollars for Wounded Warriors. For 2020 the National Initiative and Assistance Network Committee is challenging all members to strive for a contribution total of over $50,000. Thank you for assisting and encouraging your members to be a part of contributing to this most worthy service project.

To donate to this year’s 2020 NIAAA Initiative simply follow these steps:

Please use a credit card (if your association does not have its own card please use your personal card and get reimbursement) OR use the attached donor card and pay by check.

If paying by credit card go to [https://bit.ly/2CQrrGc](https://bit.ly/2CQrrGc) and click on Donate on the right side of the page.

Below the “confirm donation” select edit and remove the user fee if you are not charged.
Select or fill in your amount to donate and then click on Continue
Fill in your information on the payment page and click on Donate. Note - fees

If you have any questions, please feel free to contact either one of us:

Joni Pabst, CAA, Chair of the NIAAA National Initiative and Assistance Network
jp0808@aol.com or 520-906-7252

Fred Balsamo, CMAA, Vice Chair of the NIAAA National Initiative and Assistance Network
fbalsamo@casciac.org or 203-605-0553

Thank you for your support in this worthy cause!

Sincerely,

Joni Pabst
NIAN Chair
The Book Shelf is a feature of MIAAA (Maine) News that provides reviews of books or other materials that may of interest to people working in the athletics profession. Athletic administrators are encouraged to submit their own reviews of materials that they have read to MIAAA News editor Gary Stevens by e-mail at gary.stevens@thorntonacademy.org. Copies of materials reviewed in The Book Shelf may be similarly requested by contacting Stevens at the above address.

The Book Shelf: The Role of Parents in Athletics by Bruce Brown

By Gary Stevens

Thornton Academy, Saco, Maine

Bruce Brown is the Director of Proactive Coaching and has frequently spoken to groups of student-athletes, parents, coaches, and administrators throughout the United States. The author of nine books and eleven booklets on various aspects of coaching athletics, Brown’s booklet on “The Role of Parents in Athletics” (2007) analyzes the roles and responsibilities of parents in promoting and appropriately supporting their children’s athletic experiences. Written from the perspective of the student-athlete, Brown’s work is a treatise that describes specific behaviors demonstrated by today’s parents in the high school sporting arena and prescribes how these behaviors can be modified or changed in the best interests of sport participants.

In his introduction to the booklet, Brown acknowledges that parents do play a significant role in their children’s athletic experiences and should support their children by attending contests and being an appropriate role model. However, in the current era of sports specialization and guided by dreams to earn an athletic scholarship, today’s student-athletes find themselves under increasing parental pressure to play and perform well. According to Brown, when asked by coaches around the country if students have changed dramatically during his four decades in the field, his response is: “The athletes have changed very little, but the parents have changed dramatically.” Today parents are invested financially and emotionally in their children’s athletic experiences from the moment that they take their first swing in a tee-ball game to the last playoff game played in high school. “As a result,” he observes, “too many households overemphasize sports at the expense of sportsmanship and support” and “(t)he number of parents who cross the appropriate line of support or encouragement to intolerable interference” has reached an all-time high.

Given that most parents, of student-athletes, in Brown’s opinion, may not mean any harm or seek to cross boundaries of acceptable behavior, he nevertheless feels that these individuals require training and information to become better “athletic parents”. The major concept explored in his writing is that of parents of students involved in interscholastic athletics being able to “release” their children “to the game and to the coach”. The student-athlete experience is enhanced, in his opinion, when parents are comfortable enough to share their children with their coaches and trust those individuals to provide them with opportunities to learn new skills, the strategies associated with the activity, and the life lessons inherent in participating. Brown acknowledges that there are concerns (mental and physical treatment of the child, ways to help the child improve, concerns about behavior) that are appropriate for a parent to discuss with a coach at the time and place of the latter’s choosing. At the same time, in his opinion, subjects such as playing time and team strategy are always considered out-of-bounds.

Brown’s booklet is a communications guide that identifies how parents can most effectively interact with their children about their sport experience and avoid crossing the aforementioned boundaries. He dedicates three sections to parent/student communication before, during, and after a contest. He offers two major caveats – modeling appropriate behavior and focusing upon the team and team’s goals – as guidelines for parents attending their children’s athletic contests and interacting with them about their performance. “There are only four roles during a game: spectator, competitor, official, and coach,” observes Brown. “Everyone involved in athletics would be wise to choose only one of these roles at a time.”

At the conclusion of this fourteen-page booklet, Brown identifies the roles of players, coaches, and parents in athletics and lists the specific behaviors and attitudes to be exhibited by each. Contrary to the old joke that the best place to coach in America is an orphanage (because, according to the punch line, there are no parents), Brown argues that parents have an important role in their children’s experience as an athlete. Parents of student-athletes must be “encouragers” who listen to their children and fully understand why they participate in sports. They should provide encouragement and support for helping their children pursue their goals and dreams, not to relive their own experiences in the athletic arena.

Brown’s work is an excellent guide for athletic administrators to share with parents at a preseason meeting or as potential reading material for the challenging individual who may overstep his or her bounds as an athletic parent. It also suggests some basic exercises, such as having student-athletes write out their own goals and purposes for participation, that may prove helpful for coaches and parents. When parents, coaches, and athletes learn not only their specific roles and responsibilities, but also the mechanics of good communication, there is a far greater chance that the student-athlete experience will be one that years from now will provoke positive memories, not regrets.

For more information about Bruce Brown and his series of writings on coaching, one can contact the author at BBrown8164@aol.com or consult his website at www.proactivecoaching.info.
The MIAAA, in conjunction with the NIAAA, offers two $1,000 scholarships and two runner-up scholarships for Missouri male and female student-athletes. The MIAAA scholarship is made possible by Neil Gilman, president and owner of Gilman Gear. The scholarship is in honor of Ted Chitwood and Debbie Key. Gilman Gear has been a vendor at our conference for several years. The winners advance for a chance to win the $1,500 sectional competition. The 2019 scholarship recipients are:

<table>
<thead>
<tr>
<th>STUDENT</th>
<th>SCHOOL</th>
<th>ATHLETIC ADMINISTRATOR</th>
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<tr>
<td>Kaitlyn Bell—Winner</td>
<td>Northwest Cedar Hill</td>
<td>Jeff Taggart, CAA</td>
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<tr>
<td>Jack Graham—Winner</td>
<td>Lee’s Summit North</td>
<td>Mike McGurk, CMAA</td>
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<tr>
<td>Haden Trowbridge—Runner-up</td>
<td>Fulton High School</td>
<td>Ryan Waters</td>
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<tr>
<td>Jake Casey—Runner-up</td>
<td>Park Hills Central</td>
<td>Chad Bradley</td>
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Did you know the NIAAA awards 4 scholarships annually? Applications are due February 28th
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Cowell Wade
Coaches Directory
est. 1960

ELITE X360
MIAAA Newsletter-Coaches Education

Update from the NFHSLearn by Keith Chapman, Missouri NFHS State Liaison/President -Elect MIAAA.

Did you know that there are over 30 free courses available through NFHS for coaches, parents and student athletes? Free professional development!!! If you are not familiar with this site go to https://www.nfhslearn.com/. Here in Missouri we have all used the site for our non-faculty coaches taking Fundamentals of Coaching (Cost) course. Hopefully, one of your coaches or players have not had to take the Sportmanship course(Free). But, this is also a free course offered. This is just a start of what is available for us to educate our community of different aspects of our profession. There is also a NFHS Coach Certification Program. This program is a national professional credential offered to individuals who are currently coaching or aspire to coach at the interscholastic level. The attainment of this national certification demonstrates the completion of a series of courses offered by the NFHS that will enhance the ability of the coach to better serve the student, the school, the community and the profession of coaching. Learn more about the NFHSLEARN program and use it to better serve your community.

MIAAA Spring Conference—Update to Attendees

Would you like to have “20/20” vision for Education Based Athletics at your school? Then you won’t want to miss out on the 2020 MIAAA State Conference this Spring at Tantara/Margaritaville! The largest professional event of the year for Missouri Athletic Directors will showcase a variety of presenters ready to share their expertise on a number of important topics! In addition to these breakout sessions we will have the opportunity to recognize our brothers and sisters for their awesome accomplishments – don’t miss out on an amazing MIAAA Awards Banquet! Want to take an LTC course? We have them. Need to visit with some vendors for upcoming projects? They will all be there. Do you like great food? We have that as well. Maybe most important, it’s the one time of the year when 350+ Missouri AD’s are all together for a chance to visit, catch-up and just enjoy each other’s company away from a school event. Don’t miss it! To register go to miaaamo.org and follow the conference registration link. I’m looking forward to seeing everyone there!
BENEFITS OF MIAAA/NIAAA MEMBERSHIP

JOIN FOR THE 2019-20 SCHOOL YEAR

<table>
<thead>
<tr>
<th>MIAAA</th>
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<tr>
<td>New Athletic Director mentorship</td>
<td>Quarterly IAA Magazine for Ath. Administrators</td>
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<td>$5,000 Term Life Insurance</td>
<td>Scholarship Opportunities—section/national</td>
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<td>Scholarship Opportunities for students</td>
<td>Accredited Leadership Courses</td>
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<tr>
<td>Professional Networking Opportunities</td>
<td>$2 Million Liability Insurance</td>
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<tr>
<td>Annual Conference and Workshop Attendance</td>
<td>$2,500 term Life Insurance</td>
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Manners — By Doug Killgore, CMAA

A father was overheard giving advice to his son, “My boy, treat everyone with politeness even those who are rude to you. Remember, you show courtesy to others, not because they are gentlemen but because you are one.” It seems we just don’t have time for manners, politeness and kindness. Very little door holding, chair assistance, even the simple, “Thank you.” Woodrow Call of Lonesome Dove proclaimed, “I hate rude behavior in a man. I won’t tolerate it.” Fortunately, one of the traits of character we work to instill in our student athletes is civility. Good, old fashion manners.

Are we unmindful of the rights of others? Do we fail to express gratitude? Are we gracious to strangers? Are we as careful with the possessions of others as we are with our own? Are those in “low station” treated with respect and courtesy? We live in a rapid age, an age of rapid eating, rapid working, rapid thinking, travel and... the internet. In bygone days travel was in carts and on horses. Today it’s cars, planes and Skype. Things might be moving so fast we are in danger of being too busy to appreciate the little courtesies of life.

Politeness is actually strength under control, as is meekness. We might have the power to do otherwise, to be rude and aggressive, and yet we make a conscious effort to consider others. We might even practice deference, yielding our rights out of respect of other people.

Politeness stands aside and lets others go first. It avoids for others what is distasteful to self. It does the best thing in the best way. It is an expression of charity, consideration and a high self esteem. It is the Golden Rule!

Then there is Eddie Haskell. False politeness is polluted with hypocrisy. Frequently, good manners may be a disguise for cruel insincerity. Genuine good manners are a manifestation of a real desire to help others. Politeness is the oil that makes possible the smooth operation of group association.

I discovered this disturbing quote while researching kindness. “Are you polite everywhere, to everybody, at all times, under all circumstances? How are your manners? Do they commend or condemn your profession?” I imagine the last question is directed toward the demonstration of our maturity and integrity. And yet, might it also be true of our “chosen profession?” Leaders show the way; maybe by opening doors, waiting until last or even a heart-felt, “Thank you.” It’s small price to pay; because it’s the right thing to do. And it provides a grand example to those we serve who are watching us. Woodrow and Gus would be happy with us.
<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>MIAAA Position</th>
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<tr>
<td>Marty</td>
<td>O Hern, CMAA</td>
<td>Executive Director</td>
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<tr>
<td>Todd</td>
<td>Schrader, CAA</td>
<td>President</td>
<td>Bolivar</td>
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<td>Keith</td>
<td>Chapman, CAA</td>
<td>President-Elect</td>
<td>Warrensburg</td>
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<td>Brandon</td>
<td>Clark, CAA</td>
<td>Treasurer</td>
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<td>Bill</td>
<td>Deckelman, CAA</td>
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<td>Josh</td>
<td>Scott, CMAA</td>
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<td>Whitney, CAA</td>
<td>Conf.Coord.</td>
<td>Camdenton - Retired</td>
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<td>Doug</td>
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<td>Don</td>
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<td>Jeff</td>
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<td>Jim</td>
<td>Gagen, CMAA</td>
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<tr>
<td>Del</td>
<td>Rinne</td>
<td>Retired AD's</td>
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The MIAAA is proud to offer the NIAAA Leadership Training Institute at all of our conferences. We offered three LTI Courses and 5 workshops led by Athletic Directors from across the state. The program was established in 1996 to:

1. Promote the professional growth and prestige of athletic administrators
2. Provide an opportunity for athletic administrators to participate in the nations' largest professional organization whose activities are directed exclusively to high school and middle school athletic administrators.
3. Provide education programs as a resource tool for athletic administrators.
4. Promote quality in all programs conducted at the national, state and local level.

Professional Development at the Workshop
Sweeten’s Corner

Brad Sweeten, CMAA, is the Center HS AD and has developed a Positive Coaching Community in Center schools. He not only leads daily focusing on students and their emotional needs at CHS, but also developed positive affirmation through email. For most school leaders days are hectic and unpredictable; however, many can count on a positive email to start their day from Brad. Such as:

- Greatness is never built with fear, ego and division. Greatness is always built with love, sacrifice and unity. - Jon Gordon
- To make a difference in someone’s life, you don’t have to be brilliant, rich, beautiful or perfect. You just have to care.

Brad Sweeten <bsweeten@center.k12.mo.us>
Online Rules Review Windows

Register all coaches via MSHSAA

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<td>Aug 5—Aug 23</td>
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<tr>
<td>Music</td>
<td>Aug 5—Aug 23</td>
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<tr>
<td>Fall Spirit</td>
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<tr>
<td>Speech &amp; Debate</td>
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<tr>
<td>Scholar Bowl</td>
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<td>Winter Sports</td>
<td>Oct 28—Nov 15</td>
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<tr>
<td>Winter Spirits</td>
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<td>Spring Sports</td>
<td>Feb 24—Mar 13</td>
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