

2017 MIAAA Conference - Description of Sessions

Saturday - March 18, 2017

8:00 - 8:45 am

Pre Session - New AD's & Attendees - Dallas Lintner

9:00 - 10:00 am

Session 1

A. Surviving your first few years as an Athletic Director - Chris Ervin, CAA - St. Johns & Greg Lattig, CMAA - Mason

This session will target ADs in their first year(s) on the job. Important components of the job will be discussed, and ADs will have the opportunity to participate in dialogue related to first year(s) challenges, concepts, concerns, etc.

B. For Sale or Help Wanted!! - Mike Evoy, CAA - Detroit Catholic League

This session is designed to provide the most experienced athletic director and new to the field an opportunity to explore potential sponsorship deals for their athletic program. We will share with one another deals that have and have not worked. Also providing steps to develop a sponsorship plan for any size athletic program.

C. Project HOPE: Heroin and Opioid Prevention and Enforcement - Kevin Mulcahy, Attorney - Detroit US District

Heroin and Opioid addiction has reached national epidemic level. Athletes recovering from injuries are often prescribed painkillers, some of which are opioids. Athletes are therefore at risk for opioid addiction. This presentation will address how opioid addiction begins, how it can lead to heroin addiction, and the devastating consequences of such addiction.

D. 3 Dimensional Coaching: Coaching the Heart Behind the Jersey- Ted Manning - Schoolcraft, Mike McGeath, Rock Campbell

3 Dimensional Coaching is a game changing method of coaching 21st century athletes by capturing their hearts. The foundations of 3 Dimensional Coaching techniques will transform your staff into legacy coaches!

E. Arbiter - What's New In Michigan and the Future - Anthony Bihn, Technology Director - MHSAA, Arbiter Staff - Sandy, Utah

10:15 - 11:15 am

Session 2

A. MHSAA Regulations, Relationships and Rationale - Tom Rashid, Associate Director - MHSAA

*In addition to covering some MHSAA rules, this session will include thoughts and discussion on **why** and **when** ADs should communicate with other ADs and/or the MHSAA about eligibility - especially transfer students whose eligibility is in question. This session will attempt to improve understandings in both directions – among ADs and among the MHSAA. This will explore the delicate questions: Am I turning somebody in or following the rules?*

B. Fair Labor Standards - Issues in Schools - Peter Ryan, Attorney - Iron Mountain

This session will discuss the Fair Labor Standards Act and how the changes will affect schools. There will also be discussion regarding school law and updated current and former cases that can affect you as an athletic director. Mr. Ryan has practiced law for more than 40 years and has extensive background in school law. Currently he is still practicing in Iron Mt. Michigan and is the SET SEG (school insurance) attorney for the Upper Peninsula.

C. Google - Beginner Tools & Techniques - Chris Ming, CAA - Marine City & Jordan Ackerman - Anchor Bay

Learn how to use free Google tools to develop collaborative documents in your athletic department such as facility use schedules and transportation requests. This hands-on session calls for participants to actively develop their own documents (laptop or Chromebook recommended).

D. Arbiter - Advanced Features - Anthony Bihn, Technology Director - MHSAA, Tricia Wieferrich, Administrative Assistant - MHSAA

This session will focus on using the new features; Smart Scheduler, ArbiterPay, and other new topics.

E. MHSAA Junior High and Middle School Update and Information - Cody Inglis

This presentation will focus on MHSAA JH/MS updates and information including 6th graders and provide information on new MHSAA initiatives and updates on potential changes in this ever changing area of school based athletics.

1:30 - 2:30 pm

Session 3

A. Stress and the Adolescent Athlete - RJ Gibbs - MSU Youth Sports Institute

Learning how to cope with stressful situations is an important tool for adolescent athletes. This session will cover how to create an environment that reduces stress and improves motivation in young athletes as well as identify different stress reducing techniques coaches and athletes can utilize throughout the season.

B. Building an Athletic Department Through a Unified Strength & Conditioning Program

Zac Stevenson

Unifying your athletic department through a coordinated strength and conditioning program. The session will include design, development and implementation with planning details including facilities, equipment, curriculum, funding, and staff and athlete buy-in.

C. MHSAA Multi-sport Task Force Update - Cody Inglis - MHSAA

This session will focus upon the MHSAA Multi Sport Task Force and the discussions that have occurred in those several meetings throughout the 2016-17 school year. Additionally there will be updates on the strategies and tactics that the Multi Sport Task Force will use to promote multi-sport participation and battle the specialization epidemic that is occurring in youth sports. Ideas, feedback and thoughts on how the Task Force and the MHSAA will help its member schools in this area will also be generated.

D. Google - Advanced Tools - Chris Ming, CAA - Marine City & Jordan Ackerman - Anchor Bay

Dive into advanced features and functions of Google tools that can be used in your athletic department, including but not limited to advanced sharing, embedding, and conditional formatting. This hands-on session calls for participants to actively develop their own documents (laptop or Chromebook recommended).

E. All Things MS Athletics - Increasing Program Funding/Juggling Multiple Roles -

Session will provide innovative ways to fund MS athletics, increase revenues, decrease expenditures, and create/sustain successful booster programs. This will be done through the lens of an athletic administrator who carries multiple roles in the school system and ways to efficiently balance those duties.

4:15 - 6:00 pm

Session 4 - Caucus / Region Meetings

Sunday, March 19, 2017

11:00 - 12:00 pm

Session 5 - Musical Chairs

A. Annual Reports: A Template for Success - Mike Bakker, CMAA - Fenton

Ever thought about and have you been told to present an annual report to your board. Come get some ideas on one way to find success in telling others about all of the great things going on in your Athletic Department.

B. Navigating Contract Negotiations - Ryan Portenga , CAA - Muskegon Mona Shores & Jake Manning - Muskegon Mona Shores

Whether the goal is to increase or decrease coaching pay, implement a contemporary model of compensation, or creatively add financial perks in order to attract or retain quality coaches, this session offers insight and navigation strategies helpful to both rookie and veteran athletic directors.

C. Coach Evaluation Process - Sean Zaborowski, CMAA -

Making the evaluation become a collaborative process with coaches and gather data from stakeholders to grow coaches professionally.

D. Project Unified - Closing The Gap With Special Olympics - Mark Cooper, CAA - Mayville

Project Unified is an organization sponsored by Special Olympics of Michigan. High school athletes are partnered with their local ISDs to participate in a program where students with disabilities participate as partners in athletic activities and events throughout the year-from bowling, floor hockey, and basketball just to name a few.

E. Professional Develop Opportunities Available to Athletic Director / Administrative Assistants - Fred Smith, CMAA - Benton Harbor

The session on what is available for Athletic Administrators to improve themselves - LTI, certification, Leadership Academy, etc.

F. Eliminate headaches at the start of each season...use a tryout card! - Deb VanKuiken, CMAA - Holly & Dave Pinkowski, CAA - Southgate Aquinas

Can't get a roster from your coach? Tired of trying to make certain athletes are eligible the first game day of the season? Mandatory items required to begin each season are hard to collect from coaches...so why bother. Have athletes register in the athletic office. Take care of checking grades, physical forms, transfer students, participation fees...all in your time and prior to the season.

1:15 - 2:45 pm

Session 6 - Jack Roberts, Executive Director MHSAA

Speaking on current topics and issues in Michigan and nationwide and how these affect educational based school sponsored athletics. Presentation of the MIAAA / MHSAA Exemplary School Award.

3:00 - 4:00 pm

Session 7

A. League Development, Alignment, Divisions - Jim Haskin, Executive Director - OK Conference, Randy Allen, Executive Director - CAAC, John Thompson, CMAA - Brighton

B. Social Media in the High School Athletic Office - Andi Osters, Assistant Director - MHSAA

As schools work harder to promote their events, student-athletes, coaches and communities, social media has become a vital tool for message management. This hands-on session is designed to assist ADs with their existing accounts, while providing a collaborative space to brainstorm future initiatives with peers. Attendees should come prepared to share their experiences with social media and high school sports.

C. Transgender Guidance, Update & Discussion - Kathy Vrugink-Westdorp, Assistant Director - MHSAA

This session will include an update of the SBE Statement of Guidance on Safe and Supportive Learning Environments for LGBTQ students as well as discussion of best practices strategies to create a supportive environment for all students.

D. Keys to Being an Effective Leader in a Non-Administrative Role - Dave Ledbetter - Utica

Many non-administrative educational positions are being asked to take on the duties of the Athletic Director. Whether they are teaching or non-teaching faculty; with this comes the challenges of effectively leading the athletic department while maintaining other duties. This session will focus on the keys to leading the Athletic Department in this role.

E. Pre-Season Meetings - Brian Swinehart, CAA - Walled Lake Western & Marc Hage, CMAA - Livonia Churchill

During this presentation we will share and review the agendas covered at preseason coaches meeting

Monday, March 20, 2017

8:00 - 9:00 am

Session 8

A. The Current HS Athletic Program in the Non-School and Youth Sports Era - Mark Uyl, Assistant Director - MHSAA

An interactive session that will examine the current challenges of maintaining a quality high school athletic program in the explosion of non-school and youth sport options for kids and families. This session will examine both the challenges and positive opportunities that the current atmosphere provides school-based athletic programs.

B. "No Place Like Home" – Engaging Community & Increasing High School Attendance - Jeremy Sampson, Marketing, Promotions & Ticket Coordinator - MHSAA

Jeremy Sampson Marketing, Promotions, and Ticket Coordinator will offer insights and ideas for athletic directors on how to engage their communities and promote your events. Thi hour long session will be filled with specific tools that athletic directors can use to increase attendance at all of your events.

C. Unlocking the College Recruiting Process: What AD's Need to Know- Ira Childress - Okemos

This session will help high school athletic directors navigate the college athletic recruiting process with student-athletes, coaches, and parents/guardians. Topics covered will include: the role of the high school athletic director, the role of the high school coach, managing parent/guardian and student-athlete expectations, communication with college coaches, and understanding the overall recruiting process.

D. Budget Basics and Financial Finesse! - Ken Mohney, CMAA - Mattawan

Strategies on budgeting for the Athletic Department and keeping your head above the red line.

E. Navigating Through the Multiple Roles of the AD - Jeff Kline, CMAA - Mt. Morris & Michael Quinn, CMAA - Lakewood Lake Odessa

With the many hats that we as AD's are currently wearing, this session will attempt to assist with some strategies and ideas to help balance the multi role AD

9:15 - 10:15 am

Session 9

A. Building a High School Student-Athlete Leadership Group - Brian Samulski - Salem & Anna Britnell - Salem

If you've considered starting a leadership group in your school (or if you already have one that has room for improvement), this presentation will be worth your time. Based on the foundation of SAAC (collegiate level), we will take you from start to finish on establishing a leadership group and how to maximize the group in matters such as school spirit, community outreach and student-athlete development

B. Using the Power of Sports: Equipping Athletic Directors to Drive Social Change - Kim Miller - RISE

Join the Ross Initiative in Sports for Equality (RISE) to learn how they are equipping athletic directors, coaches and student-athletes to be leaders in improving race relations and driving social change within their teams, schools and communities. This session will provide an overview of the ten-week RISE Leadership Program and its impact within seven Michigan high schools. Participants will also have an opportunity to experience select RISE activities sampled from the high school curriculum

C. Service Project with Athletes: Field Day with Special Olympians - Hally Yonko, CMAA - Gabriel Richard

Learn how to run a school-wide service event with special need students

D. Coaches Retreat, How and Why We Do Them - Brian Gordon, CAA - Novi

Our Session is designed to teach you the in's and out's of initiating a Coaches Retreat for your staff. Our Presenter will explain the process of how to set up several variations of a Coaches Retreat for your department along with a few possibilities on how to fund it.

**E. Applying for the MIAAA/MHSAA Exemplary Athletic Program Award- Meg Seng,
CMAA - Greenhills**

The Exemplary Athletic Program Award honors schools that model equity, integrity and excellence and a commitment to all student-athletes. The goal of this workshop is to guide and support you through the application process for recognizing outstanding high school athletic programs. The process focuses on assessing the current status of your athletic program and setting immediate and long-term goals for its continued improvement while implementing best practices and protocols.

10:30 - 12:00 pm

**Session 10 -
Successful Leadership - Three Fundamentals for Success
Tim Selgo, Former Athletic Director - Grand Valley State**

University

Tim, will share his thoughts on leading an Athletics Department. He will discuss how to hire and develop the best staff possible as well as share GVSU Athletics Three Fundamentals for Success, which are:

- 1.) Create the best possible learning environment*
- 2.) Challenge your teams to competitive greatness*
- 3.) Commit the energy necessary for success*

Successful leadership of young people requires commitment, a positive attitude, unselfishness, and balance in your life. Selgo will offer examples of each of these characteristics of successful leadership.

1:00 - 2:30 pm

Session 11 - Business Meeting

3:00 - 6:00 pm

Board of Directors Meeting/Dinner