



MICHIGAN INTERSCHOLASTIC ATHLETIC ADMINISTRATORS ASSOCIATION

NIAAA Report
June 27, 2013

- Section IV Meeting, June 20, 2013 Naperville, IL
Meeting attendees: Ken Mohny, NIAAA Section IV rep
Marc Throop, MIAAA President
Mike Bakker, MIAAA 2nd Vice President
Greg Lattig, MIAAA Recording Secretary

- Annual Conference Information:
 - Anaheim, December 13-17, 2013
 - No books to be mailed, all online registration materials, available in August
 - Bill Walton is general session speaker, Pat Haden (USC AD) will close the conference
 - Section meetings will be Sunday afternoon, Delegate assembly will be Monday afternoon
 - Gift will be “Carry on” luggage
 - Golf /5K Run
 - Conference registration is \$245, room rates \$140 plus tax per night
 - Future Conferences:

▪ National Harbor, Maryland	Gaylord National	December 12-16, 2014
▪ Orlando, Florida	Marriott World Center	December 11-15, 2015
▪ Nashville, Tennessee	Gaylord Opryland	December 9-13, 2016
▪ Phoenix, Arizona	Sheraton/Hyatt/Con Center	December 8-12, 2017

- Hall Of Fame Class of 2013: Jane Bennett, MI

- 5-State Exchange:
Wisconsin, Kalahari Resort, Wisconsin Dells, Nov. 9 – 12, 2013
www.wadawi.org

- NIAAA Membership Information:
 - Current 8,500 may be a bit inflated due to the membership drive, but we hope for retention of this number
 - A way to increase membership is by sponsoring dual membership drives in your state
 - Illinois and Michigan are experiencing the highest membership level ever
 - Indiana is a true dual membership – When you join you are automatically enrolled in both; this did not cause a drop in the state membership level
 - Indiana and Illinois reported that charter school AD’s do not join
 - One in five current members are CAA and one in twenty current members are CMAA

- Professional Development Update
 - State Professional Development (LTI/Certification) Coordinators Meeting – this is a joint mtg
 - Indianapolis, Indiana –Sept. 7 - 9, 2013 – Crowne Plaza Hotel, Airport
 - **NIAAA pick up cost of one room for each state in addition to food costs**

- LRG “Licensing Resource Group” Information:
 - Way to collect dollars off the sales of apparel and product sales at stores
 - More than \$4 million in royalty revenues since 2010
 - More than 30 licensees
 - Partnership with NFHS and NIAAA
 - LRG is creating an Art page for schools to securely upload your art with true school colors and logo’s
 - Contact graphic artist department to develop logo and then trademark it in your state (under \$100 for 20-25 years) through their website– don’t have to trademark nationally (thousands of dollars); pro teams seem to look the other way when using their logo whereas colleges do not.
 - Questions – contact Tim Sears at tsears@lrgusa.com

- Textbook “NIAAA’s Guide to Interscholastic Athletics”
 - Hard copy \$49, \$36 E-Book – Published by Human Kinetics, written by NIAAA members
 - 15% discount for NIAAA members using member #
 - Release in July 2013
 - 16 Chapters – four areas; Leadership Organization, Operational Processes, Financial Matters, Physical Assets

- Graduate Credit Opportunity
 - Edgewood College, Madison Wisconsin will offer 1 credit per class for \$160
 - Registration forms are on the WADA website www.wadawi.org

- NIAAA Website/Facebook/Twitter for information; webinar courses, conference info, current news

- NFHS Coach Education (AIS); Several free courses

- NIAAA Committee Application

- Membership Services ideas for NIAAA Board; next meeting in July