

1/20/25

## 2025 MIAAA Annual Conference –Tentative Work Schedule

<b>Dates:</b>	March 13 – 16, 2025		
<b>Location:</b>	Grand Traverse Resort & Spa Acme, MI		
<b>Registration:</b>	Pre-Registration:	\$225.00	Spouse \$125.00
Athletic Directors	Late or On Site:	\$250.00	Spouse \$150.00
	Retirees:	\$50.00 for gifts, tickets & banquet	
	Banquet Only:	\$ 80.00	
Administrative Assistants	Pre-Registration:	\$150.00	Spouse \$10.00 name tags
	Late or On site	\$175.00	Spouse \$10.00 name tags
<b>Exhibitor Booth Rental:</b>	\$ 525.00 before Feb 1 \$ 575.00 after Feb 1 \$ 80.00 / electric service <b>Vendors</b> - continental breakfast on Friday & Saturday, hospitality nights Thursday & Friday, 2 luncheon tickets for Friday & Saturday, 2 ice cream tickets on Friday,		
<b>Room Rates:</b>	<b><u>Grand Traverse Resort</u></b> Hotel Single/Double \$ 121.00 Hotel Suite \$ 121.00 Tower Single/Double \$ 152.00 Studio Condo \$ 121.00 One Bed Condo in Valleyview \$ 152.00 Suites are assigned by <a href="#">Assistant Executive Director</a>		
<b>Registration Includes:</b>	<b><u>Administrators</u></b> - Continental Breakfast Friday & Saturday, & Sunday Conference Banquet on Saturday and Banquet Memento, Hospitality Night Socials on Thursday & Friday & Saturday, <a href="#">Grab &amp; Go Lunch on Friday</a> All Handouts & Mementos and Conference GIFT Friday Ice Cream Social & Vendor Drawing Tickets  <b><u>Spouses</u></b> – Spouse Gathering, Hospitality Nights, Saturday Night Banquet & Memento & All Scheduled Spouse Activities, Continental Breakfast Friday & Saturday, & Sunday  <b><u>Administrative Assistants</u></b> – Continental Breakfast on Friday & Saturday, & Sunday Conference GIFT, Hospitality Nights, <a href="#">Friday Awards Luncheon</a> , Friday Ice Cream Social, All Handouts & Mementos, Vendor Drawing Tickets		

1/20/25

MIAAA Hospitality Room - sponsored by LOCKOUTUSA

1456

REGION 9 & 14 WILL SELL 50/50 TICKETS - FOR MAKE-A-WISH

**Thursday, March 13, 2025**

**Leadership Training Institute** -- Special Registration Required – through the NIAAA  
Single course \$125      Two courses \$225

9:00 am - 1:00 pm

- NIAAA LTC 501 (Special Registration Required) Tower A  
Topic: Guiding Foundations & Philosophies  
Presenters: Don Watchowski  
Casey Lombard
- NIAAA LTC 504 (Special Registration Required) Peninsula A  
Topic: Legal Issues I - Risk Management  
Presenters: John Thompson  
Eric Albright
- NIAAA LTC 630 (Special Registration Required) Mackinac A  
Topic: Contest Management - Planning, Preparation & Methods  
Presenters: Chris Bishop  
Ben Sherman
- NIAAA LTC 727 (Special Registration Required) Tower B  
Topic: Building, Cultivating & Sustaining a Championship Culture  
Presenters: Kevin Guzzo, CMAA - St. Joseph  
John Woods, CMAA - Libertyville, Ill

2:00 pm – 6:00 pm

- NIAAA LTC 502 (Special Registration Required) Tower A  
Topic: Strategies for Organization Management  
Presenters: Mike Mohn  
Aaron Crouse  
Chris Zylstra
- NIAAA LTC 506 (Special Registration Required) Peninsula A  
Topic: Legal II - Title IX & Sexual Harassment  
Presenters: Mike Quinn  
Mike Evoy
- NIAAA LTC 714 (Special Registration Required) Tower B  
Topic: Dealing with Challenging Personalities  
Presenters: Betty Wroubel  
Jean LaClair
- NIAAA LTC 790 (Special Registration Required) Mackinac A  
Topic: Leadership Training Instructional Methods & Techniques  
Presenters: Shane Finney  
Lisa Hogan  
Fred Smith

**NAME BADGES ARE REQUIRED FOR ALL MEETINGS & ACTIVITIES**

- 4:00 pm – 7:30 pm      **REGISTRATION**      **Athletic Directors**      Governors Pre-Function Area
- 4:00 pm - 7:30 pm      **REGISTRATION**      **Vendor Set Up**      Governors Area
- 4:00 pm – 7:30 pm      **REGISTRATION**      **Administrative Assistants**      Michigan Area
- 5:30 pm - 8:00 pm      **NEW AD GATHERING**      )      MIAAA Suite 1456

1/20/25

8:00 pm - 11:00 pm **Welcome Party (Craft Beer Night) - Sponsored by Parkway Electric and Communications and SNAP! Mobile** **Michigan Area**

**Friday, March 14, 2025**

7:00 am – 11:00 am Exhibitor Setup – Coffee/Rolls/Juice/Soda **Governors Area**

7:30 am – 4:00 pm **REGISTRATION Athletic Directors** **Governors Pre-Function Area**  
7:30 am - 10:00 am **Buffet Breakfast - sponsored by Final Forms** **Mackinac Ballroom**

7:30 am – 9:00 am **REGISTRATION Administrative Assistants** **Michigan Area**  
7:30 am – 9:00 am Adm Assistants - Coffee/Juice/Danish/Muffins/Soda **Michigan Area**

8:00 am – 8:45 am Athletic Administrative Assistants / First Time Attendees **Michigan Area AB**  
Topic: **Adm Assistant Conference Kick-off**  
Speakers: **Michele Heiney - Ann Arbor Huron**  
**Laurie Adams - Ann Ann Skyline**  
**Tim Ritsema, CMAA, Conference - Retired**  
**Chris Ervin, CAA, Conference - Retired**

8:00 am – 8:45 am Athletic Directors / Special Pre-Session **Tower A & B**  
Topic: **New AD/First Time Attendee Orientation**  
Presenter: **Don Watchowski, CMAA - 1st Vice President - Novi**  
Speakers: **Brian Gordon, CAA, Conference Co-Chair - Retired**  
**Greg Lattig, CMAA, Conference Co-Chair - Retired**  
**Kevin Guzzo, CMAA, President - St. Joseph**

9:00 am – 10:00 am **Administrative Assistants Session 1** **Michigan Area AB**  
Session 1-A  
Topic: **Welcome to the Conference**  
Speakers: **Michele Heiney – Ann Arbor Huron**  
**Laurie Adams - Ann Arbor Skyline**  
**Don Watchowski, CMAA - 1st Vice President - Novi**  
**Brian Gordon, CAA, Conference Co-Chair - Retired**  
**Kevin Guzzo, CMAA, President - St. Joseph**

9:00 am – 10:00 am **SESSION 1** **Peninsula Ballroom**  
Session 1-A  
Topic: **Thriving in your First Years as an AD**  
Presenter:  
Speakers: **Nikki Norris, CAA - East Lansing**  
**Eric Albright, CMAA, MIAAA Past President - Midland**

Session 1-B **Tower A & B**  
Topic: **Speed Dating: Tough Conversations**  
Presenter:  
Speakers: **Brian Hammer**  
**JT Hogan**

Session 1-C **Council Room**  
Topic: **Taking Unified Sports to the Next Level**  
Presenter:  
Speaker: **Dan Ekonen - Executive Director - Michigan Special Olympics**

1/20/25

Session 1-D	Topic: Student Leadership -- <a href="#">Wildcats Will</a> Presider: Speakers: <a href="#">John Woods, CMAA - Libertyville, IL</a>	Tower C
10:15 am – 11:15 am	<b>SESSION 2 -- KEYNOTE SPEAKER --</b> <b>Jon Bacon --- HumanEx Ventures</b> Presider: <a href="#">Kevin Guzzo, CMAA, President - St. Joseph</a>	<b>Michigan Ballroom</b>
11:15 am - 1:00 pm	<a href="#">Final Forms - Drop In</a> <a href="#">Big Teams Schedule Star - Drop In</a> <a href="#">Neptune Game Time - Drop In</a> <a href="#">MHSAA - Drop In</a> <a href="#">SportsYou - Drop In</a>	Mackinac A Tower A Peninsula A Peninsula BC Mackinac BC
11:00 am – 4:00 pm	<b>EXHIBITS OPEN - VISIT VENDOR</b>  <b>1<sup>st</sup> Door Prize Drawing 11:30 pm</b> <b>2<sup>nd</sup> Door Prize Drawing 1:15 pm</b>	<b>Governors Area</b>
11:15 am - 12:00 pm	<a href="#">CAA Exam Study Session</a>	Tower C
11:30 am – 1:00 pm	<b>GRAB &amp; GO SANDWICH AND SALAD LUNCH</b> Sponsored by Great Lakes AstroTurf	<b>Governors Pre - Function Area</b>
11:30 am – 1:00 pm	<a href="#">Strategic Planning Committee</a>	Suite 1456
11:30 am – 4:30 pm	<b>FRIDAY SPOUSE GATHERING – Why Limit “Happy” to an Hour - Wine &amp; Shop</b>	
12:15 pm - 1:15 pm	Administrative Assistant Award Plated Luncheon Presider: Invocation: MIAAA Service Awards:  Administrative Assistant of the Year:	Michigan Room A/B <a href="#">Randy Allen - retired</a> <a href="#">Brenda Greear - Gibraltar Carlson</a> <a href="#">Courtney Buchanan - Pinckney</a> <a href="#">Shawna Boyle - Dewitt</a> <a href="#">Liz Wilson - Saugatuck</a> <a href="#">Brenda Greear - Gibraltar Carlson</a> <a href="#">Michele Heiney - Huron</a>
12:00 pm – 1:00 pm	<b>Middle School/Jr. High Region Meeting</b> Speakers:	Tower B <a href="#">Cody Inglis, CAA - MHASA - Assistant Director</a> <a href="#">Brad Bush - MHSAA - Assistant Director</a> <a href="#">Jolinda Lucas, CAA - University Prep</a> <a href="#">Jason Kemler, CAA - Brethren</a>
1:30 pm – 2:30 pm	<b>Administrative Assistants Session 3</b>	Michigan AB
Session 3-A	Topic: <a href="#">Google --</a> Presider: <a href="#">Carol Robbins - Marysville</a> Speaker: <a href="#">Laurie Adams, Ann Arbor Skyline</a> <a href="#">Brian Osborn, CAA, Howell</a>	
Session 3-B	Topic: <a href="#">Office Setup</a> Presider:	Michigan EF

1/20/25

Speaker: Pam Moore  
Ashley Bootz

1:30 pm – 2:30 pm  
Session 3-A

**SESSION 3**

Tower A

Topic: AD Connection -- Panel  
Presider:  
Speakers: Chris Ervin - Retired  
Brian Gordon - Retired  
Wayne Welton - Retired  
Sean Jacques - Retired  
Meg Seng - Retired  
Scott Robertson - Retired  
Tim Johnston - Retired  
Karen Leinaar - Retired  
Brad Bush - MHSAA - Assistant Director

Session 3-B

Tower B

Topic: Handling Club Coaches/Club Sport  
Presider:  
Speaker: Shane Finney, CMAA - Macomb Dakota  
Jonathan Goie

Session 3-C

Mackinac Ballroom

Topic: Road to Certification  
Presider:  
Speaker: Eric Albright, CMAA - Midland  
Casey Lombard, CMAA - Holly  
Ben Sherman, CMAA

Session 3-D

Tower C

Topic: MHSAA Handbooks & Rep Council  
Presider:  
Speakers: Cody Inglis, CMAA -Assistant Director MHSAA

Session 3 - E

Peninsula Ballroom

Topic: Awards/Signing Days/Special Events  
Presider:  
Speaker: Brian Samulski  
David Kool

2:30 pm – 4:00 pm

**VISIT EXHIBITS**

Governors Area

**3<sup>rd</sup> Door Prize Drawing 3:15 pm**

2:35 pm - 3:35 pm

**Administrative Assistants Session 4**

Michigan AB

Topic: MHSAA -- Updates & Answers  
Presiders: Michele Heiney - Ann Arbor Huron  
Laurie Adams - Ann Arbor Skyline  
Speaker: Cody Inglis, CMAA -Assistant Director MHSAA

3:00 pm - 3:15 pm  
3:40 pm - 4:00 pm

**ICE CREAM BREAK – Sponsored by ArbiterSports -  
Ice cream - 3rd Drawing -- 3:40 pm -- Adm Asst only**

**AD**

**Governors Area**

1/20/25

3:45 pm - 4:45 pm **Rhonda Blanford Green & Jay Alexander - General Session** Michigan A/B

5:00 pm - 5:30 pm **Administrative Assistant -- Region Meeting** Michigan A/B

5:00 pm - 6:00 pm **SESSION 4 – REGION / CAUCUS MEETINGS (vote collection - Saturday morning)**

Topic: Regional Caucus Meetings/Round Tables

Presiders: Regional Representatives

Speakers: You Members are Heard

Discussion of Position Statements

Election of Regional Reps in Even/Odd Number Regions

Other Topics

Region 1-2	Suite 1559	Region 3	Tower B
Region 4	Leelanau Suite	Region 5	Mackinac B
Region 6	Mackinac A	Region 7	Suite 1256
Region 8	Tower C	Region 9	Mackinac C
Region 10	Suite 1259	Region 11	Peninsula B
Region 12	Peninsula A	Region 13 – Non Public	Tower A

**MIDDLE SCHOOL ADs go to the Region of your HIGH SCHOOL during this time**

5:00 pm - 6:00 - pm Corporate Sponsor Appreciation Reception 17th Floor

5:45 pm - 6:45 pm DEIB Reception MIAAA Suite 1456

6:00 pm - 8:00 pm DINNER ON YOUR OWN

8:00 pm - 11:00 pm **MIAAA Hospitality Night** Michigan Area

Sponsored Jointly by the MIAAA, and the Grand Traverse Resort & Spa

Big Ten - Basketball on Big Screen Sponsored by Daktronics

Cornhole & Silent Auction -- Make - a - Wish Foundation

Dueling Pianos - use song requests - with Make - a - Wish donation - sponsored by BOXOUT

Refreshments – Networking – Relaxation

**4<sup>th</sup> Door Prize Drawing 10:30 pm**

**Saturday, March 15, 2025**

7:30 am - 10:00 am **Continental Breakfast** Governors Pre-Function Area

**sponsored by Meraki Performance**

Coffee/Rolls/Juice/Soda

8:00 am - 3:00 pm **REGISTRATION Athletic Directors** Governors Pre-Function Area

7:45 am - 8:45 am **Breakfast buffet women ADs networking -- Clell Wade - Varsity Made** Tower A-B

8:00 am - 9:00 am **Final Forms - Drop In** Mackinac A  
**Big Teams/Schedule Star - Drop In** Tower C  
**Neptune Game Time - Drop In** Peninsula A  
**MHSAA - Drop In** Peninsula BC  
**SportsYou - Drop In** Mackinac BC

8:30 am - 10:00 am **Exemplary Athletic Program Committee** Suite 1456

---

**MHSAA Coaches Advancement Program - Special Registration Required: -**

1/20/25

[Contact: Kathy Westdorp, MHSAA, 1661 Ramblewood Dr., East Lansing, MI 48823  
Phone 517-332-5046 fax 517-332-4071]

9:00 am – 4:00 pm      **MHSAA CAP 1 & 2**      Director & Council Room

---

9:00 am - 10:00 am      Administrative Assistants **Session 5**      **Michigan A, C, E, F, G, H**  
2 - 30 minute sessions - choose to go to one each 30 minutes

Speakers from:

ArbiterSports  
Final Forms  
GoFan  
Big Teams Schedule Star  
sportsYou  
Event Link (or someone else)

9:00 am – 10:00 am      **SESSION 5**

Session 5-A

Topic:      Coaches Associations Panel -- why, who, how to belong  
Presider:  
Speaker:      Jim Okler, CMAA, Executive Director MHSCA - Grosse Ile

Tower A

Session 5-B

Topic:      GRIT Leadership  
Presider:  
Speakers:      Kevin Broene

Tower B

Session 5-C

Topic:      Facility Upgrades  
Presider:  
Speaker:      Jeff Kline, CMAA - Mt. Morris

Mackinac A

Session 5-D

Topic:      Exemplary Athletic Program  
Presider:  
Speakers:      Betty Wroubel, CMAA - Notre Dame Prep  
Lisa Hogan, CMAA - Greenhills

Tower C

Session 5-E

Topic:      DEIB  
Presider:  
Speaker:      Rhonda Lansford Green

Peninsula A

9:00 am - 11:00 am      Spouse Activity - Pickleball      PickleU

10:00 am – 12:00 noon      CAA Exam      (Northwoods)      Council Room

9:30 am – 1:30 pm      **EXHIBITS OPEN**      Governors Area

**5<sup>th</sup> Door Prize Drawing 10:15 am**  
**Last Day to Visit Exhibits**

11:00 am – 12:00 pm      Administrative Assistants **Session 6**

1/20/25

		Topic: Rookies & Veteran -- sharing together Presider: Susan Jones - Howell Speaker: Laurie Adams - Ann Arbor Skyline	Michigan AB
10:45 am –11:45 am	<b>SESSION 6</b>		
Session 6-A		Topic: AI for the AD Presider: Speakers: Justin Thorington, CMAA - Traverse City Central Tony Bihn - Information Director - MHSAA	Tower A
Session 6-B		Topic: Traits of Elite Programs Presider: Speakers: Rob Miller - Proactive Coaching	Tower B
Session 6-C		Topic: Supporting LGBTQ+ Student Athletes Presider: Speaker:	Mackinac A
Session 6-D		Topic: AD Hacks Presider: Speakers: Connor Thomas	Tower C
Session 6-E		Topic: Evaluations Presider: Speakers: Fred Bryant, CMAA - Cadillac	Peninsula A
11:30 am – 1:00 pm	<b>Cash Sandwich and Salad Lunch</b> <b>6<sup>th</sup> Door Prize Drawing 12:30 pm</b> <b>Give Away 6 AEDs at this time</b>		Governors Area
	<b>LAST CHANCE TO VISIT EXHIBITS</b> <b>Vendor Awards/Presentation/Drawings 1:15 pm</b>		Governors Area
11:30 am - 1:00 pm	Spouse / Guest Brunch and Bingo --	Soup & Salad	17th Floor
12:00 pm – 1:00 pm	<b>Awards Committee</b>		Northwoods
1:15 pm - 2:15 pm	<b>SESSION 7</b>	Topic: 5 State Exchange - panel Presider: Mike Roy - 5-State Exchange Chair	Tower A-B-C
2:30 pm – 3:30 pm	<b>SESSION 8 -</b>	Topic: 7 Ways to Lead Presider: Nikki Norris, CAA - East Lansing Speaker: Rob Miller, Proactive Coaching	Tower A-B-C
2:30pm - 3:30pm	<b>Administrative Assistant - Session 7</b>		Mackinac



1/20/25

Topic: Canva --  
Presider: Courtney Buchanan - Pinckney  
Speaker: Kelly King - Dexter

4:30 pm – 5:30 pm Pre-Banquet Cocktail Hour - Cash Bar Michigan Pre-Function Area

5:30 pm – 8:00 pm **AWARDS BANQUET** Michigan Ballroom  
Presiders: Randy Allen - retired  
Invocation: Jeff Engbers - Unity Christian  
MIAAA Service Awards: Aaron Crouse, CMAA - Notre Dame Prep  
Administrative Assistant of the Year: Michele Heiney, Ann Arbor Huron  
Regional ADs of the Year: Randy Allen - retired  
Dennis Kiley President's Award: Kevin Guzzo, CMAA - St Joseph  
President's Ring: Don Watchowski, CMAA - Novi  
Special Recognition Award: Chris Ervin, CAA - retired  
George Lovich State Award of Merit: Mike Roy, CMAA - Vicksburg  
Jack Johnson MIAAA Distinguished Service Award: Mike Mohn, CMAA - Hastings  
Tom Rashid MIAAA Athletic Director of the Year: Jeff Kline, CMAA - Mt. Morris

8:00 pm – 11:00 pm Post Banquet Hospitality Celebration  
Enjoy your Friends and Colleagues Hospitality Night Michigan Ballroom  
Sponsored by [Tiny Mobile Robots](#)

8:00 pm – 11:00 pm Reception Suite 1456  
All Award Winners and Families  
AD of the Year/Distinguished Service Award/State Award of Merit  
Regional ADs of the Year/MIAAA Board of Directors/Past Presidents  
Life Members/Administrative Assistant of the Year

**Sunday, March 16, 2025**

8:00 am – 9:00 am **Breakfast Sandwich BREAKFAST - sponsored by [Headline Sports](#)** Tower Area  
**COFFEE-BREAKFAST SANDWICHES-DANISH-MUFFINS-JUICE- SODA**

7:30 am - 9:00 am **Life Members Breakfast/Past Presidents - plated breakfast** Directors Room  
[State of State of MHSAA](#)  
[Cody Inglis, CMAA - Assistant Director MHSAA](#)

7:45am - 8:45 am Administrative Assistant - Session 8 Mackinac  
Topic: [Conference Wrap Up - Prizes](#)  
Presiders: [Michele Heiney - Ann Arbor Huron](#)  
[Laurie Adams - Ann Arbor Skyline](#)

9:00 am – 10:30 am **SESSION 9** Tower A-B-C  
Annual MIAAA Business Meeting  
Presider: Kevin Guzzo, CMAA – President MIAAA – St Joseph  
Agenda: Election of Officers  
Results of Regional Rep Elections  
Treasurer's Report  
Membership Report  
Committee Report

1/20/25

President's Message  
Resolutions/Proposals/Position Statements  
Old Business  
New Business/Announcements

**Regional and League Door Prize Drawings #7**

10:45 am –12:15 pm	<b>SESSION 10</b>	Tower A-B-C
	Topic:	MHSAA Staff Presentation – Question & Answers
	Presider:	Eric Albright, CMAA, MIAAA Past President – Midland
	Speaker:	Mark Uyl, Executive Director, MHSAA and Staff

12:30 pm - 2:30 pm	<b>MIAAA Board of Directors Meeting Grab &amp; Go Lunches</b>	Tower A-B-C
--------------------	---	-------------

Thursday - Sunday format through 2030.

March 19-22, 2026