



## HOME TEAM MARKETING

# Texas High School Athletic Directors Association

## 2013 THSADA State Conference

March 2-6, 2013 – San Angelo, Texas

### Saturday, March 2

2:00 p.m. – 4:00 p.m.

THSADA Officers Meeting

Staybridge Hotel

6:00 p.m. – 10:00 p.m.

Early Bird Social (Food/Beverage on your own)

Downtown San Angelo

### Sunday, March 3

8:30 a.m. – 2:00 p.m.

Golf (*call course for tee time-325-944-0520*)

Bentwood Country Club

11:00 a.m. – 4:00 p.m.

#### **Conference Registration**

Northwest Entrance of Junell Center

11:00 a.m. – 4:00 p.m.

Vendor/Sponsor Registration/Set-up

Northwest Entrance of Junell Center

1:00 p.m. – 4:00 p.m.

#### **THSADA Board of Directors Meet**

AEP Room ASU Athletic Department

4:15 p.m. – 4:30 p.m.

Conference facilitators meet

Classroom 254 B

Rusty Dowling – Executive Director – THSADA

Mark Baker – SAISD – Assistant Athletic Director

4:30 p.m. – 5:15 p.m.

#### **Vendor Area Opens**

Stephens Arena

5:00 p.m.

Drawing #1

### 5:20 p.m. – 5:45 p.m.

#### **THSADA Opening Session**

**Stephens Arena**

Rusty Dowling – Executive Director – THSADA

Stage

Dr. Carol Ann Bonds-Superintendent-San Angelo ISD

Mr. Alvin New-Mayor of San Angelo

Sean Johnson-Director of Athletics-Angelo State University

Chris Melle-Vice President-**Home Team Marketing**

Karen Funk-President-THSADA

5:45 p.m. – 5:50 p.m.

Vendor/Sponsor Information

Stephens Arena

Rusty Dowling-Executive Director-THSADA

### 5:55 p.m. – 6:35 p.m.

#### **“Athletic Department Management and Leadership”**

Stephens Arena

De Loss Dodds Director of Athletics

Stage

University of Texas

Presented by **Herff-Jones**

Facilitator-Rusty Dowling-Executive Director-THSADA

6:35 p.m. – 10:00 p.m.

**Vendor Visits/Hospitality** Presented by **PBK**

Stephens Arena

Drawing # 2 and # 3

**Monday, March 4**

7:00 a.m. – 8:00 a.m.	Breakfast - Retired AD's/Past Presidents/Board of Directors presented by <b>Extreme Tix</b>	LeGrand Alumni/Visitors Center
7:30 a.m. – 2:00 p.m.	Concession stand will be open – breakfast/lunch	Junell Center
8:00 a.m. – 8:30 a.m.	NIAAA/LTI Classes updates for THSADA Membership Larry Peil – NIAAAA Committee Chair	Classroom 254A
9:00 a.m.	CAA Exam	TBA
8:00 a.m. – 12:00 noon	<b>Registration</b>	Northwest Entrance of Junell Center
8:00 a.m. – 8:30 a.m. - 8:25 a.m.	<b>Vendor Visits</b> Drawing #4	Stephens Arena
8:30 a.m. -9:10 a.m.	<b>"Methods/Strategies for an Athletic Director/Head Football Coach"</b> Tim Buchanan - Athletic Director/Head Football Coach – Aledo ISD - 4A Facilitator – Jim Slaughter – Director of Athletics – San Angelo ISD	Classroom 254 C
	<b>"Athletic Scheduling in a Multi-School District"</b> Kenneth Owens-Director of Athletics-El Paso ISD Facilitator-Keith Kilgore-Fort Bend ISD	Classroom 254 B
9:15 a.m. – 9:50 a.m.	<b>"Athletic Department Manual/Student-Athlete Code of Conduct"</b> Debbie Weems-Director of Athletics-Mansfield ISD Facilitator-Robert Young-Klein ISD	Classroom 254 C
	<b>"Successful Leadership and Championship Team Building for Adults"</b> Stan Laing-Director of Athletics-Northside ISD Facilitator-Marty Criswell-Bryan ISD	Classroom 254 B
9:55 a.m. – 10:25 a.m. * 10:20 a.m.	<b>Vendor Visits</b> Drawing #5	Stephens Arena
10:30 a.m.	Christoval Winery Excursion departs	LeGrand Alumni/Visitors Center
<u>10:35 a.m. – 10:50 a.m.</u>	<b>Home Team Marketing Presentation</b> <b>"Marketing at the High School level"</b> Facilitator-Rusty Dowling-Executive Director-THSADA	Stephens Arena Stage
<u>10:55 a.m. – 11:45 a.m.</u>	<b>"Leading in Today's Changing Environment"</b> Kirby Hocutt – Director of Athletics Texas Tech Presented by <b>Whataburger</b> Facilitator-Le Roy Crump-Alief ISD	Stephens Arena Stage
11:45 noon – 1:15 p.m.	Lunch on your own THSADA Board Lunch (Board photo) presented by <b>Barefoot Athletics</b>	FSC/City of San Angelo LeGrand Alumni/Visitors Center
1:20 p.m. -2:10 p.m.	<b>"Methods/Strategies for an Athletic Coordinator/Head Football Coach"</b> Gary Joseph-Athletic Coordinator/Head Football Coach-Katy High School – 5A Facilitator-Keith Kilgore-Fort Bend ISD	VIP Lounge
1:20 p.m. – 2:10 p.m.	<b>"Methods/Strategies of an Athletic Director/Head Football Coach"</b> Mark Johnson - Athletic Director/Head Football Coach – Colorado City ISD – 2A Facilitator – Jim Slaughter – Director of Athletics – San Angelo ISD	Classroom 254 C
1:20 p.m. – 2:10 p.m.	<b>"Junior High/Middle School Athletic Program Administration"</b> Ed Warken-Director of Athletics-Cy Fair ISD Facilitator-Le Roy Crump-Alief ISD	Classroom 254 B
2:10 p.m. – 2:45 p.m. * 2:40 p.m.	<b>Vendor Visits</b> Drawing #6	Stephens Arena
2:45 p.m. – 3:30 p.m. *	<b>THSADA Committee Meetings</b> Vendor – Marmion Dambrino – Houston ISD Professional Development – Ronny Peacock – Tomball ISD Research/Publication – Leslie Slovak – Richardson ISD Membership – Kevin Ozee – Carroll ISD Awards – Bob De Jonge – Keller ISD Junior High/Middle School - Pat Alvarado – Spring Branch ISD NIAAA – Larry Peil – Cy Fair ISD Retired AD Panel – Rick Page – THSADA Nominating Committee – Bob Dubey – Richardson ISD	Classroom 254 A Classroom 254 B Classroom 254 C Classroom 254 D TBA VIP Lounge AEP Room ASU Athletic Department Auxiliary Gym TBA
2:45 p.m. – 3:30 p.m.	<b>"THSADA Member Information/Updates"</b> Rusty Dowling-Executive Director-THSADA	Stephens Arena Stage
3:30 p.m. – 4:00 p.m. * 3:55 p.m.	<b>Vendor Visits</b> Drawing #7	Stephens Arena
5:30 p.m. – 7:00 p.m. 7:00 p.m.	THSADA Banquet Reception (Pre-banquet photos) presented by <b>Hellas Construction</b> <b>THSADA State Conference Awards Banquet</b> presented by <b>Daktronics</b> Bob De Jonge – Director of Athletics-Keller ISD – Master of Ceremonies – Business Casual	C. J. Davidson - \$3,000/or\$ 4,500 for both C. J. Davidson
9:30 p.m.	Post-Banquet Reception @Zentner's Daughter presented by <b>Hellas Construction</b> Retired AD's – <b>"High Boots and Bull Session"</b>	LeGrand Alumni/Visitors Center

**Tuesday, March 5**

7:30 a.m. – 11:00 a.m.	Concession stand will be open – breakfast	Junell Center
8:00 a.m. – 9:00 a.m. -	<b>UIL/TGCA/THSCA- State Legislative Updates</b> Presented by <b>Paragon Sports Constructors</b> Facilitator – Keith Kilgore – Fort Bend ISD	Stephens Arena Stage
9:05 a.m. – 9:30 a.m. 9:20 a.m.	<b>Vendor Visits</b> Drawing #8	Stephens Arena
<u>9:35 a.m. – 10:15 a.m.</u>	<b>“Drawing a Parallel between Secondary and Post-Secondary Athletics Administration”</b> Steve Uryasz – Senior Associate AD Texas Tech University Presented by <b>Peter Schwethelm – Coaches helping Kids</b> Facilitator-Pete Vela-Weslaco ISD	Stephens Arena Stage
10:15 a.m. – 10:40 a.m. * 10:35 a.m.	<b>Vendor Visits</b> Drawing #9	Stephens Arena
10:30 a.m.	Miss Hattie’s Excursion/Freshwater Pearl Demonstration	18 E. Concho Ave. (Legends Jewelers)
10:40 a.m. – 11:45 a.m.	AD Break Out Discussions <b>“Methods/ Strategies for the Athletic Director/Head Football Coach”</b> Brent Davis – Athletic Director/Head Football Coach-San Angelo Central – 5A Facilitator-Marty Criswell-Bryan ISD	Classroom 254 A
	<b>“Benefits of Student Engagement”</b> Bob De Jonge-Director of Athletics-Keller ISD Facilitator-LeRoy Crump-Alief ISD	Classroom 254 B
	<b>“Booster Club Management”</b> Randy Cretors-Director of Athletics-Harlingen ISD Facilitator-Pete Vela-Weslaco ISD	Classroom 254 C
	<b>“Athletic Department organization and Fall Athletic Staff Meeting”</b> Brenda Marshall-Director of Athletics-Corpus Christi ISD Facilitator-Robert Young-Klein ISD	VIP Lounge
11:45 a.m. – 12:45 p.m. -	Lunch (on your own)	FSC/City of San Angelo
11:45 p.m. – 5:45 p.m.	<b>Vendor Take Down</b>	
11:45 p.m. – 5:45 p.m. -	<b>Benny Carter Memorial Golf Tournament</b> (includes lunch) (Registration at Golf Course available)	San Angelo Country Club
7:00 p.m. – 12:00 a.m.	<b>Reception/Dinner at the Cactus Hotel</b> Presented by <b>Paragon Sports Constructors</b> Experience Downtown San Angelo	Cactus Hotel

**Wednesday, March 6**

7:30 a.m. – 11:00 a.m.

Concession stand will be open – breakfast

Junell Center

8:00 a.m. - 8:55 a.m.

**THSADA Regional Meetings**

Region 1-2-4: Todd Vesely

Classroom 254 D

Region 3-6: Susan Elza

VIP Lounge

Region 5: Kenny Humphreys

Classroom 254 A

Region 7: Randy Cretors

Classroom 254 B

Region 8: Dwayne Weirich

Classroom 254 C

9:05 a.m. – 10:00 a.m.

**“Athletic Issues: The changing landscape of Athletics”**

Kathleen Brasfield

Stephens Arena

Former Director of Athletics

Stage

Angelo State University

Presented by **Hellas Construction**

Facilitator-Mark Baker-Assistant Athletic Director-SAISD

10:05 a.m. – 10:55 a.m.

AD Break Out Discussions

**“Utilizing the latest Technology”**

Kevin Ozee – Director of Athletics-Carroll ISD

Classroom 254 A

Facilitator-Marty Criswell-Bryan-ISD

**“Stadium Operations/Procedures”**

Mark Ball – Director of Athletics – Lubbock ISD

Classroom 254 B

Facilitator-Pete Vela-Weslaco ISD

**“UIL Compliance Procedures”**

Debbie Decker-Director of Athletics-Katy ISD

Classroom 254 C

Facilitator-Robert Young-Klein ISD

**“TV/Radio/Internet Broadcast Policy”**

Chris Feris - Assistant AD – Plano ISD

VIP Lounge

Facilitator-Keith Kilgore-Fort Bend ISD

11:05 a.m. – 11:30 a.m.

**Closing Session**

Stephens Arena

Rusty Dowling-Executive Director-THSADA

Stage

Bill Daws-Vice-President-THSADA

Chris Melle-Vice-President-Home Team Marketing

**Bob De Jonge - THSADA Hall of Honor selection announcements**

11:35 a.m.

**Mega Drawings**

Stephens Arena

Stage