

# Newsletter



## What's the vision of your athletic department?

By Mike Hughes - Telluride Athletics Director

When people ask you to describe the vision you have for your school's athletic department, do you have an answer at the ready? The answer you give and the vision you have for your athletic department is the key to establishing the culture and educational experience of your student-athletes for the immediate and for many years to come. The problem is, not too many people seem to have that answer when asked. Legendary Yankee player and manager Yogi Berra comically quips "If you don't know where you are going, you'll end up someplace else."

Setting a vision and forming a vision statement for your athletic department is something that should be paramount to athletics directors. It is not a mission statement. Mission statements look at the academic mission of your school and are process oriented. A vision statement is different. It is your stamp on what you see as the direction of the department on a daily, weekly, monthly and yearly basis. It fosters the values you want everyone that participates in athletics and activities department to come away with. Here are important factors to consider when you are establishing your vision statement:

**1. Vision statements need to be about what you stand for and what you want your athletic department to become.**

Ronald Reagan commented, "Status quo, you know, that is Latin for the mess's were in." Nothing can drag a program down more than

a leader who is mired in the past and doing the same thing every year. You hear people state all the time, "this is just how we have always done it." Tradition is important, but holding onto archaic methodologies sinks programs. Set a vision statement looking into the future and be proactive in making that vision a reality.

**2. Vision statements need to be tied directly to the core values you want to impart on all members of your department.**

What are the core values, regardless of the talent level of your student body, you want all kids walking out of your school with? These need to be directly tied into your vision statement.

**3. Don't try and be wordy or make your vision statement too long in length.**

Use statements that are powerful and brief. Follow the simple KISS formula – keep it simple and straight forward.

At Telluride High School, I have adjusted our athletic vision statement twice, once when I first arrived here seven years ago and again this past summer. The first vision statement I established had to deal with changing the culture of our athletic department, establishing the same principles in our athletic department as had always been important to the academic mission and firmly grasping the lifelong importance of athletics. Recently, I felt that our vision needed to be reworked. Here is the new Vision statement of Telluride High School

Continued on page 10...



# President's Message

Greetings Fellow Athletic Directors,

I hope the new school year is starting off well for you. It was nice to see all of you at the CHSAA Summit in August. The CADA Board was able to meet with about 60 new Athletic Directors, Activities Directors and Principals for a few hours to address the most important tasks we deal with. The feedback was good. Everyone liked the information, format, and topics. It was good for me to review all of the administrative tasks and responsibilities required of us and discover some new techniques to implement.

This fall seems to have passed very quickly. We are finishing State golf and playoffs in tennis! In many of our school districts school board elections are around the corner that will determine the future of our athletic programs. Let's keep in touch about how we deal with our budget saving ideas, our budget cutting measures and our new ideas about how to

generate more revenue. Enjoy the rest of the fall and "Good Luck" in the playoffs. Winter sports will be here before we know it.

Many changes are taking place. We can be more effective planning for change when we collectively hear and discuss what is happening. Be sure to look into joining the NIAAA for professional development, liability insurance and a host of other reasons. Please plan on attending the CADA Conference at the Omni Interlocken Resort, April 28 thru 30, 2012 in Broomfield Colorado. It will be a worthwhile experience.

Warm Regards,

Tim Walker CAA  
CADA President

## 2011 - 2012 Outreach Dates

	DATE	LOCATION	TIME
Metro Denver Area	Wednesday, January 11	Jefferson County Education Center	7:30 a.m.
	Wednesday, April 4	Heritage High School	7:30 a.m.
Western Slope Area	Tuesday, January 10	Mesa State College	9:30 a.m.
	Tuesday, April 10	Mesa State College	9:30 a.m.
Southern Area	Thursday, January 12	Belvedere Restaurant in Canon City	9:30 a.m.
	Thursday, April 5	Lewis-Palmer High School	9:30 a.m.

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# Section 6 Update

By NIAAA



## DATES TO REMEMBER

2011 LTI Coordinator's Meeting in Indianapolis- Sept. 10-12  
2011 National AD Conference in Indianapolis – Dec. 11-15  
2012 National AD Conference in San Antonio – Dec. 14-18  
2013 National AD Conference in Anaheim – Dec. 13 -17  
2014 National AD Conference in Maryland – Dec. 12-16

**NIAAA NEWS** A reminder that NIAAA dues have increased to \$80. 19 States are currently at an all-time high for NIAAA membership. The June 30 fiscal year end membership for the NIAAA was 8481 – an all-time high as NIAAA Membership numbers continue to increase!

The NIAAA has approved the cost of replacing LTC Course certificates to individuals at \$10 for electronic copies and \$15 for a mailed hard copy. Please remind individuals taking LTC courses to pick up their certificates after completing courses and to make copies for their files so they do not have to order them at a later date for a fee.

If you are unable to receive E-News from the NIAAA. Please notify your members to make sure their school firewall is not blocking this communication or other communications from the NIAAA

During our Summer Board meeting we previewed the new LTC 627 Course – Strength and Conditioning Course. This course will be available in December at the NIAAA Conference.

The CAA Test has been revised and the new test will be first given at the National Conference in Indianapolis in December. The study guide has also been revised to reflect the new exam. Look in the future for CAA test review available online

There have been some individuals unable to receive E-News from the NIAAA. Please notify your members to make sure the their school firewall isn't blocking this communication or other communications from the NIAAA.

**LTI CLASS UPDATES** There is a need to clarify about changes in regards to "LTC" an "LTI". Our program has been changed to "LTI" which stands for "Leadership Training Institute" but our courses will remain being referred to as "LTC" courses. Three additional LTC Courses will be available through

webinar this fall. They are: LTC 625, LTC 508, and LTC 799. LTC 790 (Instructors) and LTC 799 (Exemplary Sports Program) were revised in July.

## FUTURE BOARD POSITIONS:

Board Members taking office Dec. 14, 2011 in Indiana  
Section 1 – Patricia Witkin, CMAA, Simsbury,CT \* replacing Frank Pecora  
Section 4 – Curtis Ellis, CAA, Novi, MI \* replacing Larry Moklestad  
Section 7 – Jean Ashen, CMAA, Salinas, CA \* replacing Marc Hunter  
Region C at-large \*replacing Annette Scogin  
Section 6 – Diane Shuck, CMAA, Colorado Springs, CO  
Section 7 – Richard Barton, CMAA, Richfield, Utah  
Section 8 – Tim Graham, CAA, Tumwater, WA

**STATES NOT ELIGIBLE FOR REGION C AT-LARGE ELECTION ARE:** California, Montana, Oklahoma, Oregon, Texas

Board Members taking office Dec. 19, 2012 in San Antonio.

Section 2 – Maryland – Karl Heimbach, CMAA, Rockville, MD replacing Phil Rison  
Section 5 – Kansas - Lane Green, CMAA, Olathe, KS replacing Dory Smith  
Section 8 – Oregon -Mark Horak, CAA, Lake Oswego, OR replacing Gary DeGooyer  
Region B at-large –  
Sections 4 and 5 replacing Rich Bechard

**STATES NOT ELIGIBLE FOR REGION B AT-LARGE ELECTION ARE:** Kansas, Michigan, Wisconsin

**FACE BOOK** another reminder. If you haven't already noticed, the NIAAA has opened a Face book page. Updates from the NIAAA are available on Face book.

This will be sent to you periodically to update you with NIAAA News, Dates to Remember, and information specific to Section VII. If you have any Section VII news to share, please email me and I will include this in our Section VI Update. Please share with me any good news regarding sportsmanship or other positive stories from our Section.

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# The Value of Education-Based Athletics

By NIAAA Publications Committee

*Upon the fields of friendly strife, are sown the seeds that on other fields on other days will bear the fruits of victory.*

*-- General Douglas MacArthur*

The quote above is located on the gate at the athletic field on the West Point campus. It is on this field where the Army intramural programs take place; where all cadets compete daily. It is on this field where cadets form bonds playing for each other or against each other. It is where young men and women learn to be leaders in a non-threatening atmosphere, and it is here where the important victory is to complete the assignment and the biggest victory is the rapport grown on this field. That connection, that reliance, that forming of team, allows them to leave that field prepared to expedite any mission with the confidence that success is imminent.

The Army intramural field can serve as our metaphor and symbol for the importance of education-based athletics. As long as that field is available and the gate is open, the cadets will continue to learn the core values that will guide each decision they make on that field, in the battlefield and throughout their lives. What they are learning as cadets is truly the extension of the foundation laid at our high schools across the nation. High school athletic and activity programs bet prepare tomorrow's leaders today.

Now, more than ever, as leaders and supporters of education-based athletics we are faced with the challenge of keeping these programs alive. In a day and age where school districts are continually asked to cut, where more is asked to be implemented or maintained with less, it is budgets for the athletics and activities programs that take the greatest hits. Let's think about that for a moment - the most public display of the greatness of the high school experience is about to change. It will be shrunk or erased with one bold stroke of the budget pen. Rather than retreat and make cuts from our programs we need to advance and stand up and lead the charge to protect what we have. The task will not be easy but our purpose and passion cannot be questioned.

Educators and coaches know and understand the benefits of education-based athletics. In education-based athletics, students develop core values like accountability, responsibility and trust, and learn that these values are the cornerstones of future success. They understand and appreciate the rewards that come from hard work, commitment and respect. They realize that success and failure become evolving measurements of citizenship and teamwork. But

most importantly, they learn that leadership - true servant leadership - is the foundation of participation.

How many times have we asked students to go out there and: "Be a leader"; "To do the right thing"; or "In defeat say little, and in victory say even less"? When we ask our students to participate with purpose and passion, to selflessly serve each other and the school community, we are really asking them to show the core of education-based athletics. On a daily-basis, the center field, center court and center ice classrooms demonstrate the skills these students will take with them when they leave the athletic communities and join the business world.

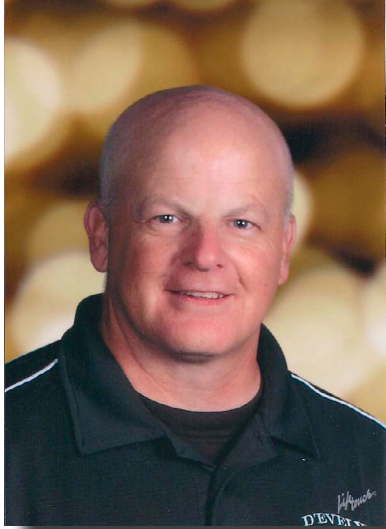
So, let's make the case for the values provided in education-based athletics and activities. Let us demonstrate why it is so important to not retreat and instead, advance the message of value these programs bring to school communities both now and for the future. What happens if we close the gates to those fields? Where are the leaders of tomorrow going to come from? Where else do students get the opportunity to learn leadership skills? Athletics is the environment where failure is accepted and where failing forward in a safe environment is a daily occurrence. Through failure, students learn to properly handle success.

Education-based athletics are the identity of students and the school, the very fabric of the school community. Rally behind the goodness and greatness of high school athletics. Yes, academic achievements are important, but rarely are they life changing moments that shape us for decades. And it is not just students participating in the contest who become immersed in the positive values of education-based athletics. We see students from all levels committing to something bigger than themselves; to goals bigger than each of them individually. From the non-athlete who organizes positive cheers in the stands for the Friday night football game to the student who stops and turns back to pick up the empty pop cans and hot dog wrappers on the floor of the gym and place them in the garbage can, all students can benefit from these values.

Daily we see leadership skills like conflict management and

**Continued on page 6...**

# Headliners



*Jerry McWhorter | Assistant Principal, Athletic and Activities Director  
D'Evelyn High School*

I truly appreciate being selected to be one of the CADA Headliners. I am currently entering my 11th year as an Assistant Principal, with six of those years as the Athletic Director, at D'Evelyn High School. I started my teaching career at Kiowa K-12, where I taught K-12 Physical Education, Junior High School Life Science and High School Health. Eventually, I became the Kiowa High School Principal. I also spent a year at Highlands Ranch High School as the Athletic Director. My Coaching experience includes Junior High Football, Basketball and Track, and High School Basketball and Baseball as an Assistant Coach, as well as the Head Softball Coach at Elizabeth High School.

As an Athlete, I played baseball and soccer at Richardson High School in Richardson, Texas. At the college level, I played baseball at the University of Northern Colorado, Garden City Country Club, and Fort Hays State University. As a parent, I have a daughter and son who were both athletes at Elizabeth High School and I also had the pleasure of being an official for basketball and baseball. Basically, my family and I have been around athletics all of our lives. Just like all of you, I get to see the value of extra-curricular activities in the educational setting and witness the benefits it provides each and every day.

I would like to thank my wife and kids for their continued support and patience over the years; I couldn't have done this without them. I would also like to thank some familiar names (to most of you) and that is Rick Kolm, retired AD from Kiowa High School and Kevin Land, retired AD from Columbine, D'Evelyn, and the Jeffco District Office. I had the pleasure of working with both of them and the experience was invaluable. I would also like to thank all the Coaches and all the wonderful Student/Athletes, all of them make the job what it is!! And lastly I would like to tell the Administrative Team at D'Evelyn and all of you, how much I value working with you. Thank you!!



## The value of Education-based athletics continued from page 5...

relationship building applied, and respect, loyalty and trust grown. It is here, in these programs, where respect for authority is nurtured; where discipline and commitment are encouraged and wellness, nutrition and healthy lifestyles are promoted alongside problem solving and decision making. Take away those opportunities and what we are left with is a future empty of core values - a population lead by the misguided. In this day and age of Generation Now - Where high school populations exist on instant gratification, sensory overload, 24-hours-a-day immediate communication and reset button pushing students, it has never been more apparent that the values of education-based athletics must be maintained and promoted.

There is no better environment or situation than education-

based athletics. It is here, where the critical moment decisions of the student-athletes of Generation Now take place thousands of times in every practice and contest. It is here, where these immediate decisions of Generation Now students can impact their climate and their culture today and far into the future. It is here, where failure and success work hand in hand in preparing and honing the life skills brought on by these instantaneous decisions. And it is only here where today's problem solving and decision making moments provide immediate feedback, advancing the student down the path of leadership. So when those moments do occur, moments when the value of educational based athletics is questioned, do not retreat - stand firm and advance - keep the gates open. You must ensure the future is in great hands today.

# Headliners



*Kathleen Leiding | Athletic Director  
Lyons High School*

Hi, I'm Kathleen Leiding and I have been the Athletic Director at Lyons High School. For the past fifteen years. I have actually been at LHS for twenty-four years, the first nine years as a business/social studies/technology/fitness teacher, and I was the Yearbook Advisor (15 years). Yes, you really do have to "do it all" when you are in a small school. I have always been involved in athletics throughout my time at LHS. I did volleyball & basketball score books, scored track and cross country meets, and coached track as well.

I have really enjoyed my tenure as Athletic Director. Our teams and coaches have had great success over the years, and I feel very fortunate to be part of that. In 2002 Lyons High School received the Colorado Sportsmanship Award in 2A. Our school as well as the community of Lyons, worked closely together and were honored to be selected. I have served on several CHSAA committees, including football and currently cross country. In 2002 I received the 2A Athletic

Director of the Year, an award close to my heart because it was given by my peers. Getting to know AD's from all over the state has been fantastic.

I am a North Dakota native, having graduated from the University of North Dakota. I moved to Colorado and received my masters from Colorado State University. I taught at Longmont High School for four years before moving to Lyons. My husband Scott is an educator/coach at Erie High School. We have two married daughters, (both graduates of Lyons High School) and two grandchildren.



*Craig Denney | Athletic Director/Dean of Students  
Glenwood Springs High School*

Unbelievable! That is the only word that I can come up with to describe how quickly the past 20 years as a teacher and AD have gone! I am in the middle of my 4th year as Athletic Director/Dean of Students at Glenwood Springs High School and not a day goes by without something new coming across my desk. I think that is why I love the teaching profession so much; it is never the same!

Before becoming a teacher, I had decided to make a career in the hotel food and beverage industry after earning a BA from the University of Oklahoma. After several years in that work and with the birth of our daughter, my wife and I decided together that teaching is where I needed to be. I have never regretted that decision. I received my teaching credentials from Western State College and I began my teaching career at the age of 30, (a little old!) at Glenwood Springs Middle School. After teaching 7th grade for six years, I moved to GSHS and taught in the Social Science department. I earned a Masters of Educational Technology from Lesley University

and after 10 ten years, accepted my current position. My life as a coach began during my first year of teaching, as head wrestling coach at GSMS. Four years later I was offered the head football coaching position at Glenwood Springs High School following the legendary coach, Don Miller. In 2004, I stepped away from coaching to enjoy being a father watching my daughter and son compete at the high school and middle school levels respectively.

My incredibly supportive wife of 24 years, Ann, is a wholesale travel agent who keeps everything running while I am at school (which everyone knows is 24/7). Or daughter, Avery, is a 21 year old senior at Denver University and will commission into the Marine Corps next June after finishing her 10 week OCS this past summer. Our son, Connor, is a senior at GSHS enjoying football with plans to follow in his sister's footsteps.

I enjoy the challenges that being an athletic director brings and believe that this position has the greatest influence on a larger number of students than any other in the educational profession. It is this influence that makes the position so worthwhile. I would like to thank those around me for walking me through my first years as an athletic director and hope that I can pay that support and knowledge forward. Blessings to all!



# Keeping It All in Perspective

By Cherie Toussaint | Athletics Director

It is not often during a rival game you find students looking to do GOOD things for the opposing team. Generally when a rival game rolls around you find students finding ways to get THEIR team hyped up and ready to play. The Pueblo County Cheer squad found out that one of the cheerleaders from Pueblo West had a brain tumor and had been going through treatment. As soon as they found this out they set things in motion and asked the Athletics Director if they could somehow honor her before the "BIG" game. It wasn't long before they had come up with ideas. They had the football team members sign a football, purchased several items and put it all together in a basket for the young cheerleader. After the coin flip at mid-field, the Pueblo County High cheer squad went to mid-field and presented her with the gifts, let her know that the Hornets were in her corner and wished her well.

made the Athletics Director proud to be associated with such fine and upstanding young ladies.



The CLASS ACT that the Pueblo County High Hornet Cheer Squad demonstrated was beyond their years of age and



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# Are you planning on going to Indianapolis for the National Conference?



This year Section 6 (in which Colorado is a member) has the opportunity to place an At-Large member on the ballot for the National Interscholastic Athletics Administrators

Association (NIAAA) Board of Directors. After working with the other states in our section, it was decided that Colorado's own Diane Shuck would be that

person to represent us. If you don't know Diane, she has been an athletic administrator 14 years, currently serving that position at Air Academy High School on the campus of the USAF Academy. Shuck has been active at the national level currently serving on the NIAAA Publications Committee. She is co-authoring the new LTI Sportsmanship course that will be taught for the first time this December in Indianapolis and she serves on the national faculty for LTC 612, LTC 613 and LTC 614. Shuck had taken 29 LTI courses. She has also been very active at the national conference serving on the Blue Ribbon Panel in 2007 and making workshop presentations in 2009 and 2010, She has been a delegate to the NIAAA Delegate Assembly on three occasions. In 2010, Shuck received the NIAAA Distinguished Service Awards.

At the state level, Shuck has served on the Colorado Athletics Directors Association (CADA) Board of Directors since 2001 and served as its president in 2008-09. She was the LTI State coordinator for Colorado from 2004-09 and currently serves

as chairperson of the CADA Awards Committee, a position she has held since 2009. She has also presented at numerous state conferences as well as taught LTI courses at the CADA State conference. Shuck has also served the Colorado High School Activities Association (CHSAA) as a member of its Soccer Committee from 1996-2004, serving as chair of that committee from 1999-2004. She has been on the CHSAA Spirit Committee since 2007 and is currently serving as chair of that committee in addition to being an advisor to the CHSAA Hockey Committee since 2002. Shuck has also been a site director for numerous CHSAA tournament events in basketball, hockey, soccer, softball and tennis. In 2006, she received the NIAAA State Award of Merit from CADA.

Air Academy High School Principal Toria McGill states, "Diane's skills as an articulate and knowledgeable leader in the athletic realm will serve the NIAAA well." She is excited for this potential opportunity to have the voice of Colorado heard nationally as well as serve the NIAAA organization. Thus if you are planning on making the trip in December, we could use your help in campaigning to get Diane elected. If you want more information on how you can help contact any CADA Board member. Best of luck to Diane with this adventure.

## What's the vision of your Athletic Department continued from page 1...

Athletics Department:

The Telluride Athletics Department has set the vision and goal of being a state leader in the field of interscholastic athletics. With this ambitious vision and goal of being the state leader comes the nurturing and development of characteristics that we value at Telluride Schools in all of our students: Commitment to team and self, intense pride in school and community, the determination and work ethic to perform to the very best of your ability, and the concept and development of becoming a leader. With the constant striving by all students, coaches and parents to this vision, we will establish the educational culture we seek and the lifelong learners that will establish a framework for lifelong success.

Remember that you are always looking to adjust your vision to match the mission of your school and the characteristic that you value. Work it through and ask for many people's input. This is not something you have to establish by yourself and getting buy in from the constituency of your school and community is vital to making your vision become a reality.



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<b>Director</b>	Ed Hartnett, CMAA	Adams 5 Star School District
<b>Director</b>	Karen Higel, CAA	Denver Public Schools
<b>Director</b>	Dave Hogan	Harrison High School
<b>Director</b>	Eric Johnson	Valley High School
<b>Director</b>	Mike Krueger, CAA	Palisade High School
<b>Director</b>	Kevin Land, CAA	
<b>Director</b>	Carol Sams, CAA	Aspen High School
<b>Director</b>	Steve Shelton	Heritage High School
<b>Director</b>	Diane Shuck, CMAA	Air Academy High School
<b>Director</b>	Mike Sullivan	Mesa Ridge High School
<b>Director</b>	Jim Thyfault, CAA	Jefferson County Schools
<b>Director</b>	Richard Wildenhaus	Moffat County High School
<b>Executive Director</b>	Gary Leeper	Colorado Athletics Directors Association