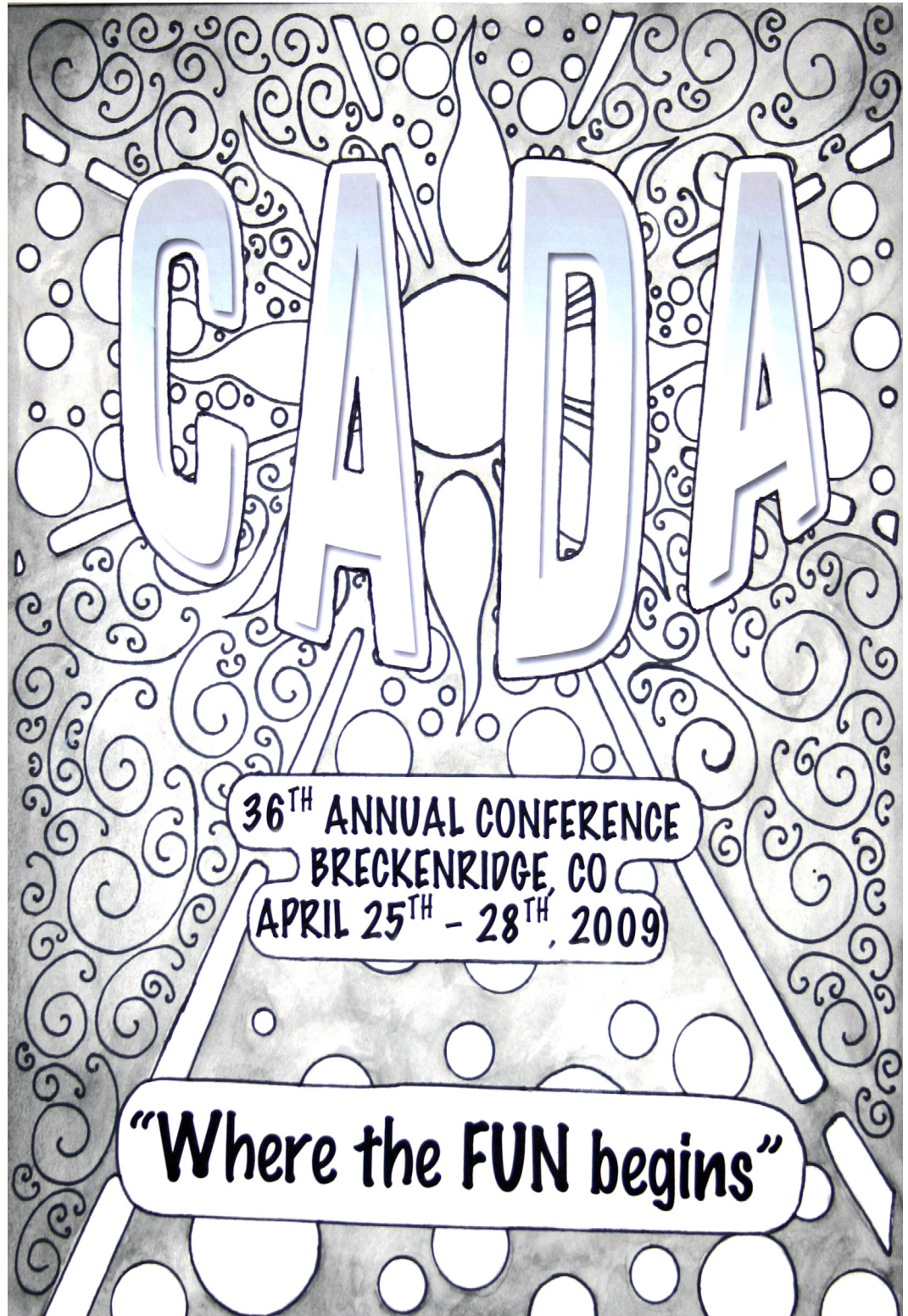


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Winter 2009

Newsletter



See Tentative Schedule on page 5 and
Hotel information on page 7



Message from the President...

Greetings everyone!

As you receive this message, hopefully you have enjoyed a successful and rewarding winter season and are looking forward to the spring and all that comes with the unpredictable weather that the GREAT state of Colorado has to offer. The CADA Board has been working diligently on the upcoming conference "CADA – Where the FUN Begins" that is set for April 25th – April 28th in Breckenridge. As the name states, there is going to be a lot "fun" times to be had during our time together so we hope to see you all there. The conference will also have a new look to it as there will be sessions featuring "Best Practices". This is geared toward having your fellow athletic director's share with you "ideas that work" for them in their buildings. We hope that by attending the sessions, whether you are a new or veteran athletic director, you will come away with something to assist you in making your job better. If you are interested in being a presenter, the topics that are going to be covered are: Coach's Handbooks, Recruiting and Training Effective Coaches, Title IX - Issues that affect athletic departments, Professional Development in your coaching staff, Parent/Athlete Handbooks, Schedule Star Training and Fan Groups and Promoting School Spirit. If any of those areas are something you would like to share with your fellow athletic directors, please don't hesitate to contact me so we can have you as one of our many presenters. We will also be offering LTC courses by the NIAAA's National Faculty along with a full slate of speakers who are sure to "make you laugh." I hope you will be able to join us in Breckenridge as it is always a great time to network and enjoy time together.



As we begin to head into the "home stretch" of 2008-09, please take some time to reflect on your own individual goals and accomplishments as each of us has had at least one this year. We are in some very tough economic times and we must continue to work hard each and every day to provide the very best experience for our student/athletes as we can. The job each of us has is incredibly important within the educational setting. Continue to be that leader of leaders. Vince Lombardi once said, "If you believe in yourself and have the courage, the determination, the dedication, the competitive drive, and if you are willing to sacrifice the little things in life and pay the price for the things that are worthwhile, it can be done."

It has been my pleasure to serve as your CADA President this year. Best of luck to all of you this spring and I hope to see each of you in Breckenridge at the end of April.



2009-10 Board of Directors

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On Your Dashboard

Courtesy of Athlete Management Magazine

For many years, athletic administrators facing major financial decisions have felt kind of like pilots flying through bad weather. They know what's happening on their own plane—how much they're spending and where it's going—but once they look out the window to see what everyone else is doing, the picture gets cloudy.

Now, thanks to the NCAA and the National Association of College and University Business Officers, Division I athletic directors have a way to compare their own financial data with groups of other schools in a user-friendly format called "dashboard indicators," which were unveiled in late May. "This project is a tool athletic directors can use to ensure better stewardship over the assets they've been entrusted with," says Drew Paluf, Assistant Vice President for Finance and Controller at the University of Notre Dame.

"It's an opportunity for athletic directors to see financial data a bit differently by looking at it against peer data or over time," he continues. "Plus, if you're seeing data in this format with graphs and charts, something may pop out that wouldn't have in a hard-bound annual financial statement."

Users can choose from more than 25 data items, including revenue streams such as student fees, ticket sales, and rights fees, and expense areas such as coaches' compensation, administrative compensation, severance agreements, and facilities. Broader institutional data items such as graduation rates are also available. While information on individual schools will not be available through the system, users can choose groups they wish to compare their schools to (like a conference) or they can generate groups based on the data itself, such as the top 25 percent by revenues or the top 10 percent by graduation rate.

Now that administrators have had several months to review the project, how do they intend to use the new financial data? "It might lead an athletic director to ask a question like, 'Why is our revenue in this area higher or lower than this peer group?'" Paluf offers. "The answer may be something simple like stadium seating capacity or different contractual arrangements with opponents. Or maybe they'll realize there are other, better ways to raise their revenue."

"As various situations arise on a campus, whether it's a project or a need on campus, I think it will be really helpful to go to this database and see how our school compares to a group of peers," says Dan Radakovich, Athletic Director at Georgia Tech. "It will be interesting to find out revenues received from specific areas like fundraising or student fees and see how we compare. The same holds true for spending in areas like personnel and recruiting."

Mike Alden, Athletic Director at the University of Missouri, offers a specific scenario. "We should now have the ability to identify the scholarship costs associated with athletic programs at peer institutions, like what percentage of the budget schools are utilizing to cover tuition, fees, books, and room and board for

all of their student-athletes," he says. "When we look at ways to counterbalance those expenses, maybe through annual giving or a priority seating program, it's helpful to see what our peer institutions are doing."

"Most of our comparisons will be with the Big 12 Conference, of course," Alden continues. "But because of where we're located we will also take a look at the Big 10. Another comparison group for us will be the public institutions in the American Association of Universities, which includes 34 top public schools. That's an important group to our faculty and one we often measure ourselves against as an institution."

Institutions must also consider how they will circulate the dashboard data. At Notre Dame, Paluf says access will likely be limited to the people who prepare the NCAA and Equity in Athletics Disclosure Act reports that make up the heart of the database. At Missouri, Alden presented the project at a Chancellor's staff meeting that included representatives from the provost's office, public affairs, development, and alumni relations. "This data allows us to educate more of our people internally about what we're trying to do in intercollegiate athletics," he says.

Beyond its use for comparisons to other schools, Paluf believes the dashboard indicators will prove to be a useful tool for identifying trends. "As the database continues to be built, administrators are going to be able to see how they've progressed year to year," he says. "Let's say you decide to change your expenditures. With the dashboard indicators you'll be able to see in a year or two whether the change has had the effect you wanted, or if you need a different strategy."

A more global benefit to the project—having more accurate data to analyze the financial arms race in Division I athletics—is also on athletic directors' radars. "This is only my opinion, but I'm not sure the financial model in college athletics right now is sustainable, especially since expenses are outpacing revenues," Alden says. "The information in this database will allow us to bring more light to that issue so we can see what we might do about it. You can speculate whether we need to downsize, look at other sources of revenue, or put limits on certain things. Or should universities, perhaps, make more of an investment in athletics?"

"Those kinds of questions are out there," Alden continues. "And with the addition of this transparent information, we'll be able to see what's really going on. Otherwise, I think if we keep going down the path we're on, we'll all face some serious challenges."

Headliners



Toby Karr - Weld Central High School

My name is Toby Karr, and I am currently an Assistant Principal/ Athletic Director at Weld Central High School. I grew up in the Denver Metro area, and graduated from Standley Lake High School in 1998. I continued my education out of high school at the University of Northern

Colorado in Greeley, CO. I received my undergraduate degree in Speech Communication with an emphasis in Elementary Education. After I received my Bachelors degree from UNC, I began teaching at Lochbuie Elementary where I taught 5th and 6th grade for four years. I left Lochbuie Elementary and moved to Weld Central Junior High. I spent two years at the junior high as the Intervention Specialist and the Dean of Students/Athletic Director. At the end of the 2007-2008 school year, the opportunity presented itself for me to take over as the AD at Weld Central High School.

Throughout my childhood I was always involved in sports, from baseball to basketball, to even going out for the high school football team my freshman year, (not a success story). Throughout high school, I continued to be involved in extra-curricular activities through the music department, the

drama department and athletics. Beyond high school, my "athletic career" diminished aside from recreational sports.

I am excited to be the Athletic Director at Weld Central High School and being involved in students' lives both in and out of the classroom. This is a wonderful opportunity, and I look forward to learning more each day and working hard to positively impact our students' futures.



Bob Anderson - Florence High School

I started as Athletic Director at Florence High in July. I attended and graduated from Florence High School in 1981. I started at St. Johns' College in Winfield, Kansas and moved to University of Southern Colorado where I graduated in 1988. Here I earned my Bachelors of

Science in Mathematics as well as received my teaching endorsement.

I have coached several sports over the course of 22 years. They include: basketball, golf, track, volleyball and football. I did several seasons with each sport!

I had my first teaching job at Cotopaxi High School and later moved to Florence High School. The athletic and activity programs here at Florence High School are an integral part of the school's curriculum. It is the belief of the coaches, administrators and teachers that athletics provides real life learning opportunities for student athletes and promotes

respect, responsibility, work ethic, personal sacrifice, teamwork, loyalty and sportsmanship. Athletics develops and reveals one's true character in the face of both winning and losing.

I am married and have been for 16 wonderful years to my wife, Stana.



Schedule of Events

Saturday, April 25, 2009

3:00 p.m. - 7:00 p.m.

NIAAA LTC - 508 Athletic Administration: Legal Issues III (Hazing, ADA, Employment Law)

This course will have in-depth coverage of the issues and strategies related to the development of an effective policy for prevention of hazing in an interscholastic athletics program, coverage of the constitutional and statutory issues affecting athletics programs, including the impact of disabilities legislation on school athletics, and coverage of employment law concerns affecting athletics programs, including contract law, equal pay, and FLSA issues.

3:00 p.m. - 7:00 p.m.

NIAAA LTC - 501 Athletic Administration: Philosophy, Leadership, Organizations and Professional Programs

This flagship course of Leadership Training serves as an overview for the interscholastic athletic administration. This course focuses on the roles of the NFHS, the NIAAA, the State Athletic/Activity Associations, and the State Athletic Administrator's Associations. The course also previews the NIAAA Certification Program and the NIAAA Leadership Training Program. It is a prerequisite for all levels of certification and includes study materials for the CAA Certification Examination.

Sunday, April 26, 2009

8:00 a.m. - 12:00 p.m.

NIAAA LTC - 504 Athletic Administration: Legal Issues I (Risk Management)

This course will have in-depth coverage of all aspects of liability for sports injuries and risk management, including the duties imposed on athletics administrators, coaches, athletics trainers, and other athletics personnel, documentation requirements for an effective risk management program, and development of a strategic plan for risk management in the context of an interscholastic athletics program.

8:00 a.m. - 12:00 p.m.

NIAAA LTC - 701 Athletic Administration: Administration and Application of Middle School Athletic Programs

This course provides strategies for the development of middle school athletic programs and concentrates on the role of the middle school coach and coaching principles. Middle level athletics is an essential part of the total educational process and an excellent opportunity for the home, school and community to work together in order to provide a positive educational experience for middle level children.

9:00 a.m. - 4:00 p.m.

Golf Tournament - Cotton Ranch Golf Course, Gypsum, Colorado

1:00 p.m. - 5:00 p.m.

NIAAA LTC - 705 Athletic Administration: Innovative Methods of Mentoring and Problem Solving

This course is designed to expose the individual to the basic principles of coach-to-coach mentoring programs. Participants will compare mentoring models to become familiar with key behaviors to practice and to avoid in the establishment of an effective mentoring program. mentoring is an attitude, relationship and investment, with a mutual understanding of responsibilities for both mentor and mentee. Athletic administrators will learn how to establish, supervise and maximize coach-to-coach - mentor to mentee, mentoring programs.

1:00 p.m. - 5:00 p.m.

NIAAA LTC - 502 Athletic Administration: Principles, Strategies and Methods

The course will take a basic approach to the fundamentals and methods of athletic administration and will alert and educate athletic administrators regarding potential problems and possible solutions in areas such as budgets, transportation, and scheduling and parent/student/coach conflicts. The course will also touch upon sample athletic/activity program philosophies,

Continued on page 6...

Sunday, April 26, 2009 - continued

department organizational charts, activity procedures/checklist, public relations, coaching applications/assessments and emergency plans.

5:30 p.m. - 7:30 p.m.

CAA Exam

5:00 p.m. - 8:00 p.m.

Registration and President's Open House - Exhibit Hall

8:00 p.m. - 9:00 p.m.

Kick-off and Welcome, Comedian and first big conference gift give away

Monday, April 27, 2009

7:00 a.m. - 8:00 a.m.

Late Conference Registration

7:30 a.m. - 8:00 a.m.

Vendor's 1st Drawing

8:00 a.m. - 9:15 a.m.

Conference Welcome and Ring Presentation with Sam Adams

9:15 a.m. - 9:45 a.m.

Vendor's 2nd Drawing

9:45 a.m. - 10:15 a.m.

Best Practices Session Breakout

- 1. Coaches Handbook**
- 2. Recruiting and Training Effective Coaches**
- 3. Title IX - Issues that affect athletic departments**

10:20 a.m. - 10:50 a.m.

Best Practices Session Breakout

- 1. Professional Development in your coaching staff**
- 2. Athlete Handbooks**
- 3. Parent Handbooks**

11:00 a.m. - 11:30 a.m.

CHSAA Segment

11:30 a.m. - 12:30 p.m.

**Lunch in the Exhibit Hall
Vendor's 3rd Drawing**

12:30 p.m. - 1:00 p.m.

Retiring AD's Shadow Box Presentation

1:05 p.m. - 2:00 p.m.

Greg Dale - Duke University

2:05 p.m. - 2:35 p.m.

Best Practices Session Breakout

- 1. Schedule Star Training**
- 2. Fan Groups and Promoting School Spirit**
- 3. Greg Dale - Duke University**

2:40 p.m. - 3:35 p.m.

NCAA Eligibility Center - Glenn Terry

3:35 p.m. - 5:00 p.m.

Vendor's 4th Drawing

5:00 p.m. - 5:45 p.m.

Breckenridge - Dinner on your own

Tuesday, April 28, 2009

8:00 a.m. - 10:00 a.m.

Awards Breakfast

Hotel Information:

Your hotel accommodations should be reserved directly with the Beaver Run Resort. CADA has reserved a block of rooms at a special rate. Check-in time is 4:00 p.m.; Check-out time is 12:00 p.m. If you would like to phone your reservations, you may call (800) 525-2253 and be sure to indicate that you will be attending the CADA Annual Conference. The room rates for the conference are as follows:

Hotel Room	\$99.00 per night	Two Bedroom Premium Condo	\$199.00 per night
Deluxe Studio	\$109.00 per night	Corporate Suite	\$262.00 per night
One Bedroom Condo	\$119.00 per night	Three Bedroom Condo	\$239.00 per night
Colorado Suite	\$119.00 per night	Four Bedroom Condo	\$289.00 per night
Premium One Bedroom Condo	\$139.00 per night	Presidential Suite	\$420.00 per night
Two Bedroom Condo	\$169.00 per night		

Directions to Beaver Run Resort:

From I-70: Take Exit 203, Colorado Highway 9 southbound. Travel 10 miles and go through Breckenridge to South Park Avenue. Turn right on South Park Avenue and make the first left onto Village Road. Drive uphill to the Beaver Run Resort registration area located on the left at 620 Village Road.

From Colorado Springs or Colorado Highway 9 northbound: Turn left on South Park Avenue and make the first left onto Village Road. Drive uphill to the Beaver Run Resort registration area located on the left at 620 Village Road.

Coach Yow mural defaced

Tribute restored in NCSU tunnel

By Jonathan B. Cox - Staff Writer

A mural in N.C. State University's Free Expression Tunnel to honor women's basketball coach Kay Yow, who died Jan. 24 after a long struggle with breast cancer, was defaced Saturday with blue paint and offensive language.

A blue mustache and the phrase "cancer rules" were added to the painting, which shows a portrait of Yow against a pink background. The graffiti was removed and the mural restored by early Sunday morning, but the incident did not sit well with students.

"This is still like her memorial," said Caren Lohr, a senior biology and chemistry major from Trinity in Randolph County. She came to paint the tunnel as part of an annual tradition by her co-ed fraternity. "She was definitely not one to be disrespected like that."

In the days since her death, Yow has been remembered not only as a successful coach but as a kind and optimistic person driven by a strong Christian faith.

In life, she was a voice for cancer survivors and an inspiration for those battling the disease.

"My granddaddy died of cancer this past year," said Amanda Langdon, an N.C. State senior from Coats in Harnett County, who joined with Lohr to paint the tunnel pink in honor of Yow. "Writing that kind of thing is over the top."

The defacement came the same day the N.C. State men's

basketball team played UNC-Chapel Hill, and some in the N.C. State community attributed the graffiti to fans from the rival university.

No one has stepped forward to claim responsibility, and it's unclear whether campus police will investigate.

The Free Expression Tunnel has existed since the 1960s as a place for students and others to opine openly on matters personal and global. It has also been a favorite canvas for students from rival schools to paint taunts, especially around the time of major sports matchups.

The tunnel sparked controversy in November after school officials found racist graffiti directed toward then President-elect Barack Obama. The incident rallied the North Carolina chapter of the NAACP, which called for expulsion of four students responsible, and prompted the University of North Carolina system to consider a hate speech policy for all its campuses.



Calendar of Events

		NORTHERN	
April 1, 2009	9:00 am	Thompson R2-J School District Building - Loveland	
		DENVER METRO	
April 7, 2009	7:30 am	Adams Five Star School District Building	
		WESTERN	
April 7, 2009	9:00 am	Mesa State College - Grand Mesa Hall	
		SOUTHERN	
April 2, 2009	9:30 am	Zalman Center (Harrison HS) - Colorado Springs	
		SOUTHEASTERN	
April 8, 2009	9:00 am	Lamar Truck Plaza	
		NORTHEASTERN	
April 1, 2009	9:30 am	Sterling High School	
		EASTERN	
April 1, 2009	9:00 am	Limon Golf Course	



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