

Newsletter



NIAAA Will Induct First Hall of Fame Class

Courtesy of Bruce Whitehead, NIAAA Executive Director

The National Interscholastic Athletic Administrators Association will induct its inaugural Hall of Fame class on Tuesday evening, December 15, 2009 at the Gaylord Texan Hotel and Conference Center in Grapevine, Texas. The induction banquet will be held in conjunction with the National Conference for Directors of Athletics and the NIAAA's annual meetings.

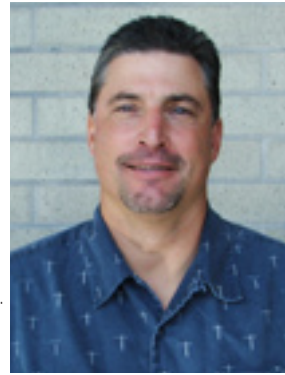
The inaugural class inductees include Alice Barron, Lakewood, Colorado; Lindy Callahan, Gulfport, Mississippi; Robert Conklin, Denver, Colorado; Evan Excell, South Jordan, Utah; Roland Inskeep, CMAA, Carmel, Indiana; David Martens, Fairport, New York; Gerald McGee, Elizabeth City, North Carolina; Theodore Miller, CAA, Show Low, Arizona; Dr. Lucia Norwood, CMAA, Stone Mountain, Georgia; James Teff, CAA, Lodi, Wisconsin; James Watkins, CMAA, Louisville, Kentucky; and John Youngblood (deceased), Centreville, Virginia.

Alice Barron retired from the Colorado Jefferson County Schools in 1990 as an athletic administrator. She served on the NIAAA Board of Directors and was President of the Colorado Athletic Directors Association. **Evan Excell** retired in 2008 from the Utah High School Activities Association after serving fourteen years as the organization's executive director. Prior to his service to the UHSAA, he served as athletic director for several high schools. **Lindy Callahan** served as athletic director for 14 years in Gulfport, Mississippi schools. Callahan was a charter member of the NIAAA and was instrumental in establishing the Mississippi High School Athletic Directors Association. **Robert Conklin** served as athletic director for 14 years as an athletic administrator with the Denver Public Schools. He was president of the NIAAA. **Roland Inskeep, CMAA** retired in 1994 having served as the director of athletics at North Central High School in Indianapolis since 1971. A charter member of the NIAAA, was very active at both the state and national levels of interscholastic administration being recognized as the NCSSAD national athletic director of the year in 1991. **David Martens** retired in 1991 from Fairport Central School after serving as an athletic administrator for 14 years. He was a charter member of NIAAA in 1984 and was responsible for starting the organization's National Emergency Network. **Gerald "Jerry" McGee, CAA** retired from school as an athletic administrator. He continues in his role as executive director of the North Carolina Athletic Directors Association today, a

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Happy Fall Fellow Athletic Directors,



The CADA Board is excited to start this year with the direction of helping our State's Athletic Directors to build themselves professionally in the eyes of our school districts and communities. We are looking forward to continued growth in our relationships with CHSAA, NIAAA and NFHS. So as we have chosen the position of High School Athletic Director as our "passion of profession".

We are living in a time when all of our kids have a variety of choices when it comes to had during their years spent in high school. The word that should come to mind as we try to lead our coaches and their programs in a positive direction is the word ... "perspective". This word can help us, if we keep it in mind, to focus on what is truly important and enriching about high school athletics.

Words like "teamwork", "school pride", "dedication", are all buzzwords that we have always been hearing about high school athletics. These are all important aspects of successful programs, but let me mention a couple words or phrases that we should keep in mind as well. These words or phrases help me to keep a healthy perspective on high school athletics. ENJOY!! We need to enjoy more of the time that we can spend with our kids. We need to enjoy the celebrations, the consequences of the hard work put in, the hard lessons they learn that we know will pay off down the road. Our sons and daughters will be leaving our families soon to venture out on their own. ENJOY the time you get to spend with them, watching them, listening to them, hugging them...do we understand what we really have?

IT IS A GAME In the picture of life around our globe, and all that is going on negatively... our kids get to play a game. It really is that simple and yet at times we do not realize how lucky we are that our kids do not have to worry about the basics of life. They do not have to worry about getting food or shelter, or being healthy or safe. It has always been a given in most cases. So ... "perspective"...we get to watch our kids celebrate good life. We should not take it for granted. Do we realize how lucky we are?

LIFE IS NOT FAIR this basic theme seems to get forgotten when our kids trot out onto the our fun, placed there to ruin it. But again this is where our greatest triumphs and lessons come from. This is where inspiration is birthed from. Do something to break the rules... beat someone you should not beat... do something you should not have been able to do. You see the "perspective" of this theme is that one is in a losing situation when you experience it...but, why not see it as the opportunity of a lifetime.

SAY THANKS. I would ask that we all try and grasp and understand the investment that our coaches make to your sons and daughters. The time and energy they spend with them trying to balance the time with their own families is sometimes UN appreciated. I have actually heard some of our parents retort, "...well that's their choice...they get paid for it..." PERSPECTIVE!! What would you and your children have as choices if our coaches "decided" that coaching was just not worth it? What life lessons and celebrations would we ALL lose out on? Say thanks.

Lastly I would ask that we try to be an example to all the fans that we will be competing against this year. I would hope that every person who witnesses high school athletics would see the ultimate example of class, enthusiasm and positive attitude. In the very least, our athletes and coaches deserve that from all of us. They would be so proud to hear from other school's supporters that they wished their fans were like ours. It would feel awesome for our athletes and coaches to hear and feel that we are behind preaching about it."

Support your kids...Support your teams...Support your community. GO FARMERS!!!

Nick DeSimone, Athletics Director



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Position Statement on Anabolic Steroids

National Federation of State High School Associations (NFHS)
Sports Medicine Advisory Committee (SMAC)

EXISTING POLICIES/STANDS

The NFHS strongly opposes the use of anabolic steroids. The use of anabolic steroids is illegal, unethical and competitive equity standards. The NFHS supports prohibitions by educational institutions, amateur and professional organizations and governmental regulators on the use of anabolic steroids and other controlled substances, except as prescribed for medical purposes.

BACKGROUND

Anabolic, androgenic steroids (AAS) are synthetic derivatives of the male hormone testosterone. Natural testosterone regulates, promotes and maintains physical and sexual development, primarily in the male, but with effects in the female as well. Like testosterone, AAS have both an anabolic effect (increase in muscle tissue) and an androgenic effect (masculinizing effects that boys experience during puberty). No AAS is purely anabolic. As a result, the use of AAS won't lead to muscle growth without also leading to other unintended, undesirable side effects.

According to national surveys, the use of AAS among high school students has been decreasing since about 2001. There are no national studies that measure the prevalence of AAS use, although some states publish statewide prevalence data. Users do not participate in organized athletics and are taking AAS primarily to modify their physical appearance. Athletes who use AAS do so for two main reasons: 1) to gain strength and 2) to recover more quickly from injury.

AAS are controlled substances and are illegal to use or possess without a prescription from a physician for a legitimate medical diagnosis. Some AAS are used by veterinarians to treat pigs, horses and cows. In humans, medical uses of AAS include weight gain in muscle wasting, absent gonadal function in males, and metastatic breast cancer in women. AAS should not be confused with corticosteroids, which are steroids that doctors prescribe for medical conditions such as asthma, arthritis, and allergies.

sports governing organizations.

FACTS ABOUT ANABOLIC STEROIDS

- Anabolic steroids are controlled substances and are illegal to possess or sell without a prescription for a legitimate medical condition by the prescribing physician.
- Androstenedione, norandrostenedione and other similar prohormones, at one time available over the counter, are now classified as controlled anabolic steroids.
- Athletes who have injected anabolic steroids in high school have tested positive in collegiate drug tests – months after they stopped injecting.
- Athletes who have injected anabolic steroids are at greater risk for infections, HIV and hepatitis.

POTENTIAL NEGATIVE SIDE EFFECTS FROM THE USE OF ANABOLIC STEROIDS

- Decreased eventual height if consumed before growth plates close.
- Secondary sex characteristic changes
- Increased acne
- Growth of body/facial hair in girls
- Loss of hair in boys
- Violent, combative behavior
- Sexual dysfunction and impotence
- Mood swings, loss of sleep, paranoia
- Depression upon stopping use
- Organ damage and death from heavy use

PREVENTING ATHLETES FROM TAKING ANABOLIC STEROIDS

- School personnel, coaches and parents can reduce steroid abuse by speaking out against such use.
- Talk with your athletes about frustrations they may have about how they look or how they are performing in their sport. Help them establish healthy expectations of their bodies.
- Talk to athletes about realistic performance standards.
- Focus on proper nutrition and hydration. Work with a registered dietician to develop a plan for appropriate weight gain and/or weight loss.
- Don't trust Internet marketing messages about steroid use.
- Restrict athletes' access to environments where

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Headliners



Teri Baldwin, M.Ed. - Horizon High School

I was born and raised in Dallas, Texas, attending elementary school, high school, college, and graduate school, in Dallas. I graduated from Bishop Dunne High School in 1976 and attended Southern Methodist

women to receive a full basketball scholarship at that school.

Athletic accomplishments: Gold medal in Junior Olympics State in basketball and track. We won a state basketball title as well as a state track title during my junior year. hurdles and third in state in the shot put. Our 440 relay team fast pitch softball during my high school and college years. Was voted "Most Talented" in my senior class and also received a "Golden Falcon" award for leadership.

My father was a college football player at LSU and was a high school teacher and coach, so I have lived and breathed sports all of my life. During my college career, I had the opportunity to "hang out" with some athletes who went on to great professional careers...Erik Dickerson (NFL), Payne Stewart (golf), Craig James (NFL), and John Koncak (NBA), as we were all at SMU at the same time and had meals in the same dorm cafe. Also during my last year of college, I had the honor of training with Martina Navratilova and Billie Jean King as they prepared to win the Ladies Singles title and the Ladies Doubles title, respectively, at Wimbledon.

Educational background: I majored in Criminal Justice at SMU (thought I wanted to be a lawyer) and worked as a paralegal for nine years after graduation. I went back to school at night and obtained a Masters Degree in Education with a specialty in the area of Counseling and Student Services from the University of North Texas. I was in private practice as a Marriage & Family Therapist, Licensed Professional Counselor, in Dallas for ten years, before moving to Colorado. While in private practice, I taught and trained other therapists on how to work with alcohol and drug dependent clients. I also did consultation building with boards of directors and their employees.

A m Englewood High School as a Dean of Students. I found the position to be a wonderful combination of counseling and

lawyering...interpretation and application of law/policy. I went back to school at night and obtained my Principal's license and then served in an assistant principal role for my last two years at EHS. I interviewed and was offered the Athletic Director position at EHS and about one month after I started the offer was rescinded and an interim athletic director was appointed.

The following year, I became the Athletic and Activities Director at Campus Middle School in the Cherry Creek School District. After three years working with middle school students, I realized how much I missed working with high school aged students. I moved to Overland High School as a Dean of Students last year.

I have coached track (boys and girls). I play golf and ride tickets to the Broncos football games and I pretty much love to watch any sporting event.

5gU gh XYbHUH YH z k UgZc fti bUHY Ybci [\ tc VY]b j c j YX]b` gca Y` j Yfm \] [\ lei U] mi UH Yh W UbX` YXi WUh c b U` programs. I learned many important skills and life lessons while playing sports, which have helped me to lead a successful life. I had coaches who pushed me to be better than I thought I could be and who saw things in me before I could see them in myself. I learned teamwork, integrity, class, discipline, work ethic, and accountability, to name a few. Because athletes are so visible, many times they are cast as role models whether they want to be or not. With this role comes huge responsibility, so I have a tendency to hold athletes to a higher standard of behavior.

H j g j a m U r g h m Y U f U g 5 H Y h M g # 5 W h j h Y g 8 j Y W r c f U h < c f j c b High School and I am "living my dream"! I have the privilege of working with kids to get and keep them engaged in quality athletics program with integrity, pride, and spirit, and to make sure that they have access to the coaches who will help in their development as athletes and as good citizens. I am so blessed!



Headliners



Kiowa Indians



Jeff Rice- Kiowa High School

Jeff Rice is the New Athletic Director at Kiowa High School replacing long time Athletic Director, Rick Kolm. This is >Y ZNj UfgmY UfUgUb`5 h Y hW8 jY Wc f" >Y ZZ[fUXi UH Y X Zc a` Durango High School in 1985 and Ft. Lewis College in 1990 with a BA in Exercise Science. He lettered all four years

in football at Ft. Lewis. He began teaching Special Needs and Physical Education at Farmington High School in New Mexico. He has coached Football, Cross Country and Track. Jeff is married and has three children. When asked what he likes about his job, he responded, "I enjoy working with the students trying to impact their lives in a positive manner".



>Ja `Gi HYfUY`X!` Niwt High School

I graduated from Fairview High School in 1984 and attended Colorado State University. I earned a B.S. in Industrial Sciences and Technology with a minor in Math and Computers in December 1991. I then went to University of Northern Colorado and graduated

with a M.A. in Special Education Severe Needs Affective in % - + "5 ZNj f`h jg`=fY W` j Y X`a mHrd Y`EB NwY fh U W H Y` j b` G W c c` Administration from Colorado University Denver in 2002.

I have several years of teaching experience starting with two years at Overland High School Applied Technology, then I spent two years at Cherry Creek High School in SPED. I taught seven years at Boulder High School Drafting, Math, Computers and Applied Technology. I received a mUfgi5Xa j b j f U h c b` c V` U j Y` n Y U f g U [c` U h: U j f j Y k` < [\` School. I was in charge of the operations/maintenance of the building, keys, doors and locks, and the security plan. I worked several committees with the Boulder Valley District, including the nutrition, discipline, and safety/gang task force. During the years there, I worked closely with Frank Lee, the Athletic Director and head Boys Basketball coach. He mentored me in the various tasks involved with Athletic Direction.

Last year, an opportunity to move into the St. Vrain School District appeared. The job at Niwt High School opened and I was very excited when I was offered the position. =Ua` k c f j b [` Ua` c b [` h Y` U b Y g h Y U W Y f g U b X` W c U W Y g z` who have been very welcoming and great to work with as we look to the strong traditions and history of success that Niwt has within its many Activities and Athletic programs. In the short time I have been here I have met so many great teachers, coaches and students. I look forward to every day here; it is truly a fantastic place to be.



Welcome to LIMBO!

By Robert Framel, Palmer High School

Welcome to LIMBO! This is commonly known as the fall where the Board of Control meetings in January and April get exciting and schools get to make a fresh start. Let's take a quick look at some possible notes and ideas for the next cycle. If you are like me you are in limbo about your league and who is going to be in it for sure. Are we going to have six teams, seven teams or eight? Who is dropping to 3A or 4A? Are we going to double round robin the league or just play once? What teams are coming into the league? Well now that I realize that I know very little about next year lets schedule some games!!! As most of us have realized we need to start scheduling next fall games now. I am beginning to look for our cross country, golf, volleyball, soccer, softball and tennis right now. I hope to have most of my fall season games ready by the middle of November.

Football is going to take a while to sort out. Until we have solid numbers to CHSAA nobody will be able to make strides in making complete schedules happen. I just hope that everyone waits until we are sure who is where and how many are in each conference to make decisions. I think it is important that we don't forget the schools on the edges schedule.

Let's look at some basic questions to help guide you through making the schedule for next cycle. If you can answer all these you should be able to make your schedule happen.

1. How many league games am I going to have?
2. How many games will I pick up in tournaments? (assuming that I want a full schedule)?
3. Is there anyone close by to play that I want to play?
4. Are there any schools in the class above me or below me that we want to play?
5. How far am I willing to travel?
6. Who can come to us to play this year?
7. Am I balanced on home/away games?
8. Am I thinking about the two year cycle? Remember that it mirrors the following year.
9. Have I "advertised" for games in all the right places? CHSAA? CADA website?
10. Most importantly. Do I have a contract for all these games?

If you can answer all these questions and feel comfortable about them then you are most of the way to a successful schedule.

Keep the Fog Out of Clear Communication

By Tim Walker, Jr., Assistant Principal/Athletic Director

Athletic Administrators must communicate clearly with players, coaches, parents, teachers, school and district staff members, principals, superintendents, school board members, the media, officials, CHSAA, fans, vendors, etc. With so many people to communicate with, it can be very difficult to keep track of whom you have spoken to and remember what was said.

There are many ways to keep track of interactions. I like to keep a dated log in a spiral note book. I use it for help me remember the situation. With so many things going on specific folders is another way of accessing information quickly. Speaking with other AD's on how they organize information to keep at their finger tips can provide ways to find what may work best for you.

Knowing your audience and what their attitudes can also be very important. Generally we speak with our colleagues differently than to parents or supervisors. We learn who we can trust and rely on for good, honest and professional advice on athletic issues. As an Athletic Administrator there are some things we need to have standard steadfast answers for and others where our opinion about something will do. For example, a question from a coach about the

how school colors should be incorporated into the uniforms and warm ups should be fairly standard, consistent and generally agreed upon by the entire coaching staff. Your opinion of the implementation of the offense and how effective it is will do. Try to gather all of the information you can about an issue before making a decision that impacts the programs for many years to come.

It is reasonable to say, "I do not have all of the information yet, and I will get back to you", or, "Let's get together when I have all of the information needed to make the meeting meaningful". I like to call people back to make sure there is some closure on a matter whether or not everyone is in agreement. Sometimes people are not happy with our decisions, and we will have to agree to disagree and move forward.

Make sure you have someone to speak with about athletic director issues so you can learn different ways of dealing with issues, bounce ideas around or just vent the occasional frustrations that go with the job. It helps me to try to find some positives in a situation and adjust my attitude while communicating. Find your communication style and make it work!

steroid use might occur and to people who are involved with anabolic steroids.

- Don't subscribe to publications such as muscle magazines that depict unrealistic pictures of men and women.
 - Help athletes understand that using anabolic steroids not only is illegal but also is cheating.
- athletes and deter use.

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position he has held since 1991. Jerry was the visionary for the formation of the NEDC in 2002, a council for state athletic director association executive directors. **Theodore "Ted" Miller, CAA** athletic administrator. His career spanned one junior high school in California and three high schools in Arizona. Ted was president of the NIAAA in 2002. **Dr. Lucia Norwood, CMAA** of those as system wide athletic administrator in the Dekalb County, Georgia school system. Norwood was a member of the NIAAA board of directors. She continues to serve athletic administration in her position as executive director of the Georgia Athletic Directors Association, a position she has held for over ten years. **James Teff, CMAA** eight year career as an athletic administrator with his retirement in 2001 from South Milwaukee High School. He was president of the NIAAA in 1991 and continues to serve the organization as the coordinator of the organizations Leadership Training Program. A charter member of the NIAAA, Jim has served the organization in some capacity since 1976. **James Watkins, CMAA** retired in 2005 from his position as Director of Activities and Athletics for the Kentucky Jefferson County Public

administration. Jim was president of the NIAAA in 1996 and continues to serve the organization in the Leadership Training Program. Upon his retirement in 2005, Jim assumed the duties as executive director of the Kentucky High School Athletic Directors Association. **John Youngblood** (deceased) retired in two years. John was instrumental in the founding of both the NIAAA and the Virginia Interscholastic President of the Virginia association in 1973 and served as president of the NIAAA in 1982.

The National Interscholastic Athletic Administrators Association is an organization for high school and middle school athletic administrators dedicated to providing interscholastic athletic administrators the professional development, resources and support that will assist in providing quality participation opportunities for high school and middle school students. Membership includes over 8,000 interscholastic athletic administrators as well as the 51 state athletic administrator associations.

Supplements Position Statement

National Federation of State High School Associations (NFHS)
Sports Medicine Advisory Committee (SMAC)

The NFHS Sports Medicine Advisory Committee (SMAC) strongly opposes the use of dietary supplements for the purpose of athletic advantage. Research data shows widespread use of dietary supplements by adolescent and high school athletes, despite considerable safety concerns. Dietary supplements are marketed as an easy way to enhance athletic performance, increase energy levels, lose weight, and feel better. It is proven that adolescents are more susceptible to advertising messages and peer pressure, increasing the risk of dietary supplement usage. This can create a culture more concerned about short term performance rather than overall long term health.

The Dietary Supplement Health and Education Act of 1994 (DSHEA) provides minimal regulation by the Food and Drug Administration (FDA). Thus, many of the substances that can be obtained from nutrition stores and the internet are not subject to the same strict tests and regulations as “over the counter” and prescription medications. The companies that produce dietary supplements do not need to test their safety or effectiveness before they are available to consumers. In fact, dietary supplements cannot be removed from the marketplace unless they present a significant or unreasonable risk of illness or injury.

• MYTHS regarding dietary supplements:

- ✘ If a substance is natural, it must be safe and beneficial.
- ✘ Athletes that consume a well balanced diet still have nutritional deficiencies.
- ✘ Since dietary supplements may be purchased at a store or over the internet, they must be safe and legal.

The NFHS SMAC discourages the use of supplements by athletes due to the lack of published, reproducible scientific research addressing the benefits and documenting long term adverse health effects of the supplements, particularly in the adolescent age group. Dietary supplements should be used only upon the advice of one’s health care provider. School personnel and coaches should never recommend, endorse or encourage the use of any dietary supplement, drug, or medication for performance

enhancement.

We recommend that coaches, athletic directors, and school personnel develop strategies that address the growing concerns of using dietary supplements. Such strategies may include conversations with athletes and their parents about the potential dangers of dietary supplement use. Athletes should be encouraged to pursue their goals through hard work and good nutrition, not dietary shortcuts.

- Dietary supplements receive no FDA regulation:
 - ✘ There is no guarantee the true amount or concentration of ingredients is listed on the label.
 - ✘ There is no guarantee the substance is pure, as studies have found lead and arsenic in supplements.
 - ✘ There may be other compounds not listed on the label in the dietary supplement which may be illegal or banned substances. There is minimal evidence that dietary supplements enhance performance for most high school sports.
 - ✘ There is even less evidence supporting their use in adolescents. In order to help prevent dietary supplement use:
 - ✘ School personnel, coaches, and parents should allow for open discussion about supplement use, but strongly encourage optimal nutrition and a well balanced diet.
 - ✘ Remind athletes that no supplement is harmless and free from consequences.
 - ✘ Remind athletes that there is no short cut to improved performance, it takes hard work.
 - ✘ Because they are not regulated, dietary supplements may contain impurities and illegal substances not listed on the label.
 - ✘ Adolescents that use dietary supplements are more likely to use steroids, continue usage into adulthood, and to engage in other high risk behaviors like smoking, drinking, and using drugs.

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Invasive Medical Procedures on the day of Competition Position Statement

National Federation of State High School Associations (NFHS)

Sports Medicine Advisory Committee (SMAC)

The NFHS SMAC was formed in 1996 to assist the NFHS in ensuring the safety of high school athletes across the nation. The SMAC investigates numerous issues, rules, and situations and considers their potential risks to athletes. Recently, the SMAC has reviewed the issue of invasive medical procedures such as intravenous (IV) rehydration and the use of injectable anesthetic/analgesic drugs during or before athletic contests and events.

While we believe these practices are not widespread at the high school level, a handful of such incidents have been reported to the SMAC over the past year. It is reported that these procedures are carried out at the college and professional levels. The SMAC is very concerned that occurrence of, or the desire for, such medical procedures will continue to “trickle down” to high school athletics.

The SMAC encourages a philosophy that high school athletics serve the purpose of providing young men and women the opportunity for personal growth in a controlled environment. The pursuit of victory is not, by itself, justification for medical intervention. We believe that invasive procedures such as the administration of IV fluids and the use of injectable anesthetic/analgesic drugs performed on the day of competition with the sole purpose of enabling a student athlete to participate are inconsistent with the philosophy of high school sports.

This position applies to any athlete requiring a local (example: lidocaine) or systemic (example: Toradol) medication. This practice increases the risk of further injury to the affected body part. The use of prescription medication that is administered by injection for chronic medical conditions (such as insulin for diabetes or Imitrex for

migraine headaches) is appropriate, and will not be affected.

Second, performing medical procedures in a locker room, training room, or other facility is fraught with the potential for infection and other complications. The placement of an intravenous catheter or the administration of an intramuscular or subcutaneous injection is a medical procedure and should be treated as such. Thus, a medical facility is the proper venue for any such invasive procedures to be carried out.

Finally, while our primary concern is with protecting the health of the young athlete, we believe this is also a matter of participation equity. Due to a variety of factors, few high school sports programs have team physicians attending their competitions and in many instances these volunteers do not have special training in sports medicine. Thus, teams and individuals who have a physician or other medical provider willing and able to provide such services will have a significant competitive advantage over their opponents who may not have such a specialist available.

After a review of the potential risks, consequences, and limited medical benefits of these invasive procedures, the NFHS Sports Medicine Advisory Committee takes the position that there is no proper role for these procedures in high school athletics. We strongly recommend to coaches, school administrators, athletic trainers, and team physicians that athletes should not be allowed to participate in athletic contests or events if they have received IV hydration or been injected with an anesthetic or analgesic medication on that same day.

Supplements Position Statement continued from page 8...

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- United States Anti-Doping Agency <http://www.usantidoping.org/>

It's Time to Pinch a Penny

By Christopher A. Noll
Athletic Director/Business Manager



It wasn't too long ago that we as athletic directors were trying to figure out a way to talk our school districts into giving the athletic department a little bit more money. Athletic departments were trying to catch up on a spike in transportation costs, the increase in official's fees, the increased cost of equipment, and all of the other things we have to spend money on. As we all scrambled to try and catch up, we were in decent economic times and the state was not going through the worst economic recession in fifty years. Well, as things only get worse, it's almost a guarantee that you won't see an increase in your athletic budget. As the state continues to cut money from the school systems to balance the budget, we as athletic administrators will have to figure out ways to make sure we are accomplishing more with fewer resources.

The most important action we can take as athletic administrators is to talk with our districts about the importance of athletics. Talk with your district officials to ensure they understand that students that participate in athletics are more successful academically. Generate some data showing the GPA of athletes

Wca dUFYX 'rc' bcb!UH 'YHYg'' 7 ca dUFY'; D5g'cZ the different ethnic groups and compare the UH 'YHYg'rc 'hY 'bcb!UH 'YHYg'' 8]gW gg'k]h 'hYa ' what the dropout rate might look like if weren't for athletics. Make sure your school district officials understand the enormous impact that high school athletics is having on your school, your school district, and your community.

5g'mci 'dfydUFY 'Zcf'U'byk 'rk c!mYUf'WmWYz'\YfY' are some ideas to consider when building your budgets:

- ask your booster club to donate 25% of their yearly income to help offset the cost of transportation
- begin to use one way transportation instead of round trip transportation
- add an extra year to your uniform rotations
- eliminate one game worker per contest
- require coaches to fundraise for transportation costs for one out of town trip
- look at raising the participation fee
- look at increasing your gate by \$1.00
- find a business or corporation to sponsor a home game. \$100 a game for every home game will generate funds to offset some of your operating expenses.
- come together as a league and have discussions on what others are doing to operate more efficiently
- increase gym and field rental fees

Needless to say, some of the suggestions above may not work for your school or school community. Don't be afraid to be creative and remember in tough economic times, there is no sacred cow. Best of luck in pinching your pennies.

