

President's Message

The 2008-2009 school year is well under way and I'm sure everyone has settled into the normal challenges of a new year.

The A.D. workshop which was held on August 4th & 5th in Columbia was another huge success. I would like to personally thank Marlin Hammond for all of his hard work the past two years on the summer workshop. Over 90 athletic directors from all over the state attended. Kudos also to the MSHSAA and MIAAAA staffs for all of their help – the workshop has improved every year. MSHSAA once again also did a fine job hosting the 7th Annual Sportsmanship Summit in Springfield. If your school has never participated in the past I would recommend you plan to attend the 2009 event to be held in the Kansas City area. The Summit is a very positive way to kick off the school year with key student leaders at each school.

The MIAAAA board met September 7th and 8th for initial planning of the MIAAAA Convention to be held at Tan-Tar-A on April 4-7, 2009. I am hopeful that we will have 100% attendance and membership from athletic directors in the state. Another date to keep in mind is the National Convention to be held in San Diego, California December 11-15, 2008. If you have not been able to attend a national conference I would recommend to each of you that it will be a very rewarding experience.

MSHSAA has done a lot of work developing the MSHSAA Handbook into an easy to follow format in an attempt to efficiently get information to the A.D.s. I know A.D.s throughout the state appreciate the upgrade. I hope you have all been able to understand the new technology put in place last year. Plans are in the works to continue to improve the technology to make the everyday task of the A.D. much easier and faster.

I was able to visit with a new A.D. during the summer workshop held in August. He described a difficult parent at his school who of course feels that his kid is a Division I athlete. The A.D. pointed out that there was no chance for this athlete to compete at that level. It is a common theme for all coaches and A.D.s in our current society. I reiterated the statistic that only about 2% of high school athletes go on to compete at the college level and less than 1% compete at the professional level. The bottom line is that high school athletics is designed to teach many important facets of the sport i.e. teamwork, loyalty, commitment and hard work. These are the true goals of high school athletes and need to be kept as the basis of every program rather than focus on individual success.

I would like to leave you with this quote which I found from a newspaper columnist named Sydney J. Harris,

“Ninety percent of the world's woe comes from people not knowing themselves, their abilities, their families, and even their real virtues. Most of us go almost all the way through life as complete strangers to ourselves – so how can we know anyone else?”

*Have a good school year and don't forget –
you are all leaders and examples for your programs.*

Tim Crone
MIAAAA President

MIAAAA Golf Tournament

This year's MIAAAA Golf tournament will again be played at the Sycamore Creek Golf Course. The cost is \$45.00 per person which includes 1 mulligan per player and a \$5 donation to the MIAAAA Scholarship fund. We were able to keep the rate the same as last year. There were over 100 golfers at the tournament in 2008. Get your team together now for this event which will be held on Monday, April 6th, 2009 beginning at 1pm. If you have any questions regarding the tournament contact Marlin Hammond at Lincoln High School.

Athletic Department Communication

Rob Davis, Smith-Cotton High School

In my ten years as an athletic administrator, I would say that at least 90% of the problems I have had to deal with have been caused by poor communication. There are few things worse than fielding a phone call from a member of the community with a concern, or from an administrator in need of information, and not having any idea what they're talking about because no one filled me in. I also know that as a coach there is nothing worse than feeling "out of the loop."

Each year we try to improve our communication within the athletic department to try to alleviate these situations. It may be an impossible task to rid them completely, but there are definitely things we can do to keep them to a minimum. Below are some of the tools we use to improve communication with both our staff and with the community.

1. On my desk I have a note pad that I use to document every phone call that comes into my office. I write down the name, subject, date, and phone number of everyone I talk to or of anyone that leaves a message. After handling the call or message, I highlight the entry which tells me it has been dealt with. This is a simple task that keeps me from forgetting to return a call or deal with a situation.
 2. We use an "Activity Change Form" any time there is a cancellation, make-up, re-schedule, or addition to any one of our sport schedules. These forms contain information about the cancelled or made up game, and a distribution list for the people that must be notified about the change. It serves as a checklist to make certain we notify coaches, officials, bus drivers, media, trainers, concessions, scorers, gate workers, secretaries, security, maintenance, and our website.
 3. The last two years I have instituted an e-newsletter. This newsletter, known as the Tiger Telegram, goes out to all of the coaches and sponsors in the district first thing every Monday morning. It is also sent to administrators, secretaries, trainers, and anyone else involved with our athletic programs. The newsletter contains the previous week's results, the upcoming week's contests, bus times scheduled for the week, and a section labeled "Important Reminders and Information." I use this section to remind coaches about meetings, district and MSHSAA deadlines, and to share general "need to know" items. I also have a section to share an anecdote or a quote that may be relevant to what's going on within the department. These newsletters have been received very well by our entire staff.
 4. In order for meetings to be effective, they must be as brief as possible and follow a specific agenda. At Smith-Cotton, we have an informational meeting with all coaches and sponsors before the start of school in August to review district and MSHSAA policies. Then I meet with each head coach individually before the start of their season to discuss expectations, needs, and potential issues. Meeting individually allows me to address what's important with each coach without wasting anyone else's time. Sometimes these individual meetings are an hour, sometimes they last 5 minutes.
 5. Coaches are asked to hold a Parent Meeting prior to the start of their season. It is important for coaches to open the lines of communication early with the parents of their athletes. Player expectations, philosophy, lettering requirements, team guidelines, costs, practice times, dress, and other issues should be discussed. We also stress at this meeting with parents that game strategy and playing time will not be discussed with the coach at any time. However, anytime they would like to meet to discuss the athlete's well-being, treatment, or ability we would be glad to do so during the coaches daily plan time or at a mutually agreeable time away from practices or games.
 6. In order to keep me informed with issues, each coach is required to call my office or cell phone each night after a contest and leave a message. The message will always contain the score and any outstanding individual performances. The coaches are also asked to leave information regarding any potential phone calls we may receive at school the next day. If there is a conflict with a parent, an injury, a technical foul/red card, or anything else that may be waiting for me in my office the day after a contest, I need to be made aware so I can be ready to address them first thing in the morning.
 7. It is important to have an open door policy. Coaches need to feel welcome to come into your office and talk about their program, their classroom, or even about the great movie they saw last weekend. Most veteran coaches have no problem with this, but sometimes new coaches may shy away from coming to you because they feel they have to
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MSHSAA Staff Adds Two New Executives

COLUMBIA – The Missouri State High School Activities Association executive staff expanded by two this fall. Long-time Jefferson City High School coach and activities director Tim Thompson accepted a position of Assistant Executive Director with the Association, while Jason West took over as Communications Director.

Thompson replaces Dale Pleimann who will retire at the end of the current school year after 11 years on staff. Thompson began his duties July 1. West took the reins from Rick Kindhart who took over the Sports Information Director's duties at Missouri State University. West's first day in the office was August 4.

During his 24 years in Jefferson City Public Schools, Thompson coached volleyball, track, basketball, baseball, softball and golf. He is best known for his baseball coaching tenure from 1988-97, when he guided the Jays to a 172-40 record and a 1989 Class 4A state title. The state championship run helped earn Thompson the 1989 Missouri High School Baseball Coaches Association Coach of the Year honors for Class 4A, while being named American Baseball Coaches Association Midwest Regional Coach of the Year in 1989 and 1997.

A native of Eldon, Thompson was a mathematics teacher at Jefferson City High School from 1985-99 before assuming the position of Activities Director for the Blue Jays in 2000.

He was given the prestigious Award of Merit by the Missouri Interscholastic Athletic Administrators Association this April after being named Central District Athletic Director of the Year by the MIAAA in 2007. He also earned the national Certified Athletic Administrator designation from the National Interscholastic Athletic Administrators Association in 2004.

Locally, he has been involved with the Jefferson City Chamber of Commerce, Convention and Visitors Bureau and St. Mary's Hospital. He chaired the JCCVB's Athletic Events Committee from 2004-06 and is a former member of the St. Mary's Hospital Board of Regents.

A 1985 graduate of the University of Missouri-Columbia, he also earned a Masters in Education from the University of Missouri in 1996. He and his wife Gail have two children, Brooke and Blair.

Prior to joining the MSHSAA staff, West served as an Assistant Athletic Media Relations Director at The University of Tulsa for nearly nine years. In addition to his dealings with national, state and local media outlets, West's responsibilities at TU included maintaining the university's athletic website, serving as lead contact for the volleyball and softball teams as well as coordinating all statistical information for all 18 varsity sports for the Golden Hurricane.

Before going to Tulsa, West served as the sports information director at Cameron University, in Lawton, Okla., where he worked with CU's eight sports. The Aggies won the program's first ever Lone Star Conference Championship for volleyball in 1998, a feat West witnessed as the play-by-play announcer as well.

In addition to his SID duties in Lawton, West also served as a member on the Lawton Chamber of Commerce Sports Promotion Committee for three years, serving as the committee's chairman prior to leaving.

After graduating from Oklahoma City University, West was employed as the sports information director at Northwestern Oklahoma State University in Alva, Okla. At NWOSU, West oversaw five sports for the Rangers, including its nationally-ranked football and men's basketball teams. West returned to his alma mater to work in the Institutional Advancement Office as a communications writer, prior to moving to Lawton.

During his academic tenure at OCU, West was a student assistant in the sports information department. In addition to working as an on-air statistician for ESPN, ESPN2 and the Houston Rockets' radio team, West was a part of the Chief's 63-game winning streak, which still stands as one of the longest in NAIA Men's Basketball history. He earned a bachelor's degree from OCU in 1995.

A licensed official for football and baseball, West has been involved with high school activities since an early age. The son of a high school drama and debate coach, West was a double-ruby member of the National Forensic League during his high school years, as well as an FHA/HERO State Vice-President for Oklahoma.

Recently, West wrote a professional sidebar for the textbook *Sport Public Relations: Managing Organizational Communications*. He is married to the former Audra Roles. The couple lives in Columbia with their young son, Garrick.

Retired AD Notes

Many Athletic Administrators from Missouri have served on either the NIAAA Board of Directors or various committees. The following is a list of all of those who have served or are presently serving on NIAAA committees. I thought it was a pretty impressive number.

Jim Gagen

Board members:

Rodger Estes (1986-1988) and president in 1986;

Jim Scanlon (1992-1994)

Committee members:

Jerry Burbes, St. Charles	1990-1991	Awards
Dan Coffman, Independence	1997-1999	Member Services
Dale Collier, St. Charles	1986-88	Ways and Means
Jerry Diehl, NKC	1982-1985 (Chairperson in 1983-85)	Awards
Rodger Estes, St. Louis	1984-1986	Ways and Means
Tim Flint, Lee's Summit	1980-1988 (Vice-Chairperson 1983-1988)	Member Services
James Gagen, Chesterfield	1991-96 2000-2005	Certification Awards
Howard Garrett, Poplar Bluff	1986-88 (Chairperson 1988)	Awards
Ronald Helms, St. Louis	1995-1996	Awards
David Hoekel, Wentzville	1982-1986	Prof. Dev.
Cliff Lear, Marshall	1978-80	Publications
Tony Lema, St. Louis	1978-80	Member Services
Marty O'Hern, St. Louis	1998-2006 (Vice Chairperson 03-04, Chairperson, 05-06)	Credentials
Peter Palumbo, Maplewood	1978-1980	Ways and Means
Darwin Rold, Lee's Summit	2001-06	Awards
James Scanlon, Washington	1986-1992	Prof. Dev.
Frank Schultz, Hillsboro	1997-2004 (Vice Chairperson 97-04, Chairperson 05)	Certification
Dory Smith, St. Louis	04-present	Credentials
Joe Weis, Hazelwood	1978-1981	Awards

*This information was provided by
Bruce Whitehead, Executive Director, NIAAA.*

MIAAA/NIAAA Scholarship

The MIAAA in conjunction with the NIAAA will offer two \$1000 scholarships for Missouri student-athletes. This is an increased amount from previous years. The MIAAA will award one scholarship to a female athlete and one to a male athlete. For our student winners to qualify for the NIAAA Section V and National Scholarship, their Athletic Director must be a member of the MIAAA and NIAAA. We will use the NIAAA criteria when selecting the MIAAA winners. The scholarship applications will be available on the NIAAA website (niaaa.org) in December and will be do at the end of January to Missouri's NIAAA Liason. Please read all the NIAAA requirements. Completed applications with a letter of recommendation should be mailed to:

Mark Mundell
Asst. Principal/Activities Director
Staley High School
2800 N.E. Shoal Creek Parkway
K.C., MO 64156
816-413-4100 (Main)
816-413-4118 (wk)
mmundell@nkcsd.k12.mo.us

**NATIONAL CONFERENCE
DEC. 13TH - 17TH, 2008
SAN DIEGO**

**MIAAA CONFERENCE
APRIL 4TH - 7TH, 2009
TAN-TARA**

**ADVANCE REGISTRATION FORM:
MIAAA Conference
Tan-Tar-A Resort, April 5, 6, & 7, 2009**

(Please print or type.)

Name: _____ School: _____
(last) (first) (m.i.)

School Address _____ Phone: _____ () _____

City: _____ State _____ Zip: _____

e-mail address: _____

March 20, 2009 Postmark Deadline to avoid late fee!

Payment is enclosed to cover (please check appropriate items):

- Conference Activity Fee (includes banquet & luncheon tickets)
 - if paying by mail prior to March 20..... \$85.00
 - if paying after March 20 \$95.00

- Spouse's Brunch (Monday morning)..... \$10.00
- Extra Banquet Ticket (Sunday evening)..... \$25.00
- Extra Luncheon Ticket (Tuesday) \$12.00

- MIAAA membership dues for 2008-09 if not yet paid \$25.00

TOTAL AMOUNT OWED: \$ _____

Spouse's Name (if registering): _____

Make check payable to MIAAA (or purchase order with your name included!) and mail to:

***Chad Bradley
Central High School
116 Rebel Drive
Park Hills, MO 63601***

For more info, cbradley@centralr3.org

**RETIRED AD'S ADVANCE REGISTRATION FORM:
MIAAA Conference
Tan-Tar-A Resort, April 5, 6, & 7, 2009**

(Please print or type.)

Name: _____ School: _____
(last) (first) (m.i.)

School Address _____ Phone: _____ () _____

City: _____ State _____ Zip: _____

e-mail address: _____

Payment is enclosed to cover (please check appropriate items):

- Conference Activity Fee (includes banquet & luncheon tickets)\$25.00
- MIAAA membership dues for 2008-09 if not yet paid\$5.00
- Extra Banquet Ticket.....\$25.00
- Extra Luncheon Ticket\$12.00
- Spouse's Brunch.....\$10.00

TOTAL AMOUNT OWED: \$ _____

Check each of the following in which you will participate:

- _____ Retired AD Breakfast
- _____ Selling 50/50 Tickets

Spouse's Name (if registering): _____

Make check payable to MIAAA and mail to:

*Chad Bradley
Central High School
116 Rebel Drive
Park Hills, MO 63601*

For more info, cbradley@centralr3.org

The Missouri Athletic Director
C/O Kelli Spies
Pleasant Hill High School
1 Rooster Way
Pleasant Hill, MO 64080

PRSRT STD
U.S. POSTAGE
PAID
PERMIT NO. 161
BLUE SPRINGS,
MISSOURI 64015

Send Membership Fees of \$25 to:

Chad Bradley
Central High School
116 Rebel Drive
Park Hills, MO 63601
(573) 431-4313
cbradley@centralr3.org

Make Plans to Attend

December 13th-17th, 2008
National Conference at San Diego

April 4th-7th, 2009
MIAAA Conference at Tan-Tara

Send your article ideas to:

Kelli Spies, CMAA
Pleasant Hill High School
1 Rooster Way
Pleasant Hill, MO 64080

816-540-3111
Fax: 816-987-6084
Email: kspies@pleasanthillschools.com