



# WSSAAA

WASHINGTON SECONDARY SCHOOL ATHLETIC ADMINISTRATORS ASSOCIATION

## 2009



←  
WSSAAA AD of the Year:  
Tim Thomsen—Sumner SD



→  
Opening Keynote Speaker:  
Dr. Colleen Hacker

↑  
WSSAAA President:  
Tim Graham



→  
Conference  
Chair:  
Stark Porter

←  
AD of the Year MC:  
Randy Ryan



←  
2009 WSSAAA Hall of Fame  
Inductee:  
Ty Morris—RA Long SD



→  
General Keynote Speaker:  
Brian Cain





**2009**  
**37<sup>TH</sup> ANNUAL**  
**WASHINGTON STATE**  
**ATHLETIC DIRECTORS**  
*CONFERENCE*

***Athletic Administration:***  
***Developing Citizens through***  
***Educational-Athletics***

**April 5 – 8, 2009**

**Red Lion Hotel at the Park**  
**Spokane, Washington**





## *Welcome from the Conference Chair*

Dear Colleagues,

I am pleased to welcome you to the 37<sup>th</sup> Annual Washington Secondary Schools Athletic Administrators Association Conference. Your WSSAAA Board has been working hard to ensure you experience another great conference.

Each year the conference takes on a theme, slogan, mission ... this year's conference theme is "Developing Citizens through Educational-Athletics". It is my hope that each of you takes this phrase with you and uses it daily.

Many of us in education, when making decisions, ask ourselves "What is best for kids?" In the same manner, I hope you take the message "Developing Citizens through Educational-Athletics" away from this conference and use it daily. When I meet with my coaches, either directly or in-directly, I am always working toward this theme.

For the next couple of days, I hope each of you takes away from this conference- great ideas, useful tools, and motivating energy to assist you professionally and personally. Take advantage of the outstanding colleagues that are here with you, as the networking and collaboration is just as valuable as the Leadership Training Courses and Breakout Sessions.

Lastly, know that each of you do great things every day for students. Continue to share the theme "Developing Citizens through Educational-Athletics" with your staff, engraining in them the same message; doing great things, for all student-athletes, every day.

Make the most of your days away from the office. If there is anything I can do for you while you are here, let me know.

Respectfully,

Stark Porter  
Conference Chair

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# *Welcome from the Executive Director*



**Hello Conference Participants!**

**Welcome to our 37th Annual WSSAAA Conference. Your conference chair Stark Porter and the WSSAAA Board have done a fantastic job of putting together an outstanding conference.**

**As you will soon see not only is our facility first class but the professional growth opportunities you will have in the next three days we hope will give you the fuel to keep that athletic engine burning in your respective communities.**

**Take advantages of all the professional growth opportunities the conference has to offer. Go back to your communities refreshed with some new ideas for your programs. Take the time to network with other AD's and the WIAA Staff. Ask questions and please let us know what issues are relevant and pressing in your communities.**

**Most importantly, we hope to give you a booster shot of encouragement and hope as you go back to your district and finish the year strong knowing that your efforts continue to make a difference for kids!**

**Thanks for coming and enjoy your time at the conference**

**Dave Tikker  
WSSAAA Executive Director**

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# Conference Agenda

Keynote Speakers	Breakout Sessions
LTC CLASSES	Vendor Exhibits
Awards Luncheon / Dinner Banquets / WIAA Breakfast	

## Sunday, April 5, 2009

9:30 AM – 12:30 PM	WSSAAA Board Meeting (Finch)		
1:00 PM – 4:00 PM	Conference Registration Desk Open		
1:00 PM – 7:00 PM	Gordon Prentice Golf Tournament (BBQ & Prizes to follow) Down River Golf Course		
2:00 PM – 6:00 PM	LTC - 502 Principles, Strategies, & Methods (Ballroom D)	LTC - 701 Admin & Application of MS Programs (Audubon/Manito)	LTC - 790 Leadership Training Instructional Methods & Techniques (Ballroom A)
6:30 PM – 10:00 PM	Welcome New Athletic Directors' Social (Hotel Lounge)		

## Monday, April 6, 2009

7:00 AM – 12:00 PM	Vendor Set-up	Conference Registration Desk Open			
7:30 AM – 11:30 AM		LTC - 504 Legal Issues I (Risk Management) (Ballroom D)		LTC - 714 Dealing with Challenging Personalities (Finch Room - 4 <sup>th</sup> Floor)	
10:00 AM – 10:45 AM <b>Breakout Session #1</b>	Vendor / Exhibits Open (10:30 AM – 6:30 PM)	Breakout - A Event Management Kostecka (Willow II)	Breakout - B The Athletic Injury Epidemic George (Ballroom B)	Breakout - C Corporate Sponsors Thomsen (Ballroom C)	Breakout - D Digital Sports AD Web Software Hewes - (Manito)
10:45 AM – 12:00 PM		Door Prize Drawing #1 - (Vendor Hall)			
12:00 PM – 1:15 PM		OPENING GENERAL SESSION SPEAKER - DR. COLLEEN HACKER (PLU) (Ballroom B & C) The Secret of the Slight Edge - 4 Themes to Achieving Excellence in Sport, Work & Life			
1:15 PM – 2:30 PM		Door Prize Drawing #2 - (Vendor Hall) (FAJITA BAR LUNCH IN THE VENDER HALL)			
2:00 PM – 4:00 PM		Conference Registration Desk Open			
2:40 PM – 3:30 PM <b>Breakout Session #2</b>		Breakout - E Mental Skills Training for Coaches Dr. Hacker(Ballroom B)	Breakout - F MS - Dealing with Officials Shortage Tikker (Willow II)	Breakout - G How to Handle & Prevent Negative Fans James (Ballroom C)	Breakout - H ASB Guidelines & the Law Fortin (Manito)
3:30 PM – 4:15 PM		Door Prize Drawing #3 - (Vendor Hall)			
4:20 PM – 5:10 PM		Breakout - J Middle School Round Table M. Stark (Willow II)	Breakout - K High Maintenance / Struggling Coaches Graham (Ballroom B)	Breakout - L Legal Liability Top 5 HOT Topics Langum (Ballroom C)	Breakout - M Digital Sports AD Web Software Hewes - (Manito)
5:10 PM – 6:30 PM		Door Prize Drawing #4 - (Vendor Hall) (5:45 PM) No Host Social in Vendor Hall Prior to Dinner Banquet			
6:30 PM – 8:30 PM		WSSAAA HALL OF FAME BANQUET (Ballrooms B & C) *Ticket*			
8:30 PM – 11:00 PM	Conference Hospitality Social (Skyline I & II)				





## Tuesday, April 7, 2009

7:30 AM - 9:00 AM	NEW IDEAS BREAKFAST (Skyline I) *Ticket*		
7:30 AM - 9:30 AM	CAA EXAM (Riverside I)		
8:30 AM - 9:45 AM	Conference Registration Desk Open		
9:00 AM - 9:30 AM	Exhibits Open	Door Prize Drawing #5 - (Vendor Hall)	
9:45 AM - 11:00 AM		KEYNOTE SESSION SPEAKER - BRIAN CAIN, CAA (Jericho, Vermont) 5 P's of Peak Performing Athletic Directors (Ballroom B & C)	
11:00 AM - 11:45 PM		Door Prize Drawing #6 - (Vendor Hall) (last vendor exhibit session)	
11:00 AM - 11:45 AM	Conference Registration Desk Open		
12:00 PM - 1:30 PM	WSSAAA COMMENDATION LUNCHEON (Ballrooms B & C) *Ticket*		
1:45 PM - 5:15 PM	<b>Breakout - N</b> Coaching the Mental Game - PRIDE (Personal Responsibility in Daily Excellence) Brian Cain, CAA (Skyline Ballroom)	<b>Breakout - O</b> Pursuing Victory with Honor Ed Santos (Skyline Ballroom)	<b>Breakout - P</b> Transportation Issues / Budget Cuts / Escalating Costs Jim Piccolo, CAA (Skyline Ballroom)
1:45 - 2:45 - N 3:00 - 4:00 - O 4:15 - 5:15 - P	You can take breakouts N, O, and P for credit (LTC 710 - Current Issues), if you have not done so previously		
5:30 PM - 6:30 PM	No Host Social prior to Banquet Dinner		
6:30 PM - 8:30 PM	WSSAAA ATHLETIC DIRECTOR of the YEAR BANQUET (Ballrooms B & C) *Ticket*		
8:30 PM - 11:00 PM	Conference Hospitality Social (Skyline Ballroom)		



WASHINGTON INTERSCHOLASTIC  
ACTIVITIES ASSOCIATION

## Wednesday, April 8, 2009

7:30 AM - 9:30 AM	WIAA BREAKFAST - WIAA EXECUTIVE STAFF (Skyline I & II) *Ticket*		
9:30 AM - 11:00 AM	WSSAAA GENERAL MEMBERSHIP MEETING - DAVE TIKKER (WSSAAA EXC. DIR)		(Skyline Ballroom)
	(50/50 Drawing & Closing Remarks)		



# BREAKOUT SESSIONS

## BREAKOUT SESSION #1 (Monday April 6<sup>th</sup> – 10:00AM – 10:45M)

Session	Site	Topic	Presenter	Presider
A	Willow II	Steps to Successful Event Management	Joe Kostecka	Ken VanSickle
B	Ballroom B	The Athletic Injury Epidemic (A Time to Act)	Brent George	Jim Meyerhoff, CAA
C	Ballroom C	Corporate Sponsors in Public Schools	Tim Thomsen	Dan Heltsley, CAA
D	Manito	Digital Sports: Web-based AD Software	Chris Hewes	Steve Frucci

## BREAKOUT SESSION #2 (Monday April 6<sup>th</sup>, 2:40 – 3:30 PM)

Session	Site	Topic	Presenter	Presider
E	Ballroom B	Mental Skills Training for Coaches: The Essential Three	Dr. Colleen Hacker	Stark Porter
F	Willow II	Middle School: Dealing with Official Shortages	Dave Tikker, CAA	Mike Fitzpatrick
G	Ballroom C	How to Handle and Prevent Negative Fans	Gill James, CAA	Greg Hart
H	Manito	ASB Guidelines and Law	Marty Fortin	Shelly Thiel, CAA

## BREAKOUT SESSION #3 (Monday April 6<sup>th</sup>, 4:20 – 5:10 PM)

Session	Site	Topic	Presenter	Presider
J	Willow II	Middle School: Round Table Discussion	Mike Stark & Lorri Slauson	Joe Richer, CAA
K	Ballroom B	High Maintenance / Struggling Coaches	Tim Graham, CAA	Dave Cullen
L	Ballroom C	Liability Issues: Top 5 Hot Topics	Dick Langum	Steve Bridge, CMAA
M	Manito	Digital Sports: Web-based AD Software - Advance	Chris Hewes	Steve Chamberlin

## BREAKOUT SESSION #4 (Tuesday April 7<sup>th</sup>, 1:45 – 5:15 PM) LTC 710

Session	Site	Topic	Presenter	Presider
N	Skyline I & II	Coaching the Mental Game: P.R.I.D.E.	Brian Cain, CAA	Ron Hopkins
O	Skyline I & II	Pursuing Victory with Honor	Ed Santos	Mark Swofford, CAA
P	Skyline I & II	Transportation Issues / Budget Cuts / Escalating Costs	Jim Piccolo, CAA	Keri Von Moos, CAA

## **Dr. Colleen M. Hacker, Ph.D.**

***Internationally recognized authority on the psychology of peak performance and sport psychology consultant***



Dr. Colleen Hacker has served as the Sport Psychology Consultant to the U.S. Women's National Soccer Team since 1995. During her tenure, the National Team won a Gold Medal at the 1996 Olympic Games and the Gold medal in the 1998 Goodwill Games. As part of the most watched women's sporting event in world history, the Team was again crowned World Champions with their dramatic overtime victory over China in the 1999 World Cup. Named as an Assistant Coach in 2000, the National Team won a Silver Medal at the Sydney Olympic Games and a third place finish in the 2003 and 2007 World Championships. Dr. Hacker was a member of the coaching staff for 2004 Olympic Team where they won their second Gold Medal in Athens, Greece. Most recently, in the most watched Games in Olympic history, the National Team won their third Gold Medal in the 2008 Olympic Games in Beijing China. The United States is the only country in the world to finish in the top three of every major world championship in soccer history. Hacker also served as the Mental Skills Coach for the Olympic Field Hockey Team making their first appearance in 20 years at the 2008 Olympic Games in China.

In addition to her work with the National Soccer Team, Dr. Hacker works with professional, international and Olympic athletes in a variety of sports including Major League baseball, the NFL, WNBA, professional soccer, swimming, crew, speed skating, track and field, field hockey and tennis. She has also served as the Sport Psychology Consultant for the Under 16, Under 19 and the Under 21 United States Youth National Soccer Teams. Her strategies for peak performance are sought by corporations, business groups, professional sport teams, civic organizations and both print and television media. With more than 25 years experience in higher education, she is currently a professor in Movement Studies and Wellness Education at Pacific Lutheran University in Tacoma, Washington. Dr. Hacker has conducted extensive, applied research in the field of sport psychology with particular emphasis on peak performance, cohesion, leadership and psychological skills training for excellence.

Dr. Hacker received her Bachelor of Science degree in Health and Physical Education from Lock Haven University (PA). She earned her master's degree in Exercise and Sport Science at the University of Arizona and received her Ph.D. in Exercise and Movement Science from the University of Oregon in 1992.

Dr. Hacker has received numerous professional awards including the Faculty Excellence in Teaching Award (the highest teaching honor awarded by the University), the National Association of Girls and Women in Sport Pathfinder Award, the National Association of Sport and Physical Education Inspiration Award, the President Medal from Pacific Lutheran University, the American Psychological Association's Presidential Citation, the National Soccer Coaches Association of America Letter of Commendation, and the National Award of Excellence, to name a few. She has been inducted into the Pacific Lutheran University Hall of Fame, Pierce County Hall of Fame and the NAIA National Soccer Hall of Fame. She is a member of the Advisory Panel for the Center for Sport Parenting through the Institute for International Sport, Club Life Magazine Advisory Board, the NSCAA National Coaching Staff and has served on the United States Olympic Committee Performance Enhancement Team.

Much in demand as a speaker and consultant, Dr. Hacker has worked with corporations such as Morgan Stanley, NIKE, Martha Stewart Living, S.C. Johnson Company, MTV, Infinity Broadcasting, Thrivent Insurance Company, *The New Yorker Magazine*, *Citadel Broadcasting*, Conde Nast, Million Dollar Round Table, GLAMOUR, Parent's Magazine, House and Garden, Franciscan Health Care Systems, Better Homes and Gardens, Women's Sports and Fitness as well as civic groups such as the Girl Scouts of America and the YMCA. She has published widely in professional journals and books. Her work has been featured in Jere Longman's book, *Girls of Summer*, Lauren Gregg's *The Champion Within*, Michelle Akers' book, *The Game and The Glory* and Brandi Chastain's *It's Not About the Bra*.

Dr. Hacker has delivered lectures and invited papers at such diverse groups as the Miller Humanities Lecture, the American Psychological Association, the National Institutes of Health Conference on the Psychology of Happiness, the Pan American Sports Organization, the Association for the Advancement of Applied Sport Psychology, the American Alliance of Health, Physical Education, Recreation and Dance and the United States Olympic Committee Coaching Summit. Articles about Dr. Hacker's work have appeared in *Newsweek*, *USA Today*, *Sports Illustrated*, *The APA Monitor*, *The New York Times* and *The Washington Post*, among others. Dr. Hacker has been featured on national television outlets including CNN, FOX, ESPN, Discovery Channel, ESPN2 and *Extra*. Her book, *Catch Them Being Good* (Penguin Books and Viking Press) a collaboration with champion soccer coach Tony DiCicco, was released in 2002.

Dr. Hacker's insights into topics such as the psychology of peak performance, the power of choice, team building, leadership and the "secret of the slight edge" strike a chord with organizations and corporate audiences throughout the United States and across the world.

Brian M. Cain, MS, CAA is the Director of Brian Cain Peak Performance and one of the top Peak Performance Coaches in the World today. He has addressed International audiences of coaches, athletes and sales professionals on topics such as *The 5 Ps of Peak Performance*, *Team Building Tips For Championship Performance*, *Coaching For Character and Life-Skills*, *The Mental Aspects of Peak Performance*, *Time Management For Professional Athletes*, *Using Stress Before It Uses You*, and *Ultimate Fighting Psychological Secrets - From The Octagon To The Boardroom - How You Can Compete Like A World Champion*.

A dynamic speaker and presenter who will keep you on the edge of your seat with stories, props, videos, jokes and fast paced action packed presentations, Cain's workshops have lasting impact. A former instructor at the high school, collegiate and graduate levels, Cain has taught courses on *Personal Development*, *Health and Well Being*, *Physiological and Psychological Fitness*, *Positive Psychology*, *The Mental Game of Baseball* and *Applied Sport Psychology*.



Remember, how effective and how successful you are in every aspect of life is really a sum of how effective and successful you are today. Today + Today + Today = Your Life.

If you are interested in booking Brian Cain for your next meeting or to find out more about his 1-1 coaching or seminar programs, fees, or speaking schedule, e-mail [brian@briancain.com](mailto:brian@briancain.com) or call (802) 999-1096.





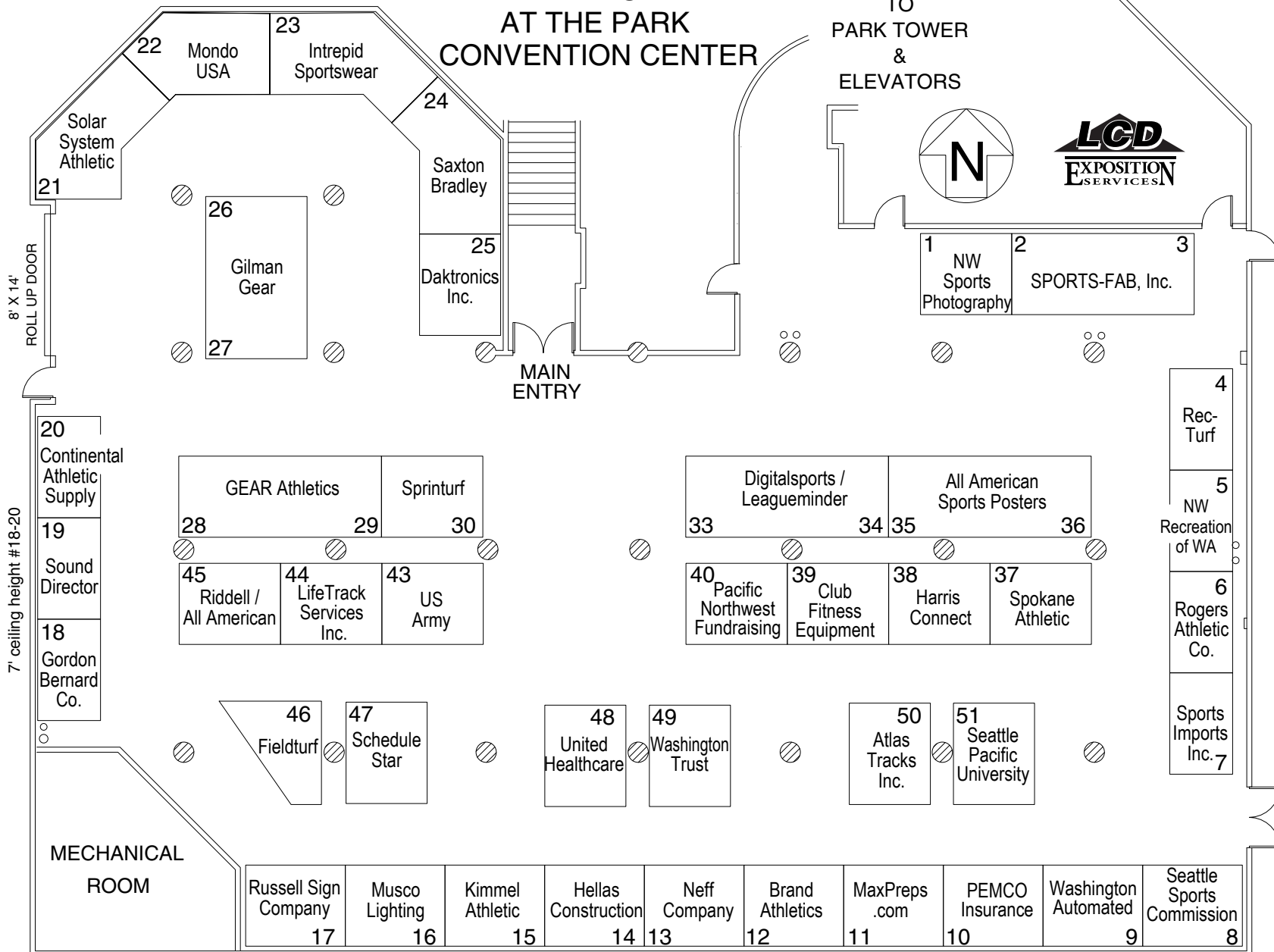
## 2009 WSSAAA CONFERENCE EXHIBITORS

	Company	Contact	Address	City	State	Zip	Phone	Fax
1	All-American Sports Posters/Publishing	Matt Hobbs	5421 Kendall	Boise	ID	83706	800-556-1380 ext 2214	866-352-3241
2	Atlas Track & Tennis	Jolie Pearce	19495 SW Teton Ave	Tualatin	OR	97062	800-423-5875/230	503-692-0491
3	Brand Athletics	Troy Hutchinson	15865 SW 74th Ave. Suite110	Tigard	OR	97224	503-443-2746	503-443-1990
4	Club Fitness Equipment	Mike Reilly	P. O. Box 3065	Redmond	WA	98053	425-766-0447	425-868-5469
5	Continental Athletic Supply	Jason Soares	P. O. Box 128 - 1050 Hazel Street	Gridley	CA	95948	530-846-4711	530-846-5155
6	Daktronics Inc.	Kyle Williams	309 S Cloverdale St, B-27	Seattle	WA	98108	206-763-6434	206-763-9160
7	Digitalsports/Leagueminder	Michael J. Hewes	61 S. Morton Ave.	Morton	PA	19070	866-695-3248 ext 105	610-543-3478
8	Field Turf	Donny Jones	9530 150th St. SE	Snohomish	WA	98296	360-668-8989	360-668-3790
9	GEAR Athletics	Ray Shine	16101 NE 87th ST	Redmond	WA	98052	425-636-1659	425-497-4714
10	Gilman Gear	Don White	PO Box 3	Snoqualmie	WA	98065	860-889-7334	860-823-1859
11	Gordon Bernard Co.	JJ Johnson	13017 Narcis Ct.	Nine Mile Falls	WA	99026	509-464-0835	509-465-2762
12	Harris Connect	Marie Margiotta	25511 Route 22, Suite C-25	Brewster	NY	10509	845-940-0895	845-940-0801
13	Hellas Construction, Inc.	Heather Williams	503 West 2600 Sout, Ste. 200	Bountiful	UT	84010	801-397-5580	801-397-5586
14	Intrepid Sportswear	Rob Grabow	2910 E. 57th Ave, Ste 5, PMB 293	Spokane	WA	99223	888-228-4732	509-535-4514
15	Kimmel Athletic Supply	Steve Leifer	202 E. Mission Ave	Spokane	WA	99202	509-326-7710	509-325-3913
16	LifeTrack Services, Inc.	Gretchen Heytvelt	1271 Port Drive	Clarkston	WA	99403	800-738-6466	509-758-2162
17	Maxpreps.com	Aaron McHone	4080 Plaza Goldarado Circle, Suite A	Cameron Park	CA	95682	800-329-7324 X228	530-672-8559
18	Mondo USA	C. J. Collins	5575 Yerba Buena Road	Santa Rosa	CA	95409	707-539-9774	707-540-6201
19	Musco Sports Lighting	Tim Butz	2107 Stewart Rd	Muscatine	IA	52761	800-754-6025/4769	800-374-6402
20	Neff Company	Steve Hunker	15000 SW Barcelona Way	Beaverton	OR	97007	503-367-0516	503-626-7277
21	Northwest Recreation of Washington	Roland Radtke	PO Box 726	Naches	WA	98937	509-697-9852	253-276-0014
22	Northwest Sports Photography	Michael Broom	599 SW 150th Ave.	Beaverton	OR	97006	503-644-4842 ext. 222	503-644-5144
23	Pacific Northwest Fundraising	Jay Mitchell	1977Addy Gifford Road	Addy	WA	99101	866-712-4477	509-267-2000
24	PEMCO Insurance	Jim Menzies	325 Eastlake Avenue E.	Seattle	WA	98109	206-714-9923	206-628-4228
25	Rec-Turf, Inc	Dan MacDonald	#675-3540 W. Sahara Avenue	Las Vegas	NV	89102-5816	1-877-325-3222	
26	Red Lion Hotel	NA						
27	Riddell/All American	Larry Pierce	669 Sugar Lane	Elyria	OH	44035	800-275-9844	210-684-4744
28	Rogers Athletic Co.	Mark Torgerson	3760 W Ludington Dr	Farwell	MI	48622	1-800-248-0270	1-888-549-9659
29	Russell Sign Company	Doug Russell	20905 70th Ave. W.	Edmonds	WA	98026	425-775-7010	425-673-5508
30	Saxton Bradley	Tom Hawn	5701 6th Ave. South #466	Seattle	WA	98108	206-762-7688	206-762-4480
31	Schedule Star	Jeff Haught	1145 Market St.	Wheeling	WV	26003	304-217-2500	304-217-2525
32	Seattle Pacific University	Ted Hiemstra	3307 Third Avenue West, Suite 111	Seattle	WA	98119-1922	206-281-2091	206-378-5480
33	Seattle Sports Commission	Ralph Morton	701 Pike St. Suite 800	Seattle	WA	98101	206-461-5819	206-461-5855
34	Solar System Athletic Supply Inc	Marilyn Barker/Joe Veale	3003 E Courtland	Spokane	WA	99208	509-483-3919	509-483-8642
35	Sound Director	John Jackson	4380 S. W. Macadam Ave Suite 540	Portland	OR	97239	503-963-3802	503-963-3822
36	Spokane Athletic	Jeff Sweat	307 E. Spokane PO Box 40182	Spokane	WA	99202	509-747-1071	509-747-1828
37	SPORTS FAB, Inc.	Bruce Zunker	9331 NE Colfax St., #207	Portland	OR	97220	503-408-0920	503-408-0922
38	Sports Imports	Frank Lattimore	PO Box 21040	Columbus	Ohio	43221	614-771-0246	614-771-0750
39	Sprinturf	Henry Hair	18546 NE 19th Place	Bellevue	WA	98008	425-289-9669	425-562-8937
40	U. S. Army	Capt. Rett Burroughs	904 W. Riverside, Ste. 424	Spokane	WA	99201	509-353-2930	
41	United Health Care	Cheryl Norris	805 Executive Ctr. Dr. W, Ste. 220	St. Petersburg	FL	33702	800-237-0903 x6229	
42	Washington Automated, Inc.	Gary K. Kelly	6600 Merrill Creek Parkway, Suite 204	Everett	WA	98203	425-743-7388 x11	425-407-0188
43	Washington Trust	Julie Richardson	PO Box 2127	Spokane	WA	99210-2127	509-353-4324	

# RED LION AT THE PARK CONVENTION CENTER

Booths 1-3 = 8'x9'  
Booths 5-8, 19-21 = 6'x10'  
All others 8'x10' minimum

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# WSSAAA 2009