

MSADA News

Sponsored by Athletic World Advertising and Crown Trophy

Winter 2008

www.msada-md.org

President's Message

The recent national conference held in Nashville, Tennessee was a huge success and Maryland had one of the largest contingents of conference attendees from any state in the nation. Our membership played an important role at the conference with members teaching Leadership Training Courses and workshops, serving on national committees, attending section and delegate assembly meetings and helping out with other tasks in order to make this conference a success. The involvement of the membership at the section and national level speaks highly for our state and I can ensure you that our state's efforts are noticed by other members of the NIAAA.

The following are a few key points that were discussed at the delegate assembly meeting. These include:

- a. Membership in the National Interscholastic Athletic Administrators Association reached an all time high with over 7000 members. It is hoped that the 8500 membership level can be reached by 2010. Currently, Maryland ranks 17th in NIAAA memberships.
- b. Clear Defense has lowered the cost of placing protective coatings on backboards and trophy show cases by 50%. Additional information can be found on the NIAAA website and 25 % of all sales will be returned to the NIAAA endowment program.
- c. Baltimore City and Washington State were selected by the NIAAA as sites for the "Professional Outreach Program." This includes a one year membership in the NIAAA, instruction in LTC 501 and 502 and for every ten participants; one individual will be selected to attend the 2008 National Conference in San Diego, CA. as well as many other benefits as part of the professional development training initiative.

At our state conference in April, we will be offering the new LTC 799 Course (Standards of Excellence in Interscholastic Athletic Programs). I hope many athletic directors take advantage of this opportunity to learn about the new national recognition of your athletic program and the three different levels of recognition created by the National Association for Sport and Physical Education and the NIAAA. This program is a self review that will recognize what you do now and help you improve in the future to make your athletic program the best it can be.

The MSADA will continue to provide professional development opportunities this summer. The fifth Summer Institute will be held on Monday, July 21, 2008 at Paint Branch High School and further information will be available on the MSADA website and at the conference. The New and Aspiring Athletic

Continued....



Karl Heimbach, CMAA

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How Much Is Enough?

Insert

Conference Registration Form

Director's Workshop which includes LTC 502 will be offered at Howard High School on Thursday, July 24, 2008. As in the past, individuals will be able to take LTC Classes and the CAA exam during this week of professional development. Here are some additional dates that members will find useful:

April 10-14, 2008

MSADA Conference in Ocean City.

June 19-22, 2008

Section 2 meeting in Louisville, Kentucky.

July 21, 2008

Summer Institute at Paint Branch High School.

July 24, 2008

New AD Workshop and LTC 502 at Howard High School.

December 14-18, 2008

National Conference in San Diego, California.

We've had a very good year in 2007 and hope to provide more professional development opportunities for our members in 2008. The MSADA is our association. Please join us to be the best that we can be! Finally, I wish you the very best in 2008 as you continue to work hard for the student-athletes in your school and in our state.

5th Annual M.S.A.D.A. Summer Institute

The Maryland State Athletic Directors Association is proud to announce an opportunity to take LTC classes during the summer to improve your skills and knowledge in the field of athletic administration.

Date: Monday, July 21, 2008

Cost: \$90 per class if you register by June 20th, '08.
\$110 per class if you register between June 21st-July 15th, '08.
\$125 per class for registration at the door.

Location: Paint Branch High School (Montgomery County)
14121 Old Columbia Pike
Burtonsville, MD 20866

Classes: Session 1 8:00am-12:00pm
LTC 501
LTC 608
LTC 625
Session 2 1:00pm-5:00pm
LTC 504
LTC 508
LTC 619

Go to www.msada-md.org for more information.

New and Spring AD Workshop

A new athletic director faces numerous challenges and getting started in a new position can be overwhelming for many. Well, help is on the way!

The MSADA will host the 4th Annual New and Aspiring AD Workshop on Thursday, July 24th, 2008 at Howard High School in Ellicott City (Howard County). An expanded presentation of LTC 502 will be taught, which will include sections filled with practical suggestions, guidelines and handouts from experienced athletic directors from around the state.

While this workshop is designed to help the new AD (0-3 years of experience), this session is open to all who would like to complete LTC 502.

Date: Thursday, July 24, 2008

Time: 8:30 am – 2:00 pm

Location: Howard High School

Cost: \$95 – registered by June 20

\$105 – registered between June 21 and July 15

\$130 – registered after July 15 or at the door

Go to the MSADA website www.msada-md.org for the registration form.

Upcoming CAA Dates and Sites

Wednesday, March 26	Hershey, PA
Saturday, April 05	Roanoke, VA
Saturday, April 12	Ocean City, MD
Sunday, April 20	Charleston, WV
Monday, July 21	Burtonsville, MD
Wednesday, July 30	Camp Hill, PA

Supporting the New Coach

*Jim Tapley, CAA, Athletic Director
Northwest High School*

A critical responsibility for Athletic Directors is filling the coaching positions at his/her school. Once the new coach is on staff, many Athletic Directors turn their attention to other pressing tasks. The wise Athletic Director gives the new coach attention and support. The following is a list of ideas of how an Athletic Director can support the new coach effectively.

1. Provide the new coach with a job description, list of expectations, and stipend information.
2. Talk with the new coach about the role of athletics and how it interacts with academics, sportsmanship, and leadership development.
3. The Athletic Director should emphasize the coach's positive impact on the student-athletes, rather than pressure the new coach to win games.
4. Review specific policies (such as scheduling, practice times, transportation, fundraising, issuing and collection of uniforms, etc.) with the new coach so there is a clear understanding of what is expected.
5. Go over a checklist of tasks that the new coach needs to complete and include specific deadlines.
6. Provide resources such as administrative handbooks (school, county, and state levels) and a sport specific rulebook.
7. Provide the new coach with samples of expectations of players/parents, practice plans, schedules, and calendars.
8. Welcome the new coach by providing him/her with some clothing that includes the school's name and logo.
9. Personally introduce the new coach to the players and parents at a special meeting.
10. Send out a press release to local newspapers about hiring the new coach. Also, post the announcement on the school's web site.
11. Introduce the new coach to the faculty and the specific staff members (administrators, security staff, business manager, building service manager, etc.) that the coach will be working with.
12. Assign a veteran coach as a mentor to work with the new coach.
13. Attend some of the new coach's practices and games to observe how things are going.

14. Have weekly meetings with the new coach. The Athletic Director can listen to the new coaches concerns and make recommendations as needed. The AD can also provide encouragement and assist with problem solving.
15. Assist the coach with developing a specific "Emergency Plan" that coincides with the school's overall plan.
16. Assist the coach with player and/or parent conferences as needed.
17. Send a handwritten note of encouragement to the new coach before his/her first game.
18. Present the game ball to the coach after winning his/her first game.
19. Encourage the new coach to join professional organizations, such as the state coaches association.
20. Have an end of the season meeting to review the season and make recommendations for improvement.

In summary, the Athletic Director who supports a new coach is not just helping that person with professional development, but is also strengthening his/her overall program.

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AD: Lee Dove, CAA

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Baltimore, Maryland

Coordinators: Bob Wade and Jessica Ivey

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Coordinator: Ron Belinko, CMAA

Supervisor: Jill Masterman, CMAA

Century High School

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AD: Randy Pentz

Chopticon High School

Morganza, Maryland

AD: Richard O'Donnell, CAA

Col. Zadok Magruder High School

Rockville, Maryland

AD: Karl Heimbach, CMAA

Francis Scott Key High School

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AD: Craig Walker, CAA

Great Mills High School Athletic Boosters

Great Mills, MD

AD: Brenda Henley, CAA

Howard County Public School System

Office of Athletics

Ellicott City, Maryland

Coordinator: Mike Williams, CMAA

Interscholastic Athletic Association of Maryland

Pasadena, Maryland

Executive Director: Susan Thompson

Kenwood High School

Baltimore, Maryland

AD: Derek Maki, CMAA

Liberty High School

Eldersburg, MD

AD: Ed DeVincent

Leonardtwn High School

Leonardtwn, MD

AD: Glenn Larned, CAA

Loch Raven High School

Towson, Maryland

AD: David Hoch, CMAA

Long and Foster Real Estate, Inc.

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Associate Broker and Past President: Bob Graves, CAA

Maryland State Coaches Association

Baltimore, Maryland

Maryland Public Secondary Schools

Athletic Association

Baltimore, Maryland

Executive Director: Ned Sparks

New Town High School

Owings Mills, Maryland

AD: Reggie Brooks, CAA

Randallstown High School

Randallstown, Maryland

AD: Mike Gelman, CAA

Reservoir High School

Fulton, Maryland

AD: Ken Klock, CAA

Richard Montgomery High School

Rockville, Maryland

AD: Bob Maxey, CAA

St. Mary's High School

Annapolis, Maryland

AD: Dave Lanham

South Carroll High School

Sykesville, Maryland

AD: Jim Horn, CMAA

Westminster High School

Westminster, Maryland

AD: Terry Molloy

Upcoming 2008 Leadership Training Courses

MARYLAND Sites

www.msada-md.org for more information

Date	Time	Place	Course	Cost
Thurs., April 10	6:00 pm - 10:00pm	Ocean City	LTC 501 LTC 617 LTC 720	\$90 - \$125
Fri., April 11	8:00am - 12:00pm	Ocean City	LTC 504 LTC 701 LTC 714	\$90 - \$125
Sat., April 12	8:00am - 12:30pm	Ocean City	LTC 799	\$90 - \$125
Mon., July 21	8:00am - 12:00pm	Burtonsville	TBA	\$90 - \$125
Mon., July 21	1:00pm - 5:00pm	Burtonsville	TBA	\$90 - \$125
Thurs., July 24	8:30am - 2:00pm	Ellicott City	LTC 502	\$95 - \$130

PENNSYLVANIA Sites

www.psada.org for more information

Date	Time	Place	Course	Cost
Wed., March 26	8:00am - 12:00pm	Hershey	LTC 501 LTC 504 LTC 613	\$125
Wed., March 26	1:00pm - 5:00pm	Hershey	LTC 502 LTC 617 LTC 724	\$125

VIRGINIA Sites

www.viaaa.org for more information

Date	Time	Place	Course	Cost
Wed., April 02 thru Sun., April 6		Roanoke	LTC 506 LTC 508 LTC 608 LTC 616 LTC 619 LTC 714	\$135
Fri., July 18	8:00am	Charlottesville	LTC 506 LTC 624 LTC 724	\$135
Fri., July 18	1:00pm	Charlottesville	LTC 502 LTC 612 LTC 618 LTC 619	\$135
Sat., July 19	8:00am	Charlottesville	LTC 501 LTC 504 LTC 613 LTC 615	\$135
Sat., July 19	1:00pm	Charlottesville	LTC 608 LTC 611 LTC 616 LTC 723	\$135

Congratulations to the 2008 District ADs of the Year

They will be honored at the Conference Banquet
on Saturday, April 12th:

District 1A

Bill Sterner, CAA, Hancock Middle-Senior HS

District 1B

Terry Molloy, Westminster High School

District 2A

Jeffrey Rose, CAA, Charles E. Smith Jewish Day School

District 2B

Ronald Lane, CAA, Springbrook High School

District 3

David Sharpless, Fairmont Heights High School

District 4

Rich O'Donnell, CAA, Chopticon High School

District 5

Marianne Shultz, Northeast High School

District 6

Russell Lingner, Sparrows Point High School

District 7

Gary Brown, North East High School

District 8

David Byrd, Pocomoke High School

District 9

Gregory Warren, Carver Vocational-Technical HS

District 10

Terri Moeser, Maryvale Preparatory School

District 11

Dave Lanham, St. Mary's High School

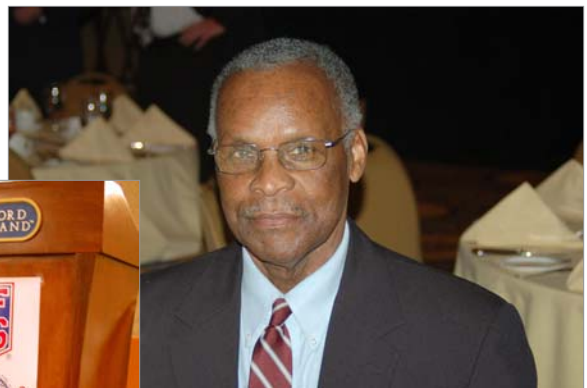
Our Wonderful Members!



Dave Anderson and Dave Hoch



Jim Tapley and Carol Satterwhite



Ray Moore



Bob Maxey and Karl Heimbach



*Mary Fisher wins
South Carolina's door prize.
This was Mary's 4th door prize win.*

Our Wonderful Members!



Karl Heimbach, Jim Tapley and Derek Maki attending the Delegate Meeting



First Timers Jeannie Prevosto and Jean Vanderpool



Joe Sargent and Andy Warner enjoying the luncheon



Retirees Bruce Cowan and Ralph Osborne



Maryland attendees waiting to see if they've won a state door prize



Karl Heimbach presenting Maryland's door prize



Jeff Rose and Dave Hoch

2008 Conference Highlights

Leadership Training Courses

Thursday, April 10 – 6:00pm – 10:00pm

LTC 501 – Philosophy, Leadership Organizations and Professional Programs

LTC 617 (formerly 517) – Administration of Interscholastic Sports Medicine Programs

LTC 720 (formerly 520) – Character and Coaching

Friday, April 11 – 8:00am – 12:00pm

LTC 504 – Legal Issues I (Risk Management)

LTC 701 (NEW) – Administration and Application of Middle School Athletic Programs

LTC 714 (formerly 514) – Dealing with Challenging Personalities

Saturday, April 12 – 8:00pm – 12:30pm

LTC 799 (NEW) - Standards of Excellence in Interscholastic Athletic Programs

NFHS Fundamentals of Coaching Course

Thursday, April 10th 3:30pm – 5:30pm

Workshops

- “Hazing”
- “Transitioning from one School to Another- Ideas That Work”
- “Captain’s Clinic - Preparing Students to be Leaders”
- “Motivational Leadership: Setting a Positive Example By Motivating and Recognizing Others”
- “Effective Public Address Announcing”
- Roundtable Discussion “Current AD Issues”

Featured Speakers

Johnny Holliday, Radio and TV Personality and Play-By-Play Announcer for the Maryland Terrapins

Rachel Dougherty, 2008 U.S. Naval Academy Graduate and Volleyball All-American

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32nd Anniversary M.S.A.D.A. Conference Registration
April 11-13, 2008
Princess Royale Hotel and Conference Center
Ocean City, Maryland

Last Name _____ First Name _____
 School _____ School Phone _____
 School Address _____
 City _____ State _____ Zip _____
 Home Address _____ Home Phone _____
 City _____ State _____ Zip _____

Are you a member of: MSADA _____ NIAAA _____ Years as Athletic Director _____

Conference Registration

\$95.00 per MSADA member (\$110.00 at conference) \$ _____

\$125.00 per non-member (\$150.00 at conference) \$ _____

If you have not paid your 2007/08 state dues – add \$30.00 (\$10 retired members) \$ _____

Registration includes one Saturday Banquet ticket and Sunday Breakfast ticket

Registration fees are Non-Refundable after April 1st

Spouse/Guest Registration

Name of Spouse/Guest _____

Will spouse/guest be attending the complimentary Saturday Spouse/Guest Breakfast? Yes No

\$30.00 per extra banquet ticket How many? _____ \$ _____

\$10.00 per extra breakfast ticket How many? _____ \$ _____

Seafood Buffet on Friday, April 11th, 5:30 pm – 7:00 pm

Phillips Crab House
2004 Philadelphia Avenue

\$30.00 per ticket How many? _____ \$ _____
 (children 5-7 yrs - \$13; 10-12 yrs - \$16)

Buffet includes crab legs, mussels, shrimp, beef, chicken, ham, salads, vegetables, pastas, bread and desserts

Golf Registration on Friday, April 11th,
Ocean City Golf and Yacht Club

\$95.00 per person Shotgun Start beginning at 7:30
 (limit of 72 participants)

Name of Golfer

1. _____ \$ _____
 2. _____ \$ _____
 3. _____ \$ _____
 4. _____ \$ _____

NEW COURSE

Thursday, April 10th 3:30pm – 5:30pm - \$35.00

NFHS Fundamentals of Coaching Course

Provides a unique student-centered curriculum for interscholastic teacher/coaches, assisting them in creating a healthy and age appropriate athletic experience that supports the educational mission of our nations schools

\$ _____

LEADERSHIP TRAINING COURSES - \$ 90.00 if postmarked by March 8

\$110.00 if postmarked from March 9 - March 22

\$125.00 after March 23 (you will not receive your class materials and certificate until May)

Thursday, April 10th 6:00pm – 10:00pm

LTC 501 – Philosophy, Leadership Organizations and Professional Programs

This flagship course of Leadership Training serves as an overview for 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.

\$ _____

LTC 617 (formerly 517) – Administration of Interscholastic Sports Medicine Programs

This course examines the role of the athletic director and other school administrators in supporting and developing the interscholastic sports medicine program within a school or district. In this regard, topic coverage will include: (1) philosophy of sports medicine services; (2) roles and responsibilities of the Certified Athletic Trainer (A.T.C.); (3) roles of other members of the sports medicine team; (4) the high school sports medicine center – specifications and equipment; (5) helping parents, athletes and the general public understand the role of the athletic trainers; (6) legal issues and risk management strategies; and (7) contemporary administrative issues and response strategies.

\$ _____

LTC 720 (formerly 520) – Character and Coaching

For your school’s athletic program to be truly character-based, it is essential that the school’s stakeholders (athletic director, principal, superintendent, school board and parents) act on the established core virtues in the mission statement of the athletic department. When professional stakeholders walk the talk, their actions speak volumes to the student-athletes and the community at large. This course provides administrators with a “full stakeholder” approach to make the athletic department mission come alive on the athletic field. The course is interactive, has useful activities and provides the administrator with a template ready to use in his or her school.

\$ _____

Friday, April 11th 8:00am – 12:00pm

LTC 504 – Legal Issues I (Risk Management)

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

\$ _____

LTC 701 (NEW) – 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.

\$ _____

LTC 714 (formerly 514) – Dealing with Challenging Personalities

This course examines the causes of challenging or difficult personalities in society, with specific reference to interscholastic athletic programs. Basic management strategies include the use of emotional intelligence and transactional analysis considerations and methods. Specific protocols will be defined for dealing with individuals who “must be right,” “must win,” “must be logical” and “must be accepted.” In addition, techniques will be covered for preventing or responding to anger, sarcasm, denigration, complainers and backbiters and rigid-obstinate personalities. A model will also be discussed for creative interaction with parents who demand involvement in athletic department decision-making or who seek to influence the decisions of senior administrators.

\$ _____

Saturday, April 12th 8:00am - 12:30pm

LTC 799 (NEW) - Standards of Excellence in Interscholastic Athletic Programs

This course has two purposes and potential benefits for high school athletic directors. For newly or recently appointed directors, the course provides an overview of 11 NIAAA Leadership Training Courses (LTCs) including key concepts, strategies and best practices. Whether working to improve a program or looking for long-range planning guidance, this overview of 11 NIAAA course components can be of value. At the close of each of the nine chapters contained in the course manual, other LTCs are cited wherein an athletic director can derive more detailed information on a particular topic addressed within each 799 chapter. For more experienced directors, the same planning and guidance benefits can be derived. However, an additional benefit and incentive can be realized by seeking NIAAA and NASPE Recognition of Program Excellence in one of three categories (Meritorious, Distinguished and Exemplary). For this purpose, the course provides an assessment instrument that describes in detail important components of an educationally sound interscholastic athletic program.

\$ _____

Please send registration form and check payable to MSADA to:

**MSADA
5467 Gloucester Road
Columbia, Maryland 21044**

**Total Amount Enclosed
Sorry no credit cards**

\$ _____

10

DEADLINE for CONFERENCE and HOTEL REGISTRATIONS - APRIL 1st
Princess Royale MSADA Conference Room Rates - \$110.00 per night
Hotel reservations must be made directly with the Princess Royale 1-800-524-7777



NIAAA News

www.niaaa.org

There were over 60 representatives from Maryland at the National Conference in Nashville, Tennessee in December. They attended workshops and meetings, spoke at workshops, taught or administered leadership training courses and/or volunteered in various capacities. If you have not attended a national conference, you are truly missing something very special. Next year's conference will be in San Diego, California.

Maryland had five members present workshops. Dr. David Hoch, CMAA, presented "*Writing Documents: Policies, Conduct Codes, Guidelines, and Grants*". Karl Heimbach, CMAA spoke about "*Time Management and Timing Saving Ideas*" and Mike Gelman, CAA, Derek Maki, CMAA and Jim Tapley, CAA made a presentation on "*New Ideas in Fundraising*"

Baltimore City was selected by the NIAAA to be part of the Professional Outreach Program. This program provides professional development to athletic administrators who are unable to attend state or national conferences. On February 20, the Baltimore City athletic administrators will be offered LTC 501 and LTC 502 at no cost. After completing these two courses those who participated will have earned their Registered Athletic Administrator (RAA) Certification. In addition, each participate will be given a one year NIAAA membership and one or two of the athletic administrators participating will be given complimentary registration and lodging at the 2008 National Conference in San Diego.

Congratulations to Mary Fisher. Mary won the state door prize from South Carolina. Melvin Imai from Kailua, Hawaii won the Maryland state door prize.

Additional congratulations to Michael Duffy from Howard High School. He completed his CMAA certification last fall.

Finally, thanks to you, the MSADA received a rebate check for \$120.75 from Clell Wade Coaches Directory.

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Questions, Answers, Ideas...

Question from the Fall Newsletter:

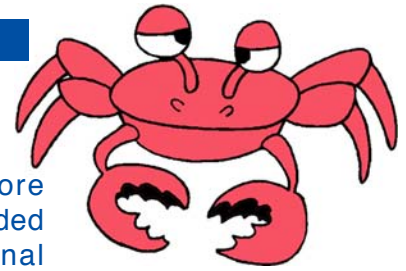
What creative fundraising ideas do you have at your school to raise additional money for the athletic department?

1. Offer different levels of sponsorship with your booster club.
2. Sell reserved parking as part of a special booster club package.
3. Cow chip bingo on the stadium field.
4. Sell Italian Ice after school or any other product.
5. Have a sporting goods store sell shoes, socks, etc. before each season and you receive a percentage of the sales.
6. Advertising on athletic season calendars.
7. Advertising on a message board during games.
8. Name a field for a certain number of years.
9. Sponsorship for athletic tournaments.
10. Doctor donates time and gives athletic physicals at school for a reduced cost.

New Question:

What are ways you train people to cover athletic events, when you are unable to be there?

CRAB TALK!



District 2B (Montgomery County Public Schools)
Richard Montgomery High School moved into its new facility during the winter break. Athletic Director Bob Maxey, CAA, has overseen a smooth transition for the athletic department.

Congratulations to Gaby von Nordheim, CMAA, MCPS Athletics Specialist, for being selected as the recipient of the District 2B Award of Appreciation for the 2007-2008 school year.

Congratulations to Ron Lane, CAA Athletic Director at Springbrook High School, for being selected the District 2B Athletic Director of the Year for the 2007-2008 school year.

District 6 (Baltimore County)
The district was well represented at the National Conference in Nashville. Ron Belinko, CMAA, Baltimore County Athletic Coordinator, taught LTC 707 (Assessment of Interscholastic Athletic Programs and Personnel). Ron serves on the NIAAA Certification Committee, as well. Mike Lafferty, CAA, from Dulaney High School taught LTC 615 (Athletic Field Management). And Dave Hoch, CMAA, from Loch Raven, taught LTC 710 (Current Issues in American Sports). Dave, also, serves on the Awards Committee.

In addition, workshops were taught by Dave Hoch, Mike Gelman and Derek Maki (see NIAAA News)

District 8 (Eastern Shore Counties)
The Bayside Conference has purchased two Tanita scales and two calipers for their north and south divisions for weighing wrestlers.

The Bayside Conference Sportsmanship Award was won by Parkside High School for the third year in a row.

The Parkside varsity football team made it to the state playoffs for the first time in their school history. They beat undefeated Wicomico High School in the regional semi-finals.

Several Eastern Shore representatives attended the NIAAA National Conference in Nashville, Tennessee.

District 9 (Baltimore City)
Congratulations to the Dunbar Poets football team. They won the 1A State Football Championship in December. The team's goal was to win the championship to honor their coach Ben Eaton, who passed away in August.

Congratulations to Jessica Ivey and LaDonna Schemm. Jessica was named as coordinator of athletics and LaDonna is the new physical education specialist.



Maryland State Coaches Association

There are still many coaches in Maryland who aren't members of the Maryland State Coaches Association. Please encourage your coaches to join, or better yet, pay for part or all of their membership.

They won't find a better bargain or professional opportunity. For a \$16 membership fee, which is the lowest of any NFHS Coaches Association affiliate member in the country, coaches get:

- \$1 million liability coverage
- Up to 4 issues of Coaches' Quarterly, an excellent professional magazine
- And more ...

Better prepared coaches cause athletic directors less problems and provide our student-athletes with a better experience. Membership in the MSCA is a great step toward professionalism for your coaches.

For a membership form or to have any questions answered, contact David Hoch at dhoch@bcps.org.

The Little Things We Do For Our Coaches, Makes a Difference

*Derek Maki, CMAA, Athletic Director
Kenwood High School*

Many athletic directors have been or are still active in coaching a sport. If we think back to a situation like a tough loss, an irate parent confronting us at the worst possible time, or just an uninspiring practice, was there anything your athletic director might have been able to do for you?

For example, there may have been little things that would have helped you. Something that, perhaps, just takes a little bit of planning but will go a long way in keeping the morale positive.

As athletic directors we don't always think of the little things we can do for our coaches that they might appreciate and help make their jobs more fulfilling. Of course, what is working in one setting may not always work in another. This means you have to be adaptable to the given situation you are in and be in touch with what works for your staff. The following is a short list that may work for you and your coaching staff. These are items that have been successfully used or borrowed from others.

1. Create an organized athletic office. Coaches appreciate an office that is professional and organized. Whether it is small or large, the way the office is set up gives everyone his or her first impression of what's happening in your program. Coaches will appreciate knowing where to look for files and get needed forms. It has to be functional.
2. Orient your new coaches with the athletic office so they know where to find forms, keys and other important items. This is important for the time when you may not be available to help.
3. Have a separate desk, located in the athletic office with a computer for your staff to use 24/7. Coaches need to report scores and deal with email and this gives them a somewhat private spot to accomplish these tasks.
4. Provide Twizzlers or some type of candy for the coaches in the office. The sweet taste and sugar blast makes most of us feel better even after a loss. Of course, make sure any food items are kept in containers so that you don't attract rodents.
5. Informally, present a coach with a certificate after his or her first varsity win. Hand it to them the following day at an appropriate time. This effort works best if done in a timely manner.
6. Take time to let a coach vent and complain without giving advice. Of course, your time as athletic director is valuable and you can't take too much time out of your day, so be aware of your time management. However, even a little bit of listening can be helpful.
7. Share a joke or two with a coach. When passing in the hallway or crossing paths in the locker room, a little joke goes a long way to relieve tension.
8. Make a point of visiting practices on a regular basis. This can not be done everyday, but get out as much as you can. Take a note pad with you in case the coach has a concern or you have one. Make a point of saying hello when the time is appropriate, but not in the middle of a drill or when the coach is instructing. It may be the only time a coach will see you that day.
9. Provide quick responses to emails or questions from your staff. Try reading your email periodically throughout the day and always take time to write a brief response. Longer responses should occur within 24 hours. Coaches know they can ask for advice or assistance and they will be appreciative.
10. Talk directly to the coach if there is a problem and not to other coaches or parents. Always be up front. This should be done in private, of course. Be prepared in advance with a set agenda. Since an athletic director is always busy, this type of meeting will need to be scheduled.

11. Let the coaches know that you are there to support them and mediate problems when dealing with an irate parent. If other avenues can't resolve the situation, the coach or athletic director can schedule a meeting.
12. Pay part or all of their fees for membership in the state coaches association. It's very important to encourage your coaches to get involved in professional organizations. Continuous development is important in any organization. If you help pay, they realize how important you think it is. The funds can come from gate receipts or other funding sources. The \$200 or so dollars spent, will provide huge benefits not only to your coaches but also for your athletes and program.
13. Coaches love apparel and it is a nice touch if you try to provide some type of spirit item each season. If you can, vary what you purchase each season. This helps build unity and a professional appearance.
Funding will dictate the cost of what you purchase. Usually \$15-\$20 per coach is adequate. If necessary, have the coaches pay for half the cost. With this in mind, keep the shirt size for each coach on file.
14. Pay partial fees for clinic attendance. \$75 per year for each coach to attend a clinic may be adequate. Have a set amount in your budget for this fund, enough for at least 25% of your staff. After the funds for the year are depleted, you can explain, "Sorry, I'll put you on the list for next year." Your booster club may also be happy to contribute as well.
15. Offer words of encouragement after a tough game or match. Sometimes if you cross paths after a game, you might say something like, "Coach, I liked the effort by your team." Or if you see a coach showing frustration, stop and see them before you leave, and say something positive.
16. Give your coaches an opportunity for input into athletic policies at the end of the year. This can be done through an open discussion meeting in which the coaches review procedures and give their ideas on possible changes. To improve efficiency and create more thoughtful answers, try sending out guiding questions and ask for written responses a week in advance of the meeting. You can prioritize the results and meet with the coaches near the end of the school year. This meeting should take place in a quiet place, like the library. After the meeting, send out a written report summarizing the meeting. This gives the coaches a chance to meet together and resolve some issues and it gives another opportunity for positive interactions.
17. Put a concerted effort into trying to keep the locker rooms and facilities as clean as possible by keeping the custodial staff aware of any problems. Emphasize to the athletes and coaches what their responsibilities are. A clean and neat locker room area gives everyone a positive first impression of the program and the pride the school has.
18. Follow up with all equipment requests in a timely manner. By having a uniform rotation system, you demonstrate fairness and equity, because you can only purchase new uniforms for a few programs each year. Reasonable requests are then submitted to the booster club or included in the next budget.
19. Have an appreciation breakfast every season for your coaches. Try utilizing the athletes to help, because they are directly involved during that season and they are usually happy to do it. In order to defray the costs, donations can be accepted and the booster club may be able to help as well. This is a great way for your staff to start the season.
20. Have a social gathering for all staff during early June to celebrate the end of another successful year. Family and friends can also be invited. This is a good chance for everyone to relax and reflect on the accomplishments of the past year. It can be held at a local restaurant or at school. Again, seek out the booster club or a local businessperson to fund this.

While many of these suggestions are simple and inexpensive, they can go a long way toward improving the climate of your athletic program. Most individuals react positively to a little care, concern, attention, help and sincere appreciation.

How Much is Enough?

Tim Cleary

Turf Equipment & Supply Company, Inc.

Does anyone really know how much water they are applying or should be applying to their sports fields? Is the controller program set once in the spring when the irrigation system is turned on? Do you have wet corners, dry middles or mushy infields?

Irrigation scheduling is key to providing the right amount of water, in the right place at the right time. Improper scheduling of an irrigation system can waste as much as 50% of the water applied. For example, irrigating during windy conditions or during the heat of the day can cause water losses of 30%! That's 30 % of the water your applying never even reaches the plants.

We should all be good stewards of one of our most precious resources. Since most of us have facilities that are highly visible to many, we can help set the example of proper watering. The water restrictions in our region during the last few years underscore the importance of conserving water.

There are many factors to consider when scheduling your irrigation. Local climactic conditions such as temperature, solar radiation, wind and humidity all play a role. Other factors such as soil type, plant type, slope and vegetative cover are also important components. In the irrigation industry, we focus on Evapotranspiration, which is a combination of many of the above mentioned factors.

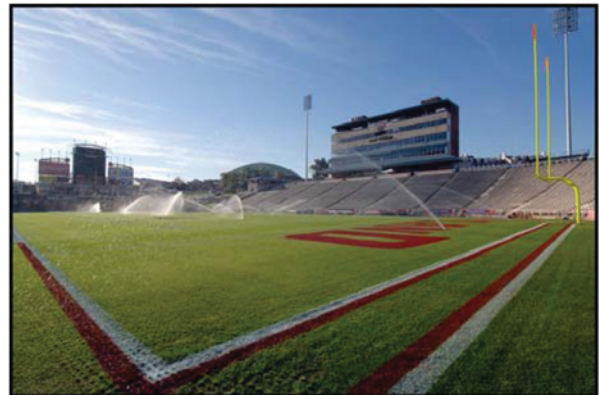
Evapotranspiration, or ET as it is commonly called, is a measurement of the amount of water loss. ET is a combination of two principles: evaporation and transpiration. The primary cause of water loss is evaporation. Water evaporates into the atmosphere from the surface of soils thereby pulling more water from the soil below. As you might expect, on hot, sunny days there is more loss than on cloudy, overcast days. Windy days cause more evaporation. High humidity, a condition that typically exists in the Mid-Atlantic region, lessens evaporation losses when compared to the dry air of places such as the arid Southwest.

Transpiration is the other factor in the ET equation. Water is absorbed by the roots of plants, is passed upward through its tissue and evaporates from the stomata (pores) of the stems and leaves. This process is critical to plant health as it both transports nutrients and cools

the plant. Think of how humans perspire to keep cool. The hotter it is the more we perspire. It's the same with plants. The hotter it is the more they transpire.

It is important to understand the role of the soil- or as it is more affectionately known- dirt. The soil is the reservoir where the water is stored as it evaporates or is taken by the plants. Our irrigation is aimed at replacing what's lost from this reservoir. That's the whole point to irrigation right there, irrigating to replace the water lost from the soil to ET!

Water adheres to the soil particles. If you can envision layers of water around a particle, the closer you get to the actual grain of sand or clay, the more tightly the water is held. The outer layers are lost to ET first. As the layers get closer to the soil particle, it becomes a fight



Proper irrigation scheduling conserves water and promotes healthy, safe surfaces.

between the plant and the soils adhesion forces-this is where you start to see the plant wilt or turf turn purple. The plant is stressed!

Soils are composed of three basic particles: clay, silt and sand. Clay is a smaller particle, there are more of them and they sit closer together. Sand is the opposite extreme: larger particles and more loosely held together due to their size. Clay dominated soils can hold a lot of water as all those particles are adhering water. Due to the small size of the particles, they are closer together and therefore don't let water into the soil or through as well as other soils. Think of your clay fields and the puddles that can form during rain storms or how wet they can stay for long periods

of time. Sand fields drain well but give up their water readily. The lesson- clay soil fields are going to be irrigated in shorter times per cycle to let the water infiltrate, for multiple cycles to fill the large reservoir, but with longer intervals between watering. If you have sandy fields, you can irrigate heavily. Do it carefully as water can drain right on through the rooting zone and be lost. Most importantly, irrigate frequently as sand will not hold much water to be used for ET.

So what role does rainfall play in our irrigation scheduling? Well...it depends (you know I couldn't give you a simple answer). Usually only 30% of rainfall is considered effective. That is, the rain that actually infiltrates the soil and is held for ET. The rest is lost to surface runoff or drains through the soil. Think about the month of July. July is typically our hottest month and also has the highest ET. We do get an average rainfall of 4 to 5 inches during the month, which sounds great. Most of this water is the result of thunderstorms, and very little of it can infiltrate the soil because it comes too fast. It runs off to puddles, swales and drains or it drains through the rooting zone due to sheer volume.

That's a lot of information, and we still have not discussed how many minutes to put on each station or how many days per week to water or at what time we should actually water. OK, since you now have some background, here are the 'cliff' notes.

1. Controllers should be reprogrammed at least three times per year. Spring, summer and fall. More is better, less is not an option. Remember all the factors that affect ET. ET is definitely different in May than in August. We must adjust our controllers to account for this. The historical average peak ET that we focus on replacing with irrigation is usually around 1.25" to 1.75" per week in July. Set your controller to replace this much water and then use your percentage adjust switch or day intervals to change it for the rest of the year. You're going to need to know your sprinkler head precipitation rate and efficiencies, so see point 2.
2. Since conditions differ on every site, it is worth having a system audit done or consult with an irrigation professional. There are many certified irrigation auditors (CLIA certification) who have been trained and tested by the international Irrigation Association. System efficiencies, turf

grass type, and sprinkler precipitation rates are other important factors that we have not discussed that these individuals will consider when auditing your system.

3. Don't count on rain. It may not provide much benefit. Rain sensors, a minimal investment, should be part of every system to suspend irrigation when it rains.
4. There are many recent technological advancements in the irrigation industry. Consider changing your controller if it is more than 5 years old to a newer model that can react to ET automatically. These controllers are affordable, save you time, save water and make your turf healthier.



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