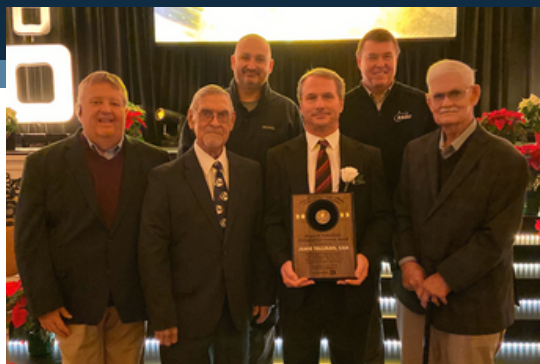


NEWSLETTER



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Jamie Tallman, Union HS Athletic Director, with his NIAAA Distinguish Service Award at the NIAAA National Conference in Nashville last December. This years NIAAA National Conference will be in Orlando, FL from December 16-19. After the December Conference, Jamie will begin representing the WVADA and NIAAA Section 2 on the NIAAA Board of Directors.

Recognize, Acknowledge, Extend Dr. Joe Sanfelippo Fall Creek School Dist (WI)



Dr. Sanfelippo explains his system for managing the minutiae that ADs deal with daily. His process for getting in the right mindset is based on 'recognize, acknowledge, extend'. What is being done to recognize the greatness of your colleagues and people around you? Are you acknowledging that they are great at their jobs and are you extending that to others? Put yourself in the right mindset at the beginning and end of the day. (Coaches Insider)

- [Event Management Checklist](#)
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WVADA 44TH ANNUAL CONFERENCE AND AWARDS WRAP-UP



Phil Rison, NIAAA Executive Director, encouraged all athletic directors to be aware of the positive influences they have on their student-athletes, coaches, student body and school during his "Game Changers for Life" presentation at the conference.

Thanks to all WV Athletic Directors who attended the 44th Annual WVADA Spring Conference held at the Stonewall Resort on April 1-3 in conjunction with the WVSSAC Board of Control Meeting. We had a record-setting year with over 65 attendees which included 21 first-time attendees. We had over 18 exhibitors and sponsors who participated in the conference.

The conference was an opportunity to learn, network and share fellowship with other athletic directors from around the state. There were 42 participants in the 6 NIAAA Leadership Training Classes (LTC) that were offered. Attendees were able to hear and interact with Phil Rison, NIAAA Executive Director, who did a presentation titled "Game Changers for Life". Phil was our keynote speaker for the conference, and we were fortunate that he chose to come to the WVADA Conference to share with us. Workshops on

"Navigating Schedule Star", "Legal Responsibilities for Coaches and AD's", "Concussions: Return to Play & Learn" and "Athletic Safety Equipment Issues" gave participants a lot of information and the opportunity to ask questions and discuss. The "Roundtable Discussion" has always been a popular workshop. For the first time this year, we had two sessions that allowed participants to select from different topics that proved popular with attendees. The "WVSSAC Update" was especially important this year due to the number of hot topics coming from the previous legislative session. For the second consecutive year, WVADA members were able to do a presentation on "Legal Responsibilities for Secondary Administrators When Dealing with School Activities" to principals who were attending the WVSSAC Board of Control Meeting.

Art Petitto, Retired AD from Bridgeport Middle School, commented that "After my first Conference 20 plus years ago, I was told that I would return. This was very true. Each one seems to get better and better, especially the last two. The attendance is growing, and the vendors and speakers make it a great experience. I think the move to Stonewall has been very beneficial."

Don Dellinger, WVADA Assistant Executive Director, who has attended every conference since

1989, said: "I was impressed with the networking and sharing of ideas among all the conference attendees. Whether it was during the workshops, the LTC classes or just during breaks, it was great seeing AD's from around the state sharing. The quality of the workshops, roundtable discussion and the LTC classes is excellent, but there is so much to gain from the networking opportunities."

Many of the comments that were received from some of the attendees echo the comments above. Some of those comments are below.

- Enjoyed being able to communicate and share ideas with other AD's.
- It was important to network and connect with fellow AD's.
- There was a laid-back atmosphere that lends itself to networking.
- LTC classes are informative, very conversational, easy to understand and able to bounce ideas off one another.
- A pro to the conference is learning that I am not alone with issues and items that I may face in my school and district.
- Conversations about what we are dealing with at our schools and how to help one another are beneficial.
- It is good to have professional development opportunities.
- Reassurance that what we are doing is worth it.
- Speaking with different vendors helps.

CONFERENCE AND AWARDS WRAP-UP - CONTINUED



Don Dellinger, Jamie Tallman and Harold Erwin accepting the Dual Membership Banner from the NIAAA. Our membership in the WVADA and NIAAA has grown significantly. Our 2023-24 WVADA/NIAAA membership is 78.

A highlight of every conference is the awards banquet where outstanding athletic directors, community members and student-athletes are recognized for their hard work and achievements. This year, over 100 people attended the banquet to honor our award winners.

Those recognized included:

2023 WVADA Scholarship Award Winners (\$1,000 each)

Levi Paxton
Herbert Hoover High School
Anne Cimino
Charleston Catholic High School

2023 WVADA High School Athletic Director of the Year

Dan Comer
Berkeley County Schools

2023 WVADA Middle School Athletic Director of the Year

Jessica Logar
Lincoln Middle School

2023 NIAAA State Award of Merit

Greg Bonnell
Doddridge County High School

2023 Distinguished Service Awards (given to community members in recognition of their service to their local schools and community)

Clayton Brandli
East Fairmont High School
Derek Dalton
Chapmanville High School
Marvin "Greasy" Gandee
Herbert Hoover High School
Steve Kinnie
Keyser High School
Larry Ramsey
Clay County High School

Five Year Membership Certificates

Jason Bankston
Huntington Middle School
Candance Eddy
South Middle School
Jared Robertson
Greenbrier West High School
Roger Simmons
John Marshall High School
Trey Stewart
Hampshire High School

Fifteen Year Membership Ring

David Viands
Jefferson High School

Twenty Year Membership Watch

Greg Bonnell
Doddridge County High School
Bill Gillispie
Retired from Charleston Catholic High School
Sheryl Hulmes
Retired from Greenbrier East High School
Art Petitto
Retired from Bridgeport Middle School

Forty-Five Year Award

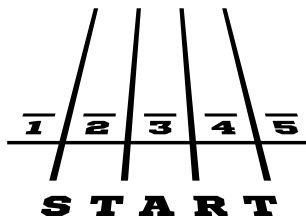
Harold Erwin
WVADA Executive Director
Gary Ray
Former WVSSAC Executive Director

The WVADA is looking forward to the 2024 WVADA Spring Conference and seeing all attendees from this past Spring return. Also, please encourage other athletic directors from your county, district or league who did not attend last year to join us at the Stonewall Resort on March 23-24 which is in conjunction with WVSSAC Board of Control on March 25-26. There will be more information in the WVADA January Newsletter about the conference. You will be receiving emails in January concerning nominating individuals for the various awards, conference registration and room reservations. Conference registration and room reservations will be open through Family ID after January 15. Have a Great 2023-24 School Year and Hope to See You at the Stonewall Resort in March.



Congratulations and Thank You to all our Distinguished Service Award Winners. Also, thank you to the community volunteers in all our schools. Without them, our schools would not be able to provide all the wonderful opportunities that they do for the students.

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2023-2024

New Athletic Directors



Jason Smith (Berkley Springs)
Sharon Desper (Braxton County)
Tom Sears (Bridgeport)
Danyelle Schoonmaker (Bridgeport MS)
Trevor Mouser (Buckhannon Upshur MS)
Derek Palley (Buffalo)
Joshua Isaacs (Buffalo)
Jason Bankston (Cabell Midland)
Aaroon Daly (Charles Town MS)
Shawn Krajeski (Clay County)
Rusty Connor (Fairmont Catholic School)
James Surface (Fayetteville PK/8)
Michael Armstrong (Georg Washington)
Virginia Ellis (Gilbert Pre K/8)
Brittany Porter (Guyan Valley MS)
Jeff Loftis (Hayes MS)
Allison Cline (Huff Consolidated Ele/MS)
Bruce Senior (Huntington)
Tyler Terango (Liberty Harrison)

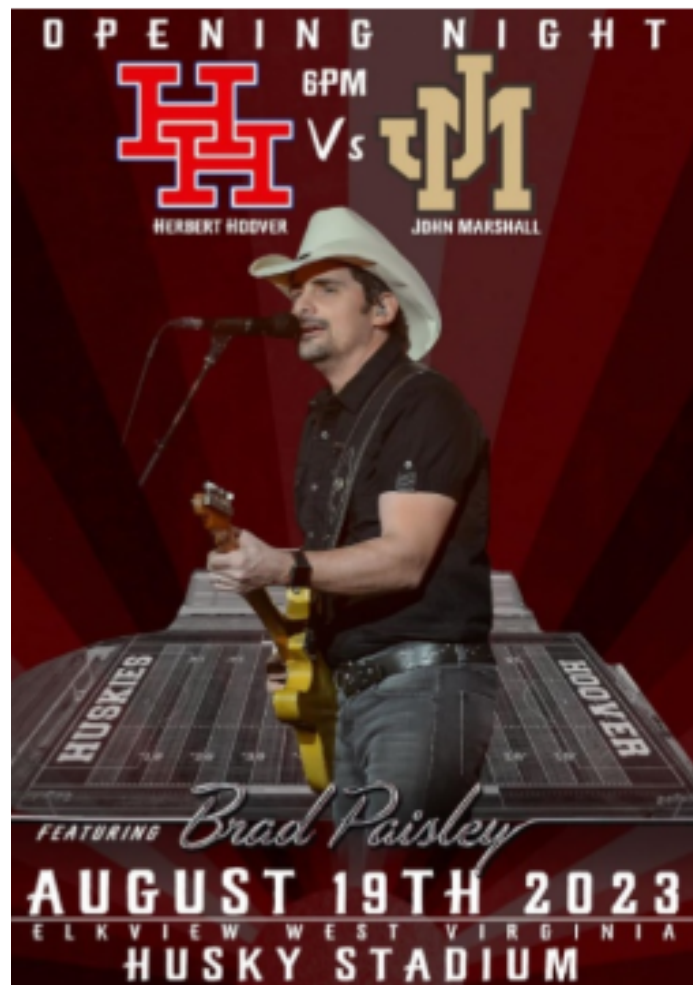
Jason Heckathorn (Madona)
Justin Lightfoot (Montcalm)
Julie Zoellers (Oak Glen)
Jackee Propst (Pendelton County MS/HS)
Chandra McCoy (Ripley MS)
Derek Thorne (Romney MS)
Zach Boyd (Scott)
Ronnie Olson (Shady Spring)
Kurt Palffy (Shepherdstown MS)
Alec Hunt (Sherman)
Jackie Sheppard (Short Line MS)
Frank Tate (South Harrison)
Markisha Coleman (Suncrest MS)
Jeff Derby (Valley Wetzel)
Rachel Smith (Washington Irving MS)
Logan Bailey (West Side MS)
Seth Staskey (Wheeling Central Catholic)
Holly Silveous (Wildwood MS)
Mitchell Morris (Wood County Christian)



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BRAD PAISLEY “ROCKED THE RIVER”

June 23, 2016, changed the lives of the Elk River Community forever. The waters of a 100-year flood destroyed Herbert Hoover High School and displaced many families along Elk River. One week after the waters receded Country Music Star Brad Paisley toured the flooded Hoover campus and organized a GoFundMe account and a benefit dinner to help offset costs of band instruments and equipment along with other needs. He promised he would return when the new school opened.



On Saturday August 19, 2023, one day after the Kanawha County Commission proclaimed it to be Herbert Hoover Huskies Day Brad Paisley made true on that seven-year-old promise and rocked the river. The evening began with a performance by the Pride of Elk River Huskies Marching Band. This was followed by a dedication and ribbon cutting ceremony where Principal Mike Kelley, Senators Joe Manchin and Shelley Moore Capito along with Brad Paisley spoke about the perseverance of the Elk River community. After all the talking and the ribbon was cut, the Huskie football team got down to business and outscored the Monarchs of John Marshall by three touchdowns in a preseason scrimmage. Shortly after the pads were removed Brad Paisley, a John Marshall graduate, took to the stage and performed for a little over an hour. He concluded his show with Country Roads then returned for an encore of the Huskie favorite - Mud on the Tires! From the River to the Mountain, it was a great night to be a Huskie.

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WVSSAC ACTIVELY FINDING NEW WAYS TO RECRUIT NEW REFEREES

By Taylor Kennedy Charleston Gazette

Officials are an integral part of a sporting event, whether they are ridiculed or loved. Some absorb the noise and move on, while others may quit after a few years or aren't interested due to the constant bickering.

As such, the number of West Virginia high school referees is slowly decreasing. West Virginia Secondary School Activities Commission (WVSSAC) rules clinician Larry McCloy said that there is a growing concern about the future of refs in the Mountain State.

West Virginia Secondary School Activities Commission (WVSSAC) rules clinician Larry McCloy said that there is a growing concern about the future of refs in the Mountain State.

"There is always that concern of the unknown of what the future can hold," McCloy said. "Right now, our numbers are holding fairly steady here in West Virginia when it comes to football officials. We usually average about 540 to 550 officials after everyone has been registered. At our national meeting in Indianapolis this past January, we conducted a poll and found that two states across the country have not had to move games off of Friday or originally scheduled nights due to officials."

West Virginia and Arkansas are those two states. However, in the last 20 years, West Virginia has lost 100 football officials, McCloy said.

[For full article click here](#)

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USING CHECKLISTS TO ASSIST IN EVENT MANAGEMENT

with Brian Khab - Ardrey Kell HS (NC)



AD Brian Knab discusses some of the event management checklists he uses to assist in providing a great game experience for his athletes and the community. He shows his football event checklist as an example, touching on some of the important subjects that must be taken care of. He also explains his default stadium checklist that he shares with his coaches at the beginning of the school year. Coaches and athletes take pride and ownership of the facilities and using the checklist will leave the facility better than they found it after practice or games. (CoachesInsider)

Default Stadium Set-Up checklist



DEFAULT STADIUM SET-UP CHECKLIST

FIELD:

- Bench Areas – 2 benches on each sideline at the 50-yard line (w/ trash cans)
- Lacrosse Goals stored off field by storage closet
- Team equipment cleaned up & put up in defined storage areas
- Trash sweep of field by team – should be done before team is released from practices and/or games

PRESS-BOX:

- Scoreboard & Power turned off (all small breakers switched off.....MAIN BREAKER ALWAYS STAYS ON!)
- Roof access latch is closed
- Windows shut
- Close & Lock Doors

FIELD HOUSE LOCKER ROOMS:

- Trash sweep
- Close & Lock Doors
- Turn off lights if used

CONCESSION STAND & BATHROOMS (Visitors)

- Close & Lock all Doors

GATES:

- Close & Lock gates by flag pole
- Close & Lock gates by Tennis Courts
- All other gates Closed & Locked if opened for some reason during an event

Football Event Checklist



HOME FOOTBALL EVENT CHECKLIST

FIELD:

- Yard markers, pylons, chains
- Goal post pads
- Charge play clocks (plug in for back-up)
- Benches (2 on each sideline)
- American Flag (JROTC also presenting colors at games)
- Football equipment moved off on outside of track
- 4 A-frame signs (NO SPECTATORS IN THIS AREA)
- Field Sweep & Trash sweep on Gator

GATES & TICKET BOOTHS:

- Home Gate
 - 2 tables
 - 1 canopy tent (large purple)
 - 3 wand metal detectors
 - Signs:
 - Home Gate (outside walk)
 - Home Ticket Gate
 - VIP Parking (Booster Club parking lot)
- Ticket Booth
 - 3 cash boxes and rolls of tickets
- Pass Gate (AK Athletic Boosters)
 - 2 small tables
 - 1 chair
 - 1 canopy tent
 - 1 wand metal detector
 - Signs:
 - VIP/Season Pass Gate
 - AK Athletic Boosters & VIP Pass List (w/ clipboard & pen)
- Visitors Gate
 - 1 table
 - 1 canopy tent
 - 2 wand metal detectors
 - Signs:
 - Visitors Ticket Gate
 - Visitors Pass List (w/ clipboard & pen)
 - Ticket Booth
 - 1 cash box and 3 rolls of tickets
- Service Gate
 - 1 table
 - 2 chairs
 - 1 canopy tent
 - Signs:
 - Service Gate
 - Team Bus/VIP Parking
 - Service Gate Pass List (w/ clipboard & pen)

PRESS-BOX:

- Scoreboard/Clock control box
- P.A. system and microphones operational
- Neptune GameTime System
- Computer for Marquee Board
- Chairs
- Air Conditioning turned on
- Game Day Timeline
- Game Day Scripts (P.A. announcements)
- Walkie-Talkie for crew
- Team Rosters
- Cooler w/ Waters

FIELD HOUSE LOCKER ROOMS:

- Home Locker Room
 - Double check that football coaches have locked all exterior doors when they come out
- Visitor Locker Room
 - Make available upon request
 - Cleaned
 - Double check that all appropriate doors are locked to deny access to other parts
- Officials Rooms
 - Cleaned
 - Chairs
 - Cooler (w/ ice & water)
 - Game Day Timeline & Team Rosters
 - Officials Microphone Pack

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HOW YOUR COACHES' CONDUCT IMPACTS GAME OFFICIALS

with Debbie Decker – Katy ISD (TX)

Debbie Decker explains that the conduct of coaches and fans has a direct influence on retaining game officials. They have initiated a program that focuses on treating officials with respect at all times. Coaches are asked to step up and lead by example to help when their fans are being negative and help calm the situation. The athletic department will address any situation with coaches who do not follow the policy of treating officials with respect. (CoachesInsider)



How Coaches and ADs Can Deal with Difficult Parents [NIAAA]

By: Joe Breinig, Jr., CMAA

Provided by: NIAAA

[Click here for full article](#)

Every year, thousands of coaches and athletic directors all over the world dedicate their time to teaching other parents' children their sport. Most parents appreciate this good-natured act, but occasionally you'll find a couple of people that don't see it this way. Often the love they have for their child can blind them if they believe their child is being treated unfairly.

Dealing with difficult parents is something coaches and athletic directors need to accept will happen occasionally. No one goes through an entire career without ruffling at least a couple of parent's feathers.

Here are a few techniques that can prevent any issues occurring in the first place.

- Have pre season meeting with all parents and players
- Discuss distribution of playing time

6 Steps to use if you encounter problems with parents

- Never talk to someone that's yelling at you
- Discuss the problem later
- Get someone else to sit in on the meeting
- Body language
- Keep your composure - even if they don't
- The correct way to respond

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SPORTS PARENTING CHECKLIST [NIAAA]

**By: Dr. Mark Rerick,
CMAA - Univ. of North
Dakota**

Within education-based athletics, we spend large amounts of time critiquing and complaining about the role of parents in our programs. To combat the recent trend of overactive sports parenting, we often share philosophies or principles with the parents in an attempt to get them to see the issue from our side of the table.

Rather than continuing to bombard them with philosophy and explanations, here is a list of 10 how to's to simplify directions for parents (Click here for the full article)

#1. Ask your child why they are participating in this sport.

#2. Don't attend practice.

#3. Follow your district's communication guidelines

#4. Prior to every game, say only these three things to your athlete: (1) Play hard; (2) Have fun; (3) I love you.

#5. Every game consists of people performing one of four roles: athlete, coach, official, or fan. Your role is as a fan.

#6. At least once per game - but preferably more - applaud the effort or play of an athlete on the other team. .

#7. Under no circumstances should you mimic the words or actions of the athletes during a game.

#8. You only need to say one thing to officials. If you believe they have been working hard, say "I appreciate your effort and dedication for our youth sports program." If you don't think they worked very hard throughout the game, just say "Thank you for using your time to work with our team today."

#9. After every game, say only these two things to your kid: (1) I enjoyed watching you today; (2) I love you.

#10. make sure you thank the coach for his or her time. Thank the coach for spending afternoons and evenings with your child instead of his or her own family. Thank the coach for voluntarily adding stress to their own life for the benefit of teaching your child. Thank the coach for the influence he/she has on your child. Whether or not you believe the coach is doing the job the way you think it should be done, they are still spending time coaching your child.



[Click here for full article](#)

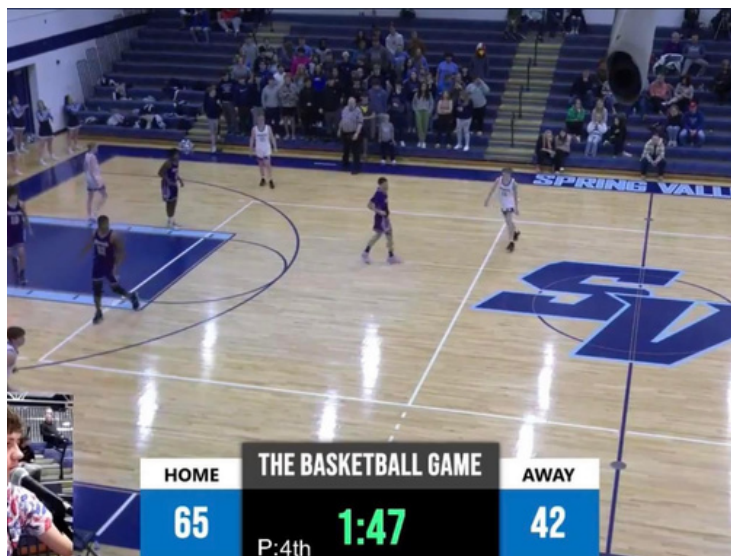
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SVHS MEDIA

By Tim George, Spring
Valley Athletic Director



Students at Spring Valley High School in Wayne County has created an outstanding program that allows students to create content, stream and broadcast sporting events, opportunities to work with technology. This is 100% student created and operated. Our entire community is extremely excited to be able to watch our sporting events through various channels including YouTube, Facebook, HUDL and even our own public access station. Our students stream every home varsity and JV home game.



This program has been the ultimate hands on learning experience for our students. They've taken ownership of SVHS Media and have worked extremely hard to build it from the ground up. Our school believes that it important for kids to be involved in some kind of activity in the school. SVHS Media is an outlet for kids that may not fit in to a particular sport or school group. With the rise in technology and streaming of sporting events, we feel that this program gives our students a tremendous opportunity to learn about the entire process. Our students have even worked with our Spring Valley Athletic Boosters program to gain sponsors and raise money for new equipment. Our students also create social media content, interview players and help to build positive relationships in the community and with the fans from other schools.

SPRING VALLEY MEDIA JOIN OUR TEAM

STUDENT CENTER
#3.25
AUGUST 25

What Can You Do

- Play By Play Announcer
- Camera Crew
- Interview Players
- Photography
- Social Outreach



Our school is a HUDL school so this technology allows us to use our HUDL Focus cameras to automatically film our events in the gymnasium and at the football field. Our students have also learned to use broadcasting software to make custom graphics, scoreboards and game clocks to make it a better experience for our viewers. We made a small investment of approximately \$1,500 to allow the students to have the necessary equipment to get started. Over time, with investments from local businesses and the community, our program was able to upgrade our equipment and streaming ability.

We noticed that SVHS Media became a source of pride for our school and students. We had originally underestimated the value of the social growth amongst our students that were involved. Many of the students were able to come out of their shell while making tremendous gains socially and within the community. The students that participated in our program were presented with varsity letters just like our other student athletes. This was an important way that our school could emphasize the value of participating in the SVHS Media program. Our fans that live locally and out of town have absolutely loved being able to watch our games from home. The loss of ticket sales has overwhelmingly been worth the added benefits of our students and the ability of our fans to watch games. This program has been a huge success for our school, students and community. If anyone has any questions or needs more information about our program feel free to contact Tim George at james.george@k12.wv.us

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WVADA NORTH – SOUTH ALL STAR CLASSIC

Presented by Par Mars solutions in the era of globalization



2023 WVADA North South All Star Classic presented by Par Mar was held on Friday, June 9 at the South Charleston Community Center. In front of a crowd of more than 500 the South came away with the win in the boys' game 123-106 and the North girls won 101-68.

In the girls' game, Team South got out to a quick 17-9 lead behind Stewart's scoring. However, the North Bears would storm back to lead 57-38 at half. In the end, Team North would win 101-68. Cadence Stewart won the Team South MVP after scoring 16 points off of four threes.

In the boys' game, it was a back and forth start, as both teams were tied 31-31 in the first half. Near the end of the second half, Team South would pull away to lead by seven, 58-51. The South would use that momentum to carry the Cardinals to a 123-106 victory.

2023 North/South All Start games Scholarship Honorees

Kyleigh Bulger – South Charleston

Zoe Davis – St. Marys

Brayden Ward – Riverside HS

Ethan Haught – Ritchie County

Winning Dunk from Braden Ward of Riverside High School

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WV ADA 2023-2024 PROPOSED ACTIVITIES

- ☐ WVADA 2024 SPRING CONFERENCE WILL BE SATURDAY, MARCH 23 TO SUNDAY, MARCH 24
- ☐ SPONSOR AND HOST NORTH VS SOUTH ALL-STAR BOYS AND GIRLS BASKETBALL GAME IN ON FRIDAY, JUNE 7
- ☐ EXPLORING SPONSORING AND HOSTING NORTH VS SOUTH ALL-STAR GOLF MATCH ON THURSDAY, JUNE 6
- ☐ SCHEDULING PRESENTATIONS WITH COUNTY SUPERINTENDENTS AND SECONDARY SCHOOL PRINCIPALS TO PROMOTE THE IMPORTANCE OF AD'S IN OUR SCHOOLS
- ☐ OFFER MORE AND A VARIETY OF LEADERSHIP TRAINING CLASSES FOR ALL AD'S
- ☐ IN CONJUNCTION WITH THE WVSSAC ADMINISTRATORS POLICY AND PROCEDURES WORKSHOP ON THURSDAY, SEPTEMBER 14, OFFER LTC 502 (ATHLETIC ADMINISTRATION: STRATEGIES FOR ORGANIZATIONAL MANAGEMENT) AND LTC 724 (ATHLETIC ADMINISTRATION: STRESS MANAGEMENT METHODS, TECHNIQUES AND SYSTEMS) ON THURSDAY, SEPTEMBER 13
- ☐ PLAN MORE ACTIVITIES TO MEET THE NEEDS OF MIDDLE SCHOOL AD'S
- ☐ CONTINUE TO DEVELOP MENTORING OPPORTUNITIES FOR NEW AD'S
- ☐ SELLING WVSSAC TOURNAMENT PROGRAMS FOR FOOTBALL PLAY-OFFS, STATE CHEER, STATE TRACK AND STATE BASEBALL TO RAISE FUNDS TO SPONSOR OUR PROPOSED ACTIVITIES
- ☐ PROMOTE ATTENDANCE AT NIAAA CONFERENCE ON DECEMBER 16-19 IN ORLANDO, FL WHERE RONNIE ALLEN, FORMER HEDGESVILLE HS AD, WILL RECEIVE THE NIAAA DISTINGUISHED SERVICE AWARD
- ☐ START A WVADA HALL OF FAME