



# Colorado Athletics Directors Association NEWSLETTER

WINTER 2004

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## 32ND ANNUAL CONFERENCE VAIL, COLORADO APRIL 23-26, 2005

# “Educationally Based Athletics - The Higher the Expectations the Greater the Achievement”

### HOTEL INFORMATION....

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Check-in time is 4:00 p.m.; Check-out time is 1:00 p.m. If you would like to phone your reservations, you may call: 800-648-0720 and be sure to indicate that you will be attending the CADA Annual Conference. The room rates for the conference are as follows:

Lodge Room	\$95.00 per night
Deluxe King	\$105.00 per night
Standard King	\$115.00 per night
Timberline Suite	\$315.00 per night

**Make your room reservations before March 22, 2005...**

#### Directions:

**From Denver International Airport:** Pena Blvd to I-70 West (towards mountains) approximately 130 miles to Exit 176, Turn right at the roundabout onto South Frontage Road, follow signs to Lionshead, after pedestrian bridge, turn left onto West Lionshead Circle. Hotel is located directly ahead.

**From Eagle Airport:** Only 30 minutes from Hotel. Take Hwy 6 east to I-70 East, approximately 30 miles. Take Exit 176 turn right at the roundabout onto South Frontage Road, follow signs to Lionshead, after pedestrian bridge, turn left onto West Lionshead Circle. Hotel is located directly ahead

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#### INSERTED

Conference Registration form

# MESSAGE FROM THE PRESIDENT...



Christine Bullard, CADA President

Life is like a ladder.  
Every step we take is either up or down.  
I hope you've had more steps upward than down and you continue to climb **upwards** both personally and professionally.


I mentioned in the fall 2004 Newsletter that my hope for each of you is to have a year of personal satisfaction and professional rewards. One means of accomplishing that hope was for your commitment to greater involvement with your professional organizations. You are off to a great start! We had improved attendance at the seven outreach meetings this fall and our winter and spring dates are set. As I write this message, just prior to the holiday break, we are shy just 38 athletic administrators across our state in reaching our goal of 100%

membership to the Colorado Athletics Directors Association. The sixteen District Athletics Directors have begun meeting for the first time on a seasonal basis to share issues and strategies unique to their administrative responsibilities. Attendance from Colorado was up with just under 40 athletics directors attending the National Interscholastic Athletic Administrators Association (NIAAA) conference in New Orleans. Now it's time for our thirty-eight colleagues to join our Colorado Athletics Directors Association and for each of you to use the enclosed form and register for our spring conference.

Your CADA Board of Directors has steadily climbed the professional ladder participating in monthly meetings on your behalf and I hope you recognize their progress. Your spring conference is organized and offers numerous opportunities to enhance your skills and meet our theme, *"Educationally Based Athletics - The Higher the Expectations the Greater the Achievement"*. Don't miss this opportunity for professional growth, networking and having a great time in Vail. Together we can reach the top of the professional ladder.

I trust each of you had the opportunity to climb a step or two on your personal ladder during the holiday break. It is one time of the year where we have the opportunity to focus on our personal lives. Hopefully, your holiday was a blessed one. I look forward to seeing each of you for all or part of the CADA conference in April.

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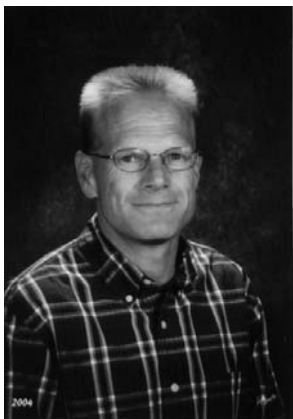
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## CADA Headliner: KENT WARYAN

Kent was born and raised in Minneapolis, Minnesota. He played football, basketball and baseball in high school. After graduation, he attended Gustavus Adolphus College in Saint Peter, Minnesota, where he played four years of football as a defensive back, receiver and punt returner. The Gustavus media guide talked about my hands, but Kent was best known for his bird legs. After graduating from Gustavus in 1975, he moved to Colorado. He began his education career in the fall of 1975 at Columbine High School. For the past thirty years, he has held a variety of positions in Jefferson County: Biology Teacher, Counselor, Coach (football, basketball, baseball and tennis) and Administrator. This is his seventh year at Lakewood High School. Currently he is the Chair of the CHSAA Tennis Committee and the AD representative for the Mountain Plains 4A Football League. As all of us know, at times being an Athletics Director can be one of the "craziest" jobs but also one of the best - a job most of us would not trade!

In Kent's spare time, he loves to work out, play golf, ski and play tennis. He just completed his twenty-fourth year as the Tennis Director/Pro at the Lakewood Country Club.

Last and most important, his support system - his family. His wife, Jana and two kids, Bryan and Scott. Bryan is in the 8th grade and Scott is a sophomore in high school. All are involved in a variety of sports and activities.



## CADA Headliner: LYLE WRIGHT

This is Lyle's first year as the activities director and assistant principal at Montrose High School. It is his fourth year as an assistant principal and activities director. He started his career in education as the head wrestling coach and chemistry teacher at Delta High School. After coaching and teaching for four years, he became the assistant principal and activities director at Delta High School and held that position for three years before moving to Montrose High School. I was a state wrestling champion for Montrose High School in 1988 and Graduated from Montrose the same year. It is very exciting to be back once again.

### RETIRING ATHLETICS DIRECTORS

Please notify **Kevin Land** of your plans so you can be recognized at the CADA Conference in the Spring.

Name: \_\_\_\_\_

School: \_\_\_\_\_

Number of years in athletic administration: \_\_\_\_\_

Send to: **Kevin Land**  
**D'Evelyn High School**  
**10359 W. Nassau Ave.**  
**Denver, CO 80235**

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Vail, Colorado  
April 23-26, 2005

DRAFT/TENTATIVE SCHEDULE (revised 11/19/04)

**Saturday, April 23:**

1:00 PM - 5:00 PM      **NIAAA Leadership Training Class - 501, Athletic Administration: Philosophy, Leadership, Organizations and Professional Programs**  
Instructors: Rick Kolm, Athletics Director Kiowa High School & Greg King, Athletics Director Del Norte High School

1:00 PM - 5:00 PM      **NIAAA Leadership Training Class - 520, Athletic Administration: Character and Coaching**  
Instructors: Diane Shuck, Athletics Director Air Academy High School, Karen Marley, Athletics Director Carmel Middle School & Dave Callan, Director, Athletics & Activities Douglas County School District

**Sunday, April 24:**

8:00 AM - 12:00      **NIAAA Leadership Training Class - 507, Athletic Administration: Assessment of Interscholastic Athletic Programs and Personnel**  
Instructors: Karen Marley, Athletics Director Carmel Middle School & Diane Shuck, Athletics Director Air Academy High School

9:30 AM      Golf Tournament - Cotton Ranch Golf Course, Gypsum, CO (TENTATIVELY)  
Green FEES are \$45.00 which includes a cart and practice range balls. Please send names of the player's on your team to JOHNNIE WALKER, Fax: (970) 243-2573, or better yet, e-mail those to JW at [jwalker@mesa.k12.co.us](mailto:jwalker@mesa.k12.co.us).

1:00 - 5:00 PM      **NIAAA Leadership Training Class - 502, Athletic Administration: Principles, Strategies & Methods**  
Instructors: Becky Cafasso, Athletics Director Pueblo East High School & Carol Sams, Athletics Director Aspen High School

2:00 - 4:00 PM      **CAA Exam**  
Proctors: Kevin Land, Athletics Director D'Evelyn High School & Diane Shuck, Athletics Director Air Academy High School

4:00 - 6:00 PM      Conference Registration and Conference Gift  
Bring your business card for your personal CADA luggage tag.

5:30 - 7:00 PM      Dinner on your own

7:00 - 9:00 PM      President's Open House - **Sponsored by Josten's**  
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**Monday, April 25:**

7:15 - 7:45 AM      Late Registration

7:30 AM      Vendor's 1st Drawing - **Sponsored by the Colorado High School Activities Association** - PURPLE TICKET

8:00 AM      **1st GENERAL SESSION** - Welcome, Announcements, Herff Jones Ring Presentation, NCSAD Award Presentation

8:15 - 9:30 AM      **Key Note Speaker:** Craig Hillier, Winning Edge Seminars  
Playing Beyond the Scoreboard - Craig brings his Playing Beyond the Scoreboard book to life! Being a team leader can be a daunting task. Expectations are high from both coaches and fellow teammates. Craig shows students how to create a season of significance. The session covers: Myths of leadership, Eight commitments a team leader must make, Understanding four different leadership types, Elements of Team Chemistry, Preseason Chemistry, Preseason Questionnaires, Setting the tone,



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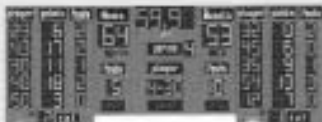
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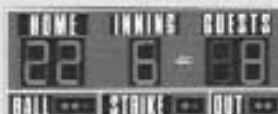


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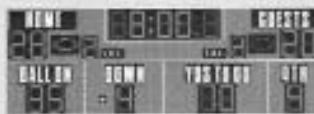
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Sportsmanship issues and dealing with conflict. *Craig Hillier* has spoken to 1 million students. He has keynoted several state leadership conventions including: student council, DECA, PBA, FHA/HERO, and Key Club. Craig has written two books: *"How to Step Up as a Teen Leader and Still Keep Your Friends"* and *"Playing Beyond the Scoreboard"*. He was nominated as an Outstanding Young Man of America and the recipient of "Outstanding Young Alumni Award" from Mankato State University. He was an honors graduate from Mankato State University and earned his CSP (Certified Speaking Professional) certification through the National Speakers Association. Craig was one of a handful of 3500 professionals to earn this designation, which he did at age 29.

Moderator: Diane Shuck, Athletics Director Air Academy High School

9:30 - 10:00 AM

Vendor's Second Drawing and Break - YELLOW TICKET

10:00 - 10:45 AM

**2nd GENERAL SESSION - Marketing Your Athletics Program/Using Sponsorship for Fun & Profit**

Speaker: Dr. David K. Stotlar, Ed.D - David teaches at the University of Northern Colorado facility in the areas of sport marketing and sponsorship. He has had over sixty articles published in professional journals and has written several textbooks and book chapters in sport management and marketing. He has made numerous presentations at international and national professional conferences. On several occasions, he has served as a consultant in sport management to various other sport professionals; and in the area of sport marketing and sponsorship, to multinational corporations and international sport managers. David was selected by the USOC as a delegate to the International Olympic Academy in Greece and the World University Games Forum in Italy and served as a venue media center supervisor for the 2002 Olympic Games. He has conducted international seminars in sport management and marketing for the Hong Kong Olympic Committee, the National Sports Council of Malaysia, Mauritius National Sports Council, the National Sports Council of Zimbabwe, the Singapore Sports Council, the Chinese Taipei University Sport Federation, the Bahrain Sport Institute, the government of Saudi Arabia, the South African National Sports Congress and the Association of Sport Sciences in South Africa. Dr. Stotlar's contribution to the profession includes an appointment as Coordinator of the Sport Management Program Review Council (NASPE/NASSM) from 1999-2001. He previously served as Chair of Council on Facilities and Equipment of the American Alliance for Health, Physical Education, Recreation and Dance and as a Board Member and later as President of the North American Society for Sport Management. Dr. Stotlar was a member of the initial group of professionals inducted as NASSM Research Fellows. He is also a founding member of the Sport Marketing Association.

Moderator: Eric Gustafson, Athletics Director Eaton High School

10:50 - 11:40 AM

**3rd GENERAL SESSION**

10:45 - 11:00 Benefits of Play it Smart - Jim Turner

Jim Turner, a 1988 inductee into the Ring of Fame, ranks as one of the most prolific kickers of all time in professional football. At the time of his retirement, Turner ranked second in the NFL career scoring with 1,439 points, as well as second in field goal with 304. Turner kicked 521 extra points and was the fourth player to ever reach the 500 mark. He never missed a game as a pro and finished with a streak of 228 consecutive appearances, including 130 as a Bronco, for whom he scored 742 points, easily establishing himself as Denver's all-time scoring leader until Jason Elam eclipsed his mark in 1999. He once has a string of 221 consecutive extra points, which was then the second-longest streak in NFL history. Before joining the Broncos in 1971, Turner was an outstanding kicker for the New York Jets, helping lead the club to a victory in Super Bowl III. He was a three-time letterman as a quarterback at Utah State in the early 1960's. Turner now resides in the Denver area and is very active in the community.

11:05 - 11:30 Sporting Behavior - Dave Callan

Dave Callan is in his second year as the Director of Activities and Athletics for the Douglas County School District. In the district, he is responsible for the coordination of the activity and athletic programs at seven high schools and seven middle schools as well as the planning in those areas for two additional high schools and middle schools. He came to Douglas County from the Academy School District in Colorado Springs where he had been an assistant principal in opening Pine Creek High School. Previously, he had been at Fairview High School in Boulder for 16 years where he was the Director of Student Activities. He started at Fairview by teaching business and social studies, coaching basketball and student leadership. Besides his involvement with CADA and NIAAA, he is an active member in CASE and the Character Education Partnership. Dave is a graduate of the University of Colorado and University of Phoenix.

Moderator: Karen Marley, Athletics Director Carmel Middle School

11:40 - 12:40 PM

Vendor's Third Drawing and Lunch in Exhibit Hall

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- 12:45 - 1:10 PM League Door Prizes  
Moderator: Johnny Walker, Athletics Director Grand Junction High School
- 1:15 - 2:15 PM CHSAA - Dr. William Reader & Staff  
 Tools to help you go from Good, Better, Best; Never rest till good be better, and better be best.  
Moderator: Kevin Land, Athletics Director D'Evelyn High School
- 2:20 - 3:30 PM **4th GENERAL SESSION**  
 Fair Labor Standards Act  
 Amanda Hestermann, Legal Council for Cherry Creek School District  
 Tom Garcia, Assistant Superintendent of Human Resources, St. Vrain Valley Schools  
 Alex Halpren, CHSSA Legal Counsel  
Moderator: John Green, District Athletics Director Cherry Creek Schools
- 3:30 - 5:30 Vendor's Forth Drawing - GREEN TICKET  
 Drawings for Television with DVD player, DVD player  
 Snacks, Sodas and Beer provided.
- 5:30 PM VAIL - Dinner on your own  
 Southwestern League Open House

**Tuesday, April 26**

- 8:00 AM Vendor's Fifth Drawing - Coffee & Bagels - BLUE TICKET - **Sponsored by Colorado Heirloom**
- 8:30 AM - 8:45 AM Business Meeting/Election and Recognition of Retiring Athletics Directors
- 8:45 AM - 9:45 AM **5th GENERAL SESSION**  
 Dr. Michael Davidson  
 A Research Based Sports Concussion Management Program: SAC and the ImpACT Programs,  
 Dr. Stephen Schmitz -  
 Moderator: Rick Kolm, Athletics Director Kiowa High School
- 9:45 AM - 11:00 AM Vendor's Sixth Drawing - RED TICKET-**Sponsored by Colorado High School Coaches Assoc.**  
 Drawing for Television with DVD Player, DVD Player, etc.
- 11:00 AM - 1:00 PM Awards Luncheon & 50/50 Raffle Drawing

At various times stakeholders in the high school extra curricular athletic program feel compelled to increase their involvement in that program. For a variety of reasons these groups believe it to be their jobs to verify that the extra curricular program supports the academic mission of our schools. Involvement of these different educational groups with the CHSAA only serve to strengthen the extra curricular program and its service to students.

In January 2004, the National Association of State Boards of Education (NASBE) convened a group to assess the state of high school athletics and recommend policies for adoption by states, districts and schools advocating that athletic programs support the academic mission of our schools. It is the belief of the NASBE that "state boards play a critical

p r o -  
 role in

# CADA OUTREACH MEETINGS

## Winter CADA Outreach Meetings:

Western Slope                      Tuesday, January 25, 9:00 am.                      BTK

## Spring CADA Outreach Meetings:

Metro	Thursday, April 7, 7:30 a.m.	Jeffco Ed Center
Northern	Tuesday, April 5, 9:00 a.m.	Broomfield High School
Southern	Thursday, April 7, 9:30 a.m.	Telsa Center
Western Slope	Tuesday, April 12, 9:00 a.m.	BTK
Northeastern	Wednesday, April 6, 9:30 a.m.	NJC
Lamar	Tuesday, April 5, 9:00 a.m.	Truck Plaza
Limon	Monday, April 11, 9:00 a.m.	Fireside

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# COMMISSIONER'S REPORT

## HIGH SCHOOL ATHLETICS IN AN ERA OF ACADEMIC REFORM

By: William R. Reader, EdD



ensuring that athletics do not compromise the high academic standards and rigorous academic accountability measures that apply to all schools." The Commission stated the following assumptions:

- (1) All students can learn.
- (2) All students must be held to high expectations.
- (3) Academic achievement has precedence over extra curricular activities.
- (4) Participation in extra curricular activities is a privilege that must be earned, not a right that is conferred.
- (5) Involvement in extra curricular activities adds to the education of the whole student, and
- (6) Athletics provides every student with the opportunity to benefit from and contribute to the school environment.

An exhaustive study was conducted by the NASBE examining various aspects of schools in the reform era. The study examined the current data in many areas of the interscholastic program, most notably, athletic participation and academic performance, the use of performance enhancing drugs by high school athletes, involvement of minority students, disadvantages of sports specialization, coaching qualifications, costs and financial aspects of the athletic program, home and cyber schools, and participation of special education students. Following the gathering and analysis of the data, the NASBE developed 18 recommendations that have been sent to all state boards of education for their consideration.

A complete list of these recommendations is available from the CHSAA office. While all topics deserve appropriate consideration, the following recommendations were of particular interest:

*Recommendation No. 4 - Communities need to examine the relationship between secondary athletic programs and community athletic programs beyond the halls of the school.* This recommendation encourages the examination of participation in local club activities similar to that found in European and Asian countries. Schools are encouraged to work with the local recreation departments and clubs to enhance athletic opportunities for all secondary students.

*Recommendation No. 7 - State Boards of Education need to consider policies that test and monitor the use of performance enhancing drugs by school athletes.* Testing of high school students for performance enhancing drugs has increased in the last few years. Schools should be open to consideration for the testing of their athletes as performance enhancing drug usage becomes more prevalent.

*Recommendation No. 8 - State Boards of Education need to carefully consider policies and programs designed to educate students particularly minority students as to limitations of viewing athletics as an end without equal consideration of academics.* Obviously this recommendation would encourage schools to help students understand that their primary function in school is to receive an education and that it is very unlikely that their athletic participation will provide for their financial well being in later life.

*Recommendation No. 9 - State Boards of Education need to develop and encourage professional development programs for coaches to communicate the benefit of multi-sport athletics and the disadvantages of sports specialization.* This recommendation speaks for itself in that it should be the mission of schools to encourage multi-sport athletes.

*Recommendation No. 10 - State Boards of Education should provide for coaching excellence by reviewing certification and professional development requirements and, if absent, establish certification and professional development for all coaches.* Certainly the CHSAA has been at the forefront of coaching education through its registration process for non-teacher certified coaches. This recommendation may encourage that all coaches receive professional growth opportunities even if teacher certified.

*Recommendation No. 11 - States should conduct extensive research to quantify the revenue and expense attributable to high school sports. This requires an examination of all sources of revenue including those typically not revealed in individual school budgets.* This recommendation places the focus on limiting funding for all interscholastic athletic programs to school resources only.

The final recommendation outlined state board of education responsibilities with an examination of critical issues in the interscholastic athletic program. These recommendations speak to jointly setting student eligibility standards (among stakeholders), monitoring student transfer and recruiting activities, working with local school boards to encourage equitable athletic participation and examination of many other critical issues in the interscholastic athletic program.

It will be interesting to see the impact this report for the schools and athletic programs in Colorado. It should encourage dialogue that will help clarify, verify and support all that is good with the interscholastic athletic program



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