

NIAAA BOARD MEETING
NIAAA Office
Indianapolis, Indiana
February 5 - 8, 2011

Sunday, February 6, 2011

President Scogin called the meeting to order at 1:00PM and made opening remarks.

Present at the meeting were: Annette Scogin, AR, President; Richard Bechard, KS, President-Elect; Darryl Nance, SC, Past-President; Holly Farnese, PA, Secretary; Doug Killgore, AR, Secretary-Elect; Frank Pecora, VT, section 1; Phil Rison KY, section 2; Roy Turner, NC, section 3; Larry Moklestad, IA, section 4; Dory Smith, MO, section 5; Michael Snyder, OK, section 6; Marc Hunter, UT, section 7; David Williams, MT, section 8; Andy Chiles, FL, region A, at-large; Bill Bowers, OR, NEDC representative; Bruce Whitehead, Executive Director; Michael Blackburn, Associate Executive Director.

Absent: None

ACTION ITEMS:

A. Review and Approval of Orlando Minutes

On motion by Philip Rison seconded by Marc Hunter, the Board approved the minutes of the December 15, 19, and 20, 2010 NIAAA Board of Director Meetings.

B. Budget & Financial Reports

On motion by Darryl Nance, seconded by Richard Bechard, the Board approved the Financial Report for July 1,2010 through December 31, 2011. Unanimous.

1. Checking	\$ 769,973.36
2. Reserve	\$ 667,961.52
3. Endowment	\$ 649,637.46
4. AAO	\$ 614.00

Bruce Whitehead commented that actual expenses are 4.6% below projected at this point in the fiscal year. Actual income is 3.6% below projected. All factors considered, Bruce is optimistic we will finish the fiscal year with income slightly exceeding expenses.

Larry Moklestad shared general comments for the overall position of the Stock Portfolio for the Endowment Fund.

On motion by Larry Moklestad, seconded by Dave Williams, the Board approved the recommendation to take \$250,000 from liquid funds, divided equally, investing \$125,000 into preferred securities and \$125,000 into equity (stock) under the management of Mike Manion representing Woodley-Farra-Manion Investment Company, the NIAAA investment firm. Unanimous.

These funds would be invested in such a manner that they would earn some income and would also be immediately available should there be a need to use them.

Mike Blackburn shared a cost analysis of AAO and IAA publication. Bruce Whitehead shared a cost analysis of Leadership Training classes conducted at the conference. As an information item to the Board, Bruce Whitehead also presented a complete Financial Report for the Annual Meeting showing costs for all NIAAA functions conducted at the conference. At this time, the annual meeting financial

report is not finalized as we are contesting some expenses on the master bill. A final report will be presented at the July board meeting.

On motion by Phil Rison, seconded by Marc Hunter, the Board approved the Athletic Administrators Outfitters (AAO) Logo Shop Financial Report. Unanimous.

On motion by Phil Rison, seconded by Marc Hunter, the Board approved the IAA Magazine Financial Report. Unanimous.

C. 2011 Awards

On motion by Marc Hunter, seconded by Phil Rison, the Board accepts the NIAAA Past-President's Council recommendation for the T. E. F. Award recipient. Unanimous.

There were two additions made to the Award of Merit Pool at this time. The board will select the 2011 recipient at the July board meeting.

D. Goals

1. Annette Scogin reviewed the 2010 Board Goals.
2. The Board reviewed the 2010-11 Staff Goals with Bruce, Mike, Patty and Cheryl.
3. Annette Scogin appointed a sub-committee to develop 2011 Board Goals. Richard Bechard will chair that committee. Phil Rison, Frank Pecora and Dory Smith will serve on that committee.

E. Endowment Fund Use

1. Outreach Applications and Grant Applications

On motion by Darryl Nance, seconded by Larry Moglestad, the Board approved the Outreach Request for Michigan and Pennsylvania and the Grant Application request for Arkansas and Kansas all to for events to occur after July, 1, 2011. Unanimous.

The approved grant applications were for the spring of 2011 and the approved outreach applications will be effective for the 2011-12 fiscal year budget. The outreach programs will take place after July 1, 2011.

DISCUSSION/ACTION ITEMS:

A. Quality Program Award

Mike Blackburn reviewed the QPA Meeting held in February.

B. Appointments to Committee Leadership

Awards

On motion by Rich Bechard, seconded by Phil Rison, the Board approved the appointment of Susan Robbins as Vice Chair of the Awards Committee effective immediately. Unanimous

On motion by Darryl Nance, seconded by Mike Snyder, the Board extended the term of Cass Herbst one year and approved her appointment as Chair of the Awards Committee effective January 2012. Unanimous

On motion by Phil Rison, seconded by Andy Chiles, the Board approved the appointment of James Perkins as Vice Chair of the Awards Committee effective January 2012. Unanimous

Credentials

On motion by Dave Williams, seconded by Larry Moglestad, the Board extended the term of Sister Nancy Perlick one year. She shall remain as Chair of the Credentials Committee. Unanimous.

On motion by Darryl Nance, seconded by Andy Chiles, the Board extended the term of Thomas Barone one year. He shall remain as Vice Chair of the Credentials Committee. Unanimous.

Endowment

On motion by Rich Bechard, seconded by Dave Williams, the Board approved Kevin Horrigan's appointment as Chair of the Endowment Committee beginning January 2012. Unanimous.

Hall of Fame

On motion by Darryl Nance, seconded by Larry Moglestad, the Board approved the appointment of Dennis Fries as Vice Chair of the Hall of Fame Committee effect immediately. Unanimous.

NEN

On motion by Darryl Nance, seconded by Rich Bechard, the Board approved the appointment of Bill Mayo as Chair of NEN effective immediately for the duration of 2011. Unanimous.

On motion by Darryl Nance, seconded by Phil Rison, the Board approved the appointment of Joni Pabst as Vice Chair of NEN effective immediately. Unanimous.

Conference Advisory

On motion by Phil Rison, seconded by Marc Hunter, the Board approved the appointment of Art Ballard, KY, Section 2, to the Conference Advisory Committee beginning January 1, 2012. Unanimous.

C. Committees

1. The Board reviewed the Evaluations of Chairpersons by Board Liaisons. All evaluations were complimentary and excellent. The Board commended all committee chairs and extends thanks for their dedication to professionalism and commitment to NIAAA.

2. The Board reviewed the Committee Attendance Forms.

3. The Board discussed 2012 Potential Committee Vacancies. Holly Farnese informed the Board that although there are numerous vacancies there are plenty of potential candidates to fill the slots. These appointments will be made in July.

D. Committee Reports and Formal Recommendations

1. The Board reviewed Reports and Minutes from all committee meetings during the December 2010 conference.

2. Act on Recommendations

a. Awards

i. ***On motion by Holly Farnese, seconded by Darryl Nance, the Board approved the Web form for states to provide scholarship recipient's names and contact information to the NIAAA Office. Unanimous.***

b. Certification

i. ***On motion by Holly Farnese, seconded by Dory Smith, the Board approved the Summer Sub-committee meeting to address the issues listed below. Unanimous.***

Address and initiate recommendations of the Accreditation Team

Update and finalize the new CAA exam

Prepare a study session via CD/online for the CAA exam

Finalize sanctions on violations of testing protocols – Plan to communicate to membership

Use of ID when checking in to sit for the exam
Establishing guidelines for Canadian affiliates
Additional level of certification
Address waivers

- ii. ***On motion by Holly Farnese, seconded by Michael Snyder, the Board approved the requirement that participants MUST have a Photo ID to take the CAA exam. Unanimous.***
 - iii. ***On motion by Holly Farnese, seconded by Dave Williams, the Board directed the Certification Committee to develop Testing Protocol for the CAA Exam and appropriate penalties for violation of protocol. Unanimous.***
 - iv. The Board discussed options for Waivers for Certification. The Board and the Certification Committee will continue this discussion in July. No action was taken at this time however the Certification Committee needs to discuss additional certifications in order to address this growing issue.
- c. Coaching Education
- i. The Board discussed the recommendation to identify Coaches ED State Coordinator in each state. No action was taken.
- d. Credentials
- i. 2011 Candidate Speech Order – Section 8; Section 7; Section 6
 - ii. The Board took no action on the request to raise the campaign financial limit to \$1500.
 - iii. The Board took no action to provide members an incentive for voting.
 - iv. The staff will generate pre-printed sign-in sheets for the committee to use at section meetings. This will require the staff be provided the delegate names by the Credentials Committee by December 1.
 - v. The Board Secretary will recommend to the Board during the July meeting a full compliment of candidates to fill the requested vacancies.
- e. Publications
- i. ***On motion by Holly Farnese, seconded by Darryl Nance, the Board formally approved Bob Stinchcomb, CMAA, GA and Jim Dickerson, CAA, AR as members to the Publications Committee. Unanimous.***
- f. Retired
- i. The ability to increase the conference registration fee \$5 for retirees with the balance going to retired fund is not possible due to a share conference with the NFHS.
 - ii. The committee requests the elimination of the retired gift presented at the conference. The staff will so note and address.
 - iii. Beverages only will be provided at their reception at the committee request. The staff will so note and address.
 - iv. No action was taken to secure vests for Retired Members that would be available for purchase in the logo shop.
 - v. The request to have a dedicated Retiree Flight in the Golf Tournament will be referred to the Endowment Committee for implementation.
- g. Sports Turf
- i. The committee has one application for 2011 Field Renovation in Holden, MO. The request is being investigated for meeting qualification.

E. Special Presentation

President Scogin made a special presentation on behalf of the board to Mike Blackburn and Bruce Whitehead for their special efforts in preparing all of the required documentation for the NCA Accreditation visit in Orlando.

On motion by Phil Rison, seconded by Darryl Nance, the Board Adjourn for Day @ 5:30PM. Unanimous.

Monday, February 7

The Board Meeting reconvened @ 8:00 a.m.

F. Hall of Fame Selection Committee

On motion by Holly Farnese, seconded by Richard Bechard, the Board approved twelve candidates for induction to the NIAAA Hall of Fame Class of 2011. Unanimous

G. The "Friends of NIAAA" Membership Category has been researched and the Board will take no further action.

H. Board Sub Committee Reports

Office Policy and Personnel

Due to additional responsibilities and accelerated job effectiveness, on motion by Holly Farnese, seconded by Darryl Nance, the Board approved the committee recommendation to adjust Schedule A of the Employment Agreement by and between NIAAA and Cheryl Van Paris, NIAAA Professional Development Coordinator effective immediately. Compensation shall be increased by 6.65%. Unanimous.

On motion by Philip Rison, seconded by Holly Farnese, the Board approved the committee recommendation to adjust Schedule A of the Employment Agreement by and between NIAAA and Bruce D. Whitehead, Executive Director of NIAAA. Annual Compensation shall be increased 3.38% beginning July 1, 2011. Unanimous.

On motion by Philip Rison, seconded by Larry Moglestad, the Board approved the committee recommendation to adjust the Schedule A of the Employment Agreement by and between NIAAA and Michael L. Blackburn, Associate Executive Director of NIAAA. Annual Compensation shall be increased 3.38% beginning July 1, 2011. Unanimous.

On motion by Philip Rison, seconded by Richard Bechard, the Board approved the committee recommendation to adjust the Schedule A of the Employment Agreement by and between NIAAA and Patricia Conrad, NIAAA Administrator of Organizational Affairs. Annual Compensation shall be increased 3.38% beginning July 1, 2011. Unanimous.

On motion by Philip Rison, seconded by Dave Williams, the Board approved the committee recommendation to adjust the Schedule A of the Employment Agreement by and between NIAAA and Cheryl Van Paris, NIAAA Professional Development Coordinator. Annual Compensation shall be increased 9.8% beginning July 1, 2011 due to additional responsibilities and accelerated job effectiveness. Unanimous.

Finance

The finance sub-committee met with Michael Manion from Woodley Farra Manion Investment firm. Michael is our funds manager. He commented the following:

1. He feels better about the economy after the past few months and is optimistic about the growth potential moving forward.
2. He is seeing growth in productivity, which will result in increased hiring thus helping the economy.
3. US labor market is always a key indicator of the economic climate and the labor market have not yet turned the corner. Last month there were 30,000 new jobs but 200,000 new jobs per month are needed to have a significant impact on the economy.
4. He is going to add Hewlett-Packard to the portfolio in the next couple of weeks bringing the number of tech stocks to four.
5. Oil and energy stocks are bullish right now because of a high global demand and he feels they will remain bullish for some time.
6. He does not believe with those who fear a double dip recession.
7. Currently the portfolio contains 10% cash, which is about 4% higher than he would like so there is some cash available to purchase stock.
8. He will not trade in commodities as a revenue stream for this portfolio.
9. He is becoming more aggressive in investing in potential higher growth stocks as the economy becomes more stable.

The endowment portfolio has 15% in energy stock and Mike indicated he does not want more than 20% of the portfolio in any one sector. 45-50% of our current portfolio holding are located in the international sector. The fund had a 13.2% net increase for the last fiscal year.

Currently the reserve fund has 28% of assets in cash but he is reluctant to tie up these cash funds long term because of the low rate of return on CD's. Any CD investments will be short-term investments. In 2010, the fund valued at \$680,963 generated \$8,157 in revenue.

The committee would recommend taking some of the excess funds from the savings account and investing in preferred securities and some low risk equities at this time. Mike felt this would generate some additional income for the general budget rather than using a savings account or CD's since both have interest rates a less than 1%. Preferred securities could pay as much as 6% and low risk equities could yield a similar value.

Regarding the question of the Endowment Fund being moved to a private Foundation, Michael felt there were far more negatives than positives for the NIAAA. Moving the funds to a Foundation would handcuff the organization on the liquidity of the funds and would place control of the funds in the hands of a separate board rather than the NIAAA board. Mike also felt the executive staff should consult with our legal counsel as to the organization's liability exposure relative to the endowment fund.

Marketing

1. Mike Blackburn presented the AAO Report to the committee.
2. The committee discussed the option of an Electronic version of IAA.
3. The committee discussed a generic template for states to promote LTI Courses.
4. The NCA-CASI recommendation to create a resource library to show updates of LTI courses through the years was discussed.

- 5.The NCA-CASI recommendation to create an Archiving Library of IAA magazines and other pertinent information was discussed.
- 6.The committee evaluated the possibility and price for e-News ads.
- 7.Future Promotional initiatives, i. e. Facebook, email, e-News were discussed.
- 8.In-kind trades and relations. With IAAA magazine and others and do not go through the marketing director.
- 9.The committee reviewed IAA changes and financial report.
- 10.The committee recommends the Office display a US map with association logo within each state.
- 11.The committee discussed the name of the Marketing Sub-committee and is it the proper name for the committee? The committee came to no conclusions.
- 12.Reviewed the corporate sponsorship categories. Is one \$50,000 better than ten \$5,000 sponsorships? We need to be more proactive in securing conference sponsorships.
- 13.How does the NIAAA become aware if the Board visits were effective? There needs to be a discussion regarding the vendor show – i.e. NFHS vs. NIAAA. Does the NIAAA want to shorten the times and the days of the conference? How do we get the vendors to respond to and evaluation? Let stay with a standardized number of hours and day?
- 14.Strategic Plan - #30 Additional staff (Secretary up to Director) #47 Grant Writer, #48 part time PR Director. Ideas and decisions. #48(a) enhances with NCA-CASI. Can one person perform all three? Receptionist from 10-3pm? Subcommittee says yes to 1.5. Discussion on the evaluation form for the Marketing Director. Old form or the new form. Who evaluates Walt? Is the new evaluation tool appropriate? What is the length of the new contract? We need clarification on call logs, how often? Where are we, the NIAAA, now as compared to before we hired a marketing director?
- 15.Discussion on the evaluation form for the Marketing Director. Old form or the new form. Who evaluates Walt? Is the new evaluation tool appropriate? What is the length of the new contract? We need clarification on call logs, how often? Where are we, the NIAAA, now as compared to before we hired a marketing director?

Scholarship

The meeting occurred during the February 2011 NIAAA meeting in Indianapolis. The committee reviewed the minutes from the past Scholarship Committee Meetings and shared updates from the past year. The committee discussed the following:

- Scholarship Committee Survey: Dory Smith shared updated numbers of applications and monies awarded in each state and will combine all of the 2010-2011 survey results at the July 2011 Board Meeting for committee review.
- States that have been successful with the NIAAA Scholarship Program (e.g. New Hampshire with 200 applications) will be contacted to find out why they are so successful. Strategies and survey results will be shared with NIAAA Liaisons.
- The national winners should be highlighted on the NIAAA Face book page.

- The Committee reminds each Section Board member to contact state NIAAA Liaisons to make sure that all states are ordering NIAAA Scholarship plaques.
- The Committee recommends that the “Section number” be added to the top of the application. Staff was reluctant to add this to the application because students completing the application and in most cases athletic administrators do not know the section number thus creating an increase in the number of calls to the office to find out the section number.
- The committee recommends the NIAAA Director of Marketing continue exploring possibilities of sponsors (All-State Family, Follett Industries) to help finance this award and review the possibility of recognizing the national winners in national sports’ print/broadcast media (ESPN Magazine, Sports Illustrated).
- The Scholarship Committee will dialogue with Bruce Whitehead and Mike Blackburn about the possibility of the NIAAA Scholarship Application available in a format that can be saved as a word document and sent electronically. The committee will also discuss the possibility of having a composite list of active NIAAA members and membership numbers available on the NIAAA Web Site.
- During the July 2011 Board Meeting the committee will formulate a Helpful Hints/To Do List for the Scholarship Award process to be shared with NIAAA Liaisons including: Application (location of application), Details of Application (NIAAA Member numbers, etc.), State/Section Process, Ordering of Plaques, Recommended Rubric Form in selection of Section applicants, Section and National Winners’ recognition, and other helpful information.
- The Committee recommends placing the winning essays on the NIAAA Web Page as links where the winner’s pictures are located. Staff so noted and will follow-up.

I. Leadership Training Institute Report – Coordinating Committee

- General comments regarding the conference were very positive with special commendation to the entire LTI presentation faculty for an outstanding job and commitment.
- Don Bales reviewed the State Coordinator’s meeting in Orlando and initiated work on the 2011 September State Coordinators Workshop
 - Dates September 10 – 12, at the Sheraton in Indianapolis
 - Discussion of Workshop Format, Timeframe & Activities took place
 - Don will provide a updated agenda & power point for review by the CC
 - Feedback from the Coordinator’s included
 - How do we increase attendance
 - Earlier ending time on Saturday
 - New LTI Course presentation
 - Don also introduced an idea of a State Coordinator Newsletter. A prototype will be developed and discussed in July.
- Scott Smith provided an update on the status of 627 (Strength & Conditioning)
 - Kim Chorosiewski & David Sandler were in attendance to prepare material for the July, Board Meeting Pilot presentation. Kim has agreed to Chair the 627 courses when completed. Course outline and material ready for editing and development of the power point slides.
- Don Bales provided an update on the status of 721 (Sportsmanship)

- The three authors (Sandra Mader, Cass Herbst & Diane Shuck) will be meeting in April to finalize material for the manual and prepare for the Pilot Presentation at the September Workshop.
- A brief discussion took place on the following potential topics for LTI.
 - a. Performance Enhancing
 - b. Chemical Use
 - c. Healthy Life Style
 - d. Injuries
 - e. Handling Tragedy in Schools
 - f. School Security
- Don Bales reported on the status of QPA (Quality Program award) and informed the committee that he has secured six individuals who have agreed to be “reviewers”. There will be a webinar training session for the reviewers on February 22.
- Duane Kramer shared with the committee the letter to be sent to Superintendent’s and/or Principals in the promotion and distribution of the In-Service Brochure. Jim Teff will develop a letter for State Coordinator’s to submit the Staff Development contact for the schools in their league or conference. The goal is to have some schools enrolled for 2011 fall in-service.
- Plans for the Indianapolis Conference were discussed and the following meetings and protocols were discussed:
 - LTI Coordinating Committee
 - LTI Chairs & Presenters
 - LTI & Certification
 - LTI New Presenters Orientation
 - Preliminary Assignment of LTI Classes
 - Presentation Needs Document
- All phases of the LT Both worked well with the following recommendations:
 - Share cell phone numbers with all LT personal
 - All class registration will take place at the general registration area and needs to be completed two hours prior to the class.
- Course Facilitators continue to play an important role in LTI presentations:
 - Continue with conference meeting with individuals to review responsibilities & Assignments.
 - Include evaluations on check off sheet
 - Emphasize the importance of reporting on time and not leaving until final roster has been obtained.
- A brief review of the LTI Procedures & Policies on class attendance was held.
 - Manual return
 - Refunds
 - Hand out certificates at end of class
 - 15 – 15 rule now in effect
 - Scanners – worked very well – provided a report of time each student arrived for class and time student departed
- Informational Items
 - Summer meeting attendees – as needed
 - 721 to pilot at Sept. Workshop
 - Yearly Coordinating Committee Check List

- 790 & 799 to be reviewed this summer
- Provide update manuals as requested

- The Strategic Plan Recommendations were discussed
 1. Membership Feedback on Web-Site
 2. Recruit, Train & Evaluate additional Faculty
 3. Develop Presentation Training Video – Cost?
 4. Succession Plan for LTI Coordinating Committee – Board will develop process
 5. Conference Workshop on Course Content
 6. CMAA Projects to Present at Conference
 7. Non-Traditional Course Delivery

Items 2-7 will be addressed during 2011.

- To do items for LTI in 2011 include:
 - Faculty Training & Up-grade the Evaluation Tool
 - Maintaining & Expanding Faculty Pool
 - Maintenance of LTI Program
- LTI Course Review
 - 502 – Don Dalton & Rusty Lee – Completion of manual material well on its way with Publications Committee to update DVD
 - 608 – Dave Bell & Glen Gillespie – Initiated revision and will contact and involve Doug Smith regarding a chapter on Office & Department Technology use
 - 790 – Al Sersland plus others to be named review in July.
 - 799 – Bill Bowers & faculty will determine a timeframe for July, review.
- Recommendations:
 - Funding for Course Chair Meeting – could be done via webinar
 - Webinar Meeting with State Coordinators
 - Expansion of Conference Teaching Faculty

J. Accreditation

Bruce Whitehead announced that he had received an email from Brenda Mason of NCA and she indicated the NCA board of directors has granted full accreditation to the NIAAA for a five-year period.

1. The Board reviewed the Exit Report and discussed the recommendations. Ideas shared;
 - Make use of “Survey Monkey” to generate member input
 - Investigate options to modernize the LTI Course Power Points
 - Expand the “Applying for a Committee” session to include other topics with target membership market newer AD’s seeking knowledge of the benefits of and opportunities from NIAAA.
 - Collate information on states that receive CEU opportunities for taking LTI courses and steps taken by those states to gain this.
 - Research which states/districts have salary incentives upon receipt of CAA/CMAA.
2. Accreditation Committee configurations shall include;
 - One General Chair
 - 5 Standards Chairs – Select one chair for each standard (currently there are seven standards for Post-Secondary however NCA has informed NIAAA the number of standards will be reduced from seven to five in 2012)
 - Each standard chair shall have 2 to 3 additional committee members
 - Accreditation shall receive permanent committee status

3. Projected time line;
 - Year one-work with Board on research and development
 - Year two and three work with Board on Required Action
 - Year four and five prepare the document for renewal of accreditation
4. Committee
 - Standards chairs will be named during the April conference call and remaining committee members will be appointed in July.

K. Committee to Develop Plan for Transition of NIAAA Staff

President Scogin appointed past president Nance to chair a board sub-committee to study the following items:

- Office Staffing
- Office Space
- Transition plan for executive staff

Darryl will identify three other board members to serve with him on this sub-committee. This group will do some work prior to the July meeting and then will come in early to meet for a day in July prior to the board meeting.

L. Involvement for Retired Members

Annette Scogin recommends the retired members be surveyed to identify needs and from that information the Board will have directions to take action.

M. Website

Mike Blackburn requested input from the Board for strengths and weaknesses. Ideas shared:

- Navigating site is easy and user friendly.
- Insert videos and pictures, i.e. conference, scholarship winners, award chairs
- Visual appeal is strength.
- Click for Board emails and contact with pictures.
- Member Data page be a more visible tab

N. The Board reviewed the Indianapolis Conference Preliminary Format.

- The conference registrations figures were reviewed.
- The conference evaluations were reviewed for strengths and recommendations,
- The conference plan was analyzed and the initial planning process for 2011 was begun.

On motion by Marc Hunter, seconded by Frank Pecora, the NIAAA sitting Board of Directors will have sole responsibility for the process to choose the President –Elect. On motion by Roy Turner, seconded by Andy Chiles, the Board approved the motion to table this topic until the July NIAAA Board Meeting. (12-1, Hunter voting No)

O. Committee to Study Sole Management of Conference

The Board will continue to work collegially with the NFHS and address this item if needed at a later year in the Strategic Plan. The NIAAA Staff will review the Orlando Conference and report to the Board in July.

P. Section Meeting

1. The Board reviewed the December Meeting Minutes.
2. The Board began to Develop Spring/Summer Agenda. Some items to include;
 - Mentor Models

- State Certification Stipend
- Accreditation Committee Applicants

3. Listed are the Sites/Dates for the 2011 Section Meetings and the NIAAA staff and officers who will attend.

a. Section 1 – Rockport, ME – Samoset Resort	April 7	Mike, Annette
b. Section 2 – Gettysburg, Pennsylvania	June 17-18	Mike, Holly
c. Section 3 – Stone Mountain, GA - Stone Mtn Inn	May 21-22	Bruce, Darryl
d. Section 4 – Naperville, IL – Country Inn and Suites	June 23-24	Bruce, Rich
e. Section 5 – Omaha, NE - Holiday Inn	June 8	Mike, Rich
f. Section 6 – League City, TX-South Harbor	March 7	Bruce, Holly
g. Section 7 – Las Vegas, NV -	June 4-5	Mike, Darryl
h. Section 8 – Coeur d’ Alene, ID – Shilo Inn	June 4	Bruce, Annette
i. Executive Directors – Louisville, KY	June 20-23	Mike, Bruce, Annette

Q. Conference Advisory Committee

1. NFHS Hosted meeting on January 30-February 1, 2011
2. Kris Welch, OR, Section 8 was appointed by NIAAA as the representative to begin his term January 1, 2011.
3. The committee is investigating an addition of a Middle School Member. Presently the NIAAA does strive to have one of the four sitting members to the committee as an athletic administrator responsible for middle school programs.

On motion by David Williams, seconded by Holly Farnese, the Board Meeting adjourned @ 5:00 p.m. for the day. Unanimous.

Tuesday, February 8

The Board Meeting reconvened @ 8:00 a.m.

R. 2011-12 Board Goals Sub Committee Report

New Initiatives

- Explore options to enhance and provide a more interactive website to benefit our members and also better communicate NIAAA activities.
- Create an uninterrupted flow of information from the NIAAA Staff/Board to State Officers/Liaisons and to the members.
- Aggressively communicate the North Central Accreditation and share how it benefits our members.
- Develop a leadership succession plan to address the issue of succession for the national office staff positions.

Ongoing Initiatives

- Continue to communicate the benefits of “dual/modified” membership to increase membership by all states and Washington DC and share implementation strategies that are working in states.
- Quality Program-continue to promote school program

On motion by Larry Moglestad, seconded by Dave Williams, the Board adopted the 2011 Goals and Initiatives. Unanimous.

S. NIAAA Endorsements

Darryl Nance, chair, Andy Chiles and Marc Hunter members serve on a sub-committee to develop guidelines for the Board relative to organizations seeking NIAAA endorsement. The committee is collecting information and will report in April during the Board Conference Call.

1. Samaritan's Feet is an organization to collect shoes for those around the world in need.

On motion by Phil Rison, seconded by Marc Hunter, the Board approved the motion for the NIAAA to embrace and promote, as a community service project, Samaritan's Feet. The NIAAA will adopt a country and encourage members to have their schools generate shoes for this country. Unanimous.

On motion by Holly Farnese, seconded by Rich Bechard, the Board appointed Scott Drabczyk, FL, Section 3 and Ron Richards, OR, Section 8 to the Hall of Fame Committee to fulfill the unexpired terms of Wayne Taylor and Marquis Ross. The appointments are effective immediately. Unanimous.

INFORMATION ITEMS:

A. NEDC – Bill Bowers

Bill Bowers presented the NEDC report.

- The NEDC financial report was presented.
- The council has experienced a decline in corporate sponsorship, as have all associations.
- The NEDC summer 2012 meeting will be held in either Arizona or West Virginia.
- Bill presented to the Board a letter of appreciation to NIAAA and NEDC from Jerry McGee for the enriching life experience he has received from both associations.
- Ohio has formed a study committee to investigate the position of executive director for OIAAA

B. The Board reviewed future Board Positions.

The Board is reminded to keep rotations and excluded states in the rotation in the forefront of all Section dialogue.

C. NIAAA MARKETING REPORT

With just a little over a month having passed since the last report to the Board at the National Conference on December 20 there is little of significance to report at this time. Not much can occur with Corporate America during the Christmas and New Years holiday season extending through in many cases the second and third week of January due to Executives vacations.

Fulfillment:

1. After returning from the National Conference time has been spent a great deal of time with DigitalTown re: contract and developing a business to business relationship between them and Daktronics which will ultimately benefit both companies and the NIAAA. A verbal agreement that should be in contract form is expected. This is going to allow for the population of game day stats in seven sports (Football, Basketball, Hockey, Soccer, Lacrosse, Baseball, Softball), which, should drastically speed up the process and ultimately bring royalties to the NIAAA much sooner than projected.
2. California Products (Plexitrack & Plexipave) - have kept in contact with them as a new Sponsor to ensure that they are taking advantage of all the benefits included in the contract as well as discussing expanded options.

Contract Renewal:

1. Musco - expiration date June 15, 2011 - a verbal commitment to continue the partnership with NIAAA even though they have cut their marketing budget significantly. An increase to a higher level is unlikely. The attempting is to at keep them at the current level (Advisory \$25,000. annually) for a minimum of three years (requesting five years).
2. FieldTurf - expiration date May 14, 2011 - No response from them re: an extension. The company has drastic cut backs in marketing and a drastic drop in market share. It is doubtful they will extend.

Additional Companies Contacted:

1. Riddell - many conversations re: the proposed contract and their attempt to include EBS Sports their parent company and contractually agreeing to increase awareness of their product line, provide multiple points of marketing messaging thereby improving their messaging to AD's, and promotion of their commitment to safety and head protection by way of showcasing "The Dome" where all research and development takes place for all of EBS's companies.
2. Spalding/Russell, UBU Sports, Mobile Sports group, and Taylor Hooton Foundation continuing discussions re: Sponsorships.
3. Skipta, Sitewhirks, and Dawgs - preliminary conversations.

D. Coaches Education Monies

NFHS has returned \$6,904.00 in royalties for the period July 1, 2009 to June 30, 2010 for classes taken by coaches. The present fiscal year NIAAA has received \$5,533.00 to date.

E. Staff Report

The Board and staff discussed ongoing NIAAA business sharing ideas. There were no items that required action.

F. 2011-2012 Budget Special Considerations

Bruce Whitehead will begin to build the draft 2011-12 budget at the conclusion of the February Board meeting. The Budget will be reviewed and finalized at the July Board meeting. The Board discussed income and expense categories to be included in the draft.

On motion by Larry Moglestad, seconded by Marc Hunter, the Board approved the immediate purchase of a laptop computer and docking station for Patty Conrad, which will replace her desktop computer. Unanimous.

G. The Board reviewed the summer meeting schedule.

H. Future Meetings

1. Spring Conference Call – April
2. Summer Board Meeting – July 7-11, 2011
3. Fall Conference Call – Late October
4. Indianapolis Conference – December 9-13, 2011, Indianapolis, IN
5. Mid-Winter Board Meeting – February 11-14, 2012
6. Summer Board Meeting – July 12-16, 2012

I. Around the Table

On motion by Andy Chiles, seconded by Frank Pecora, the Board Meeting was adjourned @ 11:00AM. Unanimous.