

NIAAA BOARD MEETING
NIAAA Office
Indianapolis, Indiana
July 9-11, 2011

Saturday, July 9, 2011

President Scogin called the meeting to order at 8:00AM 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; Gary DeGooyer, 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 NIAAA Board of Directors April and May Conference Call Minutes.

On motion by Darryl Nance, seconded by Dory Smith, the Board approved the minutes of the NIAAA Board of Directors April 2011 Conference Call and the May 2011 Conference Call. Unanimous.

B. Budget & Financial Reports

On motion by Darryl Nance, seconded by Marc Hunter, the Board approved the Financial Report for July 1, 2010 through June 30, 2011. Unanimous.

1. Checking	\$568,687.71
2. Reserve	\$809,419.01
3. Endowment	\$690,446,20
4. AAO	\$900.00
5. Conference Report	\$126,256.22
6. Retired Members	\$1,416.01
7. Past Presidents	\$4,038.79
8. Sports Turf	\$687.54

C. The Board discussed additional information sent in a letter to the NIAAA office from Human Kinetics. Human Kinetics wishes to work in partnership with NIAAA to publish an undergraduate textbook on Athletic Administration.

On motion by Darryl Nance, seconded by Dory Smith, the Board approved the motion to pursue the possibility of a cooperative effort with Human Kinetics on a publishing project for a Sport Administrator Text. Unanimous

Discussion/Action Items

- A. Jim Teff, LTI Program Director, presented the report of action occurring since February 2011.
- The Board reviewed the 2011-2014 LTI Course Review Schedule and the 2015-16 Tentative Review Schedule.
 - The Board reviewed the Agenda for the September 10-12, 2011 State Coordinator's Conference to be held at the Sheraton at the Crossing in Indianapolis.

- The University Partners with the NIAAA are Central Washington University, Ohio University, Southwest Baptist University, University of Colorado @ Colorado Springs, Western Kentucky University, and William Woods University. All of these universities are using some NIAAA course content in either a Master's Program in the case of UCCS, a multi-level certificate program.

On motion by Holly Farnese, seconded by Phil Rison, the Board approved the format of the revised LTI Course Evaluation Instrument for contact. Unanimous.

On motion by Darryl Nance, seconded by Phil Rison, the Board approved the request to revise LTC 618 and divided into two courses LTI 618 and LTI 620. Unanimous.

On motion by Phil Rison, seconded by Mike Snyder, the Board approved the development of an LTI Instructional Video and Power Point. Unanimous.

Filming Doug Killgore during the September state coordinators meeting sharing techniques for good instruction will create this video.

On motion by Holly Farnese, seconded by Dory Smith, the Board approved a \$10.00 cost for replacement certificates, which will be sent electronically effective immediately. Unanimous.

On motion by Holly Farnese, seconded by Phil Rison, the Board approved a \$15.00 fee if a hard copy replacement certificate is requested. Unanimous.

B.The Board discussed the permanent designation of the Accreditation Committee. Assuming the NIAAA maintains accreditation, this committee will have responsibilities far into the future.

On motion by Holly Farnese, seconded by Andy Chiles, the Board approved the NIAAA Accreditation Committee as a permanent committee. Unanimous.

C.Secretary Farnese discussed with the board committee appointments

The terms of Marc Armstrong, Mike Kimmons, Mark Kryka, Dennis Ramella, Cindy Riley, Keith Morioka and Chuck Ferrara on the Awards Committee will expire at the end of 2011.

On motion by Rich Bechard, second by Marc Hunter, the Board approved the appointment of Marc Haught, KS, Lonnie Tillman, MS, Monica Maxwell, IN, Sean Moore, MD, Martha Jameson, MA and Richard Barton, UT to the Awards Committee. Unanimous.

The term of Randy Marso on the Certification Committee will expire at the end of 2011.

On motion by Darryl Nance, seconded by Phil Rison, the Board approved the retention of Roger Brown, Mel Imai, and Deb Ofcky to the Certification Committee. Unanimous.

On motion by Darryl Nance, seconded by Phil Rison, the Board approved the addition of Pete Shambo, NY, Jake Von Scherrer, FL, Todd Olson, ND, Lisa Langston, TX and Vicki Nelms, NM to the Certification Committee. Unanimous.

The terms of Brenda Marshall and Faye Thornton on the Credentials Committee will expire at the end of 2011.

On motion by Marc Hunter, seconded by Richard Bechard, the Board approved the addition of Joshua Scott, MO to the Credentials Committee. Unanimous.

The terms of Christine Bullard and Bud Campbell on the Hall of Fame Committee will expire at the end of 2011.

On motion by Larry Moglestad, seconded by Phil Rison, the Board approved the addition of Karen Higel, CO, to the Hall of Fame Committee. Unanimous

The Board reviewed the Committee Selection Process and the importance of diversity and quality appointments. The process has solidified the value of all committees.

D. Publication Committee

Mike Blackburn and Dory Smith reported on the work of the Publications Committee. The status of the IAA magazine was reviewed. It was noted that the quality of the publication content and financial health continue to improve. Additionally, work was done on the Comprehensive Guide and other instruments available to the membership.

E. Finance Sub Committee Report

Larry Moglestad presented a report on the meeting with Mike Manion of Woodley Farra Manion. Investments continue to improve through sound management and fiscal responsibility.

On motion by Phil Rison, seconded by Rich Bechard, the Board approved the minutes of the Finance Sub committee as presented. Unanimous.

On motion by Larry Moglestad, seconded by Frank Pecora, the Board approved the recommendation to invest an additional \$100,000 currently in a CD in preferred securities. Unanimous

On motion by Andy Chiles, seconded by Dory Smith, the Board approved a motion to allow Bruce Whitehead to investigate options for improved positions with liquid cash assets at Bank of Indianapolis. Unanimous.

F. Office Policy and Personnel Sub Committee Report

Phil Rison presented the committee report.

On motion by Mike Snyder, seconded by Frank Pecora, the Board approved the minutes of the sub committee meeting. Unanimous.

On motion by Phil Rison, seconded by Larry Moglestad, the Board approved the recommendation of expansion of Shannon Arvin's employment to full time status and to establish the Salary in Schedule A of the Employment Agreement b and between Shannon Arvin, an administrative assistant, to not exceed \$32,675.00, effective upon directive from the NIAAA Executive Director. Unanimous.

On motion by Frank Pecora, seconded by Mike Snyder, the Board approved the recommendation of 2011-2012 Contract Labor stipends for the Leadership Training Team as submitted by Bruce Whitehead and Mike Blackburn. Unanimous

G. Marketing Sub Committee Report

Mark Hunter presented the committee report.

On motion by Larry Moglestad, seconded by Mike Snyder, the Board approved the minutes of the committee meeting. Unanimous.

On motion by Dory Smith, seconded by Frank Pecora, the Board approved the allocation of \$3200.00 for signage needed due to expansion of the office. Unanimous.

Walt Sargent presented the July 2011 NIAAA Marketing report.

- New Contracts under negotiation; Riddell and UBU Turf
- Contacts up for renewal; Musco Lighting and Field Turf Tarkett
- Updates/Items of interest; DigitalTown continues to develop at a fast pace. Communication continues between DGTW, Microsoft and UTube's newly created High School Division. California Products (Plexipave & Plexitrack) have put together a team to assist the NIAAA in writing a new course for NIAAA on Track and Tennis Court planning, development, surfacing, maintenance, etc. Foxwood Sports has asked to reduce its financial commitment to NIAAA.
- Walt gave the Board a list of the companies he has had communication with since February, his last report.
- Final Thoughts; economy is still an issue, NIAAA members must continually communicate with sponsorship companies and give them an opportunity to communicate their products; the Corporate Partnership Brochure for reprint later this year prior to the National Conference.

H. Scholarship Sub Committee Report

Dory Smith presented the committee report.

On motion by Darryl Nance, seconded by Phil Rison, the Board approved the minutes of the sub committee meeting. Unanimous.

The Board congratulated the NIAAA National Scholarship Essay Winners. They are Marshall Moyer, Burlington, Iowa and Molly Cain, Seaford, Delaware as recommended in the committee report.

The committee revised the application and recommends that the application is accessible by email to allow it to be submitted electronically.

The committee revised the current rubric form used to select the national winners. This form will be made available to all states should they wish to use it to assist in selecting the state winners.

Dory shared the results of the survey data gathered from the state liaisons. The committee will take the data from the survey and provide a report to the Board and to the NIAAA State Liaisons.

The committee developed a checklist for states to use relative to the NIAAA Scholarship /Essay Award to assist in facilitating the process.

I. Awards

On motion by Holly Farnese, seconded by Darryl Nance, the Board approved Dr. Michael Blackburn as the recipient of the 2011 NIAAA Award of Merit. Congratulations. Unanimous.

On motion by Holly Farnese, seconded by Marc Hunter, the Board approved Ronald Belinko as the recipient of the 2011 Frank Kovalski Professional Development Award. Congratulations. Unanimous.

On motion by Richard Bechard, seconded by Holly Farnese, the Board approved Margaret Conaty, Section 1, Bruce Bowen, VA, Sam Elias, PA, Joseph Sanfilippo, GA, Mike Kimmons, TN, A.T. Sam Rasmussen, IN, Daniel Johnson, MN, Robert Trahern, CO, Richard Barton, UT and James Piccolo, WA as the recipients of the NIAAA Distinguished Service Award for 2011. Congratulations. Unanimous.

Shannon Arvin has presented a cost analysis of awards and will continue to investigate and pursue savings through RFP's to a number of companies.

J. The Board discussed the possibility of an expanded role for the NEN Committee to include Community Service. The NEDC and the NEN will continue to discuss.

K. President Elect Process

On motion by Marc Hunter, seconded by Frank Pecora, the Board voted to remove from the table the motion made by Marc Hunter and seconded by Frank Pecora during the February meeting that the NIAAA sitting Board of Directors will have sole responsibilities for the process to choose the President-Elect. Unanimous.

The Board held a lengthy discussion on this motion.

Larry Moglestad called for the question, seconded by Gary DeGooyer. Unanimous.

The Board defeated the motion that the NIAAA sitting Board of Directors will have sole responsibilities for the process to choose the President-Elect. Yes-1 and No-11 (Marc Hunter voting yes).

The board did agree to the following addition to the Policy, Operations and Procedures Manual: "No current member of the board of directors or any Past President shall write a letter of support for any President-Elect candidate".

L. Endowment Committee

Bruce Whitehead reviewed the March and May Conference call minutes.

Members are encouraged to please continue to send donations for the December 2011 silent auction to the NIAAA Office. Currently there are 107 items in the silent auction.

M. At-Large Election Proposal

On motion by Larry Moglestad, seconded by Gary DeGooyer, the Board approved a motion to move the proposed By-Law Change forward to the Delegate Assembly for a vote in December. Unanimous.

This proposed by-law change will be published in the fall IAA magazine.

On motion by Marc Hunter, seconded by Holly Farnese, the Board Meeting adjourned for day @ 5:00PM. Unanimous.

Sunday, July 10, 2011

Annette Scogin reconvened the Board Meeting @ 8:00 a.m.

N. Strategic Plan

The Board discussed and/or took action on the following strategic plan items. Please refer to the strategic plan publication to reference the description of each item listed below. The plan is posted on the NIAAA website.

Item #14 will receive action by the LTC 790 Teaching Team and there will be additional webinar classes presented in 2011-12

Item # 23 suggestions to address this included a retired column in the IAA, continue their involvement in the exhibit hall, add to the retired breakfast agenda in December seeking input as to their desire for involvement and board liaisons will also seek input

Item # 24 Bruce and Mike have conducted, at various levels, meetings with the school boards association, the principal's association in conjunction with NFHS, complimentary copy of IAA magazine is sent to all school central administration offices', the Olympic association, the NCAA eligibility center, the Women in Sport Administrator's Association, and many more. This is an example list. The suggestion was made to budget funds to allow the association to join other associations that would mirror NIAAA philosophy and practice

Item # 26 Mike discussed a plethora of communication through IAA magazine and other avenues

Item #28 as NIAAA cycles through its appointees to this joint NIAAA/NFHS committee the association will strive to appoint a member with middle school experience

Item #31 this item will be an action item later in the meeting

Item #34 this item will be an action item later in the meeting

Item #37, #38, #39 strategies include commendations, yearly comparison, generating data and ultimately a key stakeholder is the state being passionate about the NIAAA to help move the membership forward, we have still only captured 48% of the state membership

Item # 42, #43, #44 is ongoing and strategies are in place to responsibly manage the NIAAA funds. The staff continues to explore cost saving measures

Item # 45 our investment advisor and our attorney's recommend the endowment fund not be made a private foundation due to cost to do so and restrictions that would be placed on the fund management.

Item # 47 this item will be an action item later in the meeting

Item #48 marketing does include PR, communication, print media, outreach, social media and ultimately personal representation, however these items are not in the job description of Walt Sargent

O. Certification Sub Committee Report

Sheri Stice presented the subcommittee report.

Highlights of her report are; discussion of the recommendations of NCA CASI, waivers for those with no BS or BA, a fourth level of certification, review of the CAA Exam, revision of the CAA Reader Guidelines, protocols were outlined for sanctions for violations by a CTA proctoring the CAA Exam or by a state giving the exam. The Board expressed appreciation to all of the members of the committee that work diligently to uphold the integrity of the NIAAA Certification Program.

On motion by Marc Hunter, seconded by Dory Smith, the Board approved the Education Requirement Waiver policy for CAA Certification. Unanimous.

P. Insurance

A copy of the 2011-12 Insurance Policy is in the hands of all Board Members.

On motion by Dory Smith, seconded by Larry Moklestad, the Board approved Bollinger Company as the Insurance Administrator and the proposal presented by that company. Unanimous.

The executive director discussed Cyber insurance. He indicated with our on-line database, our website and our on-line courses it is time to consider this type of insurance.

On motion by Marc Hunter, seconded by Dory Smith, the Board approved Cyber Liability Insurance with the Security Endorsement. Unanimous.

Q. Transition/Staffing Sub Committee

Darryl Nance presented the report on the initial committee meeting. The committee created a Vacancy Protocol listed below.

NIAAA Ex Director Vacancy Protocol

- 1.The NIAAA Executive Director announces departure to the NIAAA President.
- 2.The NIAAA President informs the Board of Directors.
- 3.The NIAAA Executive Director informs office staff.
- 4.Vacancy is posted
 - a.Qualifications (See Attached)
 - b.Job Description (POP Manual)
- 5.Application Protocol

- a. The NIAAA President convenes the Screening Committee and serves as chair. In the event that the President is a candidate for the position the President is immediately removed from the screening process and the chair becomes the next eligible officer.
 - b. The Screening Committee will consist of the members of the Office Policy and Personnel Committee, the NIAAA Officers and the Associate Executive Director if he/she is not a candidate for the position. Any of the officers and/or the Office Policy and Personnel Committee that choose to be candidates will be eliminated from the screening process.
 - c. A minimum of two and a maximum of four candidates will be forwarded to the NIAAA Board of Directors to be interviewed.
 - d. The entire NIAAA Board will interview all final candidates and make a final decision.
6. Should an unexpected vacancy occur the Associate Executive Director would become the interim Executive Director until the above protocol is complete.

NIAAA Associative Ex Director Vacancy Protocol

1. The Associative Executive Director announces departure to the NIAAA Executive Director.
2. The NIAAA Executive Director informs the NIAAA Board of Directors
3. The NIAAA Executive Director informs Staff
4. Vacancy is posted
 - a. Qualifications (See attached)
 - b. Job Description (POP Manual)
5. Application Protocol
 - a. The applicants are screened, interviewed and selected by the NIAAA Officers and the Executive Director.
 - b. The entire NIAAA Board will endorse the selection.

On motion by Darryl Nance, seconded by Gary DeGooyes, the Board accepted the recommended NIAAA Administrator Vacancy Protocol. Unanimous.

R. Office Expansion/Relocation

Bruce Whitehead illustrated the office blueprint for the build out. The current boardroom will be divided into a sixth office and another smaller conference room providing two small conference rooms. A much larger boardroom accommodating a wider table for meetings as well as additional storage space will be added to the current square footage. The total additional square footage will be 1025. The total office space will be 4594 square feet.

Bruce Whitehead presented a cost analysis for two different options if the NIAAA would choose to own property vs. rent property. These two cost analyses were based on two properties that are currently on the market in the Indianapolis area. Neither option would provide a cost savings to the organization versus renting the current space. Both purchase options have no hotel within walking distance of the office thus requiring the association to enter the transportation business as well.

S. Transportation Options

Bruce Whitehead also presented a cost analysis for purchasing or leasing vehicles or continuing to contract with a transportation service provider. It is currently more cost effective to continue to contract transportation service.

T. Technology

NIAAA needs to begin to store data electronically vs. hard copy. Two companies were contacted and bids were solicited from both companies. The companies were Van Ausdel and Impact.

On motion by Larry Moglestad, seconded by Andy Chiles, the Board approved the purchase of document storage software from Van Ausdel and the leasing of a newer copy machine. Unanimous.

The NIAAA has a need to contract with a service provider to send mass emails to our membership and to conduct surveys with our membership. It is too cumbersome to send out mass emails through the NIAAA server. It also slows the NIAAA server. Staff explored a number of companies that provide this service.

On motion by Holly Farnese, seconded by Gary DeGooyer, the Board approved the recommended ExactTarget Company as a service provider to send mass emails and conduct surveys. Unanimous.

On motion by Darryl Nance, seconded by Phil Rison, the Board approved the purchase of a new Scanner/Software. Unanimous.

U. 2011-12 Budget

The Board and executive staff participated in the annual budget exercise to develop the 2011-12 budget. The work was completed using a draft prepared prior to the meeting by the executive staff.

On motion by Darryl Nance, seconded by Larry Moglestad, the Board adopted the 2011-12 NIAAA Budget as presented. Unanimous.

The 2011-12 proposed budget will have expenses of \$1,617,609.

V. Endowment Grant Application

On motion by Larry Moglestad, seconded by Marc Hunter, the Board approved the grant request by the state of Arizona for a \$250 grant to offset the cost of a conference speaker. Unanimous.

W. There will be a Free Recruiting Seminar Link on NIAAA Website. This video is an excellent tool to inform parents and student athletes on the college recruiting process.

Let the minutes reflect that President Annette Scogin has excused herself from the meeting and Richard Bechard has assumed the chair of the meeting.

X. PlexiTrac Grant Application

The corporate partnership with PlexiTrac provides an annual grant to an NIAAA member school of \$30,000 toward installation of a new track or refurbishing an existing track. PlexiTrac must be selected as the provider of this installation. The NIAAA received two applications for this year.

On motion by Dory Smith, seconded by Phil Rison, the Board approved the awarding of the PlexiTrac Grant for \$30,000.00 to the Springdale, Arkansas School District with the condition that the school district board of directors will approve the required remaining funds to complete the project by October 1, 2011. Unanimous.

Let the minutes reflect that President Annette Scogin has returned to the meeting and has assumed the chair of the meeting.

Y. 2011 National Athletic Directors Conference

Patty Conrad reviewed the conference schedule including changes from the 2010 conference schedule.

On motion by Mike Snyder, seconded by Dory Smith, the Board Meeting adjourned for day @ 5:00PM. Unanimous.

Monday, July 11, 2011

The Board Meeting reconvened @ 8:00AM.

IV. Information Items

A. Review 2011-12 Board and Staff Goals

Richard Bechard reported on the progress of Board goals.

- The company BrandDirect will guide the NIAAA in the direction of a more interactive website and provide strategies to market/brand the organization.
- Continue to work with strategic alliances through communication, exhibiting at conferences, etc.
- Dory Smith created a template for board members to use in communication to their section leadership.
- The succession plan for the national office staff has been completed.

Bruce Whitehead reported on the progress of all staff goals.

- Continue to enhance database
- Cheryl Van Paris has assimilated easily into the role of Professional Development Manager
- Patty Conrad has assumed a larger role for the conference planning.
- Duane Kramer has sent letters to all state, superintendents and school board associations to alert entities of the in-service program.
- Don Bales has conducted in-service for all the QPA Readers.

B. Professional Outreach

Michigan and Pittsburgh, Pennsylvania have been approved for this fiscal year.

C. NCA CASI Final Report

The report is in the hands of all Board members as we continue to review and move the association forward from their commendations and recommendations.

D. Spring/Summer Section Meeting Reports

The Board shared and discussed information and interaction that occurred during the spring and summer. All minutes from all section meetings are in the hands of Board Members for their review.

E. 2011 NFHS Citation Recipients

The Board acknowledged, with congratulations the NFHS Citation Award recipients as selected by the NFHS board of directors: Paul Mengold, CT, Dr. David Hoch, MD, Roland Fred McDaniel, NC, Geoffrey Penrod, IN, Peggy Stibbe, ND, Lawrence Johnson, NM, Craig Gladwell, UT, Michael Maghan, OR.

F. Membership Reports

Bruce Whitehead presented a ten-year membership analysis.

Presently there are 8481 members, which is an increase of 310 members from 2009-10 fiscal year.

Mike Blackburn announced that 29 states will receive commendations for 10%, 70%, and 100% growth of membership. Some states fit into more than one commendation category. 19 states are at an all time high of membership.

G. Monthly e-News

Mike Blackburn encourages all to take advantage of communication through the e-News. Clell Wade Company does distribute this as part of their corporate sponsorship.

H. Samaritan's Feet Project

All members are encouraged to investigate and embrace this community service project.

I. Future Board Positions

The Board reviewed the future board positions.

J. Checklist for mentor board members with new board members
Annette Scogin reinforced the importance of Board members support for each other and the checklist in the NIAAA POP Manual.

K. Legal Service Report
The Legal Service report is in the hands of all members for their review. There were no questions from the Board. Total legal service fees for 2010-11 were less than \$5,000.

L. Coaches Education Royalties
The NIAAA has received \$10,200.00 this year from the NFHS for the 2010-11 year. This is an increase of \$5,000.00 from last year.

M. State On-Line Rebate Report
Bruce Whitehead reported 38 states will receive rebate checks for members taking webinar and online classes during the first six months of this calendar year. A total of \$6300.00 will be distributed to states from this program.

N. 2010 State Presidents Table Discussion
The board reviewed the feedback from the table discussions. The Board uses this information for future planning.

O. State Conference Visited since Conference Call
Board members desire to attend state conferences when invited. There are funds available in the NIAAA Budget for Board members to attend. States are encouraged to invite current board members to attend their state conferences.

P. NEDC Report
The NEDC met in Louisville, KY June 20-23, 2011. Bill Bower presented the NEDC minutes from the Business Meeting held on Thursday June 21, 2011. 38 States now have executive directors and 22 members attended the summer meeting. The next summit will be held in Prescott AZ.

Q. DigitalTown Coaching Software Demonstration
Charles Meyer, from 3D Sports, demonstrated to the Board the capabilities of the coaches' playbook software available for coaches and players. The software is available free to coaches and players will be charged a nominal fee. Twenty-Five sports will be configured into the program in the next two years. Seven will be ready for the 2011-12 school year. Additional sports will developed as the need and future allows.

R. Future Meeting Dates

- LTI State Coordinators - Indianapolis - September 10-12, 2011
- Fall Conference call date – October 5, 2011 @ 2:00PM
- NIAAA Annual Meetings, Indianapolis, Indiana - December 9-14, 2011 (Fri-Wed) (Board arrives Thursday, December 8)
- NIAAA Board Meeting - Indianapolis - February 11-14, 2012 (Sat-Tue)
- NIAAA Board Meeting - Indianapolis - July 6-9, 2012 (Board arrives Thursday July 5)

I. **Around the Table**

On motion by Andy Chiles, seconded by Frank Pecora, the Board Meeting was adjourned @ 12:00 Noon. Unanimous.