



November 1 , 2016

Volume 3 Issue 4

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***National Athletic Directors Conference**

December 9 - 13, 2016 Nashville, TN

***Please Register today at NIAAA.org**

Record number of attendees enrolled this far!

Throughout my 38 years of coaching, I always looked for things that would bring our team and staff together or just a way to make a special memory. My efforts included team building activities, rope courses, float trips, camp outs, football clinics for moms, and things that would make football special. In 2000, I decided to do a Father-Son Legacy Event for my senior football players. It was life changing for our team, our school and our community. I believe it is the best thing I've done in my coaching career. Over the next 12 years I have facilitated Father-Son Legacy events for groups of boys age 13-21.

Let Coach Ronnie Peacock facilitate a Father-Son Legacy Event for you

Please contact him at 479-721-2746 or coachrpeacock@yahoo.com www.father-sonlegacy.com

**Tennessee Athletic Directors Meet
Certification Requirements**

CMAA:

Kelly Fish and Corby Lucas

CAA

Jenna Jones and Randy Rogers

RMSAA:

India Weaver

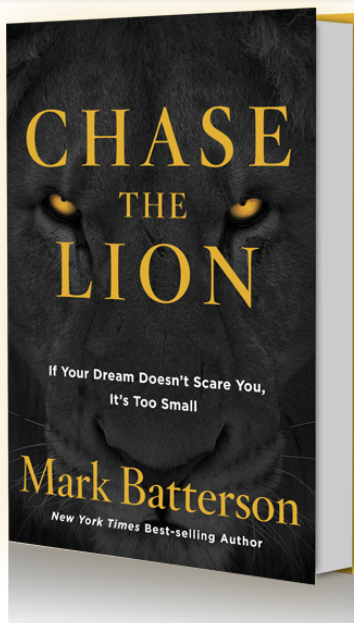
RAA:

Thomas Coghlan, Fred Eaves, Pamela Handyman, Scott Morris, Michael Piercey, Corey Richards, and Lecia Schluterman

**NIAAA Student Athlete
Scholarship Opportunity**

We encourage all NIAAA members to submit nominees. Nominations must be received by January 31, 2017. Please send them to matt.cox@cpalions.org. The scholarship recognizes students for leadership and sportsmanship attributes, and they must participate in two sports for two school years.

Please go to www.niaaa.org



***Tennessee State Athletic
Directors Conference**

**April 2 - 4, 2017
Murfreesboro, TN**

***Please Register today at
TSSAA.org**



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Advice from TIAAA Board Members

JD Lambert , Athletic Director Central High School (Knoxville, TN)

New Coach Introduction

During the summer of 2016 Central High School hired a new head baseball coach. On the first Friday after he was hired the coach and Athletic Director went on a tour of Fountain City. The purpose of the tour was two fold: Community outreach and an introduction of Fountain City. We started bright and early at Panera Bread for breakfast. This is the home of several alumni and two former state championship head baseball coaches from Central High School. Other stops along the tour included two local barber shops, Sam & Andy's (Restaurant owned by former all state football player) and Exxon (owned by a 94 year old man that works over 80 hours a week). The three hours invested on a Friday morning continue to cultivate good will in the community. Those folks that talked to coach in a relaxed informal setting help spread positive energy in Sunday school classes, Kroger, and little league ball parks. The tour also assured coach that he had made the correct choice to join #bobcatnation. Brad Schrock, Skipper of Bobcat Baseball said, "The tour gave great insight into the community and assured my family that we were in the right place!"

Randy Rogers, Athletic Director Jefferson County High School

Advice to Other Athletic Directors

Being an Athletic Director is not an easy job, but it is a rewarding one. When I became the Athletic Director at Jefferson County High School, I thought I knew what I was doing. My background from playing sports in high school and college, coaching at various levels (little league to high school), and officiating at the collegiate level helped me understand the need to seek advice from other athletic directors. I found out very quickly that all athletic directors are willing to help each other. This became evident when several athletic directors reached out to me as I was named the AD at JCHS. It was very calming to know that there were others out there in the same position willing to help me with any questions that may come up during the job. Even though we line up as opposing schools in various sports, (we all want to win,) athletic directors are a collective group wanting to improve their teams, coaches, players, facilities, districts, regions, and communities as a whole, to make high school athletics the best that it can be. So, my advice to any aspiring or current athletic director is to reach out to your fellow athletic directors if you have a question or a concern about anything that may come across your desk. I also encourage current athletic directors to reach out to any new athletic director in your area and make that connection so that they may also know that we are all in this together.



2017 NIAAA PROFESSIONAL DEVELOPMENT ACADEMY
Athletic Administration Leadership Training Academy Course Offerings
TSSAA/TIAAA State Athletic Directors Conference April 2-4, 2017
Embassy Suites Hotel: Murfreesboro, Tennessee
REGISTRATION FORM



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Name: _____ School: _____ Office Number: _____

Mailing Address: _____ City: _____ State: _____ Zip Code: _____

Cell Number: _____ E-mail: _____

Check the LTI courses (**ONE COURSE OFFERED EACH DAY**) you plan to attend.

Sunday, April 2, 2017: LTC 503 _____ or LTC 508 _____ Time: 1:30-5:30 p.m.

Monday, April 3, 2017: LTC 510 _____ or LTC 705 _____ Time: 1:30-5:30 p.m.

TIAAA Member Rate Prior to March 1: \$80 per course and \$120 after March 1, 2017

Non-Member Rate Prior to March 1: \$100 per course and \$120 after March 1, 2017

Please make **checks payable to the TIAAA**, and mail check along with registration form to:
Christ Presbyterian Academy C/O NIAAA Leadership Training Program
Attn: Mike Ellson, LTI Tennessee State Coordinator
2323a Old Hickory Blvd.
Nashville, Tennessee 37215

We are honored to have NIAAA National Course Instructors:

- Mr. Lanness Robinson, CMAA Hillsborough County/Tampa, Florida: LTC 503, & LTC 705
- Dr. Lee Green, Sports Law Professor & NFHS/NIAAA/NCAA Advisor: LTC 508 & LTC 510

Sunday, April 2, 2017--1:30-5:30 pm LTC 503: Athletic Administration--Enhancing Organizational Management:

This is a *NEW COURSE* with a focus on fundamentals and methods of athletic administration and alerts and educates athletic administrators regarding potential problems and possible solutions in areas such as special events, public relations, awards, etc... Course also touches upon ways to increase or improve citizenship and sportsmanship through positive initiatives. Athletic Administrators will have a hands-on experience creating handbooks and a strategic plan for their school.

Sunday, April 2, 2017--1:30-5:30 pm LTC 508: Legal Issues III (Hazing, Constitutional Law,

Disabilities Law, Employment Law & Labor Law, etc...) Dr. Green will discuss constitutional and statutory issues affecting athletic programs, including the impact of disabilities legislation on school athletics, and coverage of employment law concerns affecting athletic programs, including contract law, equal pay and FLSA issues.

Monday, April 3, 2017--1:30-5:30 pm LTC 510: Legal Issues IV (Social Media, Transgender Participation, Event Management & Security, Pregnant & Parenting Student-Athletes, & Intellectual Property).

This *NEW COURSE* provides in-depth coverage of the legal standards governing the authority of schools to sanction student-athletes and athletics personnel for misuse of electronic communications tools and inappropriate postings on social media, including strategies for developing and implementing effective social media policies, and along with extensive coverage of the legal mandates.

Monday, April 3, 2017--1:30-5:30 pm LTC 705: Strategies for Coach-Centered Mentorship

Character based coach-to-coach mentoring programs utilize the talents, strengths and qualities of the entire team of coaches to maximize the potential of the coaching staff. Course will also provide athletic administrators with strategies and methods to develop and enhance successful coach-to-coach mentoring programs.

*GRADUATE CREDIT MAY BE AVAILABLE (FOR ADDITIONAL WORK AND AN ADDITIONAL FEE).
GO TO www.niaaa.org--***We are in process of requesting TASL Credit from the State Department of Education*
Please e-mail questions regarding LTI Courses to Mike Ellson: mike.ellson@cpalions.org