

Historical Perspective of the New York State Athletic Administrators Association, Inc.

The National Federation began sponsoring conferences for athletic administrators in the early 1970's. In the middle 70's a few New York State athletic administrators began to attend these national meetings. While at these meetings several New York State athletic administrators knew that the purpose and objectives of the national conference would certainly fit well in New York State.

In the spring of **1981**, Dave Martens hosted a preliminary meeting of: Otis Sennett, Don Distin, Mason Morenus, Max Lederer and a couple of other athletic directors in Dave's office. This was the first attempt to discuss the formation of the NYSAAA, an association organized by and for athletic administrators. Other meetings were conducted and the NYSAAA was encouraged to proceed by the Council of Administrators, a section of the NYSAHPERD. The National Federation's organization was used as the organizational model. Directors in each of the NYSPHSAA were selected to represent their area.

The first official organizational meeting of the new association was held at the Howard Johnson's Hotel/restaurant in Binghamton, NY on **October 13, 1981**. Eight people (Dave Martens, Otis Sennett, Alan Mallanda, Bernie O'Brien, Mason Morenus, Joe Farrell, Don Distin and Bob Douglas) contributed \$10.00 each at a meeting in Binghamton and Bernie O'Brien began the treasury. Officers were elected. Dave Martens, President, Don Distin, Past President, and Bernie O'Brien, Treasurer.

The first NYSAAA conference was held in Liverpool, near Syracuse, in March of **1983** and 190 were in attendance. Otis Sennett served as program chairperson and reservation chair. Steve Karbon of Minneapolis, MN, was the exhibit and meal chairperson (he obtained 27 exhibitors). Dave Martens, as president, was an "awful worry wart". Otis kept telling Dave not to worry because he (Otis) would take care of it. Dave's reply to Otis was, "That's what worries me, you're taking care of it."

In **1984**, Bob Douglas was president for the conference in Tarrytown, NY, and had secured some corporate sponsorship from the New York Mets and the Yankees, thanks to George Steinbrenner. Dave Martens also secured corporate sponsorship from Champion Products and Eastman Kodak. Roy O'Neill and Chapter 1 were conference planners in 1984. David Martens took over as the 5th NIAAA President, the first from NYS.

In **1985**, Bob Ryan was the new president and the third conference was held in Saratoga Springs, NY. Jack Rentz and Ray Waldron were program chair and host and the association was off to the races. The executive committee removed Steve Karbon from the conference and turned the exhibit chair to Otis Sennett with assistance from John McCleery. There were 70 exhibits sold. Our treasury really started to grow. "Excellence in Athletics" was the conference theme.

IN **1986**, Roy O'Neill was president and the conference was held in Rochester, NY. There were 94 exhibitors in attendance. During this period in the association's history, it was decided after long discussions and deliberation and due to philosophical differences, the association representative board, after input from the grass root, decided that we would incorporate as a not-for-profit organization. Jack McCleery and Bill Guerrera were conference planners. "Athletics, the Other Half of Education" was the conference theme.

In **1987**, Alan Mallanda was president and the conference theme was "Academics and Athletics, Excellence in Education." The association approved the hiring of an Executive Director. Past President, Roy O'Neill, was selected. It was the association's first conference at the Concord Hotel. Paul Munley and Dean Ouderkirk were the conference planners.

In **1988**, Jack McCleery was president and our conference was at the Rye Town Hilton. One of the

guests was Tom Frederick (now deceased) of the National Federation staff and the architect of the National Athletic Administrators Association's conference. Rod Mergardt and Robert Bayer were the conference planners. The conference theme was "Making a Commitment to Excellence in Athletics." In **1989**, the conference returned to Saratoga Springs for the second time. Bob Sullivan was president and John Foley and Ray Waldron were conference planners. During Bob's tenure as president, the voucher system and finance committee was approved. It gave the association a system of checks and balance. Bob encouraged the association to join the New York Council of Educational Associations. The conference theme was "At the Threshold of the Nineties."

In **1990**, Bill Guerrera was president and the conference was held in Niagara Falls. Doug Westcott and Jim Trampert were conference planners. The association welcomed Catherine Gallagher as our new Conference registrar and treasurer. Jack Cashman accepted the conference exhibits chair. Conference theme was "Working Together to Shape the Future of Athletics."

We returned to the Concord Hotel in **1991** for the second time. Jim Runyan was president and Tom Skidmore and Roger Myers were the conference planners. The theme was "Managing the Job." Under the direction of President Runyan, Tom Skidmore put together the "Handbook for Athletics" for the New York State Athletic Administrators Association. Then and now, a must for every athletic director in the State.

In **1992**, we held our conference in Saratoga Springs with Paul Harrison as president. The theme was "First and Ten." It was our 10th conference. Mason Morenus and Ray Waldron were the conference planners. The association honored those exhibitors in attendance for 10 years. The austerity budget is growing strong as a major issue in the state.

In **1993**, Doug Prato took over as president and challenged all athletic administrators in New York to "Sending the Right Message." "Project Model" was developed as a positive Public Relations Program was established. The "Project" found its way to Section I of the NIAAA. It was well received in the New England states. "Sending the Right Messages" was the conference theme and Don Webster and Ray Waldron were the conference planners. Alan Mallanda, CAA takes over as the 14th NIAAA President, the second from NYS.

In **1994**, Howard Meyer as president facilitated two representative board meetings to establish long and short range goals and provide the future direction of NYSAAA. Our conference was in Saratoga and our theme was "Strong in Tradition with a Vision for Tomorrow." Jack McCleery and Richard English were conference planners. The professional development of athletic administrators was now at the forefront of the association.

In **1995**, the conference moved to the Hotel Syracuse. Our president, Tom Skidmore's theme was "Working Together We Can Make a Difference." The workshops provided a variety of ideas that may help you to better manage your position. Under the direction of Lloyd Mott and the resolutions committee they promoted bills to include interscholastic athletics in contingency budgets. Ron Grastorf and Roger Myers were conference planners.

In **1996**, Jim Rische had the entire conference constructed around the conference theme, "The Ties that Bind Us are the Values We Teach." As administrators, we have a responsibility to teach good values of citizenship and sportsmanship. Rickey Bearor and Paul Harrica were conference planners.

In **1997**, Dennis Fries was the association's 15th president. "Character and Citizenship, the Cornerstones of Athletic Competition" was the theme of the conference. The mentoring program was expanded during Dennis' tenure. Howard Meyer continued to seek out, encourage and mentor from the organization tomorrow's leaders, thereby better utilizing the abilities and skills of our membership and ensuring the continued strength of our organization. John Pelin and Rich Kaplun were conference planners.

The **1998** conference was held in Albany. Jim Trampert was the association's president and the theme was "Setting the Athletic Stage to Meet Life's Other Challenges." Pat Burke and Brett Banker were the conference planners. Roger Brown picked up the ball from Lloyd on the contingency budget. Our thank you reception with the legislators at the conference was well attended. Jim heard that the bill had passed while in attendance at the NYSPHSAA. Our appreciation and thanks to so many who worked for the passage of the "bill."

The **1999** conference returned to Saratoga Springs and the theme selected by president, Paul Munley, was "Bearing the Torch into the 21st Century." Bill Bryant was the conference planner for the association's 17th annual conference. The strong involvement with the grass roots was evident and the initial NIAAA and NYSAAA leadership course was held at the conference. In the planning stages of the Leadership Training Program, Alan Mallanda was appointed as the State Coordinator of the Leadership Program. Bill Ross taught the first course to 20 athletic directors in the state. Paul Munley and Bill Bryant offered another great conference.

A special note of thanks to Otis Sennett and Howard Meyer who provided information for the development of this document up to this date.

Roy O'Neill, November 23, 1999
Edited and expanded by Alan Mallanda, CMAA in 2017

Roy O'Neill retired in July of 1999 as the first Executive Director of the association. Interviews were conducted in the spring, and Alan Mallanda was selected to replace Roy O'Neill and was appointed as the association's second Executive Director effective July 1, 1999. His first state conference was conducted in Saratoga Springs in March **2000**. Bill Ross was president and the conference theme was "A Bridge to the 21st Century – 2000 and Beyond." Pat Burke was the conference chairperson.

The **2001** Conference once again was held in Saratoga Springs and the theme selected for the 19th annual conference by Robert Goldberg was "Lead, Follow or Get Out of the Way." Conference planners included Fran Nocella, Dr. Mira Martincich and Dominick Vulpis. Leadership Training courses were becoming more popular and the program was growing. The conference included four LT Courses for the first time without impacting the rest of the conference program or workshops. Bob Sullivan, the seventh President of the NYSAAA (1989) (Bayport-Bluepoint) passes away after a long illness.

For the third consecutive year, the **20th annual conference** was held in Saratoga Springs in **2002**, and the President was Steve Deinhardt. His selected theme was "A Mutual and Passionate Quest for Excellence. Conference planners, Bill Bryant, Al Brunetti and Dan Erickson developed an outstanding program, which again included a pre-conference experience of three Leadership Training Courses offered. Highlights included nationally renowned speakers, Harvey Alston and Dick MacPherson (former Syracuse U. & New England Patriots Football Coach). The National Executive Directors' Council was formed this year as a committee of the NIAAA. Alan Mallanda was one of the 10 original organizational members. Their first summer summit was held in Indianapolis, IN. The Newsletter publishing incorporated into the job of Executive Director. Past Presidents, Bob Douglas ('84) and James Runyan ('91) passed away.

The 21st conference in **2003** saw the Sheraton Hotel renamed the Prime Hotel & Conference Center, purchased by a local group of investors. John Pelin served as President and his conference theme was "We Deliver!". With his conference planners of Chris Bourne, Marc Blankenberg and Denney Wilcox they developed another outstanding program including four LT Courses. The Educational Framework for Interscholastic Athletic Programs, an initiative co-sponsored by the State Education Department and SUNY Cortland, was introduced by Robert Goldberg and Nina Van Erk.

In **2004**, Roger Brown, President selected his conference theme to be “A Challenge to go Above and Beyond” at the 22nd Annual Conference in Saratoga. Conference planners included Joe Bramante, Gary Vail, Mike White and Joel Wilson. The Leadership Training Program continued to grow beyond expectations and three levels of national Certification for athletic administrators was growing along with it. Five LTC’s were offered pre-conference for the first time, including the offering of an Instructor’s course for the first time. Dr. Hal Urban was the featured speaker at the only General Session in the conference program.

In **2005**, Saratoga Springs continues to be the popular choice for a conference location into the foreseeable future. Patrick Pizzarelli, CAA is President and his conference theme is “Soaring to New Heights” for the 23rd Annual Athletic Directors’ Conference. Fran Nocella returned as Program Chairperson for the second time along with coordinators, Dr. Mira Martincich, Dom Vulpis and Bob Goldberg. Women in leadership roles as athletic administrators was a key focus of workshop programs. The pre-conference experience now included six Leadership Training Courses, and offering of the CAA Test was becoming a standard at every conference for those qualified to take the test. Frank Kovaleski, CAA retired in January as NIAAA Executive Director, a post he held since 1989. Bruce Whitehead is named as the new NIAAA Executive Director. Dennis Fries, CAA takes over as the 26th President of the NIAAA, the third from NYS. Dual membership with the NIAAA was initiated, making state membership to include national membership with one dues payment. The NIAAA becomes an association independent from the National Federation and moves to its own offices on the outskirts of Indianapolis.

President, Robert Stulmaker, CAA chose the theme of “It’s About the Kids” for the 24th annual conference in Saratoga in **2006**. The Prime Hotel was sold to Black Rock R.E. Investment Group and became The Saratoga Hotel and Conference Center for the first time. They initiated and completed a 12 million dollar renovation to the hote. Dave Herman chaired the conference planning team of Donna Van Zandt, Beth Sciorba and Gary Van Derzee. Murray Banks and Jay Rifenbary were General Session speakers. The Triple A Shoppe with logo clothing continues to be a great attraction for attendees, run by Heather Mallanda, Jeannie Goehring and others. The association begins celebrating its **25th anniversary** as an association (1981).

The **25th Anniversary Conference**, held in Saratoga in **2007** was a very special event with many commemorative gifts, guests and trips down memory lane. Ken Garry was President with his conference theme being “Take Action, Get Results.” His conference planning Chair was Harold Fried, with help from many other AD’s in Chapter 9. A special commemorative newsletter was put into each attendee’s registration packet, looking back on the history of the NYSAAA over 25 years. All Past-Presidents were invited back along with special invited guests that played an important role in the association’s history. Most were able to return and were provided one night’s room and complementary registration as honored guests. A special poster was produced by sponsor, All-American Publishers that contained the cover of each of 25 conference programs. The Roy O’Neill Awards Banquet was a very special night with the room decorated in Blue & Gold, and a special commemorative DVD was shown with the history of the NYSAAA in pictures. Also in this year, the NYSAAA and Alan Mallanda, CMAA hosted the 6th annual NEDC Summer Summit in Saratoga Springs.

In **2008**, Bill Bryant took over as President and his conference theme was “We Are Family.” Al Brunetti returned as conference Chairperson for a second time with assistance of David Garbarino and other Chapter 4 athletic directors. Leadership Training and Certification continue to expand nationwide. The association welcomes the visit of Bruce Whitehead, Executive Director of the NIAAA to the conference.

Wayne Bertrand, CAA enters as President in **2009** and chooses his conference theme to be “From Good to Great.” Bruce Potter serves as conference chairperson. Invited guest, Mike Blackburn, Assistant Director of the NIAAA opens the conference as guest speaker. Tom DeLuca provides an entertaining and enlightening second general session with “The Theater of Imagination”. Tim Flannery, Assistant Director with the National Federation also presents a general session outlining the improved

NFHS Coaching Education Program. Corporate Sponsorships continue to grow and have become a major source of income for the association over the last eight years. This is our 10th consecutive year in Saratoga Springs at the Saratoga Hotel & City Center. The conference exhibits a new format with the first ever “Exhibit Hall Festival”, a two hour festival of food, music, gifts and dedicated time with exhibitors. This eventually becomes a staple for future conferences. Later in the year, Dave Martens is honored with his induction into the First Class of the NIAAA Hall of Fame. Also notable, is that the Saratoga Hotel & Conference Center has now become the Saratoga Hilton.

The year **2010** welcomes Harold Fried, CAA as President. His theme is for the 28th conference is “Getting It Done – One Step At A Time” with his conference planning team guided by James Osborne and an abundance of Chapter 9 athletic administrators. Highlighting the conference speakers were Frank and Brenda Marrero from Vacaville, CA, who lost their son to steroid abuse in 2004. Noted sports psychologist, Tom Doyle spoke on the “Effective Communication with Athletes and Parents.” Concussion identification and management have become a hot topic throughout the country. The last edition of a hardcopy newsletter was sent out in the spring, and the NYSAAA moved into the technology era with the first edition of the “E-zine”, an electronic newsletter sent out through email. We lost our first state President and first NY national President, Dave Martens late in 2010, prior to the conference after he succumbed to a long battle with cancer.

Our 29th conference in **2011** has some bittersweet memories for President, Michael Giruzzi, CAA, having lost one of his mentors, Dave Martens in 2010. The conference theme selected was “Leadership With Energy and Passion” and the conference program, very appropriately, was dedicated to David. Notable national speakers included Coach Jim Johnson with “Dreams Really Do Come True”, Jay Hammes, CMAA on “Safe Contest Management”, and Dr. Gregory Dale, Duke University on “Developing the Credible Coach: A Model for Success.” First NYSAAA Executive Director, Roy O’Neill passed away after an extended illness.

President Kevin O’Reilly, CAA guided the 30th annual conference in **2012** with a theme of “Quality is Everyone’s Responsibility, led by chairperson, Dr. James Wright, CMAA and his Chapter 11 planning team. Opening the conference was Mike Quick, MSG Varsity Sportscaster. The Second General Session featured Marty Lyons, NY Jets Team/NFL Broadcaster. Jay Hammes, CMAA, returns to us from Wisconsin presenting Part II, a follow up to Safe Schools. This year sees the passing of a state and nationally recognized leader and mentor of many, Dr. John Foley, CAA, who was on the NIAAA Publications Committee since its inception. Nina Van Erk, CAA announces her retirement as Executive Director of the NYSPHSAA after 13 years in that position. Alan Mallanda, CMAA is recognized for being the second inductee from New York into the NIAAA Hall of Fame in 2011.

The **2013** conference theme chosen by President Steve Young, CAA and Chairperson Liam Frawley, CMAA is “Choose Success Every Day.” LTI courses expands to 7 pre-conference classes, and Jay Hammes, CAA has become a familiar visitor. Outstanding speakers include keynote speakers, Keith Elias, NFL player, and Joe Ehrmann, former All-American at Syracuse, then professional player in the NFL, and later Coach of the Colts. Robert Zayas, CAA makes his first appearance as the new Executive Director of the NYSPHSAA in the Third General Session. Otis Sennett was recognized for his induction into the NIAAA Hall of Fame in 2012, the third from NYS. Dennis Fries, CMAA is also recognized for receiving the NIAAA Award of Merit in 2012.

The 32nd annual conference in **2014** makes its fifteenth consecutive appearance in Saratoga Springs. Peter Shambo, CMAA, President chooses his theme as “Living The Dream Through Interscholastic Athletics.” Recognition on the program cover is given to Patrick Pizzarelli, CAA for his NFHS Citation in 2013, and Roger Brown, CMAA for his NIAAA Distinguished Service Award. Paul Kreider, Retired consultant for Hershey Foods opens the conference with “Effective Leadership Tools for Successful Programs”. Keynote speaker, Bill Curry, Georgia State Football Coach and two time Pro-Bowler and Super Bown Champion presents “Genius, Power & Magic: Unleashing Your Personal Magnanimatas.” Jim Brownell, CAA and Michael Murray, CAA led the conference planning team from Chapter 5. The

first NYSAAA Hall of Fame induction for athletic administrators takes place at the Dave Martens Awards Luncheon with the induction of the original eight athletic administrators (Bernie O'Brien, Dave Martens, Bob Douglas, Mason Morenus, Alan Mallanda, Joe Farrell, Otis Sennett and Don Distin) that organized the association in 1981, plus the first Executive Director, Roy O'Neill and longtime leader, Dr. John Foley.

The year **2015** sees David Garbarino as it's 33rd President. The conference theme for the year was "No Way Out" and Eric Race, program chairperson, guided the Chapter 4 planning team. Opening general session keynote speaker was Brigadier General Rebecca Halstead with her topic, "The First Person You Must Lead is YOU." Other keynoters were Michael Josephson ("Leading With Character") and Bob Gardner (Executive Director, NFHS, Indianapolis, IN) ("Leadership From Within"). Corporate Sponsorship has reached an all-time high with 21 sponsorships. Issues with the social media take the spotlight in one of the many problems that AD's are facing, along with concussion management, LGBT & Transgender, legal issues and Unified Sports. The second class of the Hall of Fame inducted 12 worthy athletic administrators from throughout the state. One of the founding fathers, who organized and ran the first several conferences, Otis Sennett, passed away.

Dr. James Wright, CMAA is the President for the **2016** conference, and his theme is "Produce great men and women.....the rest follows", a quote taken from Walt Whitman. Todd Gulluscio, CAA serves as program chairperson for the Chapter 11 planning team. An outstanding conference opens with Super Bowl champion, Perry Williams (NY Giants) as its keynote speaker. Jay Hammes, CMAA, returns for the second general session with "Emergency Management: The First 10 Seconds." In the third general session, Frank Cutinella, gave an emotional presentation addressing the issue of head injuries in football. He is the father of Thomas Cutinella who tragically died on Long Island of a football head injury in 2014. Renee James, Legal Counsel for the NYSPHSAA, makes her first appearance addressing athletic administrators on the legal implications of their daily responsibilities. The third class of the Hall of Fame inducted 12 athletic administrators from across the state. The annual HOF induction ceremony was dedicated to Alan Mallanda, CMAA and was a surprise to him, with his family being invited to be there and a banner unfolded. Dennis Fries, CMAA is inducted into the NIAAA Hall of Fame and Peter Shambo, CMAA is awarded the NIAAA Distinguished Service Award.

The year **2017** brought in the first female president in NYSAAA history. Murphee Hayes, CAA took on the responsibilities of the position and put together a terrific conference with her theme being "Every Child Deserves a Champion." Todd James and Cathy Haight serve as co-conference chairs. Opening the conference was nationally renowned speaker, Mike Veek, owner of the St. Paul Saints and two other minor league baseball teams, presenting an entertaining and insightful message that "Fun is Good – Finding Your Way With Passion." Following keynoters were Dr. Jarrod Spencer (sports psychologist) with "The Mind of the Athlete" and Ken Bartolo (former professional athlete) with "There and Back", a personal story of his life and battle with drug addiction. The fourth class of 11 honorees was inducted into the Hall of Fame at the now named Alan Mallanda, CMAA Hall of Fame Induction Ceremony. Corporate sponsorships reach a new high with 24 sponsors.

Alan Mallanda, CMAA, September 2017

NYSAAA Conferences

<u>Year</u>	<u>President</u>	<u>Site</u>	<u>Theme</u>
1981-83	Dave Martens	Syracuse	Finally A Conference for Athletic Administrators
1984	Bob Douglas	Tarrytown	Athletics, the Third Curriculum
1985	Bob Ryan	Saratoga Springs	Excellence in Athletics
1986	Roy O'Neill	Rochester	Athletics - The Other Half of Education
1987	Alan Mallanda	Concord Hotel	Academics and Athletics, Excellence in Education
1988	Jack McCleery	Rye Town Hilton	Making a Commitment to Excellence in Athletics
1989	Bob Sullivan	Saratoga Springs	At the Threshold of the Nineties
1990	Bill Guerrero	Niagara Falls	Working Together to Shape the Future of Athletics
1991	Jim Runyan	Concord Hotel	Managing the Job
1992	Paul Harrison	Saratoga Springs	First and Ten!
1993	Doug Prato	Saratoga Springs	Sending the Right Messages
1994	Howard Meyer	Saratoga Springs	Strong in Tradition with a Vision for Tomorrow
1995	Tom Skidmore	Syracuse	Working Together We Can Make a Difference
1996	Jim Rishe	Syracuse	The Ties that Bind Us are the Values We Teach
1997	Dennis Fries	Saratoga Springs	Character and Citizenship: The Cornerstones of Athletic Competition
1998	Jim Trampert	Albany	Setting the Athletic Stage to Meet Life's Other Challenges
1999	Paul Munley	Saratoga Springs	Bearing the Torch into the 21st Century
2000	Bill Ross	Saratoga Springs	A Bridge to the 21st Century – 2000 and Beyond
2001	Bob Goldberg	Saratoga Springs	Lead, Follow or Get Out of the Way
2002	Steve Deinhardt	Saratoga Springs	A Mutual and Passionate Quest for Excellence
2003	John Pelin	Saratoga Springs	We Deliver
2004	Roger Brown	Saratoga Springs	A Challenge To Go Above and Beyond
2005	Patrick Pizzarelli	Saratoga Springs	Soaring to New Heights
2006	Bob Stulmaker	Saratoga Springs	It's About the Kids
2007	Ken Garry	Saratoga Springs	Take Action! Get Results.
2008	Bill Bryant	Saratoga Springs	We Are Family
2009	Wayne Bertrand	Saratoga Springs	From Good to Great
2010	Harold Fried	Saratoga Springs	Getting it Done - One Step at a Time
2011	Mike Giruzzi	Saratoga Springs	Leadership with Energy and Passion
2012	Kevin O'Reilly	Saratoga Springs	Quality is Everyone's Responsibility
2013	Steve Young	Saratoga Springs	Choose Success Every Day
2014	Peter Shambo	Saratoga Springs	Living the Dream Through Interscholastic Athletics

2015	<i>David Garbarino</i>	<i>Saratoga Springs</i>	<i>No Easy Way Out</i>
2016	<i>Jim Wright</i>	<i>Saratoga Springs</i>	<i>Produce Great Men & Women....The Rest Follows</i>
2017	<i>Murphee Hayes</i>	<i>Saratoga Springs</i>	<i>Every Child Deserves a Champion</i>
2018	<i>Scott Sugar</i>	<i>Saratoga Springs</i>	