

10 Great Reasons to Attend the 36th NYSAAA Annual AD's Conference in March 2018 – “Leadership Is No Accident”

Alan Mallanda, CMAA
NYSAAA Executive Director

Everyone needs to be proactive, not reactive when it comes to dealing with leadership in their respective programs. The Annual NYSAAA Athletic Directors' conference gives many innovative ideas and strategies for making your programs the best they can be. Don't leave great accomplishment to chance. Get to the NYSAAA Conference this coming March, and remember, “It's what you learn after you know it all, that counts!” (John Wooden)

1. **The Professional Development Experience:** Attendees will have the opportunity to register for one to three Leadership Training Courses in addition to 16 breakout workshop sessions and four General Sessions. These courses will satisfy national certification requirements for RAA, RMSAA, CAA or CMAA. Attendees can also sit for the CAA Test on Friday with a preparatory workshop the day before. An informative workshop will also be offered on all aspects of the certification and LTI programs.
2. **Discounts, Discounts & Discounts:** For the fourth consecutive year, the NYSAAA will offer a conference registration discount to those registering that have a **CAA** or **CMAA** Certification. (**CAA \$10, CMAA \$15 discount**). In addition, all paid **members and retired members** receive special discounts on registration. **Early bird** discounts are also available to those registering before March 1st, 2018. Discounts are also given for **Leadership Training Courses**. Those taking two classes or more will receive a \$10 discount for each course taken. REMEMBER, ALL REGISTRATIONS FOR MEMBERSHIP, CONFERENCE AND LTI COURSES MUST BE DONE ONLINE AT OUR FAMILY ID SITE.
3. **A Great Variety of Topics:** Four powerful keynote speakers; seven (7) Leadership Training Courses to choose from, including two of the newer law courses taught by National Faculty Member, Dr. Lee Green from Kansas City; Sixteen (16) different Workshop Breakout Sessions: opportunities to meet personally with many service and product representatives which serve our schools. Attendees will find a wide array of professional topics to meet every need.

NEW THIS YEAR – NYSAAA is now approved by SED to offer CTLE Credits for all workshops, classes and professional meetings offered at this year's conference. THIS ALONE IS WORTH YOUR ATTENDANCE!

4. **The Saratoga Experience:** With downtown Saratoga Springs at our doorstep, the food and amenities that the Saratoga Hilton and the city has to offer, you can be assured we've thought of everything. You'll appreciate the ideal environment for being inspired, educated and energized when you return to your school. Thursday night is “Dine-around Night” to visit a local Saratoga restaurant of your choosing and have some social time with fellow colleagues.
5. **The Networking:** Join hundreds of your professional colleagues and athletic leaders from around the state. They say if you want to become a great craftsman, associate with great craftsmen. If spending

time with those who are adding value to their athletic programs in New York and making a difference with coaches, student-athletes and their communities is your goal, then this conference is the place to be! Learning from your associates in the business of athletic administration can be the most valuable experience offered, whether in professional workshops or in social gatherings.

6. **The Roy O'Neill Awards Banquet:** The NYSAAA believes in the importance of recognizing and honoring the efforts and contributions of individual members and their dedicated service and leadership to education-based athletics. Make plans to join your colleagues and guests at the annual awards banquet on Wednesday evening where the NYSAAA recognizes outstanding athletic administrators from each Chapter across the state and presents special awards to three other individuals throughout the state. The meal is outstanding and the program is streamlined to provide everyone a worthwhile experience. **ONLY THOSE INDICATING THEIR ATTENDANCE WILL RECEIVE TICKETS TO GET INTO THE DINNER. NO ONE WILL BE ADMITTED WITHOUT A TICKET.**
7. **The Dave Martens Hall of Fame Awards Luncheon:** The NYSAAA will recognize a number of its current members who contribute to the association at the local level and not necessarily the state and national level. Before lunch, the annual "Apple Appreciation Awards" will be given to athletic administrators at the grass roots level, chosen by the Executive Director. Also, the third class of the NYSAAA Hall of Fame will bring in six new members to the hall. Last year's ceremony, after lunch, was done efficiently, and with class. It's an opportunity to recognize those individuals who have contributed so much to athletics in New York State, as well as to the association and its membership. **ONLY THOSE INDICATING THEIR ATTENDANCE WILL RECEIVE TICKETS TO GET INTO THE DINNER. NO ONE WILL BE ADMITTED WITHOUT A TICKET.**
8. **The Exhibit Hall Festival:** A two-hour opening festival on Tuesday, with food and beverage, and an opportunity to talk with over 100 exhibitors as well as fellow athletic administrators. Many prizes and gifts for all, including a unique festival gift from the NYSAAA. In addition, a special conference gift will be given out in the Exhibit Hall on Wednesday, which has been donated by our sponsor, Under Armour. At the Annual Meeting on Friday, there will be a number of raffles and prizes, including the annual Chapter Door Prizes (unique gifts from each Chapter).
9. **Benefits for New Athletic Administrators and First Timers:** An opportunity for first time attendees and new athletic administrators to attend an orientation reception and meeting on Wednesday morning, and for doing so, receive a gift, as well as a voucher to take a FREE "500" level LTI course (a \$135 value). **Retirees attending** will also have an opportunity to meet at a special reception on Tuesday afternoon to renew old acquaintances and plan activities.
10. **An Opportunity To Get Involved:** Chapter Representatives Breakfast Meeting, Representative Board Meeting, Annual NYSAAA Meeting, and other various professional meetings give our membership an opportunity to get involved in improving and strengthening the levels of Education Based Athletics throughout the state. As Bruce Whitehead put it so well, "this may be the final frontier for teaching the core values our country was founded on."

Call on a new AD in your league or chapter and encourage them to come to the conference. Introduce them to the "NYSAAA Experience". I hope to see record attendance this year as we embark on our 36th Annual Conference for Athletic Administrators, and remember, if you have to

pay your own way, it's completely tax deductible. But, more than that, it's worth every penny in what you get back.