



Message from Rusty Dowling – THSADA Executive Director
2016 State Conference

I would like to thank all of you who attended the 45th annual Home Team Marketing-THSADA State Conference. It is our hope that you benefited from the various Professional Development opportunities and networking events that were presented to you. All athletic administrators have a busy spring schedule and there never seems to be a day that goes by without being on your phone, computer, or in a meeting. We appreciate those athletic administrators that still found time to attend the Conference and yet deal with those office situations. Every athletic administrator can say, "I have too much going on to attend the Conference". Everyone has a lot going on - so for those of you who chose to attend, many thanks and we hoped you benefited from it.

We would ask our members that if you have any suggestions on what you would like to see at the State Conference next year, please don't hesitate to let us know. Throughout the course of this spring and next school year, we will be developing the schedule and activities for the Conference.

I would encourage you to attend your spring Regional meetings so you can stay abreast of all THSADA initiatives and information. Also to remind all of you of the June Legislative Council meetings, TGCA Summer Clinic in Arlington and the THSCA Coaching School in San Antonio.

Finally, the THSADA would like to thank the following individuals for their assistance in working the State Conference: Keith Kilgore, Larry Peil, Bill Daws, Vince Sebo, David Kuykendall, Sheila Henderson, Shawn Pratt, Valerie Little, Leslie Mathis, Mackenzie Nunn,

2016 Home Team Marketing-THSADA State Conference Recap

The 2016 HTM-THSADA State Conference concluded its most successful event to date. With close to 400 attendees and 130 Exhibitors attending, the Professional Development sessions were very well attended as were the Sunday Kickoff Reception and both the Monday and Tuesday Tradeshows.

The Sunday session featured attorney Jim Walsh and drew a very large crowd. Mr. Walsh did a double session on Sunday and his presentation was very well received. EnviroTurf/Game Day Skinz hosted the popular Sunday Kickoff Reception that was held outside on the hotel veranda. Monday morning saw more Professional Development featuring presentations by UIL Director of Athletics Dr. Susan Elza along with Traci Neely and Leo Barnes. TAPPS Executive director Bryan Bunselmeyer also delivered two sessions to all attending TAPPS AD's. Corporate presentations were also very well attended as Hellas Construction CEO Reed Seaton spoke, followed by Varsity Brands with Julie Norton Jackson and SuperFanHigh with Tendai Charasika. Monday afternoon sessions featured excellent presentations with a specific session regarding UIL Charter Schools. Keynote speaker for Monday was Superintendent of Schools for Katy ISD Alton Frailey who delivered an excellent address that was very conducive to the mission of high school Athletic Directors. Mr. Frailey has also served as the Chair for the UIL legislative council. The evening ended with the annual Daktronics Tradeshow Festival.

Tuesday morning saw the Hellas Construction-Benny Carter memorial Golf Tournament take place at the Bandit Golf Course. A record number of golfers turned out for this event as a part of the money raised from the golf tournament as well as a donation from Whataburger will be used for student-athlete scholarships. For those that did not golf, the THSADA instituted its first Athletic Administrators Academy and it proved to be a very successful venture that drew a very large crowd. Excellent presentations were made on a variety of topics. The keynote speaker for Tuesday was UIL executive director Dr. Charles Breithaupt who delivered an outstanding presentation on the current state of athletics in Texas along with some personal philosophy and observances of those issues facing athletic administrators. The evening ended with the annual Hellas construction Tradeshow Festival.

Wednesday morning began with a final lecture from Deputy Director of the UIL Dr. Jamey Harrison as well as presentation from State Conference title sponsor Kaitlin Morrison McCann from Home Team Marketing.

Hall of Honor inductees were announced. They are:

Jim Slaughter-San Angelo ISD
Kelly Horn-North East ISD
Winlon Knowles-Pine Tree ISD

Hall of Honor inductees will be recognized at the PBK Sports-THSADA Hall of Honor Banquet on Sunday, July 17th

Also introduced were the four candidates for the office of Vice President. They are:

Sheila Henderson-Lockhart ISD

Oscar Riojas-Weslaco ISD

Shawn Pratt-McKinney ISD

Dwayne Weirich-Round Rock ISD

VP elections will be held in June. New Officers take their positions at the THSADA General Session at THSCA Coaching School.

Mega Drawings were held and after that all attendees headed back home, again, concluding the most successful State conference to date.