

MSSADA 43rd ANNUAL CONFERENCE

March 27 – 30, 2018

Tuesday, March 27

11:00 AM-3:00 PM	LTC 630	Athletic Administration: Contest Management, Planning, Preparation	Hyannisport East
	Instructor:	James Bunnell, CAA, Athletic Director, Saugus High School Joan Schultz, CAA, Athletic Director, Lenox Memorial High School	
11:00 AM-3:00 PM	LTC 508	Athletic Administration: Legal Issues III Hazing, ADA, Employment Law	Hyannisport East
	Instructor:	William Bruno, CMAA, Brick Township, NJ	
12:00 PM-5:00 PM	MIAA	Rules Workshop	Hyannisport West
	Presenter:	Dick Baker, MIAA Assistant Director	
3:30 PM-7:30 PM	LTC 504	Athletic Administration: Legal Issues I, Risk Management	Hyannisport East
	Instructor:	William Bruno, CMAA, Brick Township, NJ	
3:30 PM-7:30 PM	LTC 726	Athletic Administration: Student Leadership Development	Cape Cod Room
	Instructors:	Michael Denise, CAA, Athletic Director, Braintree High	
7:00 PM – 8:30 PM	MSSADA	Conference Registration	Hotel Lobby
9:00 PM-11:00 PM		MSSADA Social at the British Beer Company <i>Sponsored by: Piesco's Sporting Goods</i> D. J. & Trivia Night	412 Main Street Hyannis

Wednesday, March 28

8:00 AM-12:00 PM	LTC 506	Athletic Administration: Legal Issues II Title IX, Sexual Harassment	Hyannisport East
	Instructor:	William Bruno, CMAA, Brick Township, NJ	
8:00 AM-12:00 PM	LTC 790	Athletic Administration: Leadership Training Instructional Methods	Cape Cod Room
	Instructors:	Karrah Ellis, CMAA, Athletic Director, Tantasqua Regional HS Jay Costa, CAA, Athletic Director, Shrewsbury High School	
8:30 AM-11:00 AM		Vocational Schools Breakfast and Meetings	Barnstable II
9:00 AM-10:00AM	MSSADA	New AD's and First Time Attendees	Orleans A & B
	Presenters:	Mentoring Committee Chairman Keith Mangan, CAA, Athletic Director, Bedford High School Phil Sheridan, CAA, Athletic Director, Lowell Catholic	

9:00 AM-11:45 AM	MSSADA	Conference Registration Banquet Reservations at the Registration Desk Dick Baker, MSSADA	Ballroom Foyer
10:00 AM – 10:45 AM		<u>Concurrent Sessions</u>	
		Using Twitter Chats for Professional Development Moderator: Matt Trahan, Athletic Director, Old Colony Technical Presenters: Andy Crisafulli, Athletic Director, Joseph Case High School Description: <i>Participants will learn the framework of how to organize, implement and moderate personalized Twitter chats to engage fellow colleagues in a professional development opportunity.</i>	Centerville A & B
		Google Apps for ADs Moderator: Ryan Sylvia, Athletic Director, Middleborough High School Presenters: Joe Francis, CAA, Athletic Director Somerset Berkley Regional HS Description: <i>This workshop will provide ideas for athletic directors on how they can utilize Google applications to enhance their everyday tasks. Athletic Directors attending are strongly encouraged to bring a laptop or device for this "hands on" workshop . Applications explored will be Google Docs, Spreadsheets, Forms, Calendars, GoogleAlerts, Google Sites, and more.</i>	Orleans A & B
11:00 AM – 11:45 AM		<u>Concurrent Sessions</u>	
		Mapping out a Year in Athletics Moderator: Joan Schultz, CAA, Athletic Director, Lenox Memorial High School Presenters: Art Reilly, Lincoln-Sudbury Description: <i>It could include all the MIAA expectations, deadlines, as well as things like sending schedules to assignors, reserving fields, sign ups, preseason meeting prep, etc. Small Group and discussion will part of this interactive session.</i>	Orleans A & B
		IEPs/504s and Student Athletes Moderator: Name, School Presenters: Name, School Description: <i>Description</i>	Centerville A & B
11:00 AM-11:30 AM	MSSADA	Pre-Conference Meeting – Open Forum Agenda for Business Meeting for Friday, March	Barnstable I
12:00 PM-2:15 PM		<u>Opening General Session & MSSADA President's Awards Luncheon</u> <i>Sponsored by: Balfour</i>	Bass River Room
		Master of Ceremonies: Jay Costa, MSSADA 3 rd Vice President Overview of Conference: Michael Denise, MSSADA President Invocation: Richard Riley, MIAA Assistant Director	
12:30PM – 1:30 PM		<u>Opening General Session</u> Moderator: Fran Whitten, MSSADA Executive Director Michael Roy, CAA, Athletic Director, Minnechaug Keynote Speaker: Charles Sullivan, Head Coach Men's Volleyball, Springfield College "Process over Production"	

1:30 PM – 2:00 PM

Presentation of Awards

Professional Development Award
Mickey Sullivan Awards
President's Award of Merit
Theodore H. Damko District Awards

2:15 PM-3:00 PM

Concurrent Sessions

Captain's Leadership Academy

Centerville A & B

Implementing your own Leadership Program

Moderator: Joseph Gamache, Athletic Director, Franklin County Tech

Presenters: Peter Boucher, Milford High School

Description: *The vast majority of us want a powerful leadership program for our Captains, however the truth is that there we are all incredibly busy. This workshop will explain how we built and implemented our 3-day summer training program and the important on-going year-long follow-up for our student-leaders.*

Mental Toughness & Resilience in Today's Student Athlete Hyannisport East

Moderator: Scott Francis, CAA, Athletic Director, Fairhaven High School

Presenters: Kristin Sheehan, Play Like a Champion, Notre Dame University

Description: *The mental toughness of today's athlete has changed over time. Dealing with the lack of resiliency within athletes is a struggle. This workshop presents strategies to teach mental toughness within your athletic program.*

Title

Orleans A & B

Moderator: Name, School

Presenters: Name, School

Description: *Description*

3:15 PM-4:00 PM

Concurrent Sessions

Athletic Director & Booster Club Relationships

Orleans A & B

Guidelines & Regulations

Moderator: Pat Mara, Athletic Director, Millbury High School

Presenters: Kelly Farley, Athletic Director, Swampscott High School

Description: *While Booster Clubs are technically not part of the School District, developing guidelines, and positive working relationships with them while ensuring they are following school and state rules and regulations is essential to avoiding pitfalls and utilizing these clubs for your school and teams. In this workshop we will explore these issues, share ideas and a sample Boosters Pamphlet will be given to attendees.*

NCAA Compliance Workshop

Hyannisport East

Moderator: Eileen Flaherty, Director of Athletics, Westfield Public Schools

Presenters: Carly Pariseau, Boston College, Associate Athletics Director - Compliance & Student Support Services
Michelle Bronner, University of New Hampshire, Sr. Associate Athletics Director/Senior Woman Administrator
Shawn Green, Southern New Hampshire University

Description: *Review the changes in college recruitment, NCAA Clearinghouse and Eligibility for Division 1 & Division 2 sports. Division 3 perspective will also be discussed.*

NFHS Network School Broadcast Program

Centerville A & B

Moderator: Bill Luetze, Athletic Director, Scituate High School

Presenters: Kiki Enderle, Territory Manager, NHFS Network

Description: *The NFHS Network School Broadcast Program (SBP) provides your school with the software and tools you need to produce and broadcast professional grade events over the internet. Broadcast live coverage of school sports, graduations, news, guest speakers, interviews, awards ceremonies through the manual or automated production.*

4:15PM-5:00 PM

Concurrent Sessions

Top 20 Best Practices for Student-Athlete Data Management Orleans A & B

Presenters: Rochelle Narrow, FamilyID

Description: *Understanding the importance of compliance and athlete data management. Implementing best practices to create a reliable & seamless registration process for your school, athletes and parents.*

Using Your Facilities to Generate Revenue

Centerville A & B

Presenters: Mark Hurley, Scoreboard Enterprises
Mike Renwick, Scoreboard Enterprises
Peter Reifenrath, Daktronics

Description: *Providing creative solutions to upgrade your facilities, increasing the fan experience while generating revenue for your athletic budget.*

Sponsoring a G-Week for Athletes

Barnstable

Presenters: Jason Murray, Gatorade

Description: *TBA*

4:00 PM-6:00 PM

MSSADA Conference Registration Continues
Banquet Reservations at the Registration Desk

Ballroom Foyer

5:00 PM-7:00 PM

MSSADA Exhibit Hall Social

Exhibit Hall

Sponsored by: Scoreboard Enterprises

SuperFan App – Leaderboard Games
Vendor Visits
Door Prize Drawings
Exclusive Show Specials Offered By Vendors
Silent Auction - Bid On Great Sports Memorabilia and Gifts!
Sponsored by KBK Sports

Dinner On Own

10:00 PM - 11:00 PM

District Social Gatherings

District Suites

Thursday, March 29

8:30AM-10:00AM

MSSADA Conference Registration continues
Banquet Reservations at the Registration Desk
Dick Baker, MSSADA

Ballroom Foyer

8:45 AM – 10:00 AM	<u>General Session</u> Cardiac Science Corporation Presenter: Mark Peters, Eastern Regional Manager/Head of Cardiac Science Capital Andrew Green, Rescue Ready Specialist/Area Manager Description: <i>Presentation of the new Massachusetts mandate regarding AEDs in school and athletic events and how to be compliant.</i>	Hyannisport
9:45 AM – 1:00 PM	MSSADA Exhibit Hall Open SuperFan App – Leaderboard Games Second Door Prize Drawings Exclusive Show Specials and Presentations by Vendors Silent Auction - Bid On Great Sports Memorabilia and Gifts! Sponsored by KBK Sports	Exhibit Hall
10:00 AM – 11:00 AM	Continental Breakfast <i>Sponsored By: Cardiac Science</i>	Exhibit Hall
9:45 AM – 12:30 PM	Resource Row A variety of including Special Olympics, Adaptive Sports and Massachusetts Concussion Management Coalition and others will be	Exhibit Hall Foyer
10:15 AM – 11:00 AM	Athletic Director Resource Sharing, Best Practices Moderator: Michele Denise, Athletic Director, Blackstone Valley Tech Presenters: Variety of ADs from throughout the State	Exhibit Hall Foyer
10:00 AM – 11:00 AM	Concussion Regulations Focus Group 1 Presenter: Linda Brown, Mass DPH Description: <i>We hope to learn in these focus groups what the major questions and issues are in terms of implementing the regulations, managing student's concussions and recovery and learn about schools' best practices. In addition, we want to learn if athletic directors are getting the support, they need in terms of fulfilling their responsibilities outlined by the sports concussion regulations, what they find useful and what they would like changed.</i>	Barnstable I
11:00 AM – 12:00 PM	Concussion Regulations Focus Group 2 Presenter: Linda Brown, Mass DPH	Barnstable I
11:15 AM – 12 Noon	<u>Concurrent Sessions</u> Grow your Coaches through Professional Development Orleans A & B Moderator: Timothy Alberts, CAA, Athletic Director, Wilmington High School Presenters: Patricia Gonzalez, CAA, Athletic Director, Newton South High Description: <i>With few teacher/coaches in our schools it is upon the AD to help coaches to develop and grow as educators. They need to learn tools to be able to reach all athletes, deliver their lessons and create guidelines in sync with your school values. Our seminar will explore ideas of PD for coaches that are engaging and practical.</i>	
	High School Sports Marketing Moderator: Name, School Presenters: Dr. Lynne Celli, Endicott College Anthony D'Onofrio, Endicott College	Centerville A & B

Description: *We will discuss the importance of effectively marketing sport and athletics at the high school level. Topics of sports technology, sponsorship, fundraising, and branding will be covered in this session as they pertain to a high school sports program.*

Establishing a strong Parent-Coach Partnership

Hyannisport

Moderator: Chris Fay, Positive Coaching Alliance

Presenters: Tracy Jones, Athletic Director, Bancroft School, Worcester
(Former DePaul University, Asst Women's Soccer Coach)

Description: *This workshop will examine ways in which coaches can establish clear roles and ensure a positive experience with the parents of the student-athletes on their team. When coaches and parents are on the same page it is a game changer for a program, as well as the athletes.*

11:15 AM	Third Door Prize Drawings	Exhibit Hall
11:30 AM – 12:30 PM	CAA Exam Study Session	Cape Cod
11:30 AM – 1:00 PM	Conference Gift Pick Up	Exhibit Hall
1:00 PM – 4:00 PM	MSSADA Golf Outing An 18-hole tournament with a shotgun tee time at 1:30pm Pre-registration required. Foursomes and Individual players are welcome.	Twin Brooks Golf Course
1:15 PM - 2:00 PM	<u>Concurrent Sessions</u>	
	MIAA Re-Districting Open Form	Hyannisport
	Presenters: Thom Holdgate, CMAA, Athletic Director Duxbury HS Jay Costa, CAA, Athletic Director, Shrewsbury High School	
	Information discussion and idea exchange regarding the proposal to restructure the districts and sections of the MIAA.	
2:15 PM - 3:00 PM	<u>Concurrent Session:</u>	
	MIAA Hot Topics	Hyannisport
	Moderator: Thom Holdgate, CMAA, Athletic Director Duxbury HS	
	Presenter: Bill Gaine - MIAA Executive Director and Staff	
	Potential Topics include but not limited to – Tournament Management, Waivers	
5:00 PM - 6:00 PM	MSSADA\NIAAA Awards Banquet Reception For Award Winners and Invited Guests	Bogey's
6:00 PM - 8:30 PM	<u>MSSADA Conference Awards Banquet & Ceremony</u> <i>Sponsored by: Championship Awards Guys</i>	Bass River Room
	Master of Ceremonies:	Andy Crissafulli, MSSADA 2 nd Vice President
	Invocation:	Art Reilly, Athletic Director, Lee High School
	Award Presenters:	Michael Denise, MSSADA President Fran Whitten, Executive Director, MSSADA

Presentations of Awards

Outstanding Athletic Administrative Assistant

Theodore H. Damko State Award
Joao Rodrigues Distinguished Service Awards
NIAAA Distinguished Service Awards
NIAAA State Award of Merit
Rich Lewis Award
District Athletic Director of the Year Awards
Massachusetts Athletic Director of the Year Award

8:30 PM - 11:00 PM

All Conference Social

Bogey's

Friday, March 30

9:00 AM - 10:00AM

MSSADA Business Meeting

Hyannisport Room

Election of Officers

Golf Tournament Prizes

District Gift Drawings

MSSADA Olympics – Prize Presentation

Super Drawing – Win A Trip to the 2018 National Conference in Phoenix, Arizona

10:30 AM – Noon

CAA Exam

Cape Cod Room

DRAFT