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*IAAA*  
**NEWSLETTER**

**November 2022**

# IAAA News



**IDAHO ATHLETIC ADMINISTRATORS ASSOCIATION**

# IAAA NEWS



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## President's Message

**Troy Rice, CMAA ♦ Rocky Mtn. High School ♦ IAAA President**

Happy fall everyone! I hope your school year is off to a great start. It's hard to believe district and state tournaments have begun. The winter season will be here before we know it.

It was good seeing many of you at the September IHSAA meeting in Coeur d'Alene. The IAAA had a board meeting on September 26<sup>th</sup> as well where we started making plans for the IAAA Spring Conference. The conference will be April 2-4, 2023 so we hope you'll be able to join us. There will be some great professional development offered once again.

I also want to encourage everyone to attend the National Conference in Nashville, December 9-13. It's not too late to register and make plans to join us. The NIAAA Office is expecting larger than usual attendance because of location, Covid restrictions being lifted, and just the overall growth in the popularity of the conference, but there's still plenty of room.

Please reach out to myself or the IAAA Board if we can be of any assistance to you. Athletic administration is a great profession but it can often be daunting. Make sure you connect with us or your trusted colleagues to help you navigate. We're more than happy to help and we want YOU to succeed!

**Troy Rice, CMAA**  
**Rocky Mountain High School**  
**IAAA President**  
[rice.troy@westada.org](mailto:rice.troy@westada.org)



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[Click here to learn more about Dairy West and what they have to offer](#)

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# Challenged Athletes Foundation & Idaho Adaptive Sports Program

If you are interested in learning more about Challenged Athletes Foundation or would like to be involved with the launch of the Idaho Adaptive Sports Program please contact Bailee Burgess at [bailee@challengedathletes.org](mailto:bailee@challengedathletes.org) or (208)-940-0254.



[Click here to learn more about the Challenged Athletes Foundation](#)



## Executive Director's Message

**Tracy Leinen, CMAA ♦ IAAA Executive Director**

Welcome to the Fall of 2022! It is a beautiful time of the year as the trees are starting to change colors and the nights are getting that chill in the air. The Board of Directors recently met in CDA for our September meeting. It was a very productive meeting and we have already started planning for our next state conference to be held in April at the Riverside Hotel.

I want to encourage all of the Idaho Athletic Directors to attend the National Athletic Directors Conference in Nashville, Tennessee. It will be held at the Gaylord Opryland Resort and Convention Center December 9-13<sup>th</sup>. You will see in this issue of the newsletter all the information that is important for you. The main thing is that you get registered as soon as possible. I know you do not want to miss this opportunity.

We have gone to a complete dual membership with the IAAA and the NIAAA. If you are not a member yet, I will be sending you information so that you can get registered to be a member for both organizations with just one fee per year. It is a great opportunity for you to get involved with your state and national organizations. Please check your email for that information soon.

Hope you all have a wonderful wrap up of the fall sports season and are ready for the winter sports to begin soon.

Tracy Leinen, CMAA  
IAAA Executive Director  
[tracy.leinen@boiseschools.com](mailto:tracy.leinen@boiseschools.com)

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## **2022 National AD Conference**

**December 9-13, 2022**

**Gaylord Opryland Resort & Convention Center**

**Nashville, TN**

**[Click here for NADC 2022 information](#)**

## **2023 IAAA State Conference**

**April 2-4, 2023**

**The Riverside Hotel**

**Boise, ID**







It's that time of year again! Brand new 2022 radio PSAs are ready to start running on the stations in Idaho. School sports need our support now more than ever, and these new PSAs are a valuable tool that will help.

They cover all the topics athletic administrators have said they care about most, including the importance of supporting your local high school, the value of participation, the mental health of teens, Title IX and more.

Please lend your voice by:

- Sharing these PSAs with your school principal, superintendent, colleagues and friends.
- Sending them to your school's radio contacts and encouraging them to broadcast the PSAs on their stations.
- Airing them on PA systems, telephone hold lines and during school announcements.

**[Click Here for PSA's](#)**



Visit [Daktronics](https://www.daktronics.com) for more information.

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# New IAAA Board Member Spotlight

## Matt Harris ♦ Ririe High School ♦ District 6 Rep

Matt Harris is in his first year serving on the IAAA Executive Board and represents District VI. He grew up in Taber, Alberta, Canada and played basketball, volleyball, and football while in high school. Matt also served as a teacher's assistant for the athletic director at his school for three years and found that working in athletics was a lot of fun! He moved to the United States in 2005 and attended Brigham Young University - Idaho where he graduated with a Bachelor's Degree in Communications. Matt's career began at Riverbend Communications in Idaho Falls working on-air as radio personality "Matty Merrill" on Z103. He also worked as a broadcaster and Sports Information Director for IdahoSports.com. Following 13 years in the media industry, Matt decided to change course and became a teacher, instructing students in marketing, web design, and broadcasting at Ririe High School. Two months after he was hired to teach, Matt became the athletic director (which in hindsight is a LOT to put on a first year teacher) and has really enjoyed the opportunity to work with students and coaches in athletics. Matt has been married to his wife, Hannah, since 2010 and they have three children: Eli, Naomi, and Elizabeth.



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## New IAAA Board Member Spotlight

### Kathleen Tetwiler ♦ Orofino High School ♦ District I/II Rep

My name is Kathleen Tetwiler and I am the Athletic Director/Assistant Principal at Orofino Jr./Sr. High School. I have been an administrator for three years after teaching in the classroom for 27 years. During that time I coached Dance for 6 years, in addition to serving on the Idaho Music Educators Board as a regional president and Technology Representative. I am passionate about the importance of professional development and mentoring for recruitment and retention of administrators to our field. I will be completing my CAA coursework this spring. When I am not in the office, gym or field, I enjoy spending time camping, rafting and fishing with my family.





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**[Click here for Unbottled Greatness Guide](#)**



## Replenish Program Application

### Chocolate Milk to Fuel Your Athletes

To coach your athletes to achieve their personal greatness means teaching them about the importance of fueling properly. Drinking chocolate milk after physical activity is a great way to replenish energy and help muscles recover.

**Your high school athletic program can apply for 1 pallet of chocolate milk, per high school, to help fuel your athletes!**

Dairy West is excited to offer this program to high school athletic programs across Idaho and Utah for the 2022-2023 school year!

### Application Process

This year's application for shelf-stable whole chocolate milk is a competitive process.

Dairy West is looking for passionate high school athletic programs to partner with us to:

- Teach the importance of fueling for performance
- Promote dairy foods as trusted fuel for athletes

School athletic departments can apply by filling out the short application and telling us how they intend to partner on this program! Applications will be reviewed by a committee and awards will be announced in early July. Milk will be distributed to schools starting in the fall of the 2022-2023 school year.

**Please note the following changes to the Replenish with Chocolate Milk Program:**

- We will be offering one-time, one pallet deliveries

At least one team from your school must complete a Game Winning Fueling Strategies Virtual Team Talk *prior* to your milk delivery



**APPLY HERE!**

For questions, contact Calla Chapin at [cchapin@dairywest.com](mailto:cchapin@dairywest.com)

Brought to you by Dairy West



The logo for the Athlete of the Week award. It features a circular seal at the top with the text "IDAHO HIGH SCHOOL ACTIVITIES ASSOCIATION" around a white silhouette of Idaho. Below this is a large, stylized shield shape with the word "ATHLETE" in large white letters and "OF THE WEEK" in smaller white letters. Underneath the shield, it says "PRESENTED BY" above the Toyota logo and the word "TOYOTA".

Each week throughout the school year, Toyota and the IHSAA will recognize varsity athletes that exhibited an outstanding performance during the previous week. The Athlete of the Week will be chosen based off of nominations. To nominate an athlete go to [idhsaa.org/athlete-of-the-week](https://idhsaa.org/athlete-of-the-week)

**[Click here to nominate an athlete](https://idhsaa.org/athlete-of-the-week)**

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## Links

### Idaho Athletic Administrators Association



### NIAAA



### IHSAA



# Benefits Provided NIAAA Members

*The national professional organization dedicated solely to services, assistance and development for the providers of secondary school "Education Based Athletics" programs.*

## Professional

### North Central Accreditation

NIAAA is the first association accredited by North Central Association Commission on Accreditation and School Improvement.

### Leadership Training Institute

Educational curriculum of 38 courses taught at national and state conferences, institutes, online and NIAAA webinars. Students can earn CEUs, through a master's degree while working with select universities.

### Certification Program

Four levels of professional certification including Registered, Middle School, Certified and Certified Master Athletic Administrator.

### National Athletic Directors Conference

Annual Conference hosted in cooperation with the NFHS offering educational, service, information, leadership and networking opportunities.

### Hall of Fame

Induction and recognition of individuals that have strongly impacted the profession of athletic administration.

### Code of Ethics and Professional Standards

Clarifies our mission and principles.

### Interscholastic Athletic Administration Magazine

Professional journal providing high school and middle school leadership practical assistance from athletic administrators in the field, research based study, NIAAA member information, varied columns and best practices.

### Awards Program

Recognition levels for athletic administrators at both state and national levels.

### Media Materials

Digital and print materials available to assist the professional.

### Professional Outreach Program

Conducted in cooperation with state athletic administrator associations as outreach to targeted demographic areas through the NIAAA Endowment. Offering of LTI (501-502), RAA Certification, one year NIAAA membership, with 10 percent of participants receiving registration and lodging scholarship to the national conference.

### Public Service Announcements

Promoting the benefits of education based athletic programs to students, educational leaders and community members.

## Direct Benefits to Members & State Associations

- \$2,000,000 liability insurance.
- IAA is a quarterly magazine provided to members in both hard copy and electronic flip page form.
- \$2,500 Life Insurance.
- Membership kit for first-time registrants.
- A Profile of Athletic Administration – 32 page booklet available at no cost, providing purpose of position and description of how AD position should be structured and supported.
- National Emergency Network – Assistance available in cases of traveling emergencies.
- Continued cutting edge development through 4th NIAAA Strategic Plan.
- eNews – Electronic newsletter offered 10 times annually at no cost.
- Numerous educational print, video and digital materials.
- Research on timely topics and member survey results.
- Direct communication to members through social media – Twitter, Facebook, Tumblr, Instagram, LinkedIn.
- Budget surplus provision as a Member Benefit.
- State AD Association benefit of lodging for Professional Development State Coordinator Meetings.
- No cost booklet *A Profile of Athletic Administration* created as information directed at superintendents, principals and school boards.
- Application for reduced track installation.
- Reimbursement to state AD Association for percentage of online LTI courses taken by state members.

### Cost Reductions

- Lower registration cost for National Conference, reduced fee for LTI courses and certification.
- Reduced premiums on AFLAC cancer and accident insurance.
- Reduced cost for certification applications.
- Discounted rates offered on Mutual of Omaha Long Term Health Care. Added inclusion in Tuition Rewards and Care Options Assistance.

## Opportunities

- NIAAA Committee Membership – 13 committees in addition to periodic Ad Hoc committees.
- Field Renovation Program – Members may apply for consideration to have an outdoor field renovated by members of the Sports Turf Committee.
- IAA – Opportunity to submit articles for publication.
- Student Scholarship/Essay Program – Open to students in schools where the Athletic Director is an NIAAA member. Female and male recipients at State, Section (\$1,500) and National levels (\$2,000).
- NIAAA Endowment – Opportunity to contribute. Portion of funds utilized for professional growth outreach initiatives and state grants.
- In-Service Program – Offering selected LTI courses adapted in 90 minute or 4 hour presentations. Available to school or district staff. Topics include 14 legal duties, time management and interpersonal relationships.
- Quality Program Award – Option after having taken LTC 799 to participate in a process of athletic program assessment offering Exemplary Program recognition.
- Invited Assessment Program – Opportunity to have team of professionals evaluate each facet of a school or district athletic program.
- Participation in National Conference, workshops and section meetings.
- Opportunity for retired members to remain involved.

## Benefits at [www.niaaa.org](http://www.niaaa.org)

- Dedicated to NIAAA information and program offerings.
- Member Services – Online opportunity through NIAAA database to view and update personal account, find members, order materials or initiate/renew NIAAA membership. Opportunity to post a resume, open dates, job openings.
- Registration and information regarding the annual National Conference, lodging, travel and area places of interest.
- NIAAA apparel through the online logo shop.
- Preferred Vendors – Online site for preferred product and services with company links.
- *The Role of the Principal in Interscholastic Athletics* – Free 12 minute video through link on the NIAAA Web site. Produced in cooperation with the NASSP and NFHS.
- Calendar of scheduled professional development events for both state and national athletic administrator associations.
- State Leadership Directory – Listing of key contact individuals within states.
- Archived IAA magazine for research and reference.
- NIAAA forms and applications in fillable PDF format.
- Digital publications and survey information.
- Links to key educational, professional and sponsor affiliations.



National Interscholastic Athletic Administrators Association  
9100 Keystone Crossing, Suite 650, Indianapolis, Indiana 46240; Phone: 317-587-1450; [www.niaaa.org](http://www.niaaa.org)

NIAAA 10 2014



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Our professional-level, **digital ticketing platform** is purpose-built for schools to easily sell tickets, quickly scan attendees, and access revenue faster than any other provider, without ever touching school funds.

**Districts, schools, colleges, universities, and governing bodies** rely on us to sell online tickets to student athletics, theater, music, and arts programs in local communities all over America.

Headquartered in Columbus, Ohio, HomeTown prides itself in providing **on-call customer service and support**, even on nights and weekends, to help schools deliver the best game-day experience for students, families, and fans nationwide.

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