



MSADA
Conference and LTC Registration
April 23-26, 2026
Princess Royale Oceanfront Resort
Ocean City, MD

Register and Pay Online Here

Last Name _____ First Name _____

School _____ School Phone _____

School Address _____ E mail Address _____

City _____ State _____ Zip _____

Home Address _____ Home Phone _____

City _____ State _____ Zip _____

Conference Registration

\$135.00 per MSADA (\$150.00 at conference) Will you be attending the Banquet? Yes No \$

Will you be attending the Sunday Breakfast? Yes No \$

\$160.00 per non-member (\$190.00 at conference)

Are you a member of: MSADA _____ NIAAA _____ Years as Athletic Director _____

If you have not paid your 2025/26 dues - add \$45.00 for MSADA only or \$140.00 for MSADA & NIAAA dues \$

NO PERSONAL CHECKS at the CONFERENCE

Registration includes one Saturday Banquet ticket and Sunday Breakfast ticket

Spouse/Guest Registration

Name of Spouse/Guest _____

Will spouse/guest be attending the complimentary Saturday Retirees/Spouse/Guest Breakfast? Yes No

\$55.00 per extra banquet ticket How many? _____ \$

\$25.00 per extra breakfast ticket How many? _____ \$

Optional Activities

\$100.00 Golf at Ocean Pines Golf Club -Thursday 10:00 - 4:00 How many? _____ \$

\$55.00 Buffet at the BonFire – Friday 6:00-7:30 How many? _____ \$

Please send conference registration form and

check payable to **MSADA** to:

MSADA
c/o Carol Satterwhite, CAA
5467 Gloucester Rd
Columbia, 21044

Princess Royale Conference Room Rates - \$169.00 per night
(pool side \$179; oceanfront \$229; two-bedroom condo \$379 per night)

Hotel reservations must be made with the Princess Royale Hotel
MD State Athletic Directors Convention 2026

OR

1-800-476-9253

Direct Call-in Reservations Rate Code: **26MSADA**

Group Name: **Maryland Athletic Directors**

DEADLINE for HOTEL REGISTRATION

MARCH 23rd for MSADA rates

MAIL IN DEADLINE for CONFERENCE REGISTRATION – APRIL 15th

Total Amount Enclosed \$ _____

LEADERSHIP TRAINING COURSES

For MSADA members - One Course - \$100

Two Courses - \$190

Three Courses - \$270

\$ 150.00 per course non-members and on-site registration

**Registration after April 20 may result in course materials being emailed at a later date
NO PERSONAL CHECKS ACCEPTED on SITE**

Thursday, April 23rd 5:00pm – 9:00pm

LTC 630 – Strategies for Administering Interscholastic Athletic Contests: Planning, Preparation and Emergency Management

\$ _____

This course explores the 'how' and 'why' behind successful athletic event management, encompassing strategic planning and best practices for conducting education-based athletic contests and comprehensive safety protocols. Participants will be offered extensive training in personnel selection, game day supervision, and the creation of a positive sporting environment. Special emphasis will be placed upon emergency preparedness, risk assessment, and incident management - key components of offering a safe competitive experience for all stakeholders.

LTC 704 – Recruit/Hire, Mentor and Retain Coaches

\$ _____

This course will cover numerous ways to actively recruit, mentor and retain high quality coaches and activity sponsors within your organization. Topics that will be covered include: Best hiring practices for coaches and sponsors, identification of female and minority candidates, faculty vs. non-faculty coaches, challenges with/of parent coaches, strategies to grow coaches, retention strategies. The youth sports industry has changed expectations and realities of being a coach across the United States. This unrealistic expectation of scholarships and the win at all cost emphasis has resulted in the necessity for schools and athletic administrators to develop innovative strategies of recruitment, mentoring and retention of coaches for education-based athletics.

Friday, April 24th 8:00am – 12:00 noon

LTC 611 - Concepts and Strategies for Interscholastic Marketing, Promotions and Fund Raising

\$ _____

This course will provide the athletic administrator with strategies and ideas to successfully promote and market the school's interscholastic programs and to enhance the success of supplemental fund-raising designed to create interest in, increase enthusiasm for, and better the image of a school's interscholastic activities program. Models of supplemental fund-raising are summarized, including a focused segment on working successfully with booster clubs and safeguarding of funds that have been raised. The potential for raising funds through grants and outreach efforts for major gifts are introduced. Detailed information related to corporate sponsorship is provided. Appendices include sample materials that may be utilized for grant and corporate sponsorship applications, marketing plans and booster clubs, as well as fund-raising resources.

LTC 721 - Positive Sporting Behavior – For the Love of the Game

\$ _____

In this course administrators will learn to implement appropriate strategies and techniques designed to create a positive, productive learning environment, which will support a system that encourages character, self-discipline, and sportsmanship. This class will provide opportunities for self-assessment and reflection in regards to prior performance. In addition, administrators will participate in class discussions and activities. This will increase their knowledge and skills of the effective components of successful character, citizenship, and sportsmanship to share with their students, coaches, parents, and communities.

CAA Examination – 2:30pm - The exam will be administered electronically. To sit for the exam, you must be approved by the NIAAA (www.niaaa.org). The day of the exam you must bring your Photo ID, a Laptop Computer and your NIAAA User Name and Password.

Saturday, April 25th 8:30am – 12:30pm

LTC 724 - STRESS: Causes, Effects, and Strategies

\$ _____

The demands of high intensity daily work, evening and weekend supervision requirements, public expectations, challenging interactions, and limited resources place the athletic administrator in a stressful position. Ways of intervening stress, managing its onset, and using proven methods for reducing its impact are needed. Stress will always be present. Because of the individual nature of perception and preferred response, this course will provide an overview of techniques necessary for coping with the daily demands of an athletic administrator. Examples will include western, eastern, and alternative practices. Demonstrations, activities, videos, and group interactions will be supplemented by sharing of individual experiences.