



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

**Register and Pay Online** [www.msada.finalforms-amp.com](http://www.msada.finalforms-amp.com)

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, MD 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](http://www.msada.finalforms-amp.com)

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](http://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.