

## WINTER 2026 EDITION

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*NIAAA and NFHS*



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### CONFERENCE SPEAKER

#### **ADAM BRADLEY**

Lead 'Em Up  
Founder & President



Is the Founder & President of Lead 'Em Up; a leadership & team performance organization currently serving thousands of teams around the world.

Adam is also the Lead Professor at Towson University's Nancy Grasmick Leadership Institute – an outward-facing corporate leadership institute working with organizations all throughout the Baltimore and Washington markets.

In addition, Adam serves as a direct consultant and coach for dozens of teams and organizations every year, working with them monthly to help move them closer to winning.

Adam also works 1-on-1 with clients as a Certified Practitioner for the Leadership Circle – a nationally recognized leadership organization facilitating dynamic 360° leadership consultation.

For the last 12 years Adam has amplified his voice through his podcast having interviewed hundreds of leaders including high-profile guests such as Mark Cuban, Kevin Durant, Jay Bilas, and many others.

Adam lives in Maryland with his wife and two girls.

***Good isn't good enough if better is an option***

# MSADA

## PRESIDENT'S MESSAGE



Fellow Athletic Administrators,

Happy New Year!

It was great seeing so many of you this past December in Tampa at the 56th National Athletic Directors Conference. While the workshops and sessions are always valuable, the opportunity to connect and network with colleagues from across the country is truly priceless. Being surrounded by professionals who are so deeply committed to education-based athletics is both energizing and inspiring.

Returning from the NADC often brings a renewed sense of excitement as we look to apply what we've learned to our own athletic programs. As we continue to dedicate countless

hours to serving our schools and student-athletes, I want to encourage you to also be mindful of taking care of yourselves and your families. That balance is essential to sustaining the important work we do.

As I've shared before, the MSADA and NIAAA truly serve as our professional learning communities. If you are not taking advantage of what these organizations offer, you are missing out. Our 50th MSADA Annual Conference, featuring a revamped schedule, will be held in Ocean City from April 23-26, 2026. For the second consecutive year, Ocean City's Springfest at the Inlet will coincide with our conference weekend. We are hopeful that this continues to serve as an added draw for our members and their families.

As we push through this stretch of cold winter weather, remember—pitchers and catchers will be reporting soon, which means spring and summer are right around the corner.

In closing, always remember that a colleague is just a phone call or email away. We are in this together, working collectively to support and strengthen education-based athletics.

*I. "Stosh" Schtierman, CMAA*

[www.msada-md.org](http://www.msada-md.org)



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– Jabe H. Nekula, PE  
NAVFAC Washington,  
Public Works Department, Annapolis



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Naval Academy  
Annapolis, Maryland

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## CONFERENCE EXHIBITORS

as of 1/25/26

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# 100 % NIAAA Membership

## Maryland SADA

# 138% Membership for 2025







# 2026 CONFERENCE SCHEDULE

## Thursday, April 23<sup>rd</sup>

10:00 am - 4:00 pm	Golf Event – Ocean Pines
3:00 pm - 3:45 pm	<b>Round Table Issues Discussions on Current Events</b>
4:00 pm - 4:45 pm	<b>First-time Attendees Orientation and Meet and Greet</b> * New & Inspiring Athletic Director Seminar (1-3 years)
5:00 pm - 9:00 pm	Leadership Training Courses <b>LTC 630 Strategies for Administering Interscholastic Athletic Contests: Planning, Preparation and Emergency Management</b> <b>LTC 704 Recruit/Hire, Mentor and Retain Coaches</b>

## Friday, April 24<sup>th</sup>

8:00 am – 12:00 pm	Leadership Training Courses <b>LTC 611 Concepts and Strategies for Interscholastic Marketing, Promotions and Fund Raising</b> <b>LTC 721 Positive Sporting Behavior – For the Love of the Game</b>
10:00 am - 4:15 pm	Exhibitors Hall
11:15 am - 12:15 pm	Current Issues Talk & Trade
1:00 pm - 1:45 pm	Workshop #1 <b>High Schools Engaging Their Cluster/Feeder Schools</b> Ryan Woods, CAA, Athletic Director, Arundel High School and Karlie Magazu, Assistant Principal Glen Burnie High School
2:00 pm - 2:45 pm	Workshop #2 <b>The Value of You</b> Becky Moran, CMAA, Associate Executive Director of Marketing and Development, National Interscholastic Athletic Administrators Association (NIAAA)
2:30 pm	CAA Exam CAA Zoom Exam Review will be Tuesday, April 21 <sup>st</sup> by invitation only
3:00 pm - 3:45 pm	Workshop #3 <b>Bringing College Recruiting Education into the Academic Arena</b> Christopher Stack, Founder & CEO, Guiding Future Stars and Career Coach, Catoctin High School
4:30 pm - 6:00 pm	General Session – Business Meeting and Prizes Giveaway
7:30 pm - 10:30 pm	Exhibitors and Attendees Social – Visit with the Exhibitors
9:00 pm - 10:00 pm	Exhibitors Door Prize / Raffle Drawings (must be present to win)

## Saturday, April 25<sup>th</sup>

9:00 am - 1:00 pm	Leadership Training Course <b>LTC 724      STRESS: Causes, Effects, and Strategies</b>
10:00 am - 10:45 am	Workshop #4 <b>Game Day Management Dealing with Pregame, In-Game and Post Game Protocols</b> Kurisha Hoffman, CAA, Athletic Director, Easton High School And Supervisor of Athletics, Talbot County Public Schools and Jesse Irvin, CMAA, Athletic Director, Seneca Valley High School
11:00 am - 11:45 pm	Workshop #5 <b>Supporting Student Athletes Academically</b> Dewitt Doss, CAA, Athletic Director, Edmondson-Westside High School and Kortnie Smith, Athletic Director, Academy for College and Career Exploration
12:00 pm - 1:00 pm	<b>Women AD Roundtable Talk &amp; Trade - Current Issues Facing Women ADs</b>
5:00 pm - 6:00 pm	Banquet and Awards Social
6:00 pm - 9:00 pm	Banquet and Awards Presentations (ticket required)

## Sunday, April 26<sup>th</sup>

8:00 am - 9:15 am	Attendees Breakfast Speaker, <b>Adam Bradley- Founder and President, Lead 'Em Up</b>
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### **The "Power" Play**

Adam Bradley  
Founder and President, Lead 'Em Up

In the midst of the daily to-dos and list of responsibilities on an Athletic Directors plate, many ADs can lose sight of the power they hold.

The Athletic Director is one of the most powerful leadership positions in a community, not just in the school, and if not, careful AD's can forget about the deep influence they carry.

In this keynote we will unpack the true depth of the leadership power an AD holds, taking it to a level most AD's have never taken it, while unleashing strategies on how AD's can maximize their power to deliver the greatest impact in their programs and beyond.

This keynote will have the ability to produce a ripple effect of change in you, your program and community, as we put you in a position of power to elevate everything in your reach.

**\*NEW Format**



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## CONGRATULATIONS ON YOUR CERTIFICATIONS

### CMAA

Vanessa Locke – Milford Mill Academy

### CAA

Marcus LeCounte – Pikesville High School

### RAA

Zachary Blessing – Century High School  
 Tarik Brown – Vivien T. Thomas Medical Arts Academy  
 Mason Figdore – Oldfields School  
 Marc Kersey – Milford Mill Academy  
 Kenneth Tate -  
 Davia Williams – The Salisbury School

## INFORMATION FROM THE NATIONAL CONFERENCE

Many “Thanks” to our MSADA Members who taught, spoke, facilitated and monitored at the 2025 National Athletic Directors Conference. Your contributions helped make the conference one of the best.

## WORKSHOP SESSIONS

***“The Tool Kit for New Athletic Directors”*** – Moderator: Irwin “Stosh” Schtierman, CMAA, Athletic Administrator, Wicomico High School, Salisbury

***“Competing with Character: Sportsmanship in Interscholastic Athletics”*** – Speaker: Dana Johnson, CAA, Athletic Administrator, Paul Laurence Dunbar High School, Baltimore

***“Empowering Women in Coaching and Athletic Administration”*** – Speakers: Dessalyn Dillard, Athletic Administrator, Paint Branch High School, Burtonsville and Kathy Green, CMAA, Department of Athletics Outreach and Development Coordinator, Montgomery County Public Schools, Rockville

***“Use of AI to Improve Your Athletic Office and Program”*** – Speaker: Dr. Jeffrey Sullivan, CMAA, Director – Systemwide Athletics, Montgomery County Public Schools, Rockville

## LEADERSHIP TRAINING NATIONAL FACULTY INSTRUCTORS

Michael Duffy, CMAA - LTC 633 and LTC 707

David Hoch, CMAA – LTC 723

Dana Johnson, CAA – LTC 640

Jason Woodward, CMAA – LTC 799

**Congratulations to the Athletic Administrators in the Baltimore County Public Schools on their Quality Program Assessment Recognition (QPA).** They received their awards at the National Conference in December.

Catonsville High School - Richard Hambor, CAA  
 Chesapeake High School - Shaun Downey, CAA  
 Dulaney High School - Greg Karpers, CAA  
 Dundalk High School - Timothy Scherer, CAA  
 Franklin High School - Matthew Clever, CAA  
 George W. Carver Center for Arts and Technology - Lori Brewer, CAA  
 Kenwood High School - Anthony Ruocco, CMAA  
 Lansdowne High School - Todd Hawkins, CMAA  
 Loch Raven High School - Michael McEwan, CMAA  
 Milford Mill Academy - Vanessa Locke, CMAA  
 Owings Mills High School - William Winner, CMAA  
 Sparrows Point High School - Christopher McGuinness, CMAA  
 Parkville High School - Jeffrey Markle, CMAA  
 Perry Hall High School - Robert Hruz, CAA  
 Towson High School - Justin Nash, CAA  
 Western School of Technology - Jennifer Rowe, CAA  
 Woodlawn High School - Michael Foxwell, CAA

## STATE DOOR PRIZE WINNERS

At the conclusion of the Closing Session and NIAAA Business Meeting, there was a State Door Prize Drawing. Jason Gordon and Marianne Shultz were Maryland’s “Big” winners. Marianne won \$350 at the 50/50 drawing and Jason won \$250 from the Exhibitors’ Passport drawing and then won the state door prize from Georgia - a backpack with \$200 in it.

The Maryland Door Prize, of “A Taste of Maryland”, which includes products made in Maryland and some MSADA swag, was won by Utah Executive Director, Ronald Dolphin. Congratulations.



# DOWNLOAD AND SHARE YOUR 2026 PSAs!

School sports deserve our support.



**Pictured above, QPA Recognition Recipients  
BCPS Athletic Directors**

That's why our not-for-profit organizations—the [NFHS](#) and the [NIAAA](#)—have produced new PSAs that tell the powerful story of school sports.

They cover the biggest topics surrounding school sports that your community needs to hear like the value of participation, fan behavior at athletic events, recruiting high school officials, and showing appreciation for athletic administrators.

**Plus, this year's package includes both radio AND video PSAs!**

**PREVIOUS PSAs**

**DOWNLOAD PSAs**





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*We'll See You at the Beach!*



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- ✓ ENSURE COMPLIANCE
- ✓ REDUCE RISK
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- ✓ SAVE STAKEHOLDERS TIME
- ✓ IMPROVE COMMUNICATION

## KEY BENEFITS FOR YOUR ATHLETIC DEPARTMENT

### REGISTRATION & CLEARANCE

Automate registration for athletes and coaches, collect forms once, and reuse verified data season-to-season and year-to-year – saving everyone time!

### COMPLIANCE & SAFETY

Track physicals, certifications, medical action plans, codes of conduct and policies – all time-stamped and centrally stored to reduce liability.

### COMMUNICATION & COORDINATION

Reach athletes, coaches, and parents instantly by roster, status, or sport. Send automated reminders for clearances, expirations, and return-to-play.

### DATA GOVERNANCE & REPORTING

Access real-time dashboards for eligibility, participation, Title IX compliance, and attendance. Export verified data for district and state reporting.

### COST AND TIME SAVINGS

Simplify admin oversight, reduce manual tasks, and eliminate calls, notes, and foot traffic with one secure platform that unites registration, emergency preparedness, and communication workflows.

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NATIONAL AVERAGE

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Many thanks to **Jesse Smith, CMAA**, athletic director at Winston Churchill High School. Jesse designed our 50th Anniversary logo.



## CRAB TALK!



### DISTRICT 1A

2026 District Athletic Director of the Year  
Emily Crabtree, RAA - Williamsport High School

### DISTRICT 1B

2026 District Athletic Director of the Year  
Mike Chavez – Gov. Thomas Johnson High School

### DISTRICT 2A

2026 District Athletic Director of the Year  
Kelly Flaherty – Academy of the Holy Cross

### DISTRICT 2B

2026 District Athletic Director of the Year  
Gina Grubb, CAA – Poolesville High School

### DISTRICT 3

2026 District Athletic Director of the Year  
No selection, yet

Effective on Monday, January 26th, Robert (Troy) Langway will be serving as the Athletic Director at Parkdale High School. Mr. Chris Hawkins was appointed the new Athletic Director at DuVal High School.

The new Suitland High School finally opened with the exception for the Performing Arts Wing.

### DISTRICT 4

2026 District Athletic Director of the Year  
Kevin Heider, RAA - Thomas Stone High School

Congratulations to Huntingtown High School Baseball Coach, Guy Smith. He was recently elected to the Maryland Baseball Coaches Association Hall of Fame.

### DISTRICT 5

2026 District Athletic Director of the Year  
Kevin Necessary, CAA – Broadneck High School

### DISTRICT 6

2026 District Athletic Director of the Year  
Kathy Luby, RAA - Overlea High School

### DISTRICT 7

2026 District Athletic Director of the Year  
No selection, yet

## DISTRICT 8

2026 District Athletic Director of the Year  
Dan Dobronz, CAA – Stephen Decatur High School

Many of our fall teams made it deep into the playoff runs and represented our schools with great effort, sportsmanship and pride. That momentum has carried into the winter season, which began on a strong note with our traditional Peake Challenge. This one-day event, hosted at Chesapeake College, featured our North Bayside boys' basketball teams competing against the South Bayside teams and continues to be a highlight of the winter schedule.

In addition, we remain committed to the growth and development of our student-athletes beyond competition. Planning is underway for our student-athlete leadership event, where we will once again partner with a local college and their student-athletes to provide meaningful leadership experiences and mentorship opportunities. These initiatives reflect our continued focus on education-based athletics. These activities lead to excellence, collaboration and preparing our student-athletes for success on and off the field.

## DISTRICT 9

2026 District Athletic Director of the Year  
No selection, yet

Congratulations to the Dunbar Football program. Dunbar won their 14th State Championship. Also, congratulations go to the Mergenthaler Football program. They won their 3rd State Championship.

## DISTRICT 10

2026 District Athletic Director of the Year  
Eric Dummann, CAA – Mount deSales Academy

## DISTRICT 11

2026 District Athletic Director of the Year  
Fredrica Newman, RAA – Indian Creek School

***Congratulations to the  
2026 District Athletic Directors  
of the Year!***

## 2025 - 2026 PROFESSIONAL SPONSORS

### **Aberdeen High School**

Aberdeen Maryland  
Athletic Director: Tim Lindecamp, CMAA

### **Ron Belinko, CMAA**

Millville, Delaware  
Former Director of Athletics  
Baltimore County Public Schools

### **Board of Education of Wicomico County**

Salisbury, Maryland  
Supervisor of Athletics: Steve Romano, RAA

### **Robert "Bob" Burris**

Easton, Maryland  
MSADA Founder, Past MSADA President and  
Former Athletic Director:  
Easton High School

### **Karl Heimbach, CMAA, RMSAA**

Mechanicsburg, Pennsylvania  
Past MSADA President and  
Former Athletic Director:  
Colonel Zadok Magruder High School

### **Hereford High School**

Parkton, Maryland  
Athletic Director: Jean-Paul Bibaud, RAA

### **Maryland Public Secondary Schools Athletic Association**

Baltimore, Maryland  
Executive Director: Andy Warner, CAA

### **Michael Williams, CMAA**

Gettysburg, Pennsylvania  
Former Athletic Director and  
Coordinator of Athletics:  
Howard County Public School System

### **Dr, Henry A Wise, Jr. High School**

Upper Marlboro, Maryland  
Athletic Director: Jason Gordon, CAA



# THE RIGHT COURSE FORMAT FOR YOU

## WEBINARS

Every spring, summer and fall, we offer select courses in a webinar format, scheduled on set days and times. Webinars offer live teaching and small class sizes. They also allow you to take courses from the comfort of your home or office while receiving the same quality instruction, interaction and networking opportunities provided by a classroom setting.

Each four-hour webinar includes a digital manual, live interaction with your instructor and classmates, and more.

*Before enrolling in a webinar, please review our **webinar policies and expectations**. Purchasing a webinar indicates you agree to adhere to these policies.*

### Webinar Course List and Schedule Spring 2026

Webinars will be offered on Eastern Standard Time (EST). Attendees must register for a webinar by 1 p.m. EST one business day before the scheduled course date.

*All classes will be taught from 6 p.m. to 10 p.m. EST.*

- LTC 706 – Monday, February 23
- LTC 720 – Wednesday, February 25
- LTC 799 – Monday, March 2
- LTC 790 – Tuesday, March 3
- LTC 719 – Wednesday, March 4
- LTC 703 – Thursday, March 5
- LTC 630 – Monday, March 9
- LTC 721 – Tuesday, March 10
- LTC 608 – Wednesday, March 11
- LTC 601 – Monday, March 16
- LTC 615 – Tuesday, March 17
- LTC 640 – Wednesday, March 18
- LTC 712 – Thursday, March 19
- LTC 511 – Monday, March 23
- LTC 635 – Tuesday, March 24

## ONLINE COURSES

Our online courses are available **anytime, anywhere**—so you can take them at your own pace whenever and wherever you would like. Plus, all our online courses lead to certification. Each four-hour course includes a digital manual, an interactive teaching style, instructional videos and more to help make the learning process interesting, easy and convenient for you. Take a course

### Online course list

The following **core courses** are available online:

- LTC 501
- LTC 502
- LTC 503
- LTC 504
- LTC 506
- LTC 508
- LTC 510
- LTC 700
- LTC 701
- LTC 901
- LTC 902
- LTC 903
- LTC 904

### State Conference

Many state athletic administrator associations offer LTI courses during their annual state conference as well as throughout the year. Each four-hour course includes a digital manual, live interaction with your instructor and classmates, and more. Taking courses at the state level is also a great networking opportunity, allowing you to connect with your state association and other athletic administrators in your state.

#### Thursday, April 23rd 5:00pm – 9:00pm

- LTC 630
- LTC 704

#### April 24th 8:00am – 12:00 noon

- LTC 611
- LTC 721

#### April 25th 9:00am – 1:00pm

- LTC 724



## MSADA WOMEN IN LEADERSHIP RETREAT

### MARK YOUR CALENDARS

**April 23-26, 2026**

**50<sup>th</sup>** MSADA State Conference | Princess Royale Oceanfront Resort, Ocean City, MD

**December 11-15, 2026**

57<sup>th</sup> National Athletic Directors Conference | Phoenix Convention Center, Phoenix, AZ

**December 10-14, 2027**

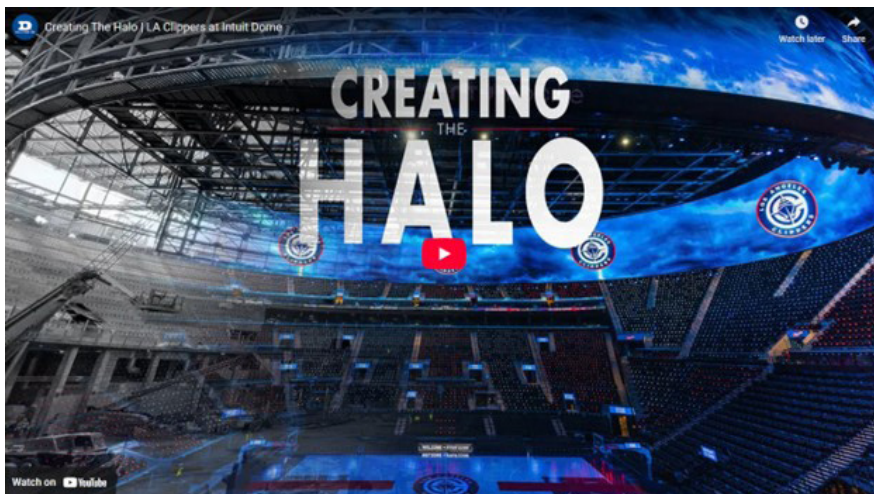
58<sup>th</sup> National Athletic Directors Conference | Kansas City Convention Center, Kansas City, MO

**December 15-19, 2028**

59<sup>th</sup> National Athletic Directors Conference | Indianapolis Convention Center, Indianapolis, IN

**December 14-18, 2029**

60<sup>th</sup> National Athletic Directors Conference | San Antonio Convention Center, San Antonio, TX



From the Halo to your High School—no matter the size or complexity, your video display receives the same attention to detail from Daktronics. We love working with our high schools to create exciting gamedays while providing your students an opportunity to learn event production skills. Just like the students in [this video](#) showcasing Asheboro High School in North Carolina, your students can gain valuable experience that could one day lead them to operate large-scale displays like the Halo at the Intuit Dome.

Curious about the process behind the LA Clippers Halo display? Watch the documentary [here](#).

# MARYLAND STATE ATHLETIC DIRECTORS ASSOCIATION

## 2025-26 MEMBERSHIP APPLICATION & RENEWAL FORM

**Join or Renew Online** [www.msada.finalforms-amp.com](http://www.msada.finalforms-amp.com)

**or**

**if you need to mail in your membership**

**Please print or type; make sure you include home, school addresses and your e-mail addresses.** Complete all information for each individual and send in all completed forms attached to one check

Name \_\_\_\_\_ Certification CMAA \_\_\_\_\_ CAA \_\_\_\_\_ RAA \_\_\_\_\_ RMSAA \_\_\_\_\_

School \_\_\_\_\_ School Address \_\_\_\_\_

City/St \_\_\_\_\_ Zip \_\_\_\_\_ AD's Office Phone \_\_\_\_\_

School E-Mail Address \_\_\_\_\_

Home Address \_\_\_\_\_ City/St \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone \_\_\_\_\_ Home E-Mail Address \_\_\_\_\_

The newsletter will be emailed, unless indicated.

US Mail, please check

☐

### **MSADA Dues only**

*Number of Years as an Athletic Administrator* \_\_\_\_\_ (include 2025/26 school year)

\_\_\_\_\_ **\$45.00**

**Regular** \_\_\_\_\_ *New* \_\_\_\_\_ *Renewal*

For all active athletic directors, activities directors, and athletic administrators in public and private schools

\_\_\_\_\_ **\$15.00**

**Retired** \_\_\_\_\_ *New* \_\_\_\_\_ *Renewal*

**\$65.00 includes retired NIAAA Membership**

For all retired athletic directors, activities directors and athletic administrators

\_\_\_\_\_ **\$90.00**

**School Membership Package**

For athletic director and up to three assistant athletic directors/administrators

List names: AD \_\_\_\_\_

Asst AD/ Admin \_\_\_\_\_

Asst AD-Admin \_\_\_\_\_

Asst AD/Admin \_\_\_\_\_

\_\_\_\_\_ **\$40.00**

**Associate** \_\_\_\_\_ *New* \_\_\_\_\_ *Renewal*

For assistant athletic directors, principals, assistant principals, coaches, college students or athletic trainers

### **MSADA/NIAAA DUAL MEMBERSHIP**

\_\_\_\_\_ **\$140.00** membership in the Maryland State Athletic Director Association (\$40, a **\$5 discount**)  
and the National Interscholastic Athletic Administrators Association (\$100)

**or**

\_\_\_\_\_ **\$150.00** for school membership package (**NIAAA/MSADA membership for AD only**, MSADA membership for  
up to three assistant athletic directors/administrators) **Enter names on above lines**

New \_\_\_\_\_ Renewal \_\_\_\_\_ if so, Membership Card Number \_\_\_\_\_

#### **Information Needed for NIAAA Life Insurance Purposes:**

Birthdate \_\_\_\_\_ Male \_\_\_\_\_ Female \_\_\_\_\_

Beneficiary \_\_\_\_\_ Contact Info \_\_\_\_\_

**Amount Enclosed:** \$ \_\_\_\_\_ **Make checks payable to the** **MSADA**

**Mail to: MSADA**

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**MSADA Donation \$** \_\_\_\_\_





## BENEFITS OF MEMBERSHIP

For anyone employed by a school, school district or state association who administers interscholastic athletics at the high school, middle school or junior high level. *All membership dues are non-refundable.*

### Benefits include:

- Discounts on LTI courses, certification fees, National Conference registration fees and more
- \$2,000,000 supplemental liability insurance (student injury and property damage)
- \$2,500 term life insurance
- Discounts on Long Term Healthcare, Cancer Insurance and Accident Insurance
- Invaluable resources and best practices, including the NIAAA Member Portal and Interscholastic Athletic Administration (IAA) quarterly print magazine
- A national network of more than 15,000 athletic administrators
- Opportunity for national recognition through the NIAAA Awards Program and Hall of Fame
- Opportunity to nominate students for the annual NIAAA Student-Athlete Scholarship
- Opportunities to serve on national committees and in various NIAAA leadership positions
- Opportunities to teach, publish, facilitate and present

### Retired Member Benefits include:

- Discounts on LTI courses, certification fees, National Conference registration fees and more
- \$2,500 term life insurance
- Discounts on Long Term Healthcare, Cancer Insurance and Accident Insurance
- Invaluable resources and best practices, including the NIAAA Member Portal and Interscholastic Athletic Administration (IAA) quarterly print magazine
- A national network of more than 15,000 athletic administrators
- Opportunity for national recognition through the NIAAA Awards Program and Hall of Fame
- Opportunities to serve on national committees and in various NIAAA leadership positions
- Opportunities to teach, publish, facilitate and present



# Ryan Myers, RAA

Listen, Lead, Advocate



## Qualifications and Job Experience

- Coordinator of Athletics & Facilities at Walkersville HS (2025-Present)
- Athletic Director at Smithsburg HS & South Hagerstown HS (2016-2025)
- Executive Council Member of MSADA since 2016
- Master of Science, Athletic Administration from Ohio University, 2014
- MPSSAA Girls Soccer and Boys Basketball Region Rep since August 2018
- MSADA State Athletic Director of the Year, 2023-2024
- District 1A Athletic Director of the Year, 2023

## COUNTY & STATE LEVEL CONTRIBUTIONS

- Central Maryland Conference (CMC) scheduling committee
- MPSSAA Sportsmanship Taskforce
- Implemented Student Athletic Leadership Council (SALC) at Smithsburg HS & Walkersville HS
- Host site for the 1A MPSSAA State Semifinal Boys Lacrosse match, 2021
- Presented on After School/Extracurricular Game Management and Safety at Maryland Council on School Safety Conference (MCSS) 2023
- Worked MPSSAA Championships: Soccer, Lacrosse, Basketball, Football, Wrestling, Field Hockey

## MY WHY

**Purpose:** MSADA will engage in an outreach campaign to increase membership and activity within the MSADA organization to elevate MSADA at the national level.

**Mission:** Promote engagement in the MSADA organization from all members to increase collaboration across the state. Reimagining the MSADA Annual Conference to increase involvement and diversity in programming, and developing a system that provides real time support and resources for members.

**Vision:** Ensure MSADA members have knowledge and access to the benefits associated with membership; including professional development, extensive collegial networks, and resources to support administration of an interscholastic athletics program in both high and middle schools.





In honor of her former Coach, Dana Johnson speaks on behalf of the Pat Summitt Foundation

Below, Workshop Moderator, Stosh Schtierman



*"And the Big Winner Is"....Jason Gordon*

Below, University of South Florida's mascot, "Rocky the Bull" and friend.





# MARYLAND STATE ATHLETIC DIRECTORS ASSOCIATION

## PROFESSIONAL SPONSORSHIP

Take a moment and consider all the MSADA offers in terms of professional growth and development for the athletic directors of the state, which in turn benefits our programs, athletes and schools. Through the MSADA, athletic directors can:

- Complete LTI Courses which enhance their professional competency
- Participate in workshop sessions which provide practical solutions for the various challenges they must meet in their positions
- Contribute to the annual MSADA Scholarship Program
- Contribute to the State Endowment Program
- Network with other athletic administrators
- Take advantage of mentoring opportunities from experienced athletic directors
- ...And much more

Please consider having your school, district, association and/or league in becoming a professional sponsor of the MSADA. Encourage your booster club to make a contribution. In order to continue its valuable efforts, the MSADA could use your support.

We already have a commitment from several schools to be a professional sponsor. Will you be next? Please help the MSADA in their efforts to promote quality athletic programs in the state of Maryland.

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**MSADA**

### Professional Sponsorship Pledge

Contribute through your Final Forms AMP account: [www.msada.finalforms-amp.com](http://www.msada.finalforms-amp.com)  
or

Complete the form and mail it with your check for \$100.00 to: **MSADA**

Name of School/Organization \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Name Athletic Director, Executive Director, Supervisor, Director or President

\_\_\_\_\_

Mail to:

**MSADA**  
c/o Carol M. Satterwhite, CAA  
5467 Gloucester Road  
Columbia, Maryland 21044



# MSADA EXECUTIVE COUNCIL 2025-2026

## PRESIDENT

Irwin "Stosh" Schtieman, CMAA  
Wicomico High School  
410-677-5146  
[ischtie@mywcps.org](mailto:ischtie@mywcps.org)

## 1<sup>ST</sup> VICE PRESIDENT (INTERIM)

Jason Woodward, CMAA  
Sherwood High School  
301-924-3230  
[Jason\\_D\\_Woodward@mcpsmd.org](mailto:Jason_D_Woodward@mcpsmd.org)

## 2<sup>ND</sup> VICE PRESIDENT

Lisa Magness, CMAA, CIC  
Watkins Mill High School  
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## SECRETARY

Dana Johnson, CAA  
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## EXECUTIVE DIRECTOR/NIAAA LIAISON

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## ASSISTANT EXECUTIVE DIRECTOR

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## LTC/CERTIFICATION COORDINATOR

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410-751-3059  
[mlduffy@carrollk12.org](mailto:mlduffy@carrollk12.org)

## LTC COORDINATOR

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## LTC COORDINATOR

Jason Woodward, CMAA  
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## STATE SUPERVISORS' LIAISON

Michael Sye, CMAA  
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443-809-2328  
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## HISTORIAN

Lee Dove, CAA  
443-996-3514  
[leerdove@gmail.com](mailto:leerdove@gmail.com)

## STATE COACHES ASSOCIATION LIAISON

TBA

## DISTRICT 1A REPRESENTATIVE

*Allegany, Garrett & Washington Counties*  
Dan Cunningham, CAA  
North Hagerstown High School  
301-766-8246  
[cunnidan@wcps.k12.md.us](mailto:cunnidan@wcps.k12.md.us)

## DISTRICT 1B REPRESENTATIVE

*Carroll & Fredrick Counties*  
Tim Novotny, CAA  
South Carroll High School  
410-751-3575  
[t\\_novot@carrollk12.org](mailto:t_novot@carrollk12.org)

## DISTRICT 2A REPRESENTATIVE

*Montgomery County Private Schools*  
Jamie Ready, CAA  
Connelly School of the Holy Child  
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[jready@holychild.org](mailto:jready@holychild.org)

## DISTRICT 2B REPRESENTATIVE

*Montgomery County Public Schools*  
Rita Boule, CAA  
Montgomery Blair High School  
301-649-2840  
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## DISTRICT 3 REPRESENTATIVE

*Prince George's County*  
Terri Dendy, CMAA  
Northwestern High School  
301-985-1735  
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## DISTRICT 4 REPRESENTATIVE

*Calvert, Charles & St. Mary's Counties*  
Pam Thornton-Miller, CAA  
Maurice J. McDonough High School  
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[pthorntonmiller@ccboe.com](mailto:pthorntonmiller@ccboe.com)

## DISTRICT 5 REPRESENTATIVE

*Anne Arundel & Howard Counties*  
Kenny Miller, CAA  
Northeast High School  
443-437-6400  
[kmiller@aacps.org](mailto:kmiller@aacps.org)

## DISTRICT 6 REPRESENTATIVE

*Baltimore County*  
Lori Brewer, CAA  
G.W. Carver Center for Arts  
and Technology  
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## DISTRICT 7 REPRESENTATIVE

*Cecil & Harford Counties*  
Craig Reddish  
Bel Air High School  
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## DISTRICT 8 REPRESENTATIVE

*Eastern Shore Counties*  
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Easton High School  
410-822-4180  
[khoffman@talbotschools.org](mailto:khoffman@talbotschools.org)

## DISTRICT 9 REPRESENTATIVE

*Baltimore City*  
TBA

## DISTRICT 10 REPRESENTATIVE

IAAM

Steve Powers  
Notre Dame Preparatory School  
410-825-6202  
[powerss@notredameprep.com](mailto:powerss@notredameprep.com)

## DISTRICT 11 REPRESENTATIVE

MIAA  
Freddie Newman, RAA  
Indian Creek School  
410-923-3660  
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## MIDDLE SCHOOLS REPRESENTATIVE

Mitchell Weisbrot, CMAA, RMSAA  
Norwood School  
301-841-2159  
[mweisbrot@norwoodschool.org](mailto:mweisbrot@norwoodschool.org)

## RETIRED ADS' REPRESENTATIVES

TBA

## AT LARGE REPRESENTATIVES

TBA

Ryan Myers, RAA  
Walkersville High School  
240-236-7255  
[Ryan.myers@fcps.org](mailto:Ryan.myers@fcps.org)

Donald Cleveland, CAA  
Laurel High School  
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## WEBMASTER

Sharri H. Jackson

## COMMITTEE CHAIRS

Awards - Anne Rossiter, CMAA  
[Anne\\_M\\_Rossiter@mcpsmd.org](mailto:Anne_M_Rossiter@mcpsmd.org)

Mentoring - TBA

Scholarships - Dana Johnson, CAA  
[DJohnson2@bcps.k12.md.us](mailto:DJohnson2@bcps.k12.md.us)

# 57<sup>th</sup> National Athletic Directors Conference

December 11-15, 2026  
Phoenix Convention Center  
Phoenix, AZ



## Official Sponsors





# 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 Road**  
**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](#)

or **Call 1-800-476-9253**

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

Group Name: **Maryland Athletic Directors**

**DEADLINE for HOTEL REGISTRATION**

**MARCH 23<sup>rd</sup> for MSADA rates**

**MAIL IN DEADLINE for CONFERENCE REGISTRATION is 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.