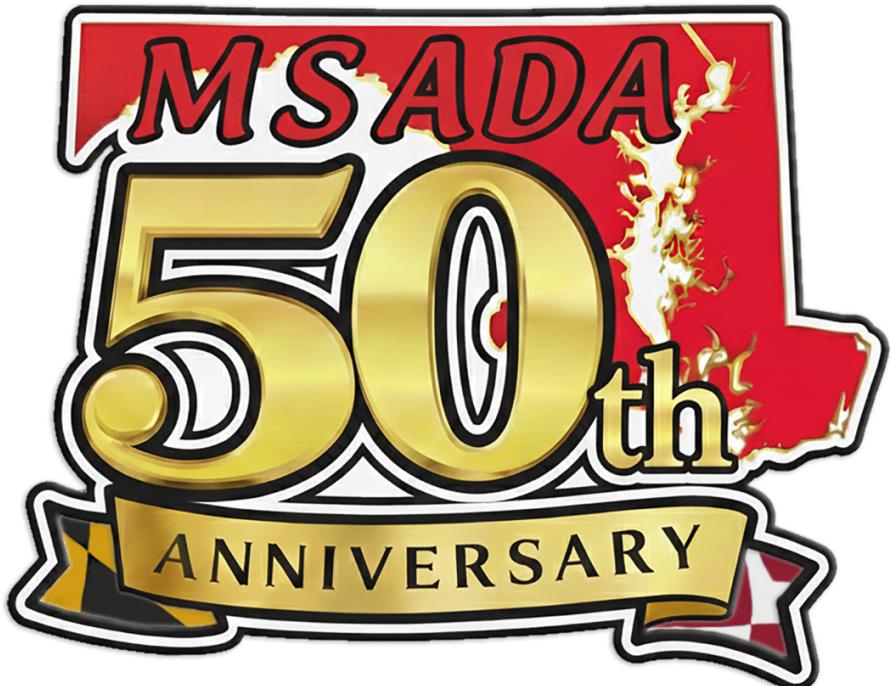


WINTER 2026
EDITION

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NIAAA and NFHS



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.

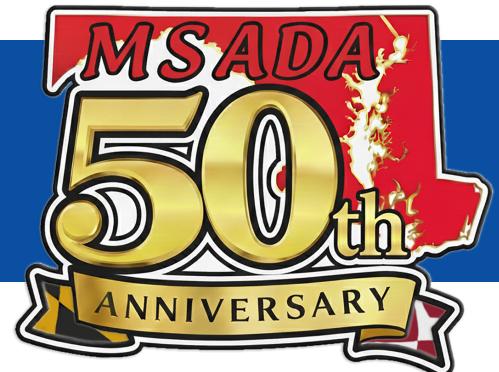
As I've shared before, the MSADA and NIAAA truly serve as our professional learning communities. If you are not taking advantage of what these organizations offer, you are missing out. Our 50th MSADA Annual Conference, featuring a revamped schedule, will be held in Ocean City from April 23-26, 2026. 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.msa-d-a-m-d.org](http://www.mсадa-md.org)



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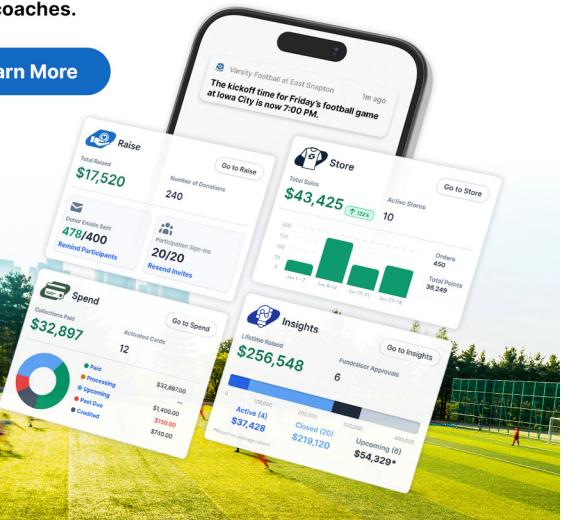
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CONFERENCE EXHIBITORS

as of 1/25/26

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100 % NIAAA Membership

Maryland SADA

138% Membership for 2025





2026 CONFERENCE SCHEDULE

Thursday, April 23rd

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

Friday, April 24th

8:00 am – 12:00 pm	Leadership Training Courses LTC 611 Concepts and Strategies for Interscholastic Marketing, Promotions and Fund Raising LTC 721 Positive Sporting Behavior – For the Love of the Game
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 High Schools Engaging Their Cluster/Feeder Schools 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 The Value of You 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 st by invitation only
3:00 pm - 3:45 pm	Workshop #3 Bringing College Recruiting Education into the Academic Arena 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 25th

9:00 am - 1:00 pm	Leadership Training Course LTC 724 STRESS: Causes, Effects, and Strategies
10:00 am - 10:45 am	Workshop #4 Game Day Management Dealing with Pregame, In-Game and Post Game Protocols 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 Supporting Student Athletes Academically 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	Women AD Roundtable Talk & Trade - Current Issues Facing Women ADs
5:00 pm - 6:00 pm	Banquet and Awards Social
6:00 pm - 9:00 pm	Banquet and Awards Presentations (ticket required)

Sunday, April 26th

8:00 am - 9:15 am	Attendees Breakfast Speaker, Adam Bradley- Founder and President, Lead 'Em Up
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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.



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!

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[DOWNLOAD PSAs](#)



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

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

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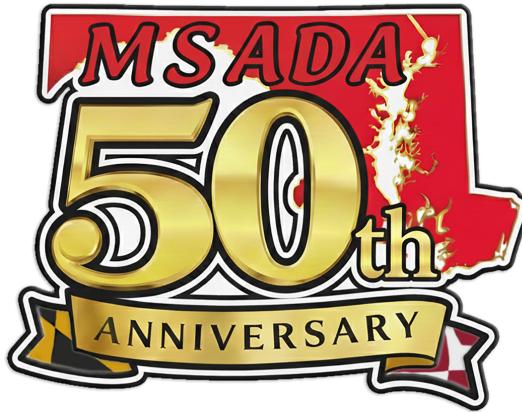
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Many thanks to **Jesse Smith, CMAA**, athletic director at Winston Churchill High School. Jesse designed our 50th Anniversary logo.



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 Lindcamp, 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



MARK YOUR CALENDARS

April 23-26, 2026

50th MSADA State Conference | Princess Royale Oceanfront Resort, Ocean City, MD

December 11-15, 2026

57th National Athletic Directors Conference | Phoenix Convention Center, Phoenix, AZ

December 10-14, 2027

58th National Athletic Directors Conference | Kansas City Convention Center, Kansas City, MO

December 15-19, 2028

59th National Athletic Directors Conference | Indianapolis Convention Center, Indianapolis, IN

December 14-18, 2029

60th 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

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**

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5467 Gloucester Road
Columbia, MD 21044

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.

MSADA Professional Sponsorship Pledge

Contribute through your Final Forms AMP account: 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" Schtierman, CMAA
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410-677-5146
ischtie@mywcps.org

1ST VICE PRESIDENT (INTERIM)

Jason Woodward, CMAA
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301-924-3230

Jason_D_Woodward@mcpssmd.org

2ND VICE PRESIDENT

Lisa Magness, CMAA, CIC
Watkins Mill High School
301-840-3979

Lisa_Magness@mcpssmd.org

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Dana Johnson, CAA
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RETIRED ADS' REPRESENTATIVES

TBA

AT LARGE REPRESENTATIVES

TBA

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COMMITTEE CHAIRS

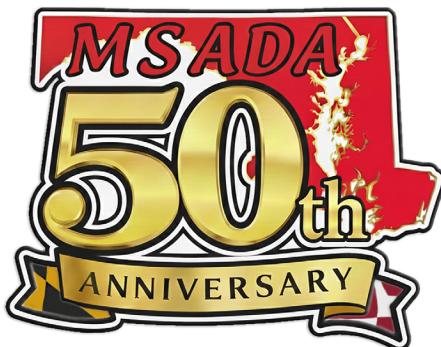
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57th National Athletic Directors Conference

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



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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



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 23rd 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). 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.