

MSADA
LTC and Conference Registration
April 24-27, 2025
Princess Royale Hotel and Conference Center
Ocean City, Maryland

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

\$115.00 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 2024/25 dues - add \$30.00 for MSADA only or \$105.00 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**

\$50.00 per extra banquet ticket How many? _____ \$ _____

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

Optional Activities

Thursday Golf Outing - \$100.00 (Ocean Pines Golf Course – 10:00 am) How many? _____ \$ _____

Friday All You Can Eat - \$50.00 (Bon Fire Restaurant – 5:30 pm – 7:00 pm) How many? _____ \$ _____
(Excluding crab legs and alcoholic beverages)

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
(oceanfront \$229 per night)**

Hotel reservations must be made with the Princess Royale Hotel
<https://bookings.princessroyale.com/>

OR

1-800-476-9253

Direct Call-in Reservations Rate Code: 25MSADA

Group Name: Maryland Athletic Directors

DEADLINE for HOTEL REGISTRATION

MARCH 24th for MSADA rates

MAIL IN DEADLINE for CONFERENCE REGISTRATION – APRIL 15th

Total Amount Enclosed \$ _____

LEADERSHIP TRAINING COURSES

\$ 100.00 per course for MSADA members
\$ 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 24th 5:00pm – 9:00pm

LTC 727 - Building, Cultivating, and Sustaining a Championship Culture – *New Course* \$ _____

Discover the pivotal role of culture in shaping championship athletic departments. This course delves into how shared values, beliefs, norms, and behaviors create a cohesive identity within groups and teams, driving their success. Explore the essential components of leadership, from effective communication to the development of trust and accountability, as exemplified by renowned leaders. Learn about the Performance Pathway, a framework that connects leadership, culture, behavior, and results. Understand how disciplined behavior leads to excellence and how psychological safety fosters a thriving team environment. Additionally, this course covers the significance of crafting a clear mission, vision, and core principles, ensuring alignment and sustained growth within organizations. Participants in this course will gain insights into building and nurturing a robust culture that drives growth, performance and success.

Friday, April 25th 8:00am – 12:00 noon

LTC 614 – Technology II – Current Trends in Digital Engagement & Communications \$ _____

This course is designed for administrators seeking tips and tools: to manage digital media assets for social media; to create engaging live and on-demand content; to build interactive public presentations; and to leverage applications to make daily tasks more efficient. The course will help participants evaluate the best methods for reaching their target audience depending on environment and delivery method. Participants will audit their school brand, learn how to build a style guide and manage their digital brand using applications. Participants will create brand assets for use in presentations and social media platforms. Participants will learn how to use native and add-on phone apps to improve productivity, communication and access information 24/7/365. The hands-on course offers the athletic administrator opportunities to actively engage in the class by downloading apps and activating the software. This course will demonstrate how to select the most appropriate digital tool or resource for the administrative task in question. For maximum benefit, it is highly recommended that attendees bring a laptop computer/tablet and smartphone to this class. Participants will have a pre-class assignment to gather and organize images, logos, videos and other digital assets for use in class.

LTC 709 – Communications, Methods and Applications for Athletic Administrators \$ _____

This course examines relevant strategies and principles that can be used to enhance the skills of athletic administrators in communications. The main focus is on communications concepts. Materials and strategies for the enhancement of communication skills are provided. Appendices provide relevant materials that support text materials and principles.

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 26th 8:30am – 12:30pm

LTC 504 - Legal Issues I (Liability for Sports Injuries and Risk Management) \$ _____

This course provides in-depth coverage of the legal standards governing liability for sports injuries, including the duties imposed by courts and legislatures on athletics administrators, coaches, athletic trainers, and other athletics personnel related to safeguarding the health and well-being of student-athletes and other persons in school sports environments. Strategies are provided for developing, implementing, and documenting an effective risk management program for interscholastic athletics. Required for: CAA, RMSAA, CIAA and CMAA certification.

LTC 619 – Enhancing Event Experiences Through Curb Appeal \$ _____

This course highlights areas which the athletic administrator should consider prior to hosting visiting schools, spectators, and participants for athletic events. The opinion of a school, the community, and the school's administration are often formed based on first impressions experienced when attending an athletic event. These impressions/experiences are built upon not only the visual appearance of the facility but the overall preparedness of the facility from entering the main gate, sitting in the stands, and leaving upon completion of the event. The course discusses the power of being prepared, and how communications can enhance the fans overall game experience. Strategies, methods, and illustrations will provide for maintaining structures through a comprehensive study of "best operational management practices" geared toward an enjoyable fan experience.

Total Due \$ _____