



***The New Mexico Athletic Directors Association  
Presents NIAAA Leadership Training Courses***



***Monday, July 24, 2017  
Crowne Plaza Hotel, Albuquerque, NM***

**SPECIAL PROMOTION – NMADA MEMBER – FIRST LTC COURSE?  
Contact Scott Evans for a \$50.00 credit code – see page 2**

**LTC 611 Athletic Administration: Concepts and Strategies for Interscholastic Fundraising, Marketing, Promotions and Booster Clubs**

***Monday, July 24<sup>th</sup>, 9:00am to 1:00pm, presented by Scott Evans, CMAA and Gary Schuster, CAA***

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 enhance the image of a school's interscholastic activities program are described. 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 710-A Athletic Administration: Current Issues in American Sports**

***Monday, July 24<sup>th</sup>, 1:00pm to 5:00pm, presented by Lawrence Johnson, CAA and JC Fulgenzi, CAA***

(Ongoing Challenge of Sportsmanship, Directing Your Non-Faculty Coaches, Dealing with Difficult Problematic Parents, Bullying and Cyberbullying, Dealing with Stress and Burnout as an Athletic Administrator). Participants will have an opportunity to participate in the discussion. The instructional format of the course will consist of lecture, as well as large group and small group interaction. Enrollees who will derive greatest benefit: Administrators seeking discussion of current issues and problem resolution strategies.

**LTC 508 Athletic Administration: Legal Issues III (Hazing, Constitutional Law, Disabilities Law, Employment Law & Labor Law**

***Monday, July 24<sup>th</sup>, 5:00pm to 9:00pm, presented by Larry Waters, CAA and Ann Stewart, CAA***

This course provides in-depth coverage of the legal standards governing hazing in interscholastic athletics programs and strategies for developing, implement, and documenting and effective anti-hazing policy, along with extensive coverage of the constitutional rights of student-athletes that must be respected by schools when sanctioning athletes for misconduct, the impact of federal disabilities legislation on school sports programs, and the employment and labor law issues related to the administration of interscholastic athletic programs, in particular the minimum wage and overtime requirements of the federal Fair labor Standards Act.

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**The NIAAA Professional Development Academy has programs leading to 4 nationally accredited levels of Interscholastic Athletic Director Certification**

- Registered Athletic Administrator (RAA) – LTC 501, LTC 502
- Registered Middle School Athletic Administrator (RMSAA) – LTC 501, LTC 502, LTC 504, LTC 700, LTC 701
- Certified Athletic Administrator (CAA) – 2 years experience and current employment as an AD, LTC Courses 501, 502, 504, 506, passing the CAA certification exam, and Personal Data Form
- Certified Master Athletic Administrator (CMAA) – CAA, LTC 501, 502, 504, 506; 508; 3 courses each from the Operations group (600) and the Leadership group (700), completion of CMAA Project, and Personal Data Form – points earned subsequent to award of CAA (except LTC courses)

**Please see page 2 for registration form and payment details – note registration deadlines**

**NMADA**  
**Leadership Training Courses**  
**Course Registration Form**  
**Monday, July 24, 2017**  
**Crowne Plaza Hotel, Albuquerque, NM**

**1. Student Information**

First Name: \_\_\_\_\_ M.I. \_\_\_\_\_ Last Name: \_\_\_\_\_

School: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ Cell: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_ NIAAA# \_\_\_\_\_

Note – The NIAAA# is the NIAAA member number or website ID#, contact Scott Evans if unknown

**2. Course Enrollment**

	Member Fees	Non-Member - Fees	<u>Total</u>
_____ LTC 611 – Monday, July 24 <sup>th</sup> , 9:00am – 1:00pm	\$89.00	\$99.00	\$ _____
_____ LTC 710-A – Monday, July 24 <sup>th</sup> , 1:00pm – 5:00pm	\$89.00	\$99.00	\$ _____
_____ LTC 508 – Monday, July 24 <sup>th</sup> , 5:00pm – 9:00pm	\$89.00	\$99.00	\$ _____

Note - NMADA Members - \$89.00, Others - \$99.00

First LTC Course Credit Code (if applicable) \_\_\_\_\_ (\$50.00)

Note – Must be NMADA member taking your first LTC class, contact Scott Evans (contact information below) for a credit code (Limited to first 10 requests)

TOTAL \$ \_\_\_\_\_

**3. Payment Processing:**

\_\_\_\_\_ Check enclosed (Check # \_\_\_\_\_) payable to NMAA-NMADA

\_\_\_\_\_ Purchase order enclosed (PO # \_\_\_\_\_) payable to NMAA-NMADA

\_\_\_\_\_ Registration/guarantee, payable to NMAA-NMADA, payment to follow

**Registration/payment to:**    **NMAA-NMADA**  
**6600 Palomas NE**  
**Albuquerque, NM 87109**

***E-mail*** [scott@nmact.org](mailto:scott@nmact.org)  
***Phone:*** 505-923-3278  
***Fax:*** 505-923-3114

**REGISTRATION DEADLINE – Monday, July 10, 2017**

Note – Late registrations are allowed, materials may be delivered post conference