

Alberta Schools' Athletic Association

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John Paton, Executive Director
Shannon den Besten, Assistant Director
Steven Patrick, Assistant Director

2000/2001 Yearbook

Enclosed is a copy of the 2000/2001 yearbook. Any coach, parent or student wishing to purchase a yearbook can call the ASAA office. There are a limited number of yearbooks available. Price: \$20.00.

2001/2002 School Directory

Enclosed with this newsletter are two copies of the 2001/2002 School Directory. Next year as we move forward with on-line registration, we will receive all registration information by September 30th, allowing us to make the School Directory available with our October Newsletter.

2002 National Federation of State High School Associations: Making A Difference Student Leadership Conference

Date: July 11-14, 2002
Where: Indianapolis Marriott
Cost (US): \$200.00 registration fee
\$139.00/night (double occupancy)
Deadline: December 14, 2001

For more information please contact the NFHS:

Ph: (317) 972-6900
Fax: (317) 822-5700
Web: www.nfhs.org

Policy Handbook Changes

Page 12: SC Zone Secretary
Email: scathletics@shaw.ca

Annual General Meeting May 8, 2002 Canmore, AB

This year the AGM will be held in Canmore immediately prior to the HPEC conference, which is in Banff May 9-11, 2002. The ASAA will be hosting a Workshop for Athletic Directors Thursday, May 9th and we encourage your attendance.

For more information on the conference please visit: www.schoolscomealive.org/hpec2002.html

At the AGM each year a Media Recognition Award and a Most Sportsmanlike Coach of the Year Award are presented. Nomination information can be found on our website, and we invite you to nominate a deserving recipient.

The deadline for Notices of Motion is March 20, 2002, however, we encourage members to submit their Notices of Motion throughout the year, to the ASAA office as this may facilitate fruitful discussion prior to these motions reaching the floor at the AGM. All Notices of Motion received will be posted weekly on the website as they are received for everyone to review.

Upcoming Deadlines

A reminder of the following deadlines:

December 15: Basketball Declaration
January 22: Curling Registration
Cheerleading Registration
Wrestling Registration
February 1: Basketball Registration

DECEMBER 2001

Actions Speak Louder
John Paton, Executive Director
December, 2001

I trust by now you have had an opportunity to see your student athletes in action. I have personally had the pleasure of being at ASAA Golf, Cross-Country and Volleyball Provincials and have seen excellent performances and great spirit. I am extremely appreciative of the time and effort put in by coaches and the support I see for school athletics by so many school administrations.

The beginning to the year has been no different to any other. The office staff of myself and Assistant Director's Shannon den Besten and Steven Patrick have been busy dealing with and attending everything from zone meetings to host meetings to Executive Committee meetings – three of the latter by the time you read this newsletter. During the fall months, as new athletic directors are “finding their feet”, and experienced athletic directors are learning about new (or old) policies, we have days where we are swamped with calls and emails from people wanting interpretations of policy or a simple (or sometimes difficult) question answered. We receive many requests for exception to policy and it seems even more questions about the transfer policy. Many times the callers are satisfied with the response they receive from the office staff as we attempt to interpret policy the way we understand the Board of Governors intended it to be interpreted. However, there are other times where callers want to read into policy something that is either not there, or something that they feel has enough ambiguity to allow leniency in their case. What also does not change from year to year is that people will use ignorance of ASAA policy to blame the ASAA for a student of theirs being ruled ineligible. It is unfortunate that some are not prepared to say that they made a mistake, or say that they simply did not read the policy that applied in their case.

I want to thank those who accept that a democratically elected association like the ASAA, if doing its job, will enforce the policies that the Board of Governors has created, modified and modified yet again over the past 46 years. There is constant change in policy based on what is seen to be the need at the time and this dynamic nature of the ASAA is what makes it a strong association.

I want to “take to task” those who are quick to criticize the ASAA, its policies and governing structure for their comments and criticisms are most often coming from a position of ignorance. Ignorance of policy, process, governance and particularly ignorance of the educational philosophy of the ASAA; education comes first and school athletics is an important adjunct to the educational process. Sometimes it is difficult to focus on the positive when the calls that come into the office are generally not positive. You know what it is like in the school setting. How many times do people call to tell you things are going just great? Mmm, now how many times do parents or others call to complain about something. Well, things are no different at the ASAA office. I believe we do a good job of responding to concerns and addressing issues brought to us, but it sure would be nice if we had more time to deal with new and positive initiatives that benefit students.

Just some of the policies criticized this year include seasons of play, two team policy, transfer policy, and 4th year rule. I always try to explain to callers that the policies are created by them, the members of the association, and that if they do not feel a policy is serving the purpose it was intended to serve or if they feel a policy is harming students or unfairly limiting opportunity, there is a mechanism in place whereby they can effect change. Such change can be made by submitting a Notice of Motion to change policy, however, only a fraction ever take the initiative to submit a policy change. I know people cannot be forced to put their words into actions, but I ask that you ponder the thought “actions speak louder than words” next time you are not pleased with a policy of the ASAA. Steven, Shannon and I will take your written proposals and work with you so that the wording of the proposed policy and rationale are consistent with other policies and submissions of policy so that the Board clearly understand what it is you are proposing.

In spite of the concerns I have expressed above, I am proud of the direction that ASAA has taken in recent years to recognize students, their coaches and schools through scholarships and sportsmanship presentations. I am excited about the pending introduction of on-line registration that will create efficiencies for athletic directors, coaches and zones. I am encouraged that the ASAA Board of Governors will be reviewing all of the policies noted above, plus more, at our semi-annual meeting and that any perceived shortcomings in those policies will be addressed. I see and hear of so many good things happening in schools and I think it would be great to tell more of those good stories, but the ASAA office needs to hear them from you. Help me celebrate the positive and publish your good story. Write to me!

ONLINE REGISTRATION - PILOT PROJECT TO FLY IN FEBRUARY

Athletic Directors and Basketball Coaches will have a choice to make in January. The ASAA will have its Online Registration System ready for Basketball's February 1st deadline. While the process of registering your basketball team online isn't mandatory for this current season, we do recommend that you pilot the system. Having a large number of our basketball teams registered through the online system will accomplish a number of things. First and foremost, it will be a test – does this system do what we want it to do in an easy and efficient manner for those registering? Second, if there are changes that need to be made, we can take suggestions from users and incorporate them into the system for September 2002, when online registering will be mandatory for all 10 ASAA sports. Third, any student you enter into your database for your basketball team will be automatically aged and available for your team rosters in September (providing they are not currently in Grade 12).

What's Next:

The ASAA will be sending out an information package to the principal of each member school prior to Christmas break. In this package will be a school user login and password that you can use to access the Online Registration System, as well as detailed instructions outlining the registration process. Your school will have the option of registering your Senior Varsity Basketball teams online, or using the traditional pdf form.

Does the thought of online registration make your knees quake?
If so, keep the following in mind:

Online registration will be easy and efficient

“Help” sections will be a click away

Once a student athlete is added to your database, they will remain in the system until they have completed three years of eligibility; and can be added to any team with the click of the mouse.

No more downloading and filling out forms!!

The ASAA will have a demonstration session at HPEC



McDonald's/ASAA Provincial Cross Country Results

hosted by Beaumont Composite

October 20, 2001

TROPHY WINNERS

1A School Team	Boyle School
2A School Team	Kainai
3A School Team	Wetaskiwin Composite
4A School Team	Strathcona Composite, Edmonton

TEAM RESULTS

1A	1	571.11	Boyle School	3A	1	1485.82	Wetaskiwin Composite
	2	546.87	Bentley School		2	1018.42	Father P. Mercredi, Ft. McMurray
	3	323.54	New Norway School		3	1015.62	Cochrane High
	4	299.16	Foremost School		4	703.95	Westwood Comm., Ft. McMurray
	5	206.51	Airdrie Koinonia		5	650.62	Ponoka Composite
2A	1	611.22	Kainai	4A	1	2278.92	Strathcona Composite, Edmonton
	2	416.89	LaCrete Public		2	1202.01	Western Canada, Calgary
	3	283.39	Strathcona Tweedsmuir, Okotoks		3	787.96	Dr. EP Scarlett, Calgary
	4	274.75	Oilfields High, Black Diamond		4	704.16	Jasper Place, Edmonton
	5	263.46	Rundle College, Calgary		5	664.06	St. Francis, Calgary

INDIVIDUAL RESULTS

EVENT	PLACE	PARTICIPANT	TIME	SCHOOL	EVENT	PLACE	PARTICIPANT	TIME	SCHOOL
Junior Boys (4000 m)	1st	Aaron Robson	12:54.33	Harry Ainlay, Edmonton	Junior Girls (3000 m)	1st	Janelle Miller	11:10.96	Winston Churchill, Leth.
	2nd	Ryan Fyfe	13:19.35	Strathcona, Edmonton		2nd	Eloise Otiniano	11:11.15	Strathcona, Edmonton
	3rd	Dustin Schmidt	13:19.86	Wetaskiwin Composite		3rd	Kristen Rylance	11:38.56	Buck Mtn, Buck Lake
	4th	William Wolfchild	13:48.50	Kainai		4th	Hayley Digel	11:56:04	William Aberhart, Calgary
	5th	Jan Badin	13:57.46	Holy Trinity, Okotoks		5th	Stephanie Aitken	12:02.67	Beaumont Composite
	6th	Aaron Baynes	13:58.14	Wetaskiwin Composite		6th	Laura Barclay	12:10.57	Rundle College, Calgary
	7th	Andrew Zawlerucha	14:07.97	Strathcona, Edmonton		7th	Shauna Ritchie	12:13.61	Bellerose, St. Albert
	8th	Dan Spereber	14:08.90	Wetaskiwin Composite		8th	Adele Smigelski	12:22.82	South Central, Oyen
	9th	Eric Sondergaard	14:14.06	Central Memorial, Calgary		9th	Colleen Speed	12:25.48	William E Hay, Stettler
	10th	Kyle Reynolds	14:15.88	Grande Prairie Composite		10th	Amy Brohman	12:29.47	Strathcona, Edmonton
Intermediate Boys (5000 m)	1st	Ryan McKay	16:38.00	Lord Beaverbrook, Cgy	Intermediate Girls (4000 m)	1st	Jenna Huber	15:16.74	Grande Prairie Composite
	2nd	Travis McKay	16:55.20	Harry Ainlay, Edmonton		2nd	Wendy Hurdle	15:38.26	Winston Churchill, Leth.
	3rd	Greg Zawaski	17:05.55	Strathcona, Edmonton		3rd	Heather Sim	15:50.04	John G Diefenbaker, Cgy
	4th	Brian Crying-Head	17:12.71	Kainai		4th	Sarah Craig	16:03.86	Dr EP Scarlett, Calgary
	5th	Kajle Radbourne	17:13.00	Fairview High		5th	Holly Ratzlaff	16:06.69	William Aberhart, Calgary
	6th	Alan Whitten	17:22.35	St. Joseph, Edmonton		6th	Meagan Hazelwood	16:31.06	St. Albert High
	7th	Dave Burden	17:36.32	Medicine Hat High		7th	Stacey Shantz	16:31.51	Wetaskiwin Composite
	8th	Logan Burke	17:40.72	Catholic Central, Leth.		8th	Sarah Palmer	16:32.28	Notre Dame, Red Deer
	9th	John Wrightson	17:47.97	Rundle College, Calgary		9th	Megan Gould	16:33.49	Western Canada, Calgary
	10th	Casey Vanderlee	17:48.20	Western Canada, Calgary		10th	Candace Yanishewski	16:35.20	Savanna, Spirit River
Senior Boys (6000 m)	1st	Geoff Kerr	19:35.56	Dr EP Scarlett, Calgary	Senior Girls (4000 m)	1st	Natalie Thompson	14:59.34	Henry Wise Wood, Calgary
	2nd	Calum Neff	19:38.61	Lord Beaverbrook, Cgy		2nd	Tara Dressler	15:37.10	Bowness, Calgary
	3rd	Mark Furlong	19:43.54	Strathmore Composite		3rd	Lindsay Winter	15:37.33	Ross Sheppard, Edmonton
	4th	Charles Longokwo	19:48.51	St. Francis, Calgary		4th	Marcia Birkit	16:07.08	Edwin Parr, Athabasca
	5th	Casey Dyck	21:01.89	Westwood, Ft. McMurray		5th	Cherri Stad	16:14.55	Bentley
	6th	Ben O'Brien	21:06.57	Strathcona, Edmonton		6th	Natalie Phillipchuk	16:15.89	Bellerose, St. Albert
	7th	Cam Prairie Chicken	21:16.18	Kainai		7th	Megan Blain	16:27.79	Crescent Heights, Calgary
	8th	Jaime Robb	21:20.77	Strathcona, Edmonton		8th	Sara McNally	16:34.18	Strathcona, Edmonton
	9th	Andrew Lodge	21:24.73	William Aberhart, Calgary		9th	Melissa Kalyn	16:37.47	St. Francis, Calgary
	10th	Adrian Lambert	21:30.85	Strathcona, Edmonton		10th	Sheila Morrison	16:44.85	Notre Dame, Red Deer

More results can be found at www.asaa.ab.ca

McDonald's/ASAA Provincial Volleyball Results

November 22-24, 2001

TEAM RESULTS

1A Girls hosted by St. Thomas More, Fairview

Championship	New Norway
Finalist	Ecole Mallaig
Third	St. Thomas More, Fairview
Fourth	St. Jerome's, Vermilion
Sportsmanship	New Norway
Other Teams	Bentley Duchess Eaglesham Hussar JT Foster, Nanton Warburg

2A Girls hosted by JC Charyk High, Hanna

Championship	Fairview High
Finalist	Strathcona Tweedsmuir, Okotoks
Third	Calgary Christian
Fourth	Senator Gershaw, Bow Island
Sportsmanship	Vegreville Composite
Other Teams	Central Alberta Christian, Lacombe Edmonton Christian Grand Trunk, Evansburg JC Charyk High, Hanna Peace River High

3A Girls hosted by Fort McMurray Composite

Championship	WR Myers, Taber
Finalist	Lacombe Composite
Third	Catholic Central, Lethbridge
Fourth	George McDougall, Airdrie
Sportsmanship	Barrhead Composite
Other Teams	Chestermere Fort McMurray Composite Holy Trinity, Edmonton Innisfail Sexsmith Secondary St. Paul Regional High St. Thomas Aquinas, Spruce Grove

4A Girls hosted by Hunting Hills, Red Deer

Championship	Lindsay Thurber, Red Deer
Finalist	Harry Ainlay, Edmonton
Third	Spruce Grove Composite
Fourth	Dr. EP Scarlett, Calgary
Sportsmanship	Grande Prairie Composite
Other Teams	Bishop Carroll, Calgary Hunting Hills, Red Deer Medicine Hat High Salisbury Composite, Sherwood Park Sir Winston Churchill, Calgary Sturgeon Composite, Nmao Western Canada, Calgary

1A Boys hosted by Kihew Asiniy, Saddle Lake

Championship	Vilna
Finalist	Savanna, Spirit River
Third	Foremost
Fourth	Dr. Folkins Community, Chauvin
Sportsmanship	Savanna, Spirit River
Other Teams	Carbon Kihew Asiniy, Saddle Lake Olds Koinonia Parkland Immanuel, Edmonton Spruce View St. Mary, Westlock

2A Boys hosted by EW Pratt High, High Prairie

Championship	Bawlf
Finalist	Edmonton Christian
Third	Senator Gershaw, Bow Island
Fourth	Prairie High, Three Hills
Sportsmanship	Calgary Christian
Other Teams	Acme EW Pratt, High Prairie Notre Dame, Bonnyville St. Andrew's High Prairie Thorhild

3A Boys hosted by JA Williams, Lac La Biche

Championship	Brooks Composite
Finalist	St. Thomas Aquinas, Spruce Grove
Third	Catholic Central, Lethbridge
Fourth	Westwood High, Ft. McMurray
Sportsmanship	St. Thomas Aquinas, Spruce Grove
Other Teams	Father Mercredi, Ft. McMurray Ft. Saskatchewan High JA Williams, Lac La Biche RF Staples, Westlock Sexsmith Secondary Strathmore High Wetaskiwin Composite WR Myers, Taber

4A Boys hosted by Hunting Hills, Red Deer

Championship	Sir Winston Churchill, Calgary
Finalist	Hunting Hills, Red Deer
Third	Harry Ainlay, Edmonton
Fourth	Central Alberta Christian, Lacombe
Sportsmanship	Salisbury Composite
Other Teams	Archbishop MacDonald, Edmonton Bev Facey, Sherwood Park Dr. EP Scarlett, Calgary Grande Prairie Composite Lindsay Thurber, Red Deer Lord Beaverbrook, Calgary William Aberhart, Calgary

McDonald's/ASAA Provincial Football Results

November 24, 2001

Tier	Location	Visitor	Home	Score	Winner
Tier I	Edmonton	LCI Rams, Lethbridge	Strathcona Lords, Edm.	25-14	Strathcona Lords
Tier II	Okotoks	Medicine Hat Mohawks	Foothills Falcons, Okotoks	34-21	Medicine Hat Mohawks
Tier III	Lethbridge	Archbishop Jordan Scots, Sherwood Park	WR Myers Rebels, Taber	42-21	WR Myers Rebels
Tier IV	Black Diamond	Ardrossan Bisons	Oilfields Drillers, Black Diamond	15-7	Ardrossan Bisons

Tier I LCI Rams at Strathcona Lords

Like two celestial bodies hurtling towards each other in what promised to be a cataclysmic collision, the Tier I Final was a dandy for the third year in a row. The seeds for the game were planted last year as the upstart Strathcona Lords, fresh off their first City of Edmonton Championship in 21 years, trailed the Rams by 13 points with less than three minutes left to play. They won that game 30-29.

Since that time, both teams seemed to be on a collision course to meet again as they manhandled opponents this year, holding down the #1 and #2 Football Alberta rankings since the beginning of the year. After a loss to WR Myers in overtime in the first game of the year, LCI ripped through their season, winning big over any team placed in front of them, including four American teams that they beat in the United States.

Strathcona's only blemish on the season was a 17-17 tie with the Parkland Predators that was avenged in the Edmonton Public League final, with Strathcona winning 43-10. Going into the Championship, Strathcona's record over the last two seasons was 16-0-2.

Provincial Quarter and Semi Final games hadn't been much of a challenge to either team, as the Lords beat Parkland and Bev Facey by a combined score of 85-13, while LCI posted a staggering 123 points for, and only 5 against in their two wins versus Lindsay Thurber and Henry Wise Wood.

Both teams featured tough defences and were almost a carbon copy of each other on offence. Rams QB Brian Bergsma ran a balanced attack and could either hand off the ball to powerback Steven Dunn, or throw it to a solid receiving corps lead by David Brown. The same luxuries were enjoyed by Lords QB Catlin Rohatinsky, with Grade 11 runningback Tyler O'Gorman, and great receivers in Ryan Zabloski and J.R. Larose.

The game itself turned out to be a real chess match as the weather system that affected all four Tier Finals turned the artificial turf at Foote Field into a skating rink. LCI had their chances, but a TD nullified by a penalty on the last play of the first half and big plays by the Lord's O'Gorman and tight end Jon Hamermeister ruled the day as Strathcona skated past the Rams 25-14 to win their second straight title.

Tier II Medicine Hat Mohawks at Foothills Falcons

This matchup was one of three finals that was a rematch of last year's final.

Last year this game was hosted by the Mohawks, and the Falcons emerged victorious 28-7. This year, both teams had been on a tear with the Falcons only losing one game to Cochrane, and Medicine Hat losing to Southern Alberta Powerhouses Raymond and WR Myers, before capturing their second straight Rangeland League Championship.

Both teams featured strong running attacks, but had the complete package and could pass with the best. On the defensive side of the ball, the Falcons had only given up 13 points in their previous 3 games, and the Mohawks had held an explosive Cardston team to 7 points in the South Semi Final.

On a snowy day in Okotoks, the Mohawks avenged last year's loss as they led 16-7 at the half, and held off a Falcon comeback to win 34-21 for their first ever Tier II Championship.

Tier III Archbishop Jordan Scots at WR Myers Rebels

Thunder and lightning. Besides the ever present wind in Lethbridge this time of year, those are two weather conditions that were present at Enmax Field. Providing the thunder was the awesome running attack of the Scots. The Scots surprised a lot of people this year by successfully moving up to the Carr Conference of the Metro Edmonton League filled with mainly Tier I opponents. Not only were they competitive, but they won the League Championship with a 27-20 win over the Bev Facey Falcons. Leading the charge was QB Jason Meraw who had the luxury of two gazelle like running backs in Matt Ciezki and Ryan Mulligan. The pair combined for over 1600 yards in six league games this year.

Providing the lightning was the legendary passing of the WR Myers Rebels. After two Tier III Championships, everyone knew what to expect from this team. The Rebels went undefeated on Canadian soil, including wins over LCI and Medicine Hat, two Provincial Final teams in their own Tiers. The passing attack under direction of QB Devin Bennett featured three highly touted receivers - Henry Bekkering, Justin Steed, and Jon Harding - who many observers rank with some of the best ever to play the sport in Alberta High Schools.

Like the Tier I and Tier II games, this matchup was a rematch from last year. The Rebels won that one 43-27, and once this game got rolling, it was more of the same as the Scots did their best but couldn't overcome the talent of the Rebels. The final score was 42-21 for the Rebels.

Tier IV Ardrossan Bisons at Oilfields Drillers

Up until this year, the Oilfields Drillers was the only team with its name on the Tier IV Championship Plaque, winning it twice since its inception in 1999. The Ardrossan Bisons were entering their first Provincial Final since contesting for the Tier III title in 1992. In that game, they had the dubious distinction of losing the most lopsided game in the history of Provincial Finals, falling 63-0 to the Raymond Comets.

That bit of ancient history did little to faze this year's edition of the Bisons, who at 10-0 were the only unbeaten, untied team left in the province. As the smallest school in the Metro Edmonton Miles Conference, they won the League Championship. The challenge was to keep this string alive versus the two time champs.

The Bison defence, lead by Danny Bass Jr. - son of former Edmonton Eskimo star linebacker and a present Bison coach, Danny Bass - was peaking at the right time, having shutout the Wainwright Commandos 42-0 in the North Final. However, to win the Provincial Final, they would have to solve a Hardy Boys mystery.

Colter and Tyne Hardy were (literally) twin terrors for the Drillers, starring as running backs and linebackers. The twins were not the only talented athletes for the Drillers, despite Oilfields being one of the smallest schools in Alberta to field a football team.

Two small schools with big hearts and excellent football programs played an excellent game, going into halftime tied 0-0. The Drillers took the opening kickoff of the second half all the way for a touchdown. The Bisons fought back, however, scoring two touchdowns and a single on a missed field goal to win their first ever Provincial Championship 15-7.

The ASAA would like to thank Tim Enger of Football Alberta for these summaries, and also for his help in coordinating the Provincial Playoffs.

The ASAA is looking for your help!
The Executive Committee would like member schools to review the list of unnamed provincial plaques and submit potential names, along with rationale to the ASAA office by the end of March 2002. The rationale should include a summary of accomplishments and involvement in ASAA sport.



UNNAMED TROPHIES:

Curling - Girls Silver	Girls Bronze
Boys Silver	Boys Bronze
Mixed Silver	Mixed Bronze

Football - Tier IV Champion	Tier IV Finalist
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Wrestling - Girls 1A/2A Provincial Team
Girls 3A Provincial Team
Girls 4A Provincial Team

Girls 1A/2A Rural Team
Girls 3A Rural Team
Girls 4A Rural Team

ASAA UPDATES

Sanctioned Tournaments can now
be found at www.asaa.ab.ca

NE Zone Treasurer -
Daryl Venance's Email:
daryvena@jrrobson.btrd.ab.ca

Sanctions- Approved to Date

Alberta Host School	Date	Activity	Province/State Invited
Jasper Place	December 13	Basketball (girls&boys)	BC/ON
Dr. EP Scarlett	December 14-15	Basketball (girls)	BC
South Central High	December 14-15	Basketball (boys)	SK
Lester B Pearson	December 14-15	Basketball (girls&boys)	BC/SK/MB
Magrath	December 26-27	Basketball (girls&boys)	BC
Grant MacEwan	December 28-29	Basketball (girls)	AB
Grant MacEwan	January 3-5	Basketball (boys)	AB
Notre Dame, Red Deer	January 11-12	Basketball (boys)	BC/SK
St. Francis	January 11-12	Basketball (boys)	BC/SK
Bishop McNally	January 11-12	Basketball (boys)	BC/MB
Bishop Grandin	January 11-12	Wrestling	SK
Harry Ainlay	February 7-9	Basketball (girls&boys)	SK/MB
Harry Ainlay	February 22-23	Basketball (girls&boys)	BC

PLEASE CHECK www.asaa.ab.ca for up to date tournament sanctions

**ALBERTA SCHOOLS' ATHLETIC ASSOCIATION
FALL PLANNING MEETING
NOVEMBER 30 - DECEMBER 1, 2001
RED DEER LODGE, RED DEER
MINUTES**

In Attendance:

Executive

Al Brenneis, President
Wayne Erickson, Past President
Jackie Ristesund, Director of Athletics

Dan Sloan, Vice President
Darcy Younghans, Director of Athletics

Commissioners

Norbert Baharally, Badminton
Derrick Mitchinson, Boys Basketball
Don Cassell, Cross Country
Bryan Brandford, Football
Erin Martin, Girls Volleyball
Peggy Au, Track & Field

Sheila Garber, Girls Basketball
Donna Forfyflow-Hanson, Cheerleading
Duncan Fraser, Curling
Ross Blackmer, Golf
Dave Johnson, Boys Volleyball
Marg McCuaig-Boyd, Sportsmanship

Zones

Wayne Schneider, Calgary President
Steve Lush, Central President
Don Zabloski, Edmonton Public
Ishbel Mucklow, Edmonton Metro
Myron Buryn, North Central Secretary
Ian MacGillvray, North East President
Marg Derbyshire, South Secretary
Kyle Larson, South Central President
Louise Bleier, South Central

Dwayne Sheehan, Calgary Secretary
Gino Castellan, Central
Norma Smith, Edm. Metro Secretary
Kent Lessard, North Central President
Sonia Buryn, North Central
Larry Wagner, North West Secretary
Duane Konynebelt, South
Leslie Larson, South Central Secretary

Other

Barb Young, HPEC
Greg Woronuk, CASS (Superintendents)

Karin Engen, Alberta School Boards Asso.
Gary Smith (Member at Large)

Staff

John Paton, Executive Director

Shannon den Besten, Assistant Director

1.0 President's Remarks/Welcome

- Al welcomed delegates to the meeting and reviewed some house keeping matters.

2.0 Adoption of Agenda

MOTION: (D.Sloan/N.Baharally) to adopt the agenda as circulated.

MOTION APPROVED

3.0 Minutes of Spring Annual Meeting, May 11-12, 2001

MOTION: (D.Cassell/D.Younghans) to approve the minutes as circulated.

MOTION APPROVED

4.0 Financial Statement

4.1 Audited Statement - September 1, 2000 - August 31, 2001

- John informed the Board: the audited statement enclosed in your packages is an excerpt of the original statements which are kept on file at the ASAA office.

- John opened the floor for questions regarding the audited statement. If any questions arise after the meeting regarding the audited statement, the Board is welcome to ask John.

MOTION: (W.Erickson/L.Wagner) to accept the audited statements as presented.

MOTION APPROVED

4.2 Interim statement to September 1, 2001 – November 29, 2001

- Due to a change in book-keeping, revenues may appear higher than normal because all invoices sent have been recorded as revenue.
- John opened the floor for questions with the profit and loss statement.

MOTION: (L.Wagner/B.Brandford) to accept the profit and loss statement as presented.

MOTION APPROVED

4.3 Appointment of Auditor 2001/2002

MOTION: (W.Erickson/D.Younghans) to appoint Guy Norbert as the auditor for 2001/2002.

MOTION APPROVED

5.0 Business Arising

5.1 Sports Schools Committee Report

- The sport school committee minutes (June 2001) were enclosed in delegates' packages. The Executive also provided a proposed sport school policy, along with rationale. Discussion on this item was scheduled for later in the meeting.
- Don Zabloski asked if the Executive is looking to a particular zone to provide a notice of motion or whether it would be coming from the Executive?
- Al Brenneis responded that if the Executive is able to get a clear direction from the Board this week-end, the notice of motion will come from the Executive.

5.2 Formation of Committee, re: Provincial Championships

- The Executive has addressed the issue.
- The Executive will institute changes to the bid procedure and requirements, to address this issue.

5.3 Sportsmanship Initiatives

- Wayne commented that the sportsmanship initiatives that have gone ahead so far have been excellent, particularly one that was initiated by Darcy at Badminton Provincials last year.
- 1A Boys & Girls ASAA Sportsmanship Banners are being sponsored once again by a family in Foremost.
- Wayne asked zones to draw their attention to nominations for coach's awards. For every coach nominated for the "Most Sportsmanlike Coach Award" a certificate will be sent to the nominee, along with a letter to the principal and superintendent informing them of the nomination. Prior to the AGM, the Executive will select the award winner from the nominations received at the office over the past year.
- The Sportsmanship Pin:
 - 6 pins are forwarded onto hosts to award outstanding incidents of sportsmanship during ASAA championships.
 - For 2A Boys Volleyball, Darcy gave out five sportsmanship pins. The recipient of a pin was announced prior to the start of a match and their picture was taken. Coaches, athletes and fans were among recipients of the pin.
 - In Hanna (2A Girls Volleyball) one team requested that an athlete from another team be awarded a pin.
- The question was asked as to whether or not schools could purchase the pins to award students at the local level who may not progress onto provincials?
- Myron asked whether or not we could do the same thing as what has been done with medals; have a zone and provincial level sportsmanship pin.
- The initial goal of the Executive was to recognize the other sports which did not receive a sportsmanship award. If we start to look at incorporating zone/district events, it becomes a cost factor.
- Larry Wagner felt that as a new initiative, we should leave it at the provincial level for now, for at least one year. Last weekend at 1A girls provincials there were no pins handed out. Overall the teams that attended displayed fine sportsmanship. His understanding is that pins should be awarded for behavior over and above expected sportsmanship behavior.

- Marg McCuaig-Boyd was unclear as to what was over and above; perhaps a couple of examples would outline what would be appropriate.

ACTION: Board members were asked to send suggestions to Marg McCuaig-Boyd for pin distribution criteria.

ACTION: John to fax Marg criteria that was submitted from Vegreville.

- Darcy suggested once the list of pin winners was received from hosts, it should be printed in the newsletter.

5.4 HPEC

- In 1997 Gary Smith and John discussed incorporating the ASAA into HPEC; it was seen as an area of opportunity. This year (2002) there will be an athletic director's session hosted by the ASAA at the HPEC Conference.
- The date of the AGM has been moved to coordinate with HPEC in Banff and will be on Wednesday, May 8, 2002 in Canmore, prior to the Thursday Athletic Director's session. Board members were encouraged to attend the Athletic Director sessions at HPEC for a nominal \$50 fee.
- HPEC information is available on the website (www.schoolscomealive.org/hpec2002.html).

6.0 Reports

6.1 Track & Field, June 2001 – Peggy Au

- It was Peggy's first year as Track & Field commissioner. She was impressed by the ASAA and its coordination with Athletics Alberta (along with Ingrid Ruys).
- Peggy did not have to deal with any appeals this year. The officials did a great job and were able to deal with any issues that arose.
- There are still some athletes competing with uniforms that do not have a school logo – they are not following the uniform policy.
- Wayne Schneider asked where the specific information is available for athletes? Calgary has a policy that students must wear team uniforms.
- Myron Bury asked whether or not officiating might become a problem next year and in future years? There was an increase in the number of available officials in the last couple of years due to the Worlds, however a number of these officials may not officiate past this year.
- Al Brenneis suggested leaving this as an issue for the organizer to deal with.
- John Paton informed the Board that Athletics Alberta is planning for their Senior Provincials to occur on the same weekend as ASAA Provincials and this may tax officials.

ACTION: John to speak to Athletics Alberta to see if they can change the date of their event.

ACTION: Peggy to bring forward a motion for a date change in 2002/2003.

6.2 Golf, September 2001 - Ross Blackmer

- Rose-Marie Smith and Darcy Romanuk hosted a well-organized event in Barrhead and Westlock.
- Coaches on the course were a concern once again.
- Wayne Schneider asked how we work with our golf athletes and the rules of the sport? It is the least known rules of sport amongst all other sports. This is a school level issue.
- Don Zabloski outlined that Alberta Golf Association has become actively involved in the school program and suggested the ASAA publish links to their website in the ASAA newsletter.

6.3 Cross Country, October 2001 – Don Cassell

- The meet was run well, particularly under the weather conditions. Thanks to Ron Barnhart, Leslie Daigneault, Al Brenneis, John Paton, and Ingrid Ruys (Athletics Alberta) for their help making the event successful.
- The scoring system is working well with encouraging participation of students at provincials. Don noted Bentley, who had only 7 participants in the 1A category received enough points to place them second to Boyle with 28 participants.
- It might not be a bad idea to have a video camera near the finish line in order to go back and double check the results, and/or close finishes. It may also prevent students from passing in the chute at the finish.

ACTION: Shannon to email commissioner reports to zone secretaries for distribution.

6.4 CSSF Annual Meeting – John Paton

- The CSSF is the governing body for high school athletics in Canada. The annual meeting provides an opportunity for provinces to share information with each other.
- This year's meeting was in Nova Scotia.
- The Executive Directors and Presidents meet separately to talk about different issues and initiatives within the provinces.
- There was some discussion about a National Sport School day, possibly a day in October.
- The CSSF is planning to create a website to let people know that the association exists with links to its member associations.
- Ontario has an interesting coaching initiative that CSSF members were asked to review.
- Dwayne Sheehan asked whether Ontario's experience with strike issues would be useful for the ASAA? Ontario usually has boards on job action most years.
- Ontario sees the possibility of Sport Schools as a serious issue. Their view is that anything outside the school program has to be offered through the community.
- The question was also asked if they are paying their coaches? No.
- John invited delegates to review the meeting summary which was in delegate packages.

6.5 Other Reports: CASS, HPEC, ASBA, ASRPWF etc

Greg Woronuk (CASS)

- CASS is looking to the ASAA for guidance towards Sport School issue. CASS is struggling with it and will not be providing much direction.
- Collective agreements and possible job action – realize the ASAA has a great possibility of being affected.
- Another issue that has been brought to their attention is female athletes changing on the courts. This issue has come up before; approximately 5 years ago.
- Ishbel Mucklow asked if they are also concerned about the male athletes who take their shorts off with only their boxers on? It should be a gender equity issue.
- Larry Wagner outlined that this issue is gaining momentum; female athletes are not allowed to do this in Fairview. They have received a number of parental complaints. In their school it is extended to the males.
- This is an issue that will be left in the hands of the schools and their boards. The ASAA Board declined any action.

Barb Young (HPEC)

- Barb outlined that if people are interested in staying at the Banff Centre, rooms need to be booked; they are going quick.
- CPR will be mandatory at the Grande 10 level. Currently they are looking at certifying teachers in order to teach the program to their students.
- Body image kits are being created to deal with body image for both females and males.
- The Alberta Learning Website will be a great teacher resource in January. It will have lesson plans, ideas, etc... for teachers to use.

Karin Engen (ASBA)

- ASBA had a convention November 18-21st which was really good. Karin is no longer the representative for ASBA and there will be a new person taking on the position for the AGM. Karin thanked John and the Board for the experience she has had over the last 3 years.
- Al Brenneis thanked Karin for her involvement over the last few years.

6.6 Safety Guidelines for Secondary Interschool Athletics in Alberta

- To date the document has been reviewed by every provincial sport association that has activities listed within the document.
- The focus of the document was to set a minimum standard for schools with respect to secondary interschool athletics. It is intended to be a resource, same as the original Safety Guidelines for Physical Activity in Alberta Schools ©. The original guidelines has resulted in some school board policy development in the area of safety in physical activity.
- Co-Chair, Don Zabloski will report on the direction of the Athletic Guidelines at a December 12th meeting, with a targeted deadline of March 31st.
- Dwayne Sheehan asked if it was possible to send Safety Guidelines to HPEC, before sending it out to the schools?

7.0 New Business

7.1 On-line Registration

- The past two years have been spent researching different companies to go forward with on-line registration. The Executive is very excited about moving in this direction and has signed a contract with the same company that did Saskatchewan High School Athletic Association's system and site. Everything will be done on line.
- The amount of access will be different for schools and zone secretaries.
- In late December, a letter with a password (which will be used as the principal's signature) will be sent to schools. There is going to be a pilot project for Basketball registrations. It will be a trial run and is not mandatory.

ACTION: Zone Secretaries to ensure the information has been received by the correct person.

- It is up to the principal how each school will deal with use of the password and allowing athletic directors and/or others to have access.
- All information must be entered online.
- Fourth year issues, along with transfer issues will be tracked easily with the new system. Grade 12s will automatically be removed from the system so they would not be allowed a fourth year. If a student is registered at another school, and has transferred, the information can not be entered in at the school level; it will be red-flagged. The information must come through the ASAA office. Anything that is not allowed under ASAA policy, a red flag will come up asking the person to contact the office.
- Marg Derbyshire asked what the expectation of Zone Secretaries is with basketball registration this year? John suggested this is something to be coordinated with Steven Patrick.
- Barb Young asked how secure the site is (FOIPPA)? John responded that we are very comfortable with the security issues; the company we are dealing with understands the importance of the issue.

Questions for Steven:

- What about hackers?
- What about smaller schools and grade nine students?
- Is there going to be verification sent back to the schools once they have sent in information?
- Can we add the Alberta ID number to the form (on-line)?

8.0 Planning Session

- For information, Steven Patrick is back with the ASAA as a staff member.
- Al thanked Derrick for work done on a "Seasons of Play/Practice" document enclosed in everyone's package.
- Teacher supervisor requirements/ strike contingencies:
 - The position of the ASAA in the case of a strike is that the school is closed and all activities cease.
 - The Executive has made the decision that central office staff will not be allowed to supervise. This interferes with the bargaining process and could bring up liability issues.
 - The non-striking schools would carry on as normal as possible.
 - Will the ASAA allow the transfer of students if their school no longer has programs available due to a strike? The only sport that allows students to participate on another school's team is football. Other than that, students will not be able to transfer to play sport with a non-striking school if their board is on strike or work to rule.
 - Donna Forfylyow-Hanson asked if the ASAA would consider moving the dates of provincials? No.
 - Dwayne Sheehan asked what provisions will be made if zones are not represented at provincials? Al suggested dealing with it once it occurs.

Student officiating

- John Paton posed a question for future consideration:
- As an organization do we want to take a leadership role and work with Provincial Associations, or against them, to increase the number of students officials?

Group Discussions:

- Board members were split into 5 groups. These groups spent approximately 30 minutes with each Executive/staff member as a group leader discussing an issue which the Executive Committee was looking for direction with. After all groups had discussed each topic, the board re-convened. A summary of information discussed in each topic was given to the Board. The Board members were re-directed back to their original groups (or could choose to join a discussion they felt more interested in) to provide direction for the Executive to work with. The following is the recommendation of the Board to the Executive:

- **Sport Schools – John Paton**
 - The group did not feel it was reasonable to dictate which schools could or could not play in exhibition games.
 - How should we deal with sport school/academy versus a school that allows flexible timetables during the ‘regular school day’ to go and practice outside the school.
 - A ‘regular instructional school day’ is not a term that we can use.
 - There are still some portions of the rationale that may upset people; some modifications may be needed.
 - One statement was created combining A and B: Student(s) participating in a sport specific program of a school/academy shall not be eligible for competition in ASAA sanctioned events in that sport(s). However, these student(s) remain eligible to represent their school in any of the other ASAA sports.
 - Definition – A school or program that attracts students to focus entirely on a sport.
 - General feeling is that the original committee should meet again to present something for the Executive to review and then present to the Board.
 - Dwayne Sheehan asked the Executive to look at the statement on page 29 “after the students have entered grade 10.” Dwayne feels that we do have some authority over recruitment of grade 9s, not just with grade 10s. Bryan Brandford agrees that this is something that should be looked at.
 - John Paton responded that he has always indicated to schools calling with this concern that the ASAA does not have jurisdiction over recruitment of students before they enter high school.

- **Virtual Schools – Jackie Ristesund**
 - It was decided that Virtual Schools must become a member of the ASAA in order to have their students participate in ASAA activities.
 - If students are competing in a sport in their virtual school, they must be declared into a school within their geographical attendance area. They can only participate under the other school name, not their virtual school name.
 - There is a need for more information; a definition for geographical, residential area.

ACTION: To obtain a definition of Virtual School from Alberta Learning and to include it with the proposed policy change.

- Consensus was that virtual schools should be treated similarly to Home Schools, and the policy should reflect this.

- **36 Game Limit – Jackie Ristesund**
 - The consensus of the groups was that the policy was fine the way it was.
 - They do not want to look at counting games for individuals.
 - Tournaments should be treated as any other games; all games are to be counted, not just 3 as a maximum as some would wish.

- **Two-Team Policy – Dan Sloan**
 - Not a problem, being dealt with at the various zones.

- **Seasons of Play – Dan Sloan**
 - Most feel this is working well.
 - There was some discussion regarding elite athletes (club athletes, year round play, etc)
 - Difficult to police, it is on the integrity of the coach
 - Some concerns were brought up amongst the groups:
 - Club teams coached by school coach
 - JV teams – when do they become senior players?
 - Club volleyball seems to be taking some of the basketball players
 - Individual sports – a lot of attention with badminton and track
 - Suggestion: approach AVA and ABA with a cooperative goal in mind.
 - The question at the office is what is the difference between seasons of play, and season? Currently people are using their own definition to suit their purpose.
 - Also questions with the definition of ‘open gym’ and practice.
 - If you have a student asking for help on an individual basis; is that considered instruction, or a team practice?
 - The following definitions were formulated:
 - Season – the active period of an activity which begins with a team’s first game and ends with that team’s last game.
 - Practice – an activity directed by a coach in person or otherwise in which athletes are expected to attend and receive coaching.

ACTION: The Executive will look at bringing these definitions forward as Notices of Motion.

- **Transfer Policy – Darcy Younghans**

- Direction from the groups:
 1. If a student transfers, they are only allowed one transfer in their high school years. This information would be supplied on the transfer form, along with room for the parent and student to sign. The parents have to give reasoning as to why their son/daughter is transferring schools. This must be included with the transfer form. There should also be a place on the form for the student to initial confirming this is their only transfer allowed.
 2. Communication of the handbook does not get out to the appropriate people. Can we do some type of information program to let people know about the document and its usefulness?
 3. It is not known amongst zones/schools who is transferring; is it possible to print the names of sending and receiving schools in the newsletter? (Student names cannot be printed in the newsletter, as it would be a FOIPPA issue.)
- Question: would this apply to students who have already moved?
- Duncan Fraser suggested including the form in the student registration package; one more form for them to fill out. This way they are aware of the policy before they find themselves in the situation.
- Larry Wagner thought it was a good idea but also pointed out that we do not want the process to be too easy for the students. Additionally, often times students do not take the time to read the forms, they just sign where it is necessary.
- Kent Lessard commented that Athletic Directors are not always aware of what is happening. If there is a meeting with the receiving school, sometimes the principal is interested in increasing numbers for financial reasons.
- John Paton- if new policy comes forward at the May meeting, the Executive/Staff would need direction as to the reasoning/rationale for the new policy.

- **Team Commitment – Wayne Erickson**

- The group recommended a new policy stating that:
- Teams that commit to zone playoffs and subsequently withdraw without zone approval will be sanctioned from play for one year with a fine of \$500, paid to the zone.
- Larry Wagner suggested recommending this to the zones, to place in their policy. It would be interesting to create discussion amongst the zone meetings; this is an issue being dealt with province wide.
- People in the group felt that zone competitions were governed by ASAA because the competition leads to provincials.
- Myron Buryn suggested adding this guideline to the appendix section of the policy handbook.
- When it is an individual situation, not a zone event, it really is not something the ASAA needs to get involved.
- There was a suggestion that the ASAA stay out of this issue – zone jurisdiction.
- Suggestion to the Zones: cost for a no-show team at a tournament could be \$300-\$350. If a team does not turn up for a zone competition their berth would be denied for the following year, until an appeal was submitted and dealt with at the zone level.

ACTION: Zones to discuss this issue at their level. The ASAA will not propose policy in this area.

- **Grade 9s - Wayne**

- A suggested Notice of Motion is:
- In 2A, 3A, 4A Schools, and Tier I and II Football, grade 9s cannot play on sports teams that lead to a possible provincial berth.
- Marg Derbyshire - If grade 9 student are included on the team registration form, in order for the school to field a team, they are affecting the number of teams registered at the zone level, and ultimately affecting the number of wildcard berths.
- Consensus is they would like the ASAA to enforce the current grade 9 rule; there are a number of schools, particularly in the outlining areas, using grade 9s.
- Many coaches/athletic directors are ignorant to the policy.
- With reconfiguration of grades, grade 9s would create the Junior Varsity team with grade 10s.

ACTION: The Executive will look at bringing the suggested Notice of Motion forward at the AGM.

NE/NW Situation

- This year, there are 2-4A schools in the Northern Region, one in each zone. Currently policy is not written to incorporate more than one 4A team for Volleyball Provincials from that area.
- Larry Wagner outlined that in the next year or two; there will be an increase in the number of 4A schools in the province. We should look at creating policy to deal with the potential situation that could arise.

MOTION: (L.Wagner/R.Blackmer) to form a committee to investigate the 4A representation to provincials for basketball and volleyball.

- The committee should look at the numbers of the schools close to 4A size. (The office has this information.)
- Also need to look at whether those schools bordering 4A should participate at the 3A level.
- Bryan Brandford suggested this is too difficult to deal with at the zone level, it must come from the ASAA. Each zone may not have the ability to see the big picture.
- How can you anticipate schools opting up? Zones should take this issue and deal with it, a notice of motion can come from them.
- Larry Wagner commented if schools choose to opt up to the 4A level they have abided by the rules. The committee would only have to deal with legitimate 4A schools.

MOTION APPROVED

- Committee Members should be composed of one representation per zone. The person selected from the zone should be forwarded onto John at the office.
- 1 Basketball and 1 Volleyball Commissioner should be included on the committee.
- Dave Johnson will be the chair for the meeting.
- Zones which do not have 4A schools; do not need to attend the meeting. This affects the NC zone; the committee must consider what to do if a team from the NC zone decides to opt up.

NOTE: Committee Members (so far):

- Dave Johnson (Chair, Volleyball Commissioner)
- Derrick Mitchinson (Basketball Commissioner)
- Irene Friesz (NW Zone)
- Ian MacGillvray (NE Zone)
- Norma Smith (Edmonton)

8.0 Adjournment 12:00 noon Saturday, December 1, 2001

MOTION: (D.Sheehan) to adjourn the meeting at 12:00 p.m.

Sponsoring Interscholastic Sports:
Key Decision-Makers and Their Influence in the Sponsorship Process
 by Dr. Eric Forsyth, 1996-2000
 Associate Professor Sport Management Program, Bemidji State University

Introduction

While speaking at conferences, one of the main topics of discussion is who will review a high school athletic sponsorship proposal once it is presented to a company. My response would be a variety of people. To be more specific, I would present a table as the one below indicates:

Table 1 - Key Decision-Makers		
Management Level	Small Companies	Large Companies
Upper	Owner	CEO President Vice-President Chairman Owner
Middle	Manager	Marketing Directors Advertising Directors Finance Directors Managers Assistant Managers

As you can see, there are a variety of people who might review a high school athletic sponsorship proposal. However, a couple questions become relevant: (a) How much influence do decision-makers have in the evaluation process? and (b) Who makes the final decision to accept or deny the sponsorship proposal?

Influences of Decision-Makers

At the local level there are a number of decision-makers that will evaluate a high school athletic sponsorship proposal. Table 2 indicates the decision-makers involved, and the amount of influence they have in the evaluation process:

Table 2 Key Decision-Makers and Amount of Influence	
Local Level	Amount of Influence
Vice President	Considerable
Supervisor	Considerable
Director (marketing, advertising)	Considerable
Board of Directors	Some
Manager	Some
Assistant Manager	Some

Before completing each research study, it was believed that more decision-makers were involved at reviewing sponsorship proposals at the national level than at the local level. Table 3 indicates the decision-makers involved, and the amount of influence they have in the evaluation process:

Table 3 Key Decision-Makers and Amount of Influence	
National Level	Amount of Influence
President	Considerable
Marketing Director	Considerable
Advertising Director	Considerable
Events Coordinator	Some

Although fewer, there are a number of decision-makers at the national level that will evaluate a high school athletic sponsorship proposal. It was quite interesting to see that there are fewer decision-makers at the national level reviewing proposals than at the local level.

Who Makes the Final Decision:

Now that you know how much influence each decision-maker has in the evaluation process, this brings us to the second question: who makes the final decision to accept or decline a high school athletic sponsorship proposal? Table 4 indicates those decision-makers that make the final decision at both the local and national level:

Table 4 Key Decision-Makers Who Makes the Final Decision	
Local Level	National Level
Owner President	VP of Marketing VP of Sales

Before completing each research study, it was believed that both upper and middle management would make the decision to accept or decline a high school athletic sponsorship proposal, particularly at the local level. However, it was quite interesting to see that only upper management will make the final decision.

Suggestions for Athletic Directors and Coaches

The following are simple suggestions that high school athletic directors and coaches should consider when presenting a sponsorship proposal to a company at the local level (i.e., individual sport programs) and the state level (i.e., state championship competitions). They are:

1. Prepare multiple copies of the sponsorship proposal that will be presented to a company.
2. Contact the company and ask for the names and titles of those decision-makers that will review sponsorship proposals presented to the company.
3. Send the proposal to all middle and upper management decision-makers that will evaluate the sponsorship proposal, especially those that will have considerable influence accepting or declining the proposal (note tables 2 & 3).
4. If possible, visit personally with the decision-maker(s) that will make the final decision to accept or decline a high school athletic sponsorship proposal (note table 4).

Ideas that Work

Do you have an "idea that works?" If you are doing something in your school that is unique and you believe would benefit other schools/athletic directors let us know and we will print it in one of our Newsletters!

