

# WISCONSIN ATHLETIC DIRECTORS ASSOCIATION



## WADA FALL CONFERENCE

### CELEBRATING EXCELLENCE IN LEADERSHIP

November 5-8th  
Kalahari Resort  
Wisconsin Dells

Registration opens on August 30th at

[www.gowada.org](http://www.gowada.org)

#### Nov 5<sup>th</sup>

Admin. Assistants, and LTI  
Courses

#### Nov 6<sup>th</sup>

Admin. Assistants, LTI, Opening  
General Sessions, Vendors, and  
WADA DSA and Hall of Fame

#### Nov 7<sup>th</sup>

2<sup>nd</sup> General Session, Mini  
Sessions, District Caucuses,  
WIAA Round Table, WADA  
Service Awards and Athletic  
Director of the Year, Bowling  
Party, LTI

#### Nov 8<sup>th</sup>

WADA Breakfast, 3<sup>rd</sup> General  
Session, Final Mini-Session,  
Annual Meeting, Wrap-up Lunch

Volume 3/ Issue 2 October 2022

Most of you have settled into the fall season, had your Homecoming Games and Dances, and we are already getting ready for the WIAA Post-Season in all sports. It is truly amazing how quickly it does go. I was impressed with the information, conversations, and your open-mindedness as I look through the notes of the WIAA Area Meetings. Those meetings and conversations should serve as a reminder to us all that we can accomplish and make changes together despite all of the divisiveness around us.



As time continues to move, we are just a little over a month away from gathering as athletic administrators at the 56<sup>th</sup> Annual WADA Conference in Wisconsin Dells. We are making final adjustments to the schedule, as we know things change. In my August message, I noted that I would provide a quick bio on our keynote speakers.

#### Jeremy Boone, Desire to Lead

Jeremy Boone has a single focused mission ... to help leaders at all levels become bolder, braver, and better in order to become a leader worth following. Based out of Charlotte, NC, he is an internationally recognized performance coach, best-selling author, published researcher, and the creator of the LeaderKit™ Program- the fastest way to build more influence, create impact, and get your mission accomplished. In November 2019 he gave a TedX Talk titled 'The Courage To Connect- Why The World Needs More Of You.' that has now become a staple in many leadership curriculums.

\*\*\* Jeremy will be presenting Sunday as the Keynote at 3:30, and two mini-sessions at 10:30am and 5:00pm



#### Betsy Ross, Game Day Communications

Emmy® award winning sports reporter Betsy M. Ross is president of Game Day Communications, a sports and entertainment communications firm based in Cincinnati and founded in 2002.



As one of the first women to break into national sports news, Ross most recently worked as an anchor at ESPN for five years. Before anchoring SportsCenter and ESPNNews, Ross worked at

NBC News Channel and Cincinnati's NBC affiliate, WLWT-TV, for seven years, where she covered the 1996 Presidential Election and Inauguration and the 1996 Atlanta Olympic Games and Olympic trials.

\*\*\* Betsy will present the Keynote on Monday Morning, as well as a mini-session

### **Arvind Gopalratnam, Milwaukee Bucks**

VP, Corporate Social Responsibility at Milwaukee Bucks and Executive Director, Milwaukee Bucks Foundation. Arvind will be presenting on "The Business of the Bucks through its growth on and off the court."

\*\*\* Arvind will be Keynote on Tuesday morning.



The tentative schedule can be found [HERE](#). We will continue to update this document over the next few weeks before the final version goes to print. As we did last year, we will be communicating daily, but we will be communicating via the SportsYou App for our conference. Please make sure to download the app and sign-up for your respective districts. Your WADA Districts Representatives likely communicated with you twice during the month of September.

I am looking forward to seeing everyone back in the Dells in just 36 days. Please reach out to myself, Greg, Jeff, or any board member if you have questions. Enjoy the October colors, remaining homecomings, and the start of the WIAA Tournament series.

Finally, included in this month's article is a new monthly Mental Health resource provided by Bethany Brewster at Edgewood College. We thank Bethany for partnering with us to bring you relevant information for Athletic Directors when it comes to the mental health of ones self, each other, our coaches and students. In addition to this resource, WADA also will be partnering with When Consulting LLC who will provide trainings for WADA, as well as, serve as an additional resource for our members.

Yours in Sport,

*Nathan DeLany*

### **2022-2023 WADA Board Members**

#### *President*

Nathan DeLany, CMAA  
Marshfield

#### *President-Elect*

Shawn Groshek, RAA  
Amherst

#### *Vice President*

*Information Coordinator*  
Eric Plitzuweit, CAA  
Burlington

#### *Past President*

Todd Sobrisky, CMAA  
Retired

#### *Executive Director*

Greg Smith, CMAA

#### *Assistant Executive Director*

Jeff Sitz, CMAA

#### *Network and Recruitment*

*Coordinator*  
Jamie Sims  
Middleton

#### District Representative

##### *District 1*

Mary Schradle-Mau  
Turtle Lake

##### *District 2*

Jeff Dorschner, CMAA  
Crivitz

##### *District 3*

Jim Langkamp, CAA  
Baraboo

##### *District 4*

Tim Flood, CAA  
Green Bay Public

##### *District 5*

Brittany Spencer-Grant, CMAA  
New Glarus

##### *District 6*

Michael LeBouton  
Horicon

##### *District 7*

Michelle Guyant-Hollaway, CAA  
Wauwatosa East

## *Those who serve*

*LTI Coordinator*  
Jeff Behrens, CMAA

*Assistant LTI Coordinator*  
Jeff Dorschner, CMAA

*WIAA Liaison*  
Tom Shafranski, CAA

*Retired Liaison*  
Mark Kryka, CAA

*Conference Vendor Coordinator*  
James Sekel, CAA  
Retired

*Gender Representatives*  
Brian Smith, CAA  
Heidi Gerndt  
Cora Dillon, CAA  
Jenny Badow  
Eric Nee, CAA  
Marcia Madoff  
Kyle LeMieux

*Scholarship Committee*  
Jeff Dorschner- Chair  
Todd Senoraske  
Jeff Bronson  
Ken Clinton  
Kelly Wallace  
Mike Foley  
Bailey Racky  
Kevin Fitzgerald

*Golf Outing Chair*  
Bryan Yager, CAA  
Reedsburg

From the Desk of the Executive Director:

The temps are falling, leaves turning colors, fall conference schedules are coming to a completion and the WADA Conference is just a month away!!!!

I want to send you a few critical reminders as we near the end of the Conference registration period;

1. If for some reason you cannot attend the conference, please go online and register for your 2022-23 dues to become a member of WADA. The benefits both personal and for your school district are tremendous!!

Registration for conference and membership dues is open, BUT more importantly, the room block at the Kalahari closes a week from Wednesday, on October 12<sup>th</sup>. Once the block closes you are at the mercy of the Kalahari and other local hotels and will be charged their going rates.

LTI registration closes on the 24<sup>th</sup>. We must have a minimum of five (5) members signed up for each class for each class to be taught. There will be no refunds....if a class is not taught due to low numbers, you will be given a choice of moving to a different class OR taking a class around the annual meeting, Summer Learning Institute or the 2023 conference.

The Kalahari is completely booked for Friday and Saturday nights. BUT we do have an overflow hotel lined up for you if you have the desire to take your family to the Dells. These hotels will automatically come up if you try and make reservations for either of those two nights. Overflow hotels ARE NOT available for Sunday or Monday nights, so you will need to make two separate reservations to, one at the overflow location and one at the Kalahari for Sunday and Monday nights.

Conference registration will be open through Monday of the conference, but after the 24<sup>th</sup> of October a late fee will be assessed. In order to register at the conference, you will be required to use a personal/business credit card and we can provide a receipt so you can

get reimbursed from your district once you arrive back at school.

If you have any other questions, please contact your District Rep, WADA Officers or you can reach out to me at [gsmith.wada@gmail.com](mailto:gsmith.wada@gmail.com) Thank you and I look forward to seeing you all in the Dells in a month!!

GO WADA!!

Greg Smith, CMAA  
Executive Director  
WADA  
NIAAA Board of Directors – NEDC Liaison



## *WIAA/WADA Zoom Meetings*

*August 17<sup>th</sup> 10:00am*  
*Sept Area Meetings*  
*October 18<sup>th</sup> 2:00pm*  
*Nov. WADA Conference*  
*December 1<sup>st</sup> 1:00pm*  
*January 13<sup>th</sup> 9:00am*  
*February 6<sup>th</sup> 2:30pm*  
*March 8<sup>th</sup> 11:00am*  
*April Annual Meeting*  
*May 16<sup>th</sup> 2:30pm*

# **Wisconsin Athletic Directors Association**

## **Why should your Athletic Director belong to WADA and the NIAAA?**

### **WADA Annual November Conference**

WADA sponsors an annual conference each November which members are encouraged to attend. At this conference, Athletic Directors have the opportunity to hear national speakers, attend educational mini-sessions from top Athletic Directors in the field, take Leadership Training Courses, speak with vendors from many athletic interests, network with other Athletic Directors from throughout the state, and attend award banquets honoring the best in the profession.

### **WADA/NIAAA/Leadership Training Courses**

The Wisconsin Athletic Directors Association, in partnership with the National Interscholastic Athletic Administrators Association, provide courses Athletic Directors can take that focus on professional growth in many areas of athletic administration. Athletic Directors can earn certifications of RAA, RMSAA, CAA, and CMAA from the NIAAA by taking these enrichment courses which enhance their knowledge of best practices in the profession and benefit their school.

### **Continuing Education Graduate Credit Through Edgewood College**

Edgewood College has partnered with WADA and the NIAAA to provide college graduate credit for attending the November WADA Conference, as well as taking the Leadership Training Courses described above.

### **WADA Mentorship Program**

The Wisconsin Athletic Directors Association has a formal statewide mentorship program for first year Athletic Directors. This program matches new Athletic Directors with veteran Athletic Directors from their Conference, or nearby schools, so that the new Athletic Director has someone they feel comfortable asking questions regarding the duties and responsibilities of athletic administration. In addition, WADA and the WIAA offer a "New Athletic Directors" summer workshop to help provide important information all new Athletic Directors need to know. Both opportunities provide a network of support which every new Athletic Director needs.

### **WADA Newsletter**

All WADA members will receive access to WADA's electronic quarterly newsletter that provides insightful articles written by their own colleagues at the state and national level.

### **NIAAA Liability Insurance and Publications**

The National Interscholastic Athletic Administrators Association provides an insurance umbrella of up to two million dollars of liability to members. In addition, a quarterly magazine and many electronic resources are provided to all NIAAA members. WADA matches this coverage.

### **NIAAA/NFHS Annual National Conference**

Similar to the WADA annual conference, the NIAAA/NFHS provides an annual National Conference in December. At this conference, Athletic Directors have the opportunity to hear national speakers, attend educational mini-sessions from top Athletic Directors in the field, take Leadership Training Courses, speak with vendors from many athletic related companies, network with other Athletic Directors from all over the nation and attend award banquets honoring the best in the profession.

Please encourage your Athletic Director to join WADA and the NIAAA to gain valuable information, observe best practices and be the best Athletic Director possible for your school!

# September 2022

## INTRODUCTION



Hello WADA. My name is Bethany Brewster and I am thrilled to be partnering with WADA to bring you relevant and up to date information on taking care of your mental health as an athletic director. My background includes being a competitive runner at the high school, college, and professional level. I am probably most recently known as the Head Cross Country/Track and Field Coach at Edgewood College in Madison, WI. Also, some of you may receive my weekly email from Beyond the Outcome which highlights recent news on mental health in all sports, at all levels, across the world. My interests in mental health and sports came within the first five years of my coaching career, when two athletes I was coaching lost a parent. I was young and unprepared in how to navigate this to help my student athletes. I knew a lot about the sport of running-training theory, macrosystems, physiology-and yet my coaching education never covered how to help a student through grief, family struggles, anger issues, substance abuse, etc. I found myself taking on too much emotionally and physically and not taking care of myself....aka compassion fatigue (it's real). My guess is that you can relate. You are in a role of service...serving coaches and students first and foremost. You are consistently organizing schedules, working with academic staff, dealing with transportation concerns, working with budgets, managing coaches and putting out fires (hopefully just figuratively). Your job is hard. My hope is that through these monthly newsletters you can find some strategies/ skills to help you better take care of yourself so you can be an effective, efficient, supportive athletic director without losing yourself or burning out.

## MENTAL HEALTH VS. MENTAL ILLNESS

**Mental Health-** “a state of well-being in which the individual realizes his or her own abilities, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community.” (World Health Organization)

**Mental Illness-** “collectively all diagnosable mental disorders” or “health conditions that are characterized by alterations in thinking, mood, or behavior (or some combination thereof) associated with distress and/or impaired functioning.” (US Dept. of Health and Human Services)

It is important to note the difference...everyone has mental health but the line from mental health to mental illness is distressed and impaired functioning over a period of time. In order to be diagnosed with a mental illness you must meet certain diagnostic criteria within the DSMV (Diagnostic and Statistical Manual of Mental Disorders).

Three domains of mental health:





Emotional well-being: life satisfaction, peacefulness, joy

Psychological well-being: purpose in life, personal growth, spirituality, positive relationships

Social well-being: sense of community, social relationships with others

## **BASELINE LEVEL OF FUNCTIONING**

BLF-the ability for an individual to complete and engage in daily activities (work, social events, family life, etc...) while being minimally impacted from the various stressors in their surrounding environment. Having a good baseline level of functioning is hard to do as an athletic director. You are pushed and pulled so many ways and the demands are real. You must create time and space for you to know what you need to function at your best. Step back and take a look at the S.M.A.R.T. strategies listed below to see where you need to make some adjustments.



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## S.M.A.R.T

**S**leep—Adult humans need between 7-9 hours a night of sleep. Make sure you are getting adequate sleep to help recover and help your and mind be at its best. Create a daily sleep routine.

**M**eals and hydration— Slow down, stock up, and plan. You need to eat. You need to eat quality food. This requires slowing down and planning. Think about it. Your brain is always "on." It takes care of your thoughts and movements, your breathing and heartbeat, your senses — it works hard 24/7, even while you're asleep. This means your brain requires a constant supply of fuel. Proper fuel/hydration intake helps your body function and impacts your mood.

**A**ctivity— As an AD you should remain as active as possible to keep stress at bay. Consider walking early in the morning, finding other coaches to workout with, or join a group fitness club. Find ways to be active 5 days a week for 30 min. Even just walking the backside of a track while a football game is happening may be an option. Be creative and enjoy it.

**R**elaxation— make time to relax daily. Find activities you enjoy that allow you to relax (listen to music, bake, draw, walk, meditate, call a friend). Give yourself 15 minutes a day to relax and unwind.

**T**riggers— Recognizing trigger points stems deeply from self-awareness and seeing trends in entities within your routine or life that trigger additional anxiety. With recognizing these triggers, it is potentially easier to identify what coping strategies to implement to limit stress, manage burnout, and improve mental wellness.

If you are interested in additional mental health information or looking for additional training for coaches, athletes, or parents feel free to contact me at

[Bethany@beyondtheoutcome.com](mailto:Bethany@beyondtheoutcome.com)

