



# WIAA 101

***THE MEMORY-MAKING BUSINESS***







Let's spread some love at Easter Great! Buy your Black Bear Dinner, get a free Black Bear Dinner. All you have to do is buy one Black Bear Dinner and you'll get another one for free. This offer is good for all Black Bear Dinners. It's a great way to show your love for Black Bears. Buy one, get one free. Black Bears are the stars of Easter Great. Buy one, get one free. Black Bears are the stars of Easter Great. Buy one, get one free.

CHAMPIONSHIP BANNER

NSP Northwest Sports Photography

Black Bear Dinner

Black Bear Dinner

STATE CHAMPIONSHIPS

STATE CHAMPIONSHIPS

STATE CHAMPIONSHIPS

STATE CHAMPIONSHIPS

Gesa Credit Union

Black Bear Dinner

Black Bear Dinner

NSP Northwest Sports Photography

CHOCOLATE MILK

Greater St Helen's League  
Greater St Helen's League  
Greater St Helen's League  
Greater St Helen's League



# NEW AD's



## Just Breathe

- Lots of Information
- Lots of Ideas from others



# STRATEGIC PLAN

## MISSION STATEMENT

*Strengthening all students for life through participation in excellent, fair, safe and accessible activities.*



# THE WIAA'S 'WHY'

## SPORTS & ACTIVITIES ARE GOOD FOR KIDS

- Attend **21** more days a year
- Physically active kids perform up to **40%** better on standardized tests
- Teach soft-skills that our helps create strong communities
  - Learn to handle success and failure
- **49%** less likely to use drugs and **37%** less likely to become a teen parent
- Best value for our schools...less than **2%** of district budget
  - Costs of interventions, social services, etc



# STRATEGIC PRIORITIES

## FOUR AREAS OF FOCUS

- **Diversity, Equity and Inclusion**
  - *Reporting Process, Contest Interruption & STRIDE*
- **Financial Action Support**
  - *BIPOC Scholarship, Presenting Sponsors, Rental Space & Tech Ecosystem*
- **Coaches Education**
  - *SEL Grant, InsideOut & Process for required education*
- **Healthy Cultures**
  - *Sportsmanship, Mission of All Students & Attract New Students - Esports and Girls' Flag Football*



# MEMBER SCHOOLS

**The Washington Interscholastic Activities Association is a member school-driven association. Each spring, each school board, during a public meeting, designates membership in the WIAA and the school's representative on WIAA issues.**

- The principal of each member school, or designee as authorized by the school board, shall have one (1) vote when voting by questionnaires, polls, WIAA District meetings or any other appropriate time.
- The local School Board shall list the representative(s) in WIAA matters on the annual WIAA membership form.
- The voting representative shall be the member school's principal unless some other designee is authorized by the school board via written notification to the WIAA state office.



# WIAA DISTRICTS





# DISTRICT BOARDS

District boards decide on sites and policies for district play-off events, act as an appeals body for various and district issues and resolve numerous other issues as presented.

## ADDITIONAL RESPONSIBILITIES

- Select the representative to the WIAA Executive Board
- Select representative(s) to the WIAA Representative Assembly

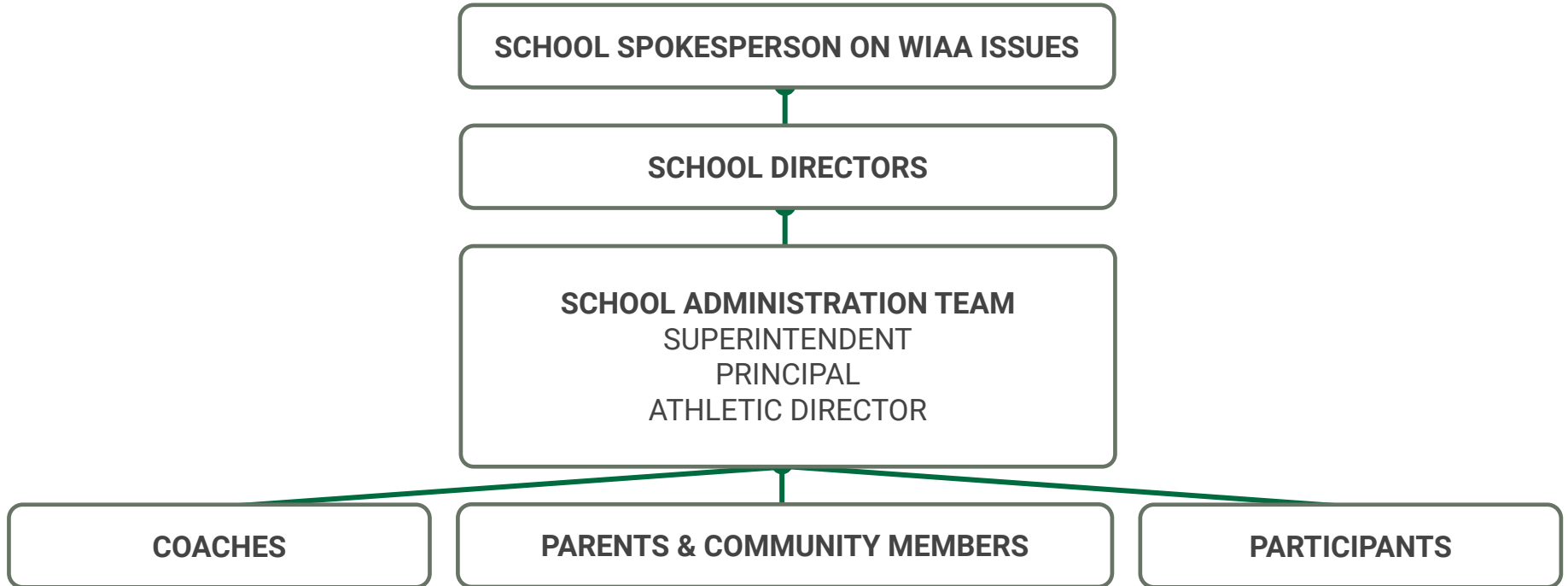


# DISTRICT DIRECTORS

<b>DISTRICT 1</b>	<b>Director:</b> Don Beazizo
<b>DISTRICT 2</b>	<b>Director:</b> Pat McCarthy
<b>DISTRICT 3</b>	<b>Director:</b> Joe Keller
<b>DISTRICT 4</b>	<b>Director:</b> Tim Graham & Tim Trimble
<b>DISTRICT 5</b>	<b>Director:</b> Dave Cullen
<b>DISTRICT 6</b>	<b>Director:</b> Mike Edwards



# MEMBER SCHOOL DECISION-MAKING MODEL



# EXECUTIVE BOARD

## VOTING MEMBERS

- Thirteen (13) members
- One each from the six (6) Activity Districts
- Three (7) Regional members
  - **Region A** consists of Districts 1 and 2 (2)
  - **Region B** consists of Districts 3 and 4 (2)
  - **Region C** consists of Districts 5, 6 (3)

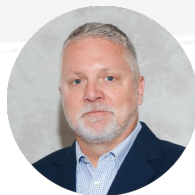




# EXECUTIVE BOARD



**DISTRICT 1**  
Harlan Kredit - *Lynden Christian*



**DISTRICT 2**  
Jeff Lowell - *Bellevue SD*



**DISTRICT 3**  
Dwayne Johnson - *Port Angeles*



**DISTRICT 4**  
Scott Chamberlain - *Shelton*



**DISTRICT 5**  
Russ Waterman - *Eastmont*



**DISTRICT 6 \*VP\***  
Paul Manfred - *Gonzaga Prep*



**REGION A-1 \*PRESIDENT\***  
Cathy Schick - *Seattle Academy*



**REGION A-2**  
Tara Davis - *Seattle Public Schools*



**REGION B-1**  
Wendy Malich - *Peninsula SD*



**REGION B-2**  
Tony Davis - *Tahoma*



**REGION C-1**  
Casey Gant - *Desert Hills MS*



**REGION C-2**  
Stephen Carson II - *Inchelium*



**REGION C-3**  
David Blakney - *Wapato*



# HONORARY BOARD

## NON-VOTING MEMBERS

**AWMLP** (Association of Washington Middle Level Principals)

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**AWSP** (Association of Washington School Principals)

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**Fine Arts**

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**Tribal Schools**

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**WASA** (Washington Association of School Administrators)

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**SAC** (Superintendent Advisory Committee)

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**WFIS** (Washington Federation of Independent Schools)

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**WOA** (Washington Officials Association)

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**WSCA** (Washington State Coaches Association)

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**WSSAAA** (Washington State Secondary Athletic Administrators Association)

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**WSSDA** (Washington State School Directors' Association)

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# REPRESENTATIVE ASSEMBLY

The WIAA Representative Assembly is the legislative body that determines rules changes for the Association. The Assembly convenes once a year in January for the Winter Coalition, and votes electronically in April.

- There are 35 High School and 18 Middle School delegates to the Representative Assembly.
- At the high school level, the number of delegates from each WIAA activity district is proportional to the number of schools within that district. At the middle school level, there are two (2) representatives for each of the nine WIAA Districts. The representatives are determined by each WIAA District's Executive Board.
- A 60% majority vote is needed for the Representative Assembly to pass an amendment.



# ADVISORY COMMITTEES

## WSSDA & IAC

- Standing committee of WSSDA
- Members elected through caucus
- Meet with Executive Director three times a year
- Each member serves on a WIAA district board
- WSSDA board member serves on WIAA Board in honorary position

## WASA SUPERINTENDENT ADVISORY COMMITTEE

- Members selected by WASA and WIAA
- Meet with Executive Director three times a year
- Members may serve on a WIAA district board

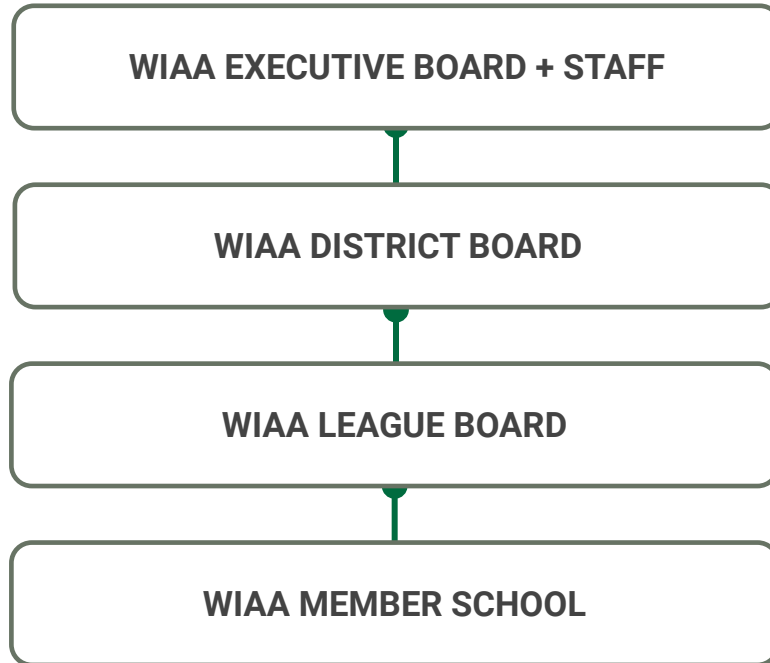
## AWSP PRINCIPALS ADVISORY COMMITTEE

- Members selected by AWSP
- Honorary Board members of the WIAA Executive Board





# COMMUNICATION IS ESSENTIAL



# WIAA STAFF

The WIAA staff is responsible for implementing the actions of the WIAA Executive Board and Representative Assembly.

ACCOUNTABLE □ PASSIONATE □ INNOVATIVE □  
INCLUSIVE



Cindy Adsit  
*Assistant Executive Director*



Andy Barnes  
*Assistant Executive Director*



Carter Bays  
*Playfly Account Executive*



Sean Bessette  
*Director of Communications*



Teagan Eldridge  
*Production Coordinator*



Leah Francis  
*Chief Financial Officer*



Peter Ho  
*Membership & Billing Coordinator*



Mick Hoffman  
*Executive Director*



Jenee James  
*Assistant Executive Director*



Justin Kesterson  
*Assistant Executive Director*



Andy Knapp  
*Director of Marketing*



Bryn Langrock  
*Marketing Coordinator*



Nick Mendro  
*Content Development Specialist*



Beth Sylves  
*Playfly General Manager*



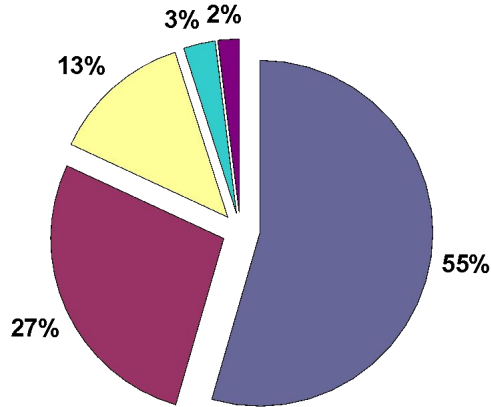
Ave Trebilcock  
*Director of Eligibility Appeals*



Natalie Wallace  
*Administrative Assistant*

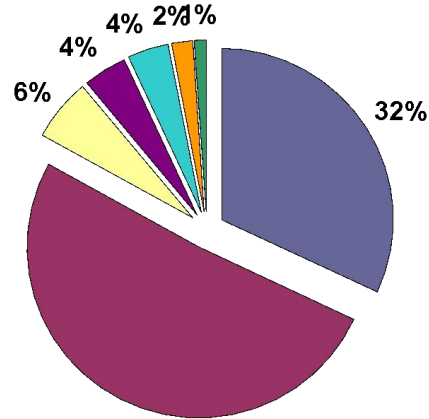
# REVENUE & EXPENSES

## REVENUES



- State Tournament Ticket Sales (54%)
- Development (Special Events/Sponsors/Concessions) (27%)
- Member School Fees (13%)
- Conferences/Workshops/Clock Hours (3%)
- Other/WOA Reimbursement (2%)

## EXPENSES



- State Tournaments (32%)
- Management & Operations (51%)
- Development (Special Events/Sponsor Fees/Marketing) (6%)
- Trophies/Awards/Publications (4%)
- Conferences/Workshops/Committees (4%)
- Reserves (2%)
- WIAA Tournament L&I Insurance (1%)



# CHALLENGES

## FINANCES

- No public money
- Facility costs for state events

## DIVERSITY in REPRESENTATION

- Adults in the system mirror our students
- Meet unique needs
- Educate membership on the value

## CLUB SPORTS

- Students specialize and quit playing early
- Adults encourage student placement leading to transfers
- High costs for parents
- Tolerance for bad behavior is different than education-based





# CHALLENGES

## OFFICIAL SHORTAGE

- Average age is 55
- Lose new officials at youth and club level

## BAD BEHAVIOR

- 84% of officials believe abuse is
- 80% off officials quit within first year
- Ejections increased by over 40%

## RESET GOALS

- 1.3% get full or partial scholarships
- 1 out of 64 win a championship
- \$6 ticket doesn't give fans a license to be abusive to children or adults
- We remember what we feel



# WEBSITE

## WIAA.COM

- Public
- Forward facing
- Primarily for Fans

## MYWIAA.COM

- For the schools
- AD Information
- Coaches Information
- Tournament Information
- All other additional resources





# WSSAAA MENTORING

2024-2025



# Introduction/Rationale



**1/3 of Athletic Directors do NOT make it past 2 years**

We want you to move from this....

.....To this



**WSSAAA Membership includes multiple benefits, including written and personal resources**



# Who We Are



**ERIK TITUS, CMAA- Executive Director**

## WSSAAA Organization

Dwayne Johnson, CMAA- President (Port Angeles)

John Appelgate, CAA- Vice President (Lake Washington  
SD)

Melton Jefferson, CAA- 2nd VP (North Creek HS)

*\*24 District and at-large board members*



**STARK PORTER, CAA- Asst. Executive Director**

## WSSAAA Mentors

**Co-Directors:** Cole Kanyer, CMAA & Lauren McDaniel, CAA

**Middle School:** Pat Round

**District 1:** Chad Larson

**District 2:** Lance Gatter & Yonni Mills

**District 3:** Brian Smith

**District 4:** Robert Blackman

**District 5:** Lance Den Boer & Loren Sandhop

**District 6:** Ryan Peplinski, Toddette McGreevy, & Paul Manfred



# Three Big Rocks

## Nuts & Bolts

- ELIGIBILITY
- OFFICIALS
- TRANSPORTATION

## Communication

- ATHLETIC SECRETARY
- COACHES
- COMMUNITY



# RESOURCES

## WIAA

WIAA AD CHECKLIST [CLICK HERE](#)

WIAA CALENDAR [CLICK HERE](#)

WIAA HANDBOOK [CLICK HERE](#)

## WSSAAA

WSSAAA TOOL BOX [CLICK HERE](#)

WSSAAA MENTORS [CLICK HERE](#)

## NIAAA

Become a dual NIAAA & WSSAAA member [through AMP](#), and take advantage of accredited courses specific to athletic administration. [CLICK HERE](#) for more NIAAA resources.





# 2025 WSSAAA CONFERENCE

## WHEN

*April 26-29, 2025*

*Three Rivers  
Convention Center*

*Kennewick, WA*

## WHY

*-- Professional Development  
Opportunities*

*-- Networking with other ADs*

*-- Relax and Recharge*

*-- Celebrate the closure of Year 1!*

## HOW

*Registration Opens  
January 2025*

*To Register  
[CLICK HERE](#)*

*Scholarships are  
available!*



SCAN FOR ACCESS





# QUESTIONS?

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