

# BACK ON TRACK

MINNESOTA INTERSCHOLASTIC ACTIVITIES

**MN IAAA**

ADMINISTRATORS ASSOCIATION





# PRESIDENT'S MESSAGE

By Matt Mattson, President • Champlin Park



By the time this hits the press, many of us may have just finished the first "Normal" season of sports or activities in the past 18 months. We still have a ways to go, but things felt like they were "Back On Track." Stands were full, bleachers were rocking and kids were back to being kids again. As we all know there are plenty of things to re-teach our students, student athletes and our communities about. Whether it was how to stand for a school song, cheer properly at an event or how to purchase tickets online, we made it through a season. Now we hope to make it through another year.

I want to thank all of our ADs around the state for what you are doing day in and day out. You continue to amaze me with your attention to details your leadership in your communities and the passion you have for your students involved activities. We know that you are doing your best

to provide each of them with the opportunity to do their best on and off the field of play. We know you are tired and we know that you are working hard even when no one else is watching. Your job continues to be one of the most important in your community and you are doing it well!

I hope that each of you can have an opportunity to look back and reflect on what you have learned the past 20 or so months, as we continue to get "Back On Track". If you can attend the National Conference in Denver Dec. 10-14th we can get together and chat, have a laugh and talk about the past few months where we were all learning like rookies. If the National trip will not fit into your hectic schedule, we look forward to seeing you in March at the State AD Convention in St. Cloud. Again, thank you for all that you do, to put your kids first!

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# EXECUTIVE DIRECTOR'S MESSAGE

By Mike Beck, Executive Secretary

MnIAAA and myself are excited to see you at our spring conference March 27-30, 2022. It has been a long two years since we have been able to meet. Sites again for the conference are the Best Western Kelly Inn and Rivers Edge Convention Center. For those new to us, both are in St. Cloud. We do not have conference registration open. You can call the Kelly Inn 320.253.0606 and reserve your sleeping room. Use the local number, not the national 1-800 number.

This year's National Conference is in Denver on December 11-14. Detailed information is at [www.niaaa.org](http://www.niaaa.org). One major point for you; Tony Fisher is an at large candidate for a NIAAA Board Position. We ask you to support him in this election. A victory for Tony will mean there is a Minnesota member on the NIAAA Board for two back-to-back terms. This has never happened before. Jaime Sherwood's current term ends at the end of this December's Conference. Craig Perry is being inducted into the NIAAA Hall of Fame. This is at the Tuesday, December 14th evening banquet. What a great way to end the

2021 conference. I will send attendees details on a reception we will have to honor Craig on Sunday, December 12.

Dan Johnson was hired to succeed me as Executive Director. Dan is finishing his last year at Hopkins. He will start July 1, 2022. This is a great hire for the MnIAAA. I did forget to tell Dan, that phone calls from parents will not happen. One perk of the change in position.

Two years of not having an in-person conference, has reduced our fund balance to below a one-year operating reserve. Best way for us to rebuild this is to get vendors for our trade show and sponsors for our conference. Your help is needed on this. Every new vendor that you direct us to is a \$25 reward to you or your programs. If you help us find a new sponsor there will be a reward of ten percent of the sponsorship, minus costs. Send me their information. Emails for me are in this newsletter and on our website [www.mniaaa.org](http://www.mniaaa.org).



Activities Administrator/Director turnover this past year was higher than we have ever seen. We have about 425 schools that are able to have a five-person basketball team. As of this writing we have had about 80 positions change this school year. Based on my 1960's math skills, this is greater than 25 percent. Can not even comment about the last two years of school. New Administrators, reach out to schools in your conference, region or the MnIAAA for support. Those of you with experience, give the new people a call when you can. Once students can adjust again to what used to be a normal school setting, things will be better.

The next issue of the newsletter will contain more conference information. Jeff Boran is busy now assembling it. If he calls or emails, please say yes.

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# MNIAAA FINANCIAL REPORT

**Ken Hubert • Faribault (Retired)**  
**Associate Treasurer and Newsletter Editor**

I'm not much of a country music fan so I'm pretty limited on cool or funny slogans that highlight situations that aren't so good. Unfortunately, the financial situation for the MNIAAA has taken a significant hit over the last two years. We are financed primarily by sponsorships and vendor support from our state conference, a conference that did not occur two years ago and was only virtual this past year. We're still solvent, but as Mike Beck has said, we are now below the "Mendoza line". That's a baseball reference for those of you too young to recognize it. Go ahead and look it up.

That being said, we are planning an in-person conference this year. Costs will be up and there appears to be fewer vendors because many of them did not survive the pandemic. Hopefully, we will have a more positive report at the conference itself. We sincerely hope that you are there and it would help for the future if you made sure to stop by and thank as many vendors as possible for being part of the conference.

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# SECOND VP MESSAGE

By Guillaume Paek • Burnsville



## HONORING OUR OWN!

Finally...we hope!!! We are planning for the spring 2022 MNIAAA state conference to be in-person. This will be the first time since the spring of 2019 that we have had the chance to meet face to face as a group. Many of us will be old-timers and a lot of us will be new to the conference. Either way, it will be great to gather!

The MNIAAA leadership team and directors have been working hard this past summer and fall as many challenges have come our way, and as we move forward we still need to honor our membership and those that help us all provide quality experiences!

All nomination forms can be found at [www.mniaaa.org](http://www.mniaaa.org) – [Awards and Honors](#) – Nomination Forms or by using the links provided below. I would like our MNIAAA membership to consider submitting names for the following awards.

Distinguished Alumni Award is awarded annually to up to five individuals. Honorees must have graduated from a Minnesota high school where

they participated in extracurricular activities and must have distinguished themselves in their chosen field.

### MNIAAA DISTINGUISHED ALUMNI AWARD NOMINATION FORM

Distinguished Service Award is awarded annually to up to three individuals. Honorees should have made a contribution to the local school athletic program. If you have questions contact Tom Baumann at Buffalo [tbauman@bhmschools.org](mailto:tbauman@bhmschools.org)

### MNIAAA DISTINGUISHED SERVICE NOMINATION FORM

Hall of Fame has a rich history of recognizing the accomplishments in, and a particular devotion to, Minnesota high school athletics. Its membership consists of those who believe that wholesome participation in co-curricular activities makes a significant contribution to the education of the public it serves. The inductee must be a past or current member of the MNIAAA. If you have questions, contact Nick Rathmann at Blake [nrathmann@blakeschool.org](mailto:nrathmann@blakeschool.org)



**MNIAAA HALL OF FAME NOMINATION FORM**

Jeff Boran, from Waterville-Elysian-Morristown H.S. is leading the work on creating another great conference for 2022! If you have any ideas or are willing to help in any way please reach out to Jeff at [jboran@wem.k12.mn.us](mailto:jboran@wem.k12.mn.us).

As your fall season finishes and you begin with your winter programs you are all safe and are able to find time to relax and enjoy time with family and friends! Here's to looking forward to 2022 with hope, optimism and a continued gradual return to some normalcy with renewed respect for all.



Visit the [MNIAAA YouTube channel](#) to view previous award videos

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# NIAAA CERTIFICATIONS

By Brad O'Donnell, CMAA, St. Clair • NIAAA Liaison



## NIAAA CERTIFICATIONS: THE WHY AND THE HOW

As we all know, this job is always evolving and it's important to educate yourself in this profession of activities administration. Being a member of the MnIAAA you are also a member of the NIAAA national origination. Like our state association that helps in so many ways, the NIAAA over the years have developed 54 leadership training courses that can help in your day-to-day operation. It doesn't matter if you're starting out or you're a 20-year veteran, these courses can help give you an outline and resources that can help in dealing with situations on a day-by-day basis. When I'm asked what these classes and certification do for you, I will just simple use what the NIAAA says.... "NIAAA Leadership Training Institute and Certification Program are voluntary professional development initiative designed by athletic administrators. Athletic administrators who complete LTI course attain additional knowledge and perspective of the athletic administrator's role. Completion of leadership training courses will enhance the daily operations of the athletic department and improve the program being administered. The

athletic administrator who attains professional certification will have demonstrated the completion of a comprehensive plan for self-improvement. Individual involved in both of these programs will enhance their ability to serve the students, school, community and professional organization within the context of education-base athletics."

With that said the courses have helped many ADs around our state over the years. You can take classes at the MnIAAA New AD workshop, MnIAAA State Conference as well as the NIAAA National Conference. Over the past two years the NIAAA has started to offer online classes so if anyone wants to get any of their certifications they will be able to do that online if their state doesn't offer some of the classes. Check out this link <https://members.niaaa.org/page/leadershiptraining>

Many of you might ask why take these classes, why get certified, or simply what are the benefits of becoming certified.



**CERTIFICATION PROGRAM OBJECTIVES**

Within the field of secondary school athletic administration, the certification program intends to:

- Promote professional standards, practices, and ethics
- Encourage self-assessment by offering guidelines for achievement
- Improve performance by encouraging participation in a continuing program of professional growth and development
- Identify levels of educational training essential for effective athletic administration
- Foster professional contributions to the field
- Maximize the benefits received by the school community from the leadership provided by certified athletic administrators

**BENEFITS OF BECOMING CERTIFIED**

Professionals seeking certification:

- Develop a sense of personal and professional satisfaction
- Demonstrate a commitment to excellence in the profession
- Provide growth of professional knowledge and expertise
- Enhance the perception of the profession
- Increase the potential for employment opportunities or incentives
- Participate in a nationally registered program

Summary of NIAAA LTI Requirements for Certification

- Registered Athletic Administrator (RAA): • LTC 501, 502, 503
- Registered Middle School Athletic Administrator (RMSAA): • LTC 501, 502, 503, 504, 700, 701
- Certified Athletic Administrator (CAA): • LTC 501,

502, 503, 504, 506 • Served a minimum of two years as an athletic administrator with signed contract • Pass a multiple choice exam covering a broad spectrum of relevant topics to secondary school athletic administration [RAA or RMSAA are NOT prerequisites for CAA ]

- Certified Master Athletic Administrator (CMAA)
  - LTC 501, 502, 503, 504, 506, 508, 510 • CAA Designation Received • 1 Operations and Management Courses selected from LTC 600 series • 1 Leadership Courses selected from LTC 700 series • 3 Additional electives from any level
  - Completion of a graduate level written project, oral presentation, or successful submission of a Quality Program Award.

After reflecting back on my journey through this certification process I believe I have become a much better administrator for our student-athletes that I work with day in and day out. Being a member of the National and State Faculty, a Vice Chair of LTC 714 and being on the NIAAA Certification Committee over these past four years I truly want to challenge you to take up this program and get certified. I will help in any way or meet with you to navigate through the certification process. Don't hesitate to give me a call.

Brad O'Donnell: CMAA  
507-327-2791

[bodonnell@stclaircyclones.org](mailto:bodonnell@stclaircyclones.org)

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# NIAAA IMPROVEMENT PLAN



Athletes improve with the help of their coaches. Coaches improve with the help of their ADs. ADs improve with the help of the MNIAAA and the NIAAA. But how do organizations like these improve? In the case of the NIAAA, they have recently gone through a review by Cognia. Although it is long and a bit dry, the following are the results of that review. I would encourage you to take a few minutes out of your day to read this. It is helpful for understanding our parent organization, but it can also help guide our own planning and growth. If you wish to see the entire report, please let me know and I will forward it to you. This was shared by Al Sersland of Kansas with all individuals at the Section V meeting in June.

## Insights from the Review

The Engagement Review Team engaged in professional discussions and deliberations about the processes, programs, and practices within the institution to arrive at the findings of the team. These findings are organized around themes guided by the evidence, with examples of programs and practices, and suggestions for the institution's

continuous improvement efforts. The Insights from the Review narrative should provide contextualized information from the team's deliberations and analysis of the practices, processes, and programs of the institution organized by the levels of Initiate, Improve, and Impact. The narrative also provides the next steps to guide the institution's improvement journey in its efforts to improve the quality of educational opportunities for all learners. The findings are aligned to research-based criteria designed to improve student learning and organizational effectiveness. The feedback provided in the Accreditation Engagement Review Report will assist the institution in reflecting on its current improvement efforts and to adapt and adjust their plans to continuously strive for improvement.

The Engagement Review Team (team) identified a number of themes aligned to the continuous improvement process for the National Interscholastic Athletic Administrators Association (NIAAA). Areas of strength and opportunities offer a guide as the system continues the improvement journey. Interviews, observations and a study of



artifacts produced supporting evidence related to overall operational effectiveness. Stakeholders are actively and meaningfully involved in all facets of the organization's leadership and professional development processes. The NIAAA maintains a membership of approximately 12,000 athletic administrators. An eight-person full-time staff support the organization's membership. The organization's leadership clearly understands and recognizes the value of stakeholder engagement and, as such, has defined opportunities for meaningful stakeholder participation in all its operations. An all-volunteer and an all-member Board of Directors is responsible for NIAAA governance. Fourteen standing committees, made up exclusively of members, carry out the professional development, publication, strategic planning, and financial monitoring work of the organization. Its state leadership is also an exclusively volunteer effort as are the organization's impressive professional development initiatives. NIAAA's Leadership Training Institute's curriculum now includes 51 member-taught courses, an increase from the 32 courses offered in 2010. The organization publishes a quarterly journal and its members have authored a number of other publications. In total, the organization has created over 175 service roles for its members. The organization has established communication networks at the state level and regionally across the United States to ensure that its professional development offerings are meeting the needs of working athletic administrators. Team members witnessed stakeholder involvement through observations of NIAAA committee meetings and courses offered through the Leadership Training Institute. The organization's 50% increase in membership over the past decade and a 64%

increase in course participation in just one year can be explained in part by the professional growth that members described during stakeholder interviews. As one member observed, "I have grown professionally, and my community has grown due to my membership in NIAAA. The primary focus is not just how it develops me but also how it improves my community." Leaders are commended for and encouraged to continue their commitment to meaningful involvement of the organization's stakeholders. Stakeholder feedback and input routinely inform and assess continuous improvement and strategic planning efforts. Stakeholder input and feedback are integral components of the organization's continuous improvement processes. NIAAA's fifth strategic plan was adopted in July 2020 following a two-year planning process. The plan is the product of the work of three committees and 28 NIAAA members. A number of data sources including input from the chairmen of the organization's 14 standing committees, the Professional Development Academy Leadership Team, state coordinators, and analysis of member surveys informed the committees' work. The plan's goals are organized around three areas: finance, programs, and operations. Based on that input, 35 improvement recommendations were adopted. Those recommendations are supported by strategies for implementation and deadlines for both initiation and completion. The Board of Directors actively monitors the plan's progress and uses the plan's goals as a blueprint and guide for action. Some goals have measurable benchmarks including a goal to increase membership by 3% annually. The organization's continuous improvement efforts will be enhanced by defining specific implementation strategies and measurable goals



as a means of assessing progress towards the plan's improvement priorities. For instance, while a goal related to increasing membership is supported by a measurable benchmark of annual 3% increase in membership, other goals lack clear benchmarks for assessing progress. Defining those benchmarks as a means of assessing strategic plan progress will enhance the organization's capacity for continued growth in operational effectiveness and member support and services.

The organization's data-based decision-making and curriculum review processes are not informed by multiple sources of student achievement data. The team found convincing evidence of the organization's understanding of the value of ongoing data-based program assessment and decision making. Data sources such as total membership, number of certifications earned, number of courses offered, and course enrollment are reviewed by the organization's leadership as well as by the standing and ad-hoc committees, state directors, and liaisons. The NIAAA developed a course revision process and implements it with fidelity. Surveys that are completed by participants at course completion inform the revision process. As one member described, "I have taken over 40 courses and I can't remember a case where my feedback was not taken to influence future revisions." The organization's accreditation exam is revised based on an item analysis. But beyond that analysis and participant surveys, team members found only limited evidence of the use of student achievement data to inform the organization's improvement processes and practices. For instance, credit is earned for individual courses simply by course attendance and participation. Leaders and instructors are encouraged to identify strategies for

measuring the impact of individual courses such as, but not limited to, course assessments, projects, or work samples. Defining and implementing additional assessment strategies will produce a valuable source of data for the organization's course revision protocol and continuous improvement efforts.

The organization's commitment to effective governance and efficient resource allocation ensures human and fiscal resources are closely aligned with its vision and mission and in support of its members. Governance and leadership that value efficiency and commitment to the mission support the organization. As cited above, a paid staff of eight supports a membership that currently stands at 12,000 and growing. In addition to the board of directors, volunteer state executive directors serve as a valuable liaison between governance and membership. A comprehensive and routinely reviewed collection of policies and procedures supports organizational effectiveness and efficiency. The board has adopted a detailed code of ethics and professional standards. The budget development and adoption processes benefit from the input of a wide range of stakeholders. An endowment fund has been established to support the organization's financial health and outreach efforts. The team reviewed evidence of the ways in which finance committee monitors the fund's performance. Perhaps most importantly, the organization's resource allocation processes are tightly aligned with its strategic plan. As one governing board member remarked, "Our driving force is our strategic plan. We review the strategic plan at every board meeting and on an annual basis as a status check." Beyond a growing membership, perhaps the greatest evidence of the



effectiveness of the organization's governance and leadership is the seamless manner in which NIAAA has adjusted and adapted its service delivery in response to COVID-19 including a virtual annual conference. Maintaining a non-negotiable focus on effective governance and leadership will ensure that NIAAA

maintains its commitment to its members and its mission. The shared leadership culture of the National Interscholastic Athletic Administrators Association is a strength that is serving them well. Insights offered in this report reveal themes and suggest next steps

in the organization's continuous improvement journey.

### Next Steps

Upon receiving the Accreditation Engagement Review Report, the institution is encouraged to implement the following steps:

- Review and share the findings with stakeholders.
- Develop plans to address the areas for improvement identified by the Engagement Review Team.
- Use the findings and data from the report to guide and strengthen the institution's continuous improvement efforts.
- Celebrate the successes noted in the report.
- Continue the improvement journey.

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## REGION REPRESENTATIVES MINUTES

**October 13, 2021 - Google Meet Format**

1. Call to order President Matt Mattson; present; Anne Campbell, Darin Keizer, Scott McCready, Chad Johnson, Dan Johnson, Alex White, Jeff Peterson, Travis Hensch, Tony Smith, Bill Quan, Dave Schneider, Nick Rathmann, Brad O'Donnell, MnIAAA Board and Staff
2. Minutes from April 11, 2021, summary by Mike Beck. Will be attached to this draft of today's minutes.
3. Treasurers Report, Treasurer Ken Hubert, showed information on the split screen. Current fund balance has dropped well below our desired balance of one year's reserves. It is low for we have had two years without a physical conference and trade show. Costs for this year's state conference will be going up. Food, room and labor have already indicated they will increase. They are trying to survive from lack of dollars over the same time period. We are looking at sponsorships, slight increase in the conference fee for attendees, and return of revenue from the retired AD's. If a person or school gets us information on new vendors or sponsors. You will receive a rebate of \$25 per vendor and ten percent of the sponsor fee after costs. Motion to approve Jeff P/second Darin. Passed unanimously.
4. State Conference update, First Vice President Jeff Boran; Sunday March 27, for LTC and Region Reps meeting. Monday March 28, for Administrative Assistants and Activities Directors. End at noon on Wednesday March 30, 2022.
5. National Conference update December 10-14, Denver. Jaime ends his term on the NIAAA board of Directors. Tony Fisher is the Section V at-large Candidate. We ask you to support him. Craig Perry will be inducted into the NIAAA Hall of Fame at Tuesday night banquet. We host a reception for him in the hospitality room on Sunday.
6. Dan Johnson shared the need to deepen the pool of State Award of Merit candidates. This year it will be a person from an AA school.



7. Hall of Fame, Nick Rathmann, also need to increase their pool of people. Asked you to look at those around you.
8. Awards, Second Vice President Guillaume Paek, will be sending you forms for Region AD's of the Year and retiring members.
9. Administrative Assistants, Past President Brent Schimek, they are starting the planning soon.
10. Region Representatives next meeting will be Sunday March 27, 3:00 p.m. in St. Cloud. Main focus of this will be vet the four candidates for the two new Board Positions. Female candidates will be from Regions 1AA, 2AA, 5AA, and 6AA. You will narrow their nominees to two that will speak at Mondays General Session. BiPoc candidates will come from Regions 3A, 4A, 7A and 8A. You will also narrow this field to two for Monday session.
11. MnIAAA Board election will be from 5A and 6A. Mike will meet with all the different candidates to cover expectations, time commitment and benefits of their desired positions.
12. Region Representative and AD Advisory Committee terms end this March are from 7A, 8A, 7AA and 8AA. If you have not served a full four-year term, you are eligible for another full term.
13. Section V was held in Minnesota this June, it should be a virtual format.
14. MSHSCA meeting in April, Matt shared with them are inclusion plan.
15. Membership is at 365 as of today. You will receive a file of your current members viva email. Reach out to those who are not members.
16. Brad O'Donnell shared that Ben our Minnesota Scholarship winner is the NIAAA National Winner. This is a first time ever that a Minnesota Student has won this. Ben is a Cloquet High School graduate.
17. Motion to adjourn Anne C/second Bill Q. passed us.

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## WORKING SMART – ONLINE TICKETS

By Ray Dretske, President & Co-Founder, rSchoolToday

AD's who went to online ticketing during the pandemic overwhelmingly say one thing...WE'RE NEVER GOING BACK TO PAPER TICKETS! Online ticketing has finally matured to the point of being a must-have.

It is so much more efficient to track gate receipts electronically, and such a convenience for fans to purchase from home or from their phones. Advantages include better tracking, better reporting, safer venues (no cash at the gates), more control over # of tickets given to the visiting team, better limits on passes per player, etc.

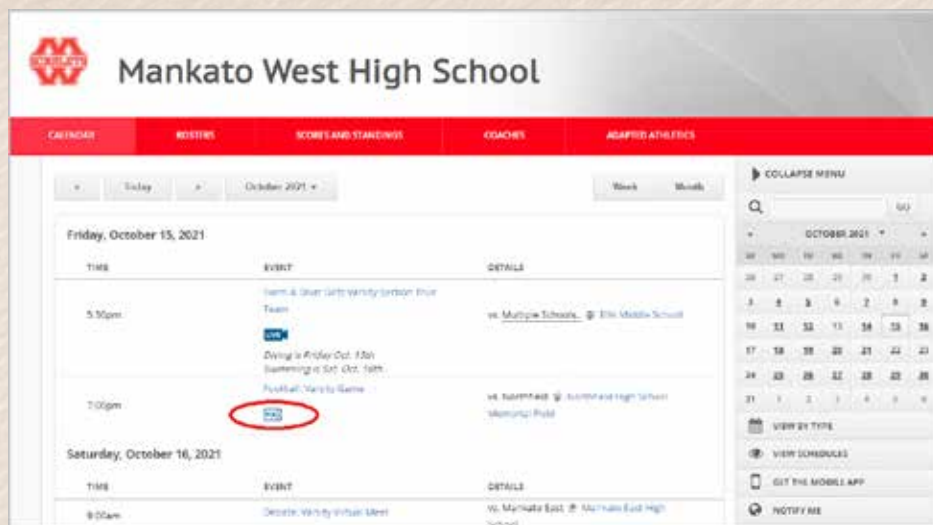
And because the best ticketing apps also provide for zero cost events, reserve-seating, discount tiers, and handling all your fine arts events, it's the most efficient way to go.

While rSchool highly recommends Hometown Ticketing, we let you to post any ticketing solution to the rSchool Scheduler. How? Just paste the URL of your ticketing page into the box shown below and Save.

The screenshot shows the rSchool Scheduler interface with the 'Online Tickets URL' field highlighted. The URL entered is <https://hometown.hometownticketing.com/embed/88>. The background shows the Hometown Ticketing website interface with a red circle around the 'View & Comments' link.



The Tickets icon will show on your Calendar, Mobile App and Team Site.



For those using Hometown Ticketing or Ticket Spice, we are soon releasing the ability for your schedules to write to your Tickets App, and the tickets icon to appear automatically on your calendar, mobile app, & team site as soon as you create the event in the Tickets app.

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# NORTHWEST SUBURBAN CONFERENCE

A little bit of history about the Northwest Suburban Conference. Currently we have 14 member schools in the northwest metro area. The schools that are included are the 5 Anoka Hennepin High Schools, Anoka, Andover, Blaine, Coon Rapids and Champlin Park, the 3 Osseo District Schools of Maple Grove, Osseo and Park Center and the remaining schools consisting of Armstrong, Centennial, Rogers, Elk River, Spring Lake Park and Totino Grace.



The conference has changed a little over time as the latest additions were Armstrong, SLP, TG and Rogers. Many ask how you can make a 14 member conference work, but we seem to do it quite well. In many sports we play one round robin, playing all members, and in some sports like volleyball and tennis we break into sides of 7 and play our side once and 3 crossover games. Then at the end of the season pair up the North Side vs. the West Side by records for a conference championship. It works quite well.

We continue to try to run programs at the Varsity, JV, B-Squad, 9A and 9B levels for many of our programs in athletics. We also have strong tradition of celebrating the arts with a Spring Music Conference Festival, a Theatre Workshop in the Spring and just recently wrapped up a day where our conference artists attended a workshop at the Minnetonka Center for the Arts.

The Northwest Suburban Conference continues to provide student athletes a great place to participate and learn life skills. It's a fun environment to be a part of with so many strong traditions of excellence in many sports. We are looking forward to another competitive year!





## HAVE YOU STARTED YOUR'S YET?

I was talking to an AD some years ago when they shared a story with me. Apparently, their school was having a pep fest to celebrate some winter accomplishments. They were sending one of their basketball teams, which had had a successful regular season, off to begin section play. Also, with the student body all present, they wanted to highlight their state-bound wrestler. When they called him down from the bleachers, he hopped from the second step...and proceeded to break his leg.

Stories. Stories that happen just about every day to one AD or another. Stories that you just cannot make up. How about the father who was helping time a section swim meet, and when his son won the section championship in his event to qualify for state his father got so excited he jumped in the water so he could hug his son. OK all you wannabe officials...is the athlete disqualified???



Or, how about the experience of a newly hired AD this year at his first home football game. Sounds like a movie gimmick, but sure enough during the game the sprinklers came on. They had been set properly, but just to make it fun some electrical genie decided to set them off anyway. After the normal panic and quick repair so that the game could go on, you can certainly guess that it happened again a bit later!



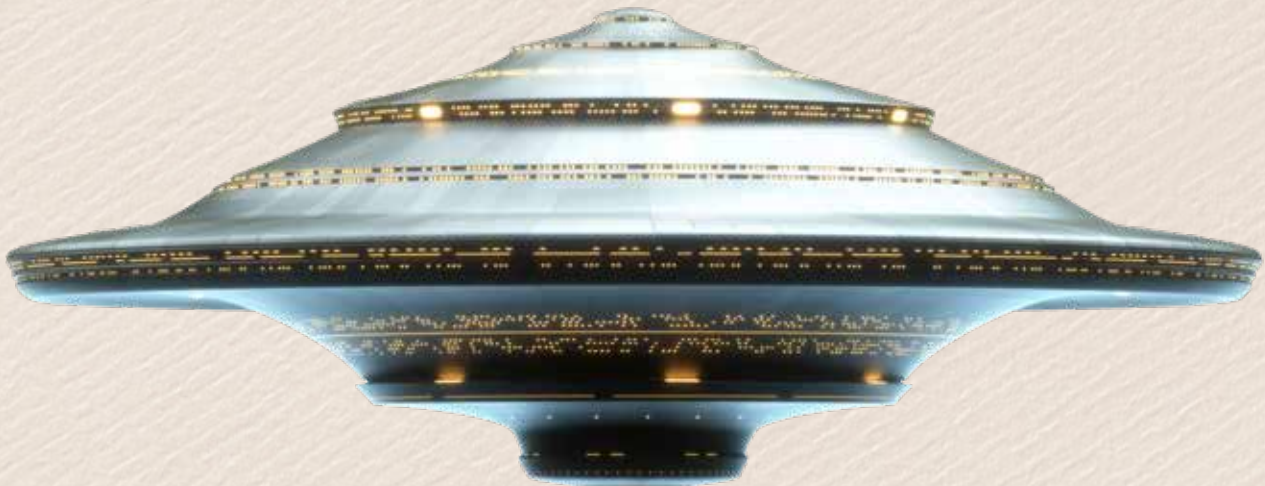
Here's one from Jeff Boran, one of our MNIAAA officers...

Just after halftime at a home football game, as I am walking back to the field, I hear and see a transformer a couple blocks away explode... Street lights and all other lights flickered... FB field lights turned off... Knowing that this type of light needs to cool down before restarting... I knew we would have quite a wait! A few minutes later after shutting switched off light switches and calling the PA Announcer to make an announcement of lengthy delay... The rescue squad right adjacent to the school turned on their bank of site lights and the PA announcer began playing great tunes! The concession stand sold out, and I mean sold out! Approximately 40 minutes later we resumed play! Did I mention it was homecoming!



These are just a few stories in an AD life. So many times, someone will tell one of these "you just can't make this stuff up" stories and finish it by saying, "I should write a book!" Some of the stories would be impossible to write without embarrassing or even angering some individuals. But some stories are either just plain jaw-dropping funny or they make you want to scratch your head in wonderment.

So, have you started writing your book yet? If you have no plans to do so, do you have any stories to share? If so, I would love to receive them and include them in future newsletters. Just send them to [khubert55@gmail.com](mailto:khubert55@gmail.com). It won't be a book...but it's a great way to share the challenges you have faced.







# GET TO KNOW...

## JOHN LANDKAMER

Mankato Loyola Crusaders



LOYOLA  
CATHOLIC  
SCHOOL

*1. What is your educational background?*

*Associate Arts Degree from Bethany Lutheran College in Mankato, B.S. in Health and Physical Education From Huron, SD. CMAA with the NIAAA.*

*2. In what sports or activities were you active in high school and/or college?*

*In High school I was involved in baseball and basketball. In college I played 4 years of baseball, and one year professionally in Regina Saskatchewan, Canada.*

*3. What schools have you served as a teacher, coach, director, or administrator? How many years at each?*

*I have spent my entire career at Loyola. This is year 24. I was a coach and teacher for 13 years and am entering my 11th year as the AD.*

*4/5. Who were some of the role models who have influenced your career as a coach, director, or athletic administrator? Who are current colleagues who have made a positive impact on your work?*

*Some of my role models as a coach were the coaches I had when I played. They include Chris Biehn, Dan Ireland, Gene Gylmn, and Art Westphal. Mentors that I have had in my role as AD are Brad O'Donnell, Ed Rundell, and many ADs around the state including those on the Education Committee.*

*6. What has been your most memorable moment in interscholastic activities? What made it memorable?*

*As a player my most memorable event was as a Freshman when we won the state baseball championship in 1989. When we returned to the hotel, we all jumped in the pool with our uniforms on. As a coach it would be our 2003 state champion Boys Basketball team that went 32-0. That team was just a joy to watch and coach.*

*7. How would you describe the athletic climate in your community?*

*The climate in our community is that our families have a great passion for athletics and fine arts. We have several students that are involved in both athletics and fine arts which is one of the great things about being in a small school. We try to give our kids many opportunities to participate in a variety of different things.*



8. What part of your job might be unique compared to other ADs around the state?

*The uniqueness of my position is that I am also the K-12 dean of students. I enjoy both positions as they present different challenges but are both very rewarding.*

9. What is your favorite Minnesota sports venue whether high school, college, or pro? Why?

*My favorite High School venue is where our kids get to play their baseball game, ISG field in Mankato. It is one of the best parks in Minnesota. Other schools really enjoy the opportunity to play there, also.*

10. What are some of your spare time interests?

*In my spare time you will find me on a lake fishing or hunting.*

11. Married? Children? If so, how are they involved because of your role as an administrator?

*I have been married for 23 years to my wife Mandy, who is a County Administrator. She helps me at our events from time to time and is very supportive in my role.*

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# GET TO KNOW...

**JON ANDERSON**  
Bloomington Kennedy Eagles



*1. What is your educational background?*

*I graduated from Southwest Minnesota State University with a BA in History and Social Studies teaching license. I also have my MA in Athletics and Activities Administration from St. Thomas. I am currently working on my Ed Specialist Degree and Principal license from St. Mary's.*

*2. In what sports or activities were you active in high school and/or college?*

*In high school I was a football player and a thrower for the Track team.*

*3. What schools have you served as a teacher, coach, director, or administrator? How many years at each?*

*I taught in the Social Studies Department for 17 years before taking over this position. I coached Track for 5 years early in my career. I coached Football for Kennedy for 10 years, 6 as head coach. I also coached Football at Jefferson High School and St. Olaf College.*

*4. Who were some of the role models who have influenced your career as a coach, director, or athletic administrator?*

*The person who had the biggest impact on me was my high school football coach Stan Skjei. He was an outstanding coach and teacher. He is the most positive person I have ever met. He has continued to mentor me even though I played for him 25 years ago. He is one of the greats.*

*5. Who are current colleagues who have made a positive impact on your work?*

*The two people who have the most positive impact on my current job are Chad Nyberg from Jefferson and Matt Hanson from Shakopee. Being in the same school district, Chad and I talk multiple times every day. There are days when I talk to Chad more than my wife. We are constantly bouncing ideas off one another and seeking advice from each other. Matt Hanson was the AD at Kennedy before me. He called me into his*



office on the first Friday of Fall Camp in 2018 and told me that he was taking the job at Shakopee and that the principal wanted me to take the AD job. Matt and I have known each other since college and he taught at Kennedy with me before he took the AD job. Matt and I still talk regularly and he knows our school and community so well.

6. What has been your most memorable moment in interscholastic activities? What made it memorable? As a student athlete it was winning the section championship my senior year. It was an OT victory over #1 ranked Eden Prairie. As a coach, it was a regular season win over rival Richfield in 2017. That senior class had not won a game throughout their high school experience and yet they stuck with it and got a much deserved victory. As an AD, it was our boys soccer team winning the section title last year. These young men and coaches were so excited to be together and play, but then to win the section made it even better.

7. How would you describe the athletic climate in your community? Changing. Kennedy has seen a tremendous amount of change in the 20 years I have been in the building. Our population's demographics in our school and in our city have shifted dramatically. It has led to us adding new sports like badminton as well as success in sports like Soccer.

8. What part of your job might be unique compared to other ADs around the state? It is very unique to be in a district with two completely different high schools. Kennedy and Jefferson are rivals, but we must also work closely together on many different things as a district. I liken it to a brother relationship. You always want to beat your brother at something, but you are always the first one to lend a hand to them as well.

9. What is your favorite Minnesota sports venue whether high school, college, or pro? Why? Target Field. Baseball is my favorite sport to watch, and I hated the Metrodome. Nothing was worse than having to go inside to watch a baseball game on a beautiful summer day. Target Field is such a great venue and makes for an enjoyable experience.

10. What are some of your spare time interests? We have a 1 and a 3-year-old at home so we really do not have a lot of free time. I will admit that I am a huge Star Wars nerd and will watch anything having to do with Star Wars. Our son was born on Star Wars Day, May 4th, and I desperately tried to get my wife to name him Luke, but she saw right through that.

11. Married? Children? If so, how are they involved because of your role as an administrator? My wife Becky is a Math Teacher at Bloomington Kennedy. We have two children. Genevieve is 3 and Tommy is 1. Right now, they are not that involved other than sacrificing time with me. The kids can't be vaccinated yet, so they do not come to any events. Hopefully, as they get older, they can come around more, especially since they will be going to Kennedy someday.





# GET TO KNOW...

**COREY SPILDE**  
Wheaton Warriors



*1. What is your educational background?*

*Graduated high school in 1992 from Tri-County High School in Karlstad, MN. Graduated from NDSU in 1997 with a bachelor's degree in Social Science education, with a minor in coaching.*

*2. In what sports or activities were you active in high school and/or college?*

*I played football, basketball, and baseball in high school. I also was an avid golfer, but we didn't have a high school team.*

*3. What schools have you served as a teacher, coach, director, or administrator? How many years at each?*

*After graduation from college, I was a substitute teacher at Tri-County while also serving as an assistant football and assistant boys basketball coach. I was also head baseball coach for two seasons. I moved in 1999 to Wheaton, where I've been since. I've served many positions here, including head boys basketball coach for 12 seasons. I've been the head boys and girls golf coach for 23 years. I also coached JH girls basketball for a year, and I'm currently the JV girls basketball coach for the last two years. Throughout my time at Wheaton, I've also served as prom advisor and JH knowledge bowl coach for 6 years. I've also been youth football coordinator and coached many levels of elementary basketball. In the summer, I coached Little League baseball for 20 years. I'm currently serving my 7th year as Activities Director.*

*4. Who were some of the role models who have influenced your career as a coach, director, or athletic administrator?*

*I've been lucky to have met and been around some quality coaches in my life. When I was growing up in Karlstad, there were several boys basketball coaches within 50 miles of me who I looked up to, and are now in the MN Basketball Hall of Fame. I think of people like Louis Deere from Kennedy, who I would go to his office after I graduated from high school, just to talk basketball and coaching. I also looked up to Warren Keller from Argyle, and Gary Schuler from Warren. I used to go and watch their basketball teams compete against each other and was amazed by their effort. Eventually, I played against all their teams, so that was fun. The one coach that I had*



was Scott Brekke. He was a guy who put faith in me and made me realize my potential as a player. I would also take many of the things he taught me and incorporate into my own coaching style.

5. Who are current colleagues who have made a positive impact on your work?

I've been lucky to be around some great coaches here at Wheaton. I think of our current football coach James Paul, who I find to be very organized and really puts himself out there for his kids and program. He also has done a great job with our Border West baseball team as well. I also have much respect for my principal Martin Lanter, who was a wrestling coach for many years himself. It is very refreshing to have a former coach as a boss, as he can relate to what my coaches are going through in many situations.

6. What has been your most memorable moment in interscholastic activities? What made it memorable?

I've had some great experiences as a player, coach, and AD. One of the highlights of my high school career was defeating Argyle High School in our homecoming football game. We had lost to them for several years in a row, and just came out with an intensity that I never saw our team do. Huge win for our football program! As a boys basketball coach, we had some huge wins. I can't forget our girls basketball team beat Ada-Borup in 2016 to advance to the state tournament. Our communities were so excited!

7. How would you describe the athletic climate in your community?

The athletic climate in Wheaton and Herman/Norcross is fantastic. We have very supportive parents and the kids are great. We are trying to develop a high quality and consistent coaching staff, so everyone knows what to expect. We also have very good support for our younger kids. I credit that to a very good community education director and programs. Our coaches have bought into wanting success, but ultimately working to teach and guide high quality young men and women.

8. What part of your job might be unique compared to other ADs around the state?

I'm not sure what might be unique for my job. I think the AD position is so different from school to school, especially from smaller to larger schools.

9. What is your favorite Minnesota sports venue whether high school, college, or pro? Why?

My favorite sports venue without a doubt is Williams Arena. The history and the raised floor would also be a dream of mine to have played on in high school.

10. What are some of your spare time interests?

In my spare time, I love to hunt and fish. I have a hunting cabin back where I grew up, so I spend a lot of time up there. I also golf quite a bit in the summer. We have a great group of guys and we go on a few trips every summer. I also like to go to Canada fishing and I hope to get back up there this summer!

11. Married? Children? If so, how are they involved because of your role as an administrator?

I've been married to my wife Shanon for 20 years. I have a son Caden who is a junior this year. My daughter Reagan is a freshman. They keep my wife and I busy, as they are active in many things!





# GET TO KNOW...

## REED HORNUNG

Roseville Raiders /  
St. Thomas Academy Cadets



*This was an unusual one in that Reed was getting ready to change positions from Roseville to St. Thomas Academy when he was asked to do this.*

**1. What is your educational background?**

*I graduated from Anoka High School. I am a proud Tornado. After High School, I went to Brigham Young University to play football. I earned a Bachelors degree in Public Health from BYU. After my time at BYU, I went to the University of Louisville and earned my Masters degree in Sport Administration.*

**2. In what sports or activities were you active in high school and/or college?**

*In high school, I was a three-sport athlete. I played Football, Baseball and I wrestled as well. I was a three-year starter in college at BYU, where our team was in the AP top 25 poll each year, and we were 3-0 in bowl games.*

**3. What schools have you served as a teacher, coach, director, or administrator? How many years at each?**

*This is my seventh year as an Athletic Administrator in the high school setting. Prior to being an AD I worked in college football/NFL.*

- *BYU Graduate Assistant Football Coach (1 Year)*
- *University of Louisville Football Recruiting Assistant (1.5 Years)*
- *Kansas City Chiefs Football Operations (1 Season)*
- *Utah State University Director of Player personnel/Operations Assistant (1 Year)*
- *Sunnyside High School (WA) Athletic Director (2.5 Years)*
- *Roseville Area High School Activities Director (3.5 Years)*
- *Saint Thomas Academy Director of Athletics & Activities (Start in October)*

**4. Who were some of the role models who have influenced your career as a coach, director, or athletic administrator?**



*I would not be where I am today without amazing mentors and people who have gone out of their way to help me. In my football career I owe a lot to Coach Andy Reid for being a great mentor to me when he does not have to be. He is as genuine and kind as they come. I also owe a lot to Mitch Reynolds (Football Operations KC Chiefs), who continues to be a great friend and mentor. He is the absolute best Football Operations Director in the country and it's not even close.*

*As an AD, I owe a lot to the ADs in the Big 9 conference out in Washington who mentored me along with the ADs here in the Suburban East Conference. I have learned a lot interacting with these outstanding professionals.*

*5. Who are current colleagues who have made a positive impact on your work?*

*As I shared, I have leaned heavily on the ADs in the Suburban East Conference and they have been fantastic. I appreciate them mentoring me, answering questions and phone calls as I transitioned to Minnesota.*

*6. What has been your most memorable moment in interscholastic activities? What made it memorable?*

*In Washington, we inherited a very bad football program. We made the right hire in our coach and were able to switch the culture very quickly. We went from winning about 4 games in 6 years to earning a spot in the state playoffs (Only 16 teams make it to post season Playoffs) for the first time in 30+ years. The town was electric and bursting with pride. They continue to be very successful to this day.*

*7. How would you describe the athletic climate in your community?*

*One of the things that attracted me most to Saint Thomas Academy is a strong culture. Activities are in the forefront of everything they do. They take pride in their teams. It is a unique brotherhood that I cannot wait to be a part of.*

*8. What part of your job might be unique compared to other ADs around the state?*

*Saint Thomas Academy is a private all boys school. STA is more like a collegiate setting than a traditional high school setting in relation to the athletic department. More community events, fundraising, and other tasks similar to a collegiate role, which is where I started my career.*

*9. What is your favorite Minnesota sports venue whether high school, college, or pro? Why?*

*I have been fortunate to play in the most iconic stadiums in the country, Florida State, Notre Dame, Cowboy Stadium, Reliant Stadium, but none are better than Goodrich Field in Anoka. When I was a kid, all I ever wanted was to run out onto Goodrich field and play for the Anoka Tornados.*

*10. What are some of your spare time interests?*

*Spare time? What is that? I really enjoy playing golf and fishing as much as I can. If I could be up at a cabin all summer long, I would be.*

*11. Married? Children? If so, how are they involved because of your role as an administrator?*

*I am married to my amazing wife Megan. We have three children, one boy and two girls who are all 7 years and younger. They try to attend events as much as possible, as some of you can relate it may be the only time I see them in a 2-3 day span, so I enjoy it when they are able to come and support.*