

*CREATING  
A CULTURE OF  
BELONGING*

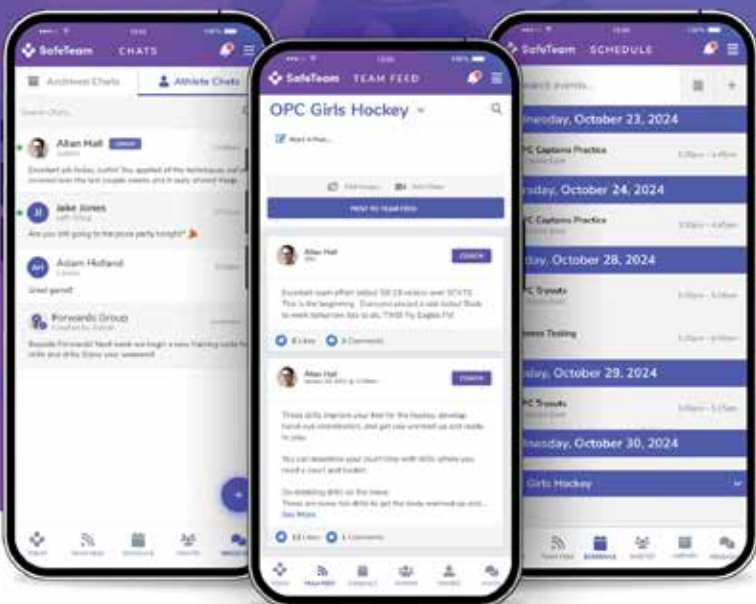


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From the  
*Presidents*  
Desk



**WILL SHORT**, Simley  
2025 MNIAAA President



Welcome to the 2025 MNIAAA State Conference!

We are thrilled to have you join us for this year's conference. Bill Quan, Ken Hubert, and Dan Johnson have organized three days filled with valuable opportunities to learn, share, and grow as a professional Athletic Administrator.

Take time during the conference to connect with your colleagues—some are new to the profession, while others have years of experience. Building a strong network is one of the most valuable aspects of this event.

Be sure to attend the mini-sessions, as they offer great insights into the current challenges that Athletic Administrators face daily. Some of the most impactful moments come from the round-table discussions and social events, where ADs exchange knowledge and best practices. Many of us have taken ideas from conversations here and successfully implemented them in our own programs.

Don't forget to visit the vendors! They are here to introduce products and services that can help streamline your work. Take advantage of this opportunity to learn about their offerings and build relationships.

Welcome to St. Cloud! I hope you have a fantastic conference experience.



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# 2024 - 2025 EXECUTIVE COMMITTEE



**EMMETT KEENAN**  
St. Cloud Cathedral



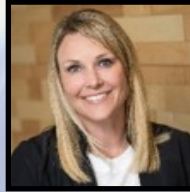
**WILL SHORT**  
Simley



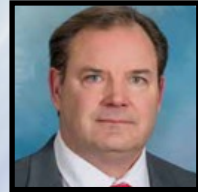
**ANDY OURADA**  
Redwood Valley



**BILL QUAN**  
Osseo



**MEGHAN POTTER**  
Wayzata



**ROB NIELSEN**  
Detroit Lakes



**DAN JOHNSON**  
Hopkins (Ret.)  
Executive Director



**KEN HUBERT**  
Faribault (Ret.)  
Associate Treasurer

## LEGISLATIVE LIAISON



**WILL WACKMAN**

## LIAISON TO NIAAA



**MATT PERCIVAL**  
Eastview

## DISTINGUISHED SERVICE AWARDS

Keith Cornell, St. Michael-Albertville

## NEW ATHLETIC ADMINISTRATOR COMMITTEE

Executive Committee

## HALL OF FAME COMMITTEE

Nick Rathmann, Blake - Chair  
Brent Schimek, Deer River  
Rob Norman, Blue Earth  
Jodi Loeblein-Lecker, Woodbury  
Joe Perkl, Jordan  
Anne Campbell, Grand Rapids  
Meghan Potter, Wayzata

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# REGION REPRESENTATIVES



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St. Charles  
Region 1A



**KEITH BADGER**  
Farmington  
Region 1AA



**CHAD JOHNSON**  
Tri-City United  
Region 2A



**JEFF PETERSON**  
Mound Westonka  
Region 2AA



**JESSE NELSON**  
Montevideo  
Region 3A



**JEFF MARSHALL**  
Prior Lake  
Region 3AA



**MATT OSBORNE**  
St. Paul Humboldt  
Region 4A



**JESSE McCANN**  
Washington Tech  
Region 4AA



**JUSTIN BROWN**  
Litchfield  
Region 5A



**JAKE HENDERSON**  
Columbia Heights  
Region 5AA



**TIM TUNGSETH**  
Pine River-Backus  
Region 6A



**GIOVAN JENKINS**  
Mpls Washburn  
Region 6AA



**TRAVIS VAKE**  
Chisholm  
Region 7A



**MIKE HENNEN**  
Forest Lake  
Region 7AA



**KENLEY WAHLIN**  
Ada-Boroup  
Region 8A



**NICK GUIDA**  
Buffalo  
Region 8AA

## LEADERSHIP TRAINING COMMITTEE

Jaime Sherwood, Wayzata

Les Zellman, St. James

Brad O'Donnell, St. Clair

## RETIRED ATHLETIC ADMINISTRATOR COMMITTEE

Rita Rislund, Chairperson, Detroit Lakes

Dan Roff, Secretary-Treasurer, Fridley

## STATE AWARD OF MERIT COMMITTEE

Brad O'Donnell, St. Clair - Chair

Emmett Keenan, St. Cloud Cathedral

Mark Kuisle, Big Lake

Tom Conzemius, Retired - Sauk Rapids-Rice

Tony Fisher, Minneapolis Schools

Joe Hedervare, Waseca

Brett McNeal, Minneapolis Schools

Jenny Hovendick-Savick, Alden Conger/Glenville Emmons

Bill Tauer Tracy-Milroy-Balaton

Kristen McRae, Bemidji

## NATIONAL DISTINGUISHED SERVICE AWARD COMMITTEE

Dwight Lundeen, Becker, Chairman

Mark Kuisle, Big Lake

Jaime Sherwood, Wayzata



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# ATHLETIC ADMINISTRATORS ADVISORY COMMITTEE

Chairperson Emmett Keenan, St. Cloud Cathedral  
Secretary Jeff Boran, Waterville-Elysian-Morristown  
MSHSL Liaison Robert Madison, Mounds View - MSHSL Associate Director



**JOSH WIEME**  
Goodhue  
Region 1A

**TRENT HANSON**  
Hastings  
Region 1AA



**JEREMY ROBINSON**  
Cedar Mountain  
Region 2A

**TODD WATERBURY**  
Mankato East  
Region 2AA



**PATTY MYRVICK**  
Minneota  
Region 3A

**CHRIS PETERSON**  
Richfield  
Region 3AA



**NICK RATHMANN**  
Blake  
Region 4A

**BRIAN PELOQUIN**  
White Bear Lake  
Region 4AA



**DAN KRAUSE**  
Maple Lake  
Region 5A

**WILL WACKMAN**  
Spring Lake Park  
Region 5AA



**WAYNE (RIBSY) PETERMEIER**  
Browerville  
Region 6A

**ADAM FLANDERS**  
Mpls Roosevelt  
Region 6AA



**FRANK BARTSCH**  
Floodwood  
Region 7A

**JODI OTTE**  
Chisago Lakes  
Region 7AA



**BRYAN WORMLEY**  
Nevis  
Region 8A

**NICK GUIDA**  
Buffalo  
Region 8AA



**KRISTEN McRAE**  
Bemidji  
Female Rep

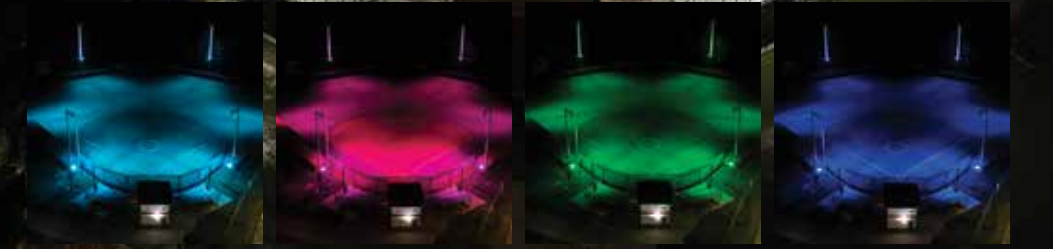
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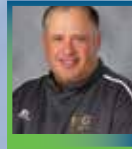
# CLASS A



Region 1A  
**BRIAN MENK**  
Pine Island



Region 2A  
**JEREMY ROBINSON**  
Cedar Mountain



Region 3A  
**TODD OYE**  
Luverne



Region 4A  
**NICK RATHMANN**  
Blake



Region 5A  
**SCOTT BERGMAN**  
Sauk Centre



Region 6A  
**JAKE FOSLIEN**  
West Central Area



Region 7A  
**TRAVIS VAKE**  
Chisholm



Region 8A  
**BRADY LANGEMO**  
Win-E-Mac

# CLASS AA



Region 1AA  
**MARC ACHTERKIRCH**  
Owatonna



Region 2AA  
**MIKE BAILEY**  
Chanhassen



Region 3AA  
**MATT PERCIVAL**  
Eastview



Region 4AA  
**DR. TROY URDAHL**  
St. Anthony Village



Region 5AA  
**CHRIS FINK**  
Irondale



Region 6AA  
**ADAM FLANDERS**  
Roosevelt



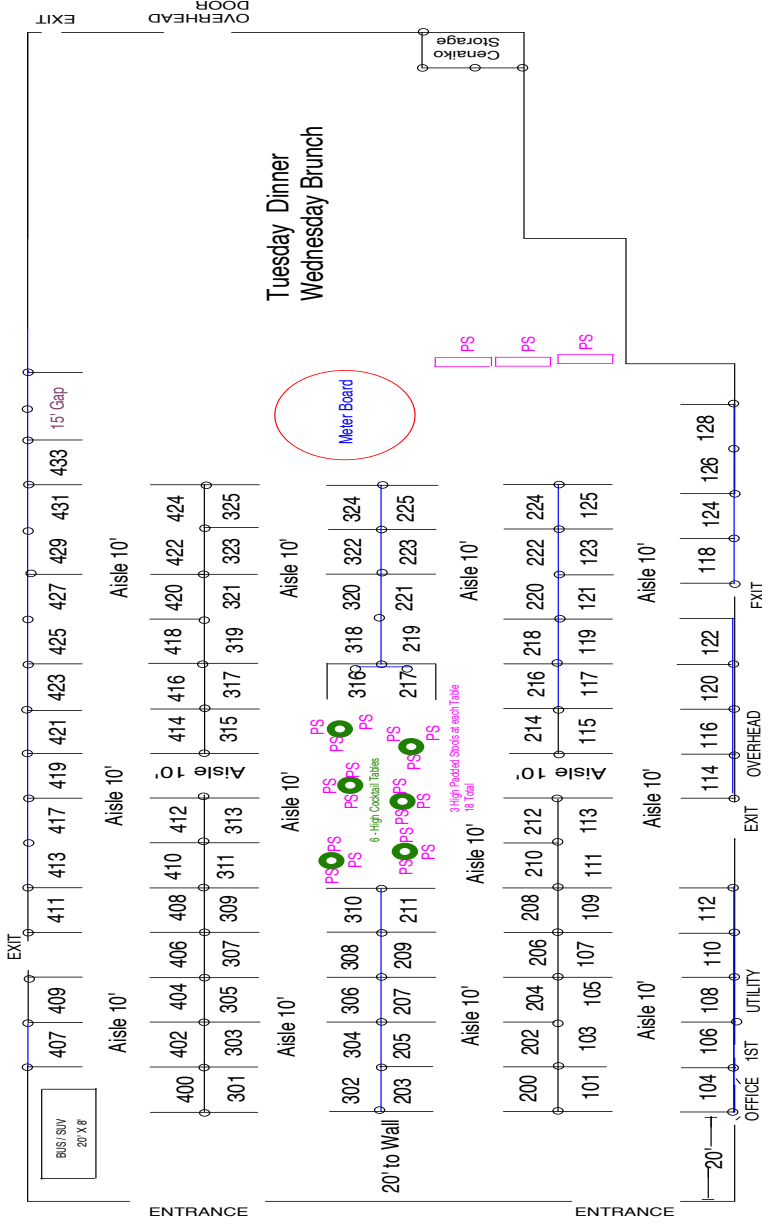
Region 7AA  
**PAUL REISS**  
Cloquet



Region 8AA  
**JACK FREEMAN**  
Brainerd

# MN Athletic Directors River's Edge Convention Center - Haws C

March 25-26, 2025





AAA Awards	104	Leading Edge Fundraising	419
Affinity Solutions	122	Life Fitness/Hammer Strength	416
AIM Electronics/Daktronics	429/431	Maximum Promotions	106
Arbiter	223	Meca Sportswear	103/105
Astroturf Great Lakes	324	MN Athletic Trainers Association	406
Athletic Field Services	115	MSC Minnesota Sodding Company	423
Ballfrog	414	MSHSL	400
Bolton & Menk	225	Musco Lighting	126/128
Borch's Sporting Goods	208	MVP Awards/Varsity Athletic	307
Bound	204	My AED & CPR	420
BSN	318/319/320/321	Nevco Sports	410
C & H Sport Surfaces	306	Pioneer Athletics	212
Canvas Craft	408	Play On	111/113
Chick-Fil-A	310	Pro Track & Tennis	311
CSM Hotels	118	Professional Turf & Renovation	317
Daktronics	433	Push Pedal Pull	217/316
Design Tree Engineering & Land Survey	117	Qwik Cut	114
Dollamur Sport Surfaces	421	SAAFE, LLC	322
Ecore Athletic	402	Safe Team	224
Elevate Fitness Solutions	101	Shaw Sports Turf	209
eTeamSponsor	205	Snap! Mobile	404
Fellowship of Christian Athletes	120	Southern Minnesota Inspection	216
Fenworks	107	Spartan Surfaces	123
FieldTurf & Beynon Sports	220/222	SPEC Athletic	325
Firehouse Pizza/Fundraising	411	Sports Scope	116
Fisher Tracks	203	Sports Imports	109
FLR Sanders	207	Sports Lighting Authority	313
GAME ONE	425/427	SportsYou	124
Gametime	206	Sprintturf	400
GearGrid Corporation	202	Super Set Flooring & Tile	121
Gilman Gear	110	TEAM Sporting Goods	409
Gold Medal Minneapolis	211	TRIA Orthopaedics	210
Guradian Sports	301	Trophies Plus	309
H&B Specialized Products	422/424	Turf Tank	112
Healy	413/417	Twin Cities Orthopedics	119
HomeTown	315	United Bus Sales	407
Hudl	308	United Rentals	200
IEA	218	Vertical Raise	108
ISG	214	Viking Coke	305
JK Sports & Outdoors	125	Visit St. Cloud	412
Johnson Commercial Fitness	302/304	Watchfire Signs	323
Kiefer USA	303	Zephyr/Blue	219/221
Larson Engineering	418		



# 2025 REGIONAL BOARD CANDIDATE

**CASEY INDRA**

Winona



I am drawn to this opportunity because I believe in the mission of the MNIAAA and the hardworking individuals it represents. Athletic directors often serve as the backbone of their schools, balancing complex responsibilities while ensuring students have opportunities to thrive. Serving on the MNIAAA board would allow me to work hard on behalf of this incredible group — ensuring their voices are heard, their efforts are supported, and their challenges are met with meaningful solutions.

Throughout my career, I've had the privilege of working in various roles that give me a broad perspective on the challenges and opportunities faced by ADs. I have been a MSHSL Board Member since 2022, and I have served on the Region 1AA Executive Committee, including a term as the committee chair. I have also held leadership roles in the Big 9 Conference, for section competitions, and I have served as the board president of our local youth softball organization.

I want to serve my community, but I also want to serve my colleagues. I know how hard they work, and they deserve someone who will work even harder on their behalf. I look forward to embracing the challenges that await and celebrating the progress we can make together.

## **Education**

- BA English Education, Winona State University
- MA Athletic Management, Winona State University

## **Education Career Summary**

- English Teacher, Houston H.S. 2001-2014
- Head Varsity Baseball Coach, Houston H.S. 2001-2010
- Volleyball Coach grades 7th and 8th grade, Houston H.S. 2005-2008
- Grades 7th-12th grade Activities Director, Houston H.S. 2008-2014

- Region 1A Executive Committee Member, 2013-14
- 7th-12th grade Activities Director, Winona Senior High School, 2014-current
- District Transportation Director, Winona Area Public Schools, 2020-current
- Region 1AA Executive Committee Member, 2014-2017, 2019-2022
- Region 1AA Executive Committee Chairperson, 2020-2022
- Region 1AA Finance Committee 2020-2022, 2024-current
- MSHSL Ad Hoc Committee Member, Eligibility bylaws (110-111), 2021-2022
- MSHSL Board Member 2022-current (Term is over in 2025)
- Big 9 Conference Representative for boys and girls basketball, 2014-current
- Section 1AAA Girls Golf Tournament Manager 2022-current
- Section 1AAA and 1AAAA Softball Tournament Manager, 2022-current
- Section 1A Dance Tournament Manager, 2020-2022
- Winstars Softball Board President, 2022-current

### Hobbies

- Being a fan of my kids in their activities
- Auto racing, hunting and fishing

### Personal

- Married 19 years to my wife Amanda
- Children-Malia and Lauren
- 2 Dogs-Mollie and Lucie



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# 2025 REGIONAL BOARD CANDIDATE

**TODD WATERBURY**

Mankato East



I have thoroughly enjoyed working as an Activities Director over the last 28 years. Through this experience, I have had the wonderful opportunity to impact the lives of young people. My growth as a leader in our school and community has been developed from many different places, people and experiences. Much of my growth can be attributed to my colleagues on a specific daily basis, as a group, be it the section or conference and at the MSHSL level, as a member of the Board of Directors. My desire is to have the opportunity to continue to grow as a teammate and leader in yet another direction as a member of the MnIAAA Board of Directors. I have truly enjoyed being a part of this family that is the MnIAAA and would relish the privilege to serve on the MnIAAA board as we all continue to adapt to a changing world and cultivate opportunities to make a difference in the lives of our students into the future. Thank you for your consideration.

## **MSHSL Experiences**

- Served on the Board of Directors 2017-2021
- MSHSL Executive Committee (2 Years)
- MSHSL Marketing and Communications Chair (2 Years)
- AD Advisory Member (3 Terms)
- Rep Assembly Member (2 Terms)
- Cooperative Agreement Bylaw Ad-Hoc Committee Member
- State Football and Basketball Quarterfinal Site Manager (Multiple Years)
- State Softball Tournament Manager
- Site Coordinator for various officials' clinics
- LEAD Liaison

## **Region Level Experiences**

- Section 2AAAA Football Coordinator/Manager
- Section 2AAA Softball Tournament Coordinator/Manager
- Member of the Region 2AA Tournament Committee
- Section 2AA Visual Arts Competition Coordinator



- Hosted multiple Large Group Instrumental and Choral Competitions
- Site Manager for a variety of Section Tournaments
- Site Manager/Host Section and Sub-Section Tournaments for Region 2A
- Sub-Section Speech Tournament Host

### **MNIAAA Experiences**

- Section Rep
- Finance Committee Member
- State Conference Presenter
- State Conference Moderator
- National Conference Attendee (Multiple Years)
- 2017 and 2022 Section 2AA AD of the Year

### **Coaching Experiences**

- Head Varsity Softball Coach
- Assistant Varsity Volleyball Coach
- Middle School Wrestling and Girls Basketball Coach
- Middle School Activities Director (6 Years)

### **Conference Experiences**

- Assistant Executive Director of the Big 9 Conference
- Host/Coordinator for the Big Nine Conference Music Festival
- Gymnastics/Swim and Dive/Track and Field Conference Meet Coordinator
- Softball, Gymnastics and Alpine Ski Liaison



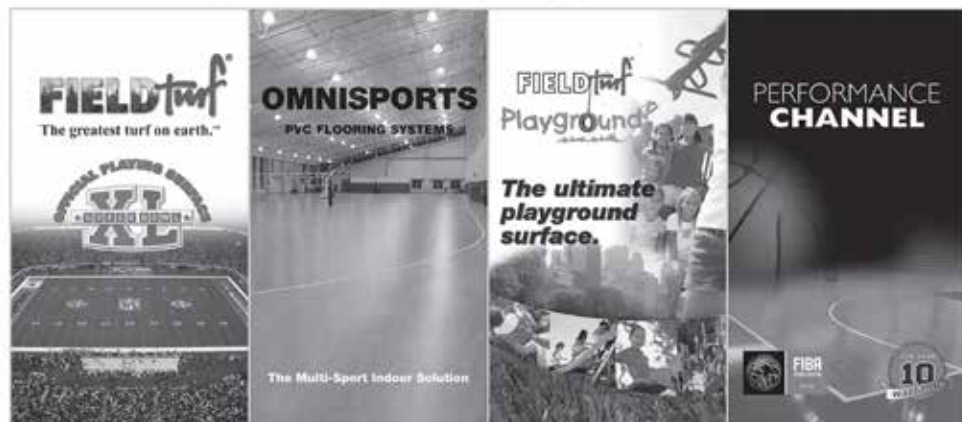
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# 2025 STATE CONFERENCE AGENDA

*Creating a Culture of Belonging*



## SafeTeam

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#### MONDAY, MARCH 24, 2025

- |                 |   |
|-----------------|---|
| 1:00PM - 2:30PM | MNIAAA Board Meeting<br>Husky Room, Kelly Inn   |
| 3:00PM - 5:00PM | Region Representative Meeting<br>Husky Room, Kelly Inn  |
| 5:30PM          | Region Representative Dinner<br>TBD   |
| 5:30PM - 9:30PM | LTC 638: Creating an Awareness of<br>Diverse Groups within Athletic Programs<br>Rick Tune & Brett McNeal<br>University A, Kelly Inn |
|                 | LTC 502: Strategies & Organizational<br>Management<br>Dan Roff & Kevin Kleiner<br>University B, Kelly Inn                           |

#### TUESDAY, MARCH 25, 2024

- |                  |  |
|------------------|--|
| 9:00AM - 1:00PM  | LTC 726: Student Leadership Development<br>Jaime Sherwood & Mark Kuisle<br>University A, Kelly Inn |
| 9:00AM - 12:00PM | LTC 616: Athletic Facilities: Planning &<br>Development<br>Dan Johnson<br>University B, Kelly Inn  |





MINNESOTA INTERSCHOLASTIC ACTIVITIES

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# 2025 STATE CONFERENCE AGENDA

*Creating a Culture of Belonging*

## TUESDAY, MARCH 25, 2024

12:00PM - 2:00PM Conference Registration for Attendees  
Terry Haws/Convention Center

12:00PM - 5:30PM Vendor/Exhibit Hall Open  
Terry Haws/Convention Center

### **PLEASE VISIT THE VENDORS IN THE EXHIBIT HALL!**

12:15PM - 12:55PM New AD Cohort 24  
Room: Weidner  
Andy Ourada & Jeff Boran

12:15PM - 12:55PM Private School Roundtable  
Room: Bell  
Emmett Keenan & Craig Morgan

1:00PM - 1:40PM BIPoC Activities Administrators Roundtable  
University B, Kelly Inn  
Bill Quan & Rick Tune

1:45PM - 2:25PM Female Activities Administrators Roundtable  
University A, Kelly Inn  
Meghan Potter & Andrea Schmidt

3:00PM - 4:15PM **OPENING GENERAL SESSION**  
Herberger Suite  
Introduction of At-Large Candidates  
Casey Indra, Winona  
Region 1AA

Todd Waterbury, Mankato East  
Region 2AA

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# 2025 STATE CONFERENCE AGENDA

*Creating a Culture of Belonging*

## TUESDAY, MARCH 25, 2024

3:00PM - 4:15PM

**KEYNOTE** - Rick Tune, Punahou School, Honolulu, HI - Creating a Sense of Belonging on Athletic Teams

4:45PM

1st Door Prize Drawing  
Retired ADs  
Exhibit Hall-Must be present to win

5:00pm - 5:30pm

1st Mini Session (30-minutes each)  
SafeTeam - Chad Capp  
Edelbrook  
Mixed Messages: How to Keep Your Athletes and Coaches Safe  
Summary: Unravel the secrets to safe, seamless communication between coaches and athletes in a multi-channel world. Transform your athletic department into a powerhouse of clarity and security, fostering mentorship while ensuring accountability. Discover the tools to safeguard your team—on and off the field.

Rick Tune - Boys Volleyball

Alexander

Tony Fisher (Minneapolis)

Boys Volleyball: This workshop will focus on the necessary pieces to build a boys volleyball program at the high school level and will cover topics like equipment, staffing, professional development, recruitment strategies. Part of the time together will also be open for AD's to ask questions to try and solve immediate concerns in order to minimize the difficulty in implementing a boys volleyball team.

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# 2025 STATE CONFERENCE AGENDA

*Creating a Culture of Belonging*

## **TUESDAY, MARCH 25, 2024**

5:00pm - 5:30pm

Dean Haugo - Supporting Spud Athletes  
Clarke

Andrea Schmidt (Roseville)

The focus of "Supporting Spud's" will be sharing ideas on how we support our participants in the areas of Travel, Athletic Development and Mental Health/Performance. We will share how we have transitioned to a schoolwide Athletic Development model in Grades 8-12 and also share what our training model looks like in terms of our evolution over the past few years. We will also present on our approach to Mental/Performance/Health and the value of for Students, Coaches and Parents.

Lake Shirts (Steve Miley)

Weidner

Brandon Morris - (Hiawatha Prep)

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Stockinger (2nd Floor)

Trevor Mbakwe (Tartan)

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# 2025 STATE CONFERENCE AGENDA

*Creating a Culture of Belonging*

## **TUESDAY, MARCH 25, 2024**

5:00pm - 5:30pm

Trent Hanson, SCORECARD

Wilson (2nd Floor)

Will Wackman (Spring Lake Park)

SCORECARD provides custom analysis of athletic programs to elevate your leadership. Identify patterns, strengths, and deficits across every sport, season and level. With personalized analytics you will improve program assessment, coaches development and stakeholder communications.

Travis Frank - REF REPS

Herberger (2nd Floor)

Keelie Sorenson (Park Center)

Minnesota Virtual Academy (MNVA) and RefReps have teamed up to offer a free, asynchronous officiating education program that allows students to earn a PE credit while choosing from 14 different sports to officiate. This innovative curriculum combines standardized online courses, instructor guides, assessments, and immersive POV video training packs, giving students a first-person perspective of officiating. See the game through the eyes of the officials! Interested? Please reach out to our Advisor, Dale Moga ([dale.moga@hsd294.us](mailto:dale.moga@hsd294.us)) or Grete Blum ([gblum@mnva.org](mailto:gblum@mnva.org))



# WELCOME

## MNIAAA STATE CONFERENCE ATTENDEES

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# 2025 STATE CONFERENCE AGENDA

*Creating a Culture of Belonging*

## **TUESDAY, MARCH 25, 2024**

5:00pm - 5:30pm

SNAP! Mobile - Brittnye McSparron & Tom Erickson  
Board Room C

Megan McDunough (Osseo)

Discover how Snap! Mobile's all-in-one platform can help schools maximize revenue, elevate fan engagement, build your brand and streamline program management.

5:45pm - 6:15pm

### **2nd Mini Session**

SafeTeam - Chad Capp  
Edelbrook

Mixed Messages: How to Keep Your Athletes and Coaches Safe

Summary: Unravel the secrets to safe, seamless communication between coaches and athletes in a multi-channel world. Transform your athletic department into a powerhouse of clarity and security, fostering mentorship while ensuring accountability. Discover the tools to safeguard your team—on and off the field.

Dean Haugo - Supporting Spud Athletes  
Clarke

Andrea Schmidt (Roseville)

The focus of "Supporting Spud's" will be sharing ideas on how we support our participants in the areas of Travel, Athletic Development and Mental Health/Performance. We will share how we have transitioned to a schoolwide Athletic Development model in Grades 8-12 and also share what our training model looks like in terms of our evolution over the past few years. We will also present on our approach to Mental/Performance/Health and the value of for Students, Coaches and Parents.



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**MN IA AAA**

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*Get Into The Game*



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*Creating a Culture of Belonging*

## **TUESDAY, MARCH 25, 2024**

5:45pm - 6:15pm

Lake Shirts (Steve Miley)

Weidner

Brandon Morris - (Hiawatha Prep)

Join us as we introduce our company, a leading apparel and headwear brand with over 40 years of experience. Headquartered in Minnesota, we take pride in our commitment to quality, innovation, and community leadership. This session will provide insights into our products, industry expertise, and how we can support your needs.

Rick Tune - Boys Volleyball

Alexander

Tony Fisher (Minneapolis)

Boys Volleyball: This workshop will focus on the necessary pieces to build a boys volleyball program at the high school level and will cover topics like equipment, staffing, professional development, recruitment strategies. Part of the time together will also be open for AD's to ask questions to try and solve immediate concerns in order to minimize the difficulty in implementing a boys volleyball team.

Affinity Solutions - Steve Holewa

Stockinger (2nd Floor)

Trevor Mbakwe (Tartan)

"Four plus years in the making, Affinity Solutions will be unveiling our next generation Sports and Activities registration and eligibility management system due to be released this year. We will be demonstrating the new consumer and administrative portals."





# 2025 STATE CONFERENCE AGENDA

*Creating a Culture of Belonging*

## **TUESDAY, MARCH 25, 2024**

5:45pm - 6:15pm

Trent Hanson - SCORECARD

Wilson (2nd Floor)

Will Wackman (Spring Lake Park)

SCORECARD provides custom analysis of athletic programs to elevate your leadership. Identify patterns, strengths, and deficits across every sport, season and level. With personalized analytics you will improve program assessment, coaches development and stakeholder communications.

Travis Frank - REF REPS

Herberger (2nd Floor)

Keelie Sorenson (Park Center)

Minnesota Virtual Academy (MNVA) and RefReps have teamed up to offer a free, asynchronous officiating education program that allows students to earn a PE credit while choosing from 14 different sports to officiate. This innovative curriculum combines standardized online courses, instructor guides, assessments, and immersive POV video training packs, giving students a first-person perspective of officiating. See the game through the eyes of the officials! Interested? Please reach out to our Advisor, Dale Moga ([dale.moga@hsd294.us](mailto:dale.moga@hsd294.us)) or Grete Blum ([gblum@mnva.org](mailto:gblum@mnva.org))

Snap! Mobile - Brittney McSparron & Tom Erickson  
Board Room C

Megan McDunough (Osseo)

Discover how Snap! Mobile's all-in-one platform can help schools maximize revenue, elevate fan engagement, build your brand and streamline program management.





# 2025 STATE CONFERENCE AGENDA

*Creating a Culture of Belonging*

## TUESDAY, MARCH 25, 2024

6:15PM - 7:15PM Breaking Bread - Sponsored by Exhibit Hall



6:30PM Bags Tournament - Sponsored by BSN Sports  
ADs, Vendors & Admin Assts are invited to be in the bags tournament!

7:30PM - 10:00PM Pool Side Conversations & Treats  
Kelly Inn Pool Area - Sponsored by MECA

## WEDNESDAY, MARCH 26, 2024

7:30AM - 8:45AM Breakfast - Open to all attendees!  
Kelly Inn Pool Area - Sponsored by



FELLOWSHIP OF CHRISTIAN ATHLETES



7:45AM - 8:45AM FCA Meeting & Featured Speaker  
State/Sunwood

8:00AM - 12:00PM CAA Exam  
University A, Kelly Inn

8:30AM - 1:00PM Vendor/Exhibit Hall Open  
Convention Center - Coffee available Here!

### **8:30AM TO 1:00PM IS YOUR TIME TO VISIT THE VENDORS IN THE EXHIBIT HALL!**

#### 9:00AM - 9:45AM REGION CAUCUS MEETINGS

- |                         |                          |
|-------------------------|--------------------------|
| 1A - Alexander          | 1AA & 2AA - Clarke       |
| 2A - Convention Center  | 3AA & 4AA - Bell         |
| 3A - Board Room C       | 5AA & 6AA - Edelbrock    |
| 4A - University B       | 7AA & 8AA - Wilson Suite |
| 5A - Stockinger         |                          |
| 6A - Room 140-Kelly Inn |                          |
| 7A - Poolside           |                          |
| 8A - Herberger Suite    |                          |



# 2025 STATE CONFERENCE AGENDA

*Creating a Culture of Belonging*

## WEDNESDAY, MARCH 26, 2024

- |                     |  |
|---------------------|--|
| 10:00AM             | 2nd Door Prize Drawing<br>Retired ADs<br>Exhibit Hall-Must be present to win   |
| 10:15 AM - 11:00 AM | Hot Topic<br>Herberger Suite<br>Bob Madison & Lisa Quednow, MSHSL  |
| 10:15 AM - 11:00 AM | Retired AD Meeting<br>Husky Suite, Kelly Inn   |
| 11:15AM             | 3rd Door Prize Drawing<br>Retired ADs<br>Exhibit Hall  |
| 11:30AM - 12:30PM   | Lunch - Deli Buffet<br>Sponsored by<br> <br>Exhibit Hall |
| 1:00PM - 2:00PM     | 2nd GENERAL SESSION<br>Herberger Suite<br>Erich Martens<br>Executive Director, MSHSL   |



# 2025 STATE CONFERENCE AGENDA

*Creating a Culture of Belonging*

## **WEDNESDAY, MARCH 26, 2024**

2:15PM - 2:45PM

### **3rd Mini Session**

Matt St Martin/ Sarah Boo, TCO - AD/Trainer Partnership  
Stockinger

Jared Ellerson (Hopkins)

In a high school setting, the communication model between an athletic director (AD) and a certified athletic trainer (ATC) should be built on open, frequent, and transparent dialogue where the ATC regularly updates the AD on student-athlete injuries, treatment plans, return-to-play decisions, and any potential concerns regarding student-athlete health, while the AD provides support, communicates important administrative information, and ensures the ATC has the necessary resources to effectively care for student-athletes, while handling demanding coaches and parents/guardians.

Keelie Sorensen - Student Leadership: Fostering Growth and Connectedness

Taylor Tvedt (St. Paul Academy)

Wilson

Optimize strategies for building student leadership within your activity programming that focuses on student connectedness and growth over time.

Laura Mackenthun, MSHSL - Website/Tech Herberger

Jeff Thompson (Coon Rapids)

This mini-session will cover best practices for managing your coaches on the MSHSL website. This will include affiliating them with your school, assigning their coaching roles, and checking their learning requirement completion.



# 2025 STATE CONFERENCE AGENDA

*Creating a Culture of Belonging*

## **WEDNESDAY, MARCH 26, 2024**

2:15PM - 2:45PM

3rd Mini Session

MN Strength Coaches Association

Bell

Matt Matson (Champlin Park)

“Join us for a discussion related to implementation and execution of a department-wide strength and conditioning program. We will provide a brief overview of the current state of S&C in Minnesota, along with information on the organizations working to support coaches in the field. Following that introduction, we will provide space for questions related to anything S&C related (hiring, credentials, programming, room design, pay structure, program structure, buy-in...you name it!).”

Dr. Kiristen Robinson - Stress Management and Mental Health Among HS Athletes in MN

Megan Chatterton (Delano)

Alexander

This mini-workshop explores the mental health and well-being of high school athletic directors in Minnesota. Based on Dr. Robinson's Qualitative Study that she implemented to earn her PhD in Health and Human Performance, the presentation highlights key stressors, coping strategies, and systemic challenges faced by ADs, offering insights on how to better support those leading school athletic programs.





# 2025 STATE CONFERENCE AGENDA

*Creating a Culture of Belonging*

## **WEDNESDAY, MARCH 26, 2024**

2:15PM - 2:45PM

Adrian Turner and Brian Peloquin - AD / Asst AD Relationship, Roles, How To Get One  
Sara Palodichuk (East Ridge)  
Clarke

In this session we will talk about how to make the assistant AD position make sense for your office. We will also talk about ways to split the duties and relationships involved in your programming.

De Hanuman - Small School AD - Doing it All on Your Own

Julie Friend (Minnetonka)

Do you find yourself buried in emails, projects, registration, transportation, game/practice schedules, etc. and have limited resources for support? Then this might be useful for you! Join me in sharing some tools for delegation, improving student leadership involvement, and empowering others to lead with you by giving autonomy to grow.

Justin Reese and Nathan Bellefeuille - Coaching While Being An AD -Managing Time and Making Other Programs Still Feel Valued

Weidner

Larry Tate (Armstrong)

Justin and Nathan discuss the challenges and benefits of holding dual roles as AD and coach. They will walk through strategies that help build relationships, enhance program development for all programs and navigate perceptions.



# 2025 STATE CONFERENCE AGENDA

*Creating a Culture of Belonging*

## **WEDNESDAY, MARCH 26, 2024**

**3:00PM - 3:30PM**

**4th Mini Session**

**MN Strength Coaches Association**

**Bell**

**Matt Matson (Champlin Park)**

Join us for a discussion related to implementation and execution of a department-wide strength and conditioning program. We will provide a brief overview of the current state of S&C in Minnesota, along with information on the organizations working to support coaches in the field. Following that introduction, we will provide space for questions related to anything S&C related (hiring, credentials, programming, room design, pay structure, program structure, buy-in...you name it!).”

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*Creating a Culture of Belonging*

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*Creating a Culture of Belonging*

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Stockinger

Jared Ellerson (Hopkins)

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Keelie Sorensen - Student Leadership: Fostering Growth and Connectedness

Taylor Tvedt (St. Paul Academy)

Wilson

Optimize strategies for building student leadership within your activity programming that focuses on student connectedness and growth over time.

Laura Mackenthun, MSHSL - Website/Tech Herberger

Jeff Thompson (Coon Rapids)

This mini-session will cover a "Top 10" list of tools and features on the MSHSL website to assist in better using each of these effectively and efficiently.





# 2025 STATE CONFERENCE AGENDA

*Creating a Culture of Belonging*

## WEDNESDAY, MARCH 26, 2024

- 3:30 PM - 4:30 PM      Past President's Reception  
Husky Suite, Kelly Inn  
Hosted by Emmett Keenan, St. Cloud Cathedral
  
- 3:45PM - 4:45PM      Athletic Administrators Roundtable Sessions  
"A" School AD Round Table  
De Hanuman (International School)  
Herberger Suite
  
- "AA" School AD Round Table  
Jed Helwig (North St Paul,  
Andrea Schmidt (Roseville),  
David Perkins (Century)  
Weidner
  
- Assistant AD Round Table  
Stockinger  
Adrian Turner (White Bear Lake)
  
- 5:30 PM - 7:30 PM      3rd GENERAL SESSION - ALL AD's  
Glenn Carlson Hall  
MNIAAA Annual Awards Banquet  
Region AD's of the Year  
Recognition of Bolton & Menk  
Scholarship Winners  
Retiring ADs  
Dinner is Served  
Distinguished Service Award  
State Award of Merit  
MNIAAA Hall of Fame  
"A" & "AA" AD of the Year
  
- 7:30 PM - 10:00 PM    Social Happiness Event  
Poolside, Kelly Inn  
Sponsored by SUPERSET Tile & Spartan Surfaces



# SafeTeam

*Safe Connections. Stronger Teams.*



MINNESOTA INTERSCHOLASTIC ACTIVITIES

**MN IAAA**

ADMINISTRATORS ASSOCIATION

[www.MNIAAA.org](http://www.MNIAAA.org)  
*Get Into The Game*





# 2025 STATE CONFERENCE AGENDA

*Creating a Culture of Belonging*

## THURSDAY, MARCH 27, 2024

- 7:30AM - 8:45AM Breakfast Buffet  
Poolside, Kelly Inn - Sponsored by the MNIAAA!
- 8:00AM - 8:45AM Roundtable Review & Recommendations  
BIPOC - Kelly Inn Grand Ballroom - Quan  
Female - University A - Potter  
New AD Cohort - University B - Ourada
- 9:00AM - 10:15AM 4th GENERAL SESSION  
Grand Ballroom, Kelly Inn  
Announcements  
Annual Meeting  
Legislative Report  
MNIAAA Financial Report  
MNIAAA Service Awards  
Election of At-Large - Voting on SportsYou  
Recognition of Past-President  
Recognition of Outgoing President  
Final announcements - Quan

Door Prize Drawings - Must be present to win  
Silent Auction - Closes 10 minutes after adjournment



Conference gift sponsored by Healy!  
Conference Evaluation - Email sent to all attendees after conference

- 10:30am - 12:30pm MSHSL Head Coaches Course -  
Required for ADs!  
Kelly Inn Grand Ballroom  
Charlie Campbell, MSHSL
- 10:30AM Executive Committee Meeting  
Short/Quan  
Husky Suite, Kelly Inn



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# SafeTeam

Safe Connections. Stronger Teams.

