



National Federation of State High School Associations

Austin, Texas



Winter Meeting Program

JANUARY 3-6

2020

Hyatt Regency Lost Pines Resort and Spa

Hosted by:



Austin, Texas

Welcome



Karissa Niehoff
NFHS Executive
Director



Mark Beckman
NFHS President

WELCOME TO AUSTIN for the National Federation of State High School Associations (NFHS) 2020 Winter Meeting. This week's events will be held at the Hyatt Regency Lost Pines Resort and Spa and will allow each state association's executive director an opportunity to network and gain insight and motivation to return home with renewed enthusiasm and ideas.

As executive directors, you are the key to success within your member schools. You lead by example and set the standards and expectations for your staffs, member schools, coaches, student-athletes, officials, parents and fans. It is by setting standards of excellence that interscholastic athletics and activities continue to prosper.

The NFHS Board of Directors and NFHS staff have created another outstanding meeting program this year that features professional speakers and many opportunities to share ideas with your constituents. While we welcome back many of you who have been to most or all the previous Winter Meetings, we especially want to welcome our first-time executive directors – Ron Nocetti (California), Tom Keating (Iowa), Michael Burnham (Maine) and Mick Hoffman (Washington).

The NFHS has high expectations that this meeting will be a fulfilling experience for each of you. Please take advantage of the many opportunities available to you. As always, NFHS staff members will be on hand to assist you with any questions you might have. Happy New Year and best wishes for a great week in Austin!



Schedule of Events

Friday, January 3

8:30 a.m. – 5:00 p.m. Austin Colony
NFHS Board of Directors Meeting

1:00 p.m. – 4:00 p.m. Off-site
Real Austin Tour
**Depart hotel lobby at 1:00 p.m.*

4:00 p.m. – 6:00 p.m. Riversong Lawn
Registration Reception
**Sponsored by:*



Saturday, January 4

7:00 a.m. – 8:00 a.m. The Baron’s Ballroom Foyer
Registration

7:00 a.m. – 8:00 a.m. Austin Colony
ArbiterSports Breakfast

7:00 a.m. – 8:00 a.m. The Baron’s Ballroom E
Continental Breakfast
(Registered attendees only)

7:00 a.m. – 8:00 a.m. Little Colony
Mentoring Breakfast

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Saturday, January 4

8:00 a.m. – 9:30 a.m. The Baron’s Ballroom A-D

Executive Directors Session:

Topic:

1. NFHS Updates (8:00 a.m. – 9:30 a.m.)

Speaker: Karissa Niehoff, Executive Director, NFHS
Mark Beckman, President,
NFHS Board of Directors (Montana)



Karissa Niehoff



Mark Beckman

9:30 a.m. – 9:45 a.m.

Break

9:45 a.m. – 11:00 a.m. The Baron’s Ballroom A-D

Executive Directors Session (cont.)

Topic:

2. NFHS Sports Medicine Update/Partnering With Your State Health Department to Improve Student Health Outcomes (9:45 a.m. – 11:00 a.m.)

Speakers: Michael Koester, M.D., Chair, NFHS Sports
Medicine Advisory Committee (SMAC)
Peter Weber, Executive Director, Oregon School Activities Association



Michael Koester



Peter Weber

11:00 a.m. – 12:00 p.m. Pecan Court

Luncheon (Section Meetings)

(Registered attendees only)

11:00 a.m. – 1:00 p.m. Riversong 2nd Floor Porch

Executive Directors Spouses Brunch

(By invitation only)

12:00 p.m. – 5:00 p.m. Wolfdancer Golf Club

NFHS Foundation Golf Tournament

**Depart hotel lobby at 11:15 a.m.*

6:00 p.m. – 9:00 p.m. LBJ Pavilion

Winter Meeting Evening Event

**Guests invited!*

**Sponsored by:*



Sunday, January 5

6:45 a.m. – 7:45 a.m. Austin Colony

NFHS Foundation Board of Directors Meeting

7:00 a.m. – 8:00 a.m. The Baron’s Ballroom E

Continental Breakfast

(Registered attendees only)

8:00 a.m. – 9:30 a.m. The Baron’s Ballroom A-D

Executive Directors Session:

Topics:

- 1. **Coach Education** (8:00 a.m. – 8:20 a.m.)

Speaker: Dan Schuster, Director of Educational Services, NFHS



Dan Schuster



Charnele Kemper

- 2. **NCAA – June Scholastic Events Update** (8:20 a.m. – 9:00 a.m.)

Speakers: Karissa Niehoff, Executive Director, NFHS
Charnele Kemper, Director of Academic and Membership Affairs, NCAA

Dan Gavitt, Senior Vice President of Basketball, NCAA

Mark Hicks, Managing Director of Enforcement, NCAA



Dan Gavitt



Mark Hicks

- 3. **Scholastic Football Coalition, USA Football, Football Summit** (9:00 a.m. – 9:30 a.m.)

Speakers: Karissa Niehoff, Executive Director, NFHS

Scott Hallenbeck, CEO and Executive Director, USA Football

Charles Breithaupt, Executive Director, University Interscholastic League



Scott Hallenbeck



Charles Breithaupt

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Sunday, January 5

9:30 a.m. – 9:45 a.m.

Break

9:45 a.m. – 11:30 a.m. The Baron’s Ballroom A-D

Executive Directors Session (cont.)

Topics:

4. **NFHS Center for Officials Services** (9:45 a.m. – 10:30 a.m.)

Speakers: Karissa Niehoff, Executive Director, NFHS
Kirk Miller, Director of Customer Relations,
DragonFly Athletics
Brandon Wallace, Sales, DragonFly Athletics



Kirk Miller



Brandon Wallace

5. **Copyright and Compliance – “The \$9 Million Elephant in the Room”**
(10:30 a.m. – 11:30 a.m.)

Speaker: James Weaver, Director of Performing Arts and Sports, NFHS



James Weaver

10:30 a.m. – 12:30 p.m. Little Colony

Spouse/Guest Activity (Line Dancing)

11:30 a.m. – 11:45 a.m.

Break

11:45 a.m. – 12:45 p.m. The Baron’s Ballroom A-D

National Council Meeting

Call to Order: Mark Beckman, President, NFHS

Roll Call: Karissa Niehoff, Executive Director, NFHS

Introduction of Parliamentarian: John Black, Legal Counsel, NFHS

Introduction of Recording Secretary: Lisa Beverly, Manager of Executive Affairs, NFHS

Minutes of July 1, 2019 Meeting (Action): Mark Beckman, President, NFHS

Report of Board Action/Discussion: Mark Beckman, President, NFHS

2018-19 NFHS Audit and Annual Report: JoAnne Bennett, Chief Financial Officer, NFHS

Affiliate Membership Request: Davis Whitfield, Chief Operating Officer, NFHS



CSIET Report: Kerwin Urhahn, Executive Director,
Missouri State High School Activities Association
NFHS Foundation Report: Julian Tackett, Commissioner,
Kentucky High School Athletic Association
National Events: Mark Beckman, President, NFHS
For the Good of the Order: Mark Beckman, President, NFHS
Adjournment: Mark Beckman, President, NFHS

12:45 p.m. – 1:30 p.m. Pecan Court
Luncheon

(Registered attendees only & Spouse/Guest activity participants)

*Sponsored by:



1:00 p.m. – 4:00 p.m. Austin Colony
NFHS Network & HoldCo Meeting

1:30 p.m. – 4:30 p.m.

Section Meetings

**As determined by each section*

2:00 p.m. – 4:00 p.m. Little Colony
NFHS HoldCo Meeting

Monday, January 6

7:00 a.m. – 8:00 a.m. The Baron’s Ballroom E
Continental Breakfast

(Registered attendees only)

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Monday, January 6

8:00 a.m. – 9:30 a.m..... The Baron’s Ballroom A-D

Executive Directors Session

Topics:

1. Executive Directors Roundtable #1 (8:00 a.m. – 9:00 a.m.)

Moderator: David Jackson, Executive Director,
Oklahoma Secondary School Activities Association



David Jackson

2. NFHS Network Update (9:00 a.m. – 9:30 a.m.)

Speaker: Mark Koski, Chief Executive Officer, NFHS Network



Mark Koski

9:30 a.m. – 9:45 a.m.

Break

9:45 a.m. – 11:15 a.m..... The Baron’s Ballroom A-D

Executive Directors Session (cont.)

Topics:

3. Executive Directors Roundtable #2 (9:45 a.m. – 10:45 a.m.)

Moderator: David Jackson, Executive Director,
Oklahoma Secondary School Activities Association



John Sadlow

4. Varsity Spirit Update (10:45 a.m. – 11:15 a.m.)

Speaker: John Sadlow, Senior Vice President Strategy and School Sales, Varsity Spirit

11:30 a.m. – 1:00 p.m.....Riversong Lawn

Lunch Program

(Name badge required)

*Featuring Guest Speaker

*Sponsored by:



Guest Speakers

Saturday, January 4

8:00 a.m. – 9:30 a.m.

NFHS Updates

Speakers: Karissa Niehoff, Executive Director, NFHS; Mark Beckman, President, NFHS Board of Directors (Montana)



Dr. Karissa Niehoff began her tenure as executive director of the NFHS on August 1, 2018. She is the sixth full-time executive director of the NFHS and the first female to hold the position.

Niehoff was named deputy executive director of Connecticut Association of Schools-Connecticut Interscholastic Athletic Conference (CAS-CIAC) in July 2010 and assumed the executive director's position in January 2011. She began her career in Connecticut public education in 1989 as a physical education, health and Latin teacher at Greenwich High School. In the succeeding years, she was a teacher, coach, athletic director, assistant principal and principal at the middle school and high school levels.

Niehoff was a highly successful field hockey coach at Litchfield High School and Joel Barlow High School with four conference titles and one state championship. Niehoff also coached high

school volleyball, softball, basketball and track. In 2000, Niehoff was appointed assistant principal of Har-Bur Middle School in Burlington. Four years later, she assumed the position of principal of Lewis Mills High School, a post she held until joining the Connecticut association.

At the national level, Niehoff served on the NFHS Board of Directors for three years, including a term as president-elect in 2017-18. She was chair of the NFHS Field Hockey Rules Committee and also served on the NFHS Student Services Committee.



Mark Beckman was named executive director of the Montana High School Association (MHSA) in 2004 after seven years as MHSA assistant director and many years as a high school administrator, instructor, coach and official.

Beckman's association with educational administration dates to 1983, when he served as chairman of the Butte (Montana) School Board for 2½ years. He was a basketball official and a member of the Montana Officials Association for several years, and he coached boys and girls basketball at Butte Central High School and Anaconda (Montana) High School. He also coached Babe Ruth and American Legion baseball in Butte and Anaconda.

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Following his coaching and officiating tenures, Beckman was a member of the MHSA Basketball Rules Committee and was athletic director at Butte Central. Prior to joining the MHSA office, Beckman was a teacher and activities director at Anaconda High School.

Nationally, Beckman is a member of the NFHS Board of Directors and is serving as president of the Board during the 2019-20 school year. He was chair of the Programs Subcommittee for the 2011-2016 Strategic Planning Committee and recently completed terms on the NFHS Network Board of Directors and the NFHS Appeal Board.

9:45 a.m. – 11:00 a.m.

NFHS Sports Medicine Update/ Partnering With Your State Health Department to Improve Student Health Outcomes

Speakers: Michael Koester, M.D., Chair, NFHS Sports Medicine Advisory Committee (SMAC); Peter Weber, Executive Director, Oregon School Activities Association



Dr. Michael Koester, a pediatric sports medicine specialist, specializes in the evaluation and treatment of musculoskeletal injuries and conditions. He is trained in both pediatric and adult sports medicine, but has a special interest in the evaluation and care of injuries in young children

and adolescents, including concussion. He practices at the Slocum Center for Orthopedics and Sports Medicine in Eugene, Oregon, where he also directs the Slocum Sports Concussion Program. He is the chair of the Oregon School Activities Association's Sports Medicine Advisory Committee. He also serves as the team physician for Marist Catholic High School, Northwest Christian University, the Eugene Emeralds baseball club and the Eugene Generals hockey team. Koester served on the NFHS Sports Medicine Advisory Committee (SMAC) from 2007 to 2012 and as the chair from 2009 to 2012. He is currently the chair of the NFHS SMAC (2016-2020).



Peter Weber has served as executive director of the Oregon School Activities Association (OSAA) since 2016. He was previously an assistant executive director for nine years and, before that, the OSAA's public relations director.

During his 20-year OSAA career, Weber has overseen advancements in the association's website and the development of a rankings formula to draw playoff brackets. He has an expert understanding of OSAA Handbook rules and policies having served as the publications editor.

Weber has also worked extensively with rule interpretations and coordinated state championships for soccer, speech,

golf and baseball. He has served as staff liaison to and coordinated OSAA Classification and Districting and Rankings Committees.

Sunday, January 5

8:00 a.m. – 8:20 a.m.

Coach Education

Speaker: Dan Schuster, Director of Educational Services, NFHS



Dan Schuster is the NFHS Director of Educational Services and has been on staff since 2008. Schuster has spent 11 years working with the NFHS Learning Center in multiple roles. As director, he has expanded course offerings on the platform, which now exceeds 70 courses and reaches all members of the interscholastic community. The NFHS Learning Center now delivers nearly two million courses annually to coaches, parents, students, officials, administrators, and individuals within performing arts programs.

In addition to his work the NFHS Learning Center, Schuster has served as editor of the NFHS Ice Hockey Rules Book and liaison to the NFHS Ice Hockey Rules Committee since 2010.

8:20 a.m. – 9:00 a.m.

NCAA – June Scholastic Events Update

Speakers: Karissa Niehoff, Executive Director, NFHS; Charnele Kemper, Director of Academic and Membership Affairs, NCAA; Dan Gavitt, Senior Vice President of Basketball, NCAA; Mark Hicks, Managing Director of Enforcement, NCAA



Charnele Kemper joined the NCAA staff in December 2005 and serves as director of academic and membership affairs. Kemper's current responsibilities include Division I interpretations, waivers and governance. She serves as a primary staff liaison to the Division I Men's Basketball Oversight Committee. Prior to joining the NCAA staff, Kemper worked at Indiana University, Bloomington, for six years in rules compliance. She earned a bachelor's degree in psychology and sociology and a master's degree in higher education administration and student affairs from Indiana University, Bloomington. While at Indiana, Kemper was a member of the women's swimming and diving team.



As NCAA senior vice president of basketball since December 2016, Dan Gavitt manages all basketball issues and oversees planning for both men's and women's basketball in all three divisions. He serves as a lead contact to the NCAA Division I Men's Basketball Oversight Committee and

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Men's Basketball Championship Committee, as well as supervises men's basketball rules, officiating and other basketball-related matters.

Gavitt manages the day-to-day operations of the NCAA Division I Men's Basketball Championship as well as the NCAA's contracts with broadcast partners CBS and Turner Broadcasting. He also supervises the relationship with ESPN, the broadcast partner for the Division I women's basketball championship, NIT and other NCAA championships, as well as the international broadcast of the Division I Men's Basketball Championship. Gavitt also oversees the NCAA corporate champion and partner program. He joined the NCAA staff as vice president of men's basketball in August 2012 after spending the previous seven years as the associate commissioner for men's basketball at the Big East Conference. Prior to his service at the Big East, Gavitt was director of athletics and recreation at Bryant University.



Named NCAA managing director of enforcement in January 2014, Mark Hicks' primary role involves overseeing internal operations and enforcement's sport-specific development initiatives, which include football, basketball, baseball, track and field and the sports wagering focus. Prior to his work in enforcement, Hicks was a member of the team that created the Eligibility Center, serving as the direc-

tor of amateurism (2012-2013) and the associate director of high school review (2007-2012).

A veteran educator of 10 years, Hicks taught high school English and coached football on the college and high school levels. He previously served as an assistant football coach at Cathedral High School in Indianapolis.

9:00 a.m. – 9:30 a.m.


**Scholastic Football Coalition,
USA Football, Football Summit**

Speakers: Karissa Niehoff, Executive Director, NFHS; Scott Hallenbeck, CEO and Executive Director, USA Football; Charles Breithaupt, Executive Director, Texas University Interscholastic League



Scott Hallenbeck leads USA Football, the sport's national governing body and a member of the U.S. Olympic Committee, overseeing all aspects of the organization. Under his leadership since 2005, USA Football built a nationally endorsed coaching program that has changed the sport with more than 10,000 school districts and youth football organizations combined now enrolled nationwide.

Hallenbeck spearheads the creation of USA Football innovations, spanning coach education, practice guidelines, long-term athlete development and U.S. National Teams that have earned



the support of the U.S. Olympic Committee, Pop Warner Little Scholars, the NFHS, collegiate athletic conferences, the NFL, international medical associations, the Positive Coaching Alliance and others. More youth and high school football coaches have been educated by USA Football's Heads Up Football program than any other in the history of both levels of play.

Hallenbeck worked for the U.S. Olympic Committee (1991-94) before joining Reebok (1994-96) in Global Sports Marketing capacities. During this time, he also was a vice president for Turner Broadcasting's 1994 Goodwill Games production.



Dr. Charles Breithaupt was named Executive Director of the Texas University Interscholastic League (UIL) in January 2009. He previously served as the Associate UIL Director and State Director of Athletics for 14 years.

Before his arrival at the UIL, Breithaupt spent 17 years in public education as a teacher, coach, athletic director and principal. As a head basketball coach, his teams won 81 percent of their games and advanced to the playoffs all 14 years while two of his teams advanced to the state finals, winning the championship in 1991. He was named Texas State Coach of the Year in 1991.

Breithaupt has also served on several national committees, including the NFHS Board of Directors, NFHS Sportsmanship, Ethics and Integrity Committee, and the NFHS Basketball Rules Committee. He is currently serving on the National High School Hall of Fame Screening Committee.

9:45 a.m. – 10:30 a.m.

NFHS Center for Officials Services

Speakers: Karissa Niehoff, Executive Director, NFHS; Kirk Miller, Director of Customer Relations, DragonFly Athletics; Brandon Wallace, Sales, DragonFly Athletics



Kirk Miller is the founder and CEO of DragonFly Athletics, a sports technology company that simplifies athletics administration. He founded DragonFly in 2000 after building squad management software for the Southeastern Conference, and then went on to revolutionize video exchange for all of NCAA Division I athletics. DragonFly's suite of video tools are used by most college football programs in the country, as well as the College Football Playoff Committee, ESPN and other major media entities. DragonFly also works with state associations and thousands of grade schools nationwide through its comprehensive sports management platform, DragonFly MAX.

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Before founding DragonFly, Miller served as the Director of Technology for the University of Alabama Athletic Association for 11 years. He graduated from the University of Alabama in 1997 with degrees in Mechanical Engineering and Computer Science. He later received his MBA, MSME and MPH from the University of Alabama in 1999.



Brandon Wallace is the Director of Business Development at DragonFly Athletics. He is currently in his seventh year with the DragonFly team, after joining back in 2013. Prior to DragonFly, Wallace spent several years working in the UAB Health System in Birmingham, Alabama.

Wallace received his bachelor's degree in Health Administration from the University of Alabama at Birmingham (UAB), where he also pitched for the UAB baseball team. After completing his undergraduate work, Wallace continued on to graduate school at UAB receiving his master's in Health Administration and Business Administration.

10:30 a.m. – 11:30 a.m.

**Copyright and Compliance –
“The \$9 Million Elephant in the Room”**

Speaker: James Weaver, Director of Performing Arts and Sports, NFHS



Dr. James Weaver is the Director of Performing Arts and Sports for the NFHS. Originally from Aberdeen, South Dakota, Weaver served as district administrator of the fine arts and performing arts programs for Sioux Falls schools, administering the K-12 curriculum for music, visual arts, speech, debate, theatre, journalism, student council and special education adaptive arts.

Weaver spent four years as an assistant executive director in charge of fine arts for the South Dakota High School Activities Association (SDHSAA). In addition to handling four all-state music ensembles, speech, debate, theatre, journalism and student council, he started a visual arts component within the SDHSAA. During his four years with the SDHSAA and Sioux Falls schools, Weaver contributed to several NFHS programs. Among them, a four-year term on the NFHS Music Committee and he was beginning another term as chair of the committee.

Monday, January 6

8:00 a.m. – 9:00 a.m.

Executive Directors Roundtable #1

Moderator: David Jackson, Executive Director, Oklahoma Secondary School Activities Association



David Jackson was appointed executive director of the Oklahoma Secondary School Activities Association (OSSAA) in October 2016 after serving as interim executive director for two months. He is the eighth – and first African-American – full-time executive director of the OSSAA, and he is the sixth current African-American to head a state high school association.

Jackson, who earned his bachelor's and master's degrees from East Central University in Ada, Oklahoma, had served on the OSSAA administrative staff for 20 years before becoming executive director – seven years as associate executive director and 13 years as assistant executive secretary. Before he joined the OSSAA, Jackson served 11 years at Pauls Valley (Oklahoma) High School, first as a math teacher and coach, and then as principal for five years. Jackson coached football, basketball, and track and field for six years at Pauls Valley.

Jackson also has been involved with high school activity programs at the national level through service on NFHS committees. He was president of the NFHS Board of Directors in 2017-18, and he is a past member of the NFHS Track and Field Rules Committee, NFHS Football Rules Committee, the original NFHS Strategic Planning Committee and the NFHS Coaches Education Committee.

9:00 a.m. – 9:30 a.m.

NFHS Network Update

Speaker: Mark Koski, Chief Executive Officer, NFHS Network



Mark Koski was named chief executive officer of the NFHS Network September 1, 2017, after 10 years as NFHS director of sports, events and development. He continues to serve on the NFHS administrative staff as director of marketing in addition to his role as CEO of the NFHS Network in Atlanta.

Since joining the NFHS staff in 2007, Koski has directed all major NFHS events and meetings. He also has led the national #MyReasonWhy and #BecomeAnOfficial public relations campaigns the past three years and has been staff liaison with the NFHS Network since its formation in 2013.

Prior to joining the NFHS staff in 2007, Koski was assistant director of the New Mexico Activities Association (NMAA) for four years, where he served as director of corporate development.

9:45 a.m. – 10:45 a.m.

Executive Directors Roundtable #2

Moderator: David Jackson, Executive Director, Oklahoma Secondary School Activities Association

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10:45 a.m. – 11:15 a.m.

Varsity Spirit Update

Speaker: John Sadlow, Senior Vice President Strategy and School Sales, Varsity Spirit



John Sadlow is Senior Vice President at Varsity Spirit, a division of Varsity Brands and the leading provider of cheer and dance products and services globally. In this capacity, Sadlow oversees Varsity Spirit's strategic planning as well as managing school sales across apparel, camp and competitions.

Sadlow has been with Varsity Spirit for four years. Prior to Varsity Spirit, Sadlow was at ZS Associates providing strategy, sales and marketing consulting to Fortune 500 and boutique companies.

Sadlow graduated summa cum laude from Samford University and received his MBA with honors from Duke University.

Sadlow serves on the board for Leadership Empowerment Center in Memphis which is focused on developing student leaders among at-risk youth in the heart of Memphis.

