



2025 THSADA State Conference Agenda

Sunday, June 1- Wednesday, June 4, 2025

Kalahari Resorts & Conventions

For a full description of each session click [here!](#)

Day 1 Sunday, June 1

7:30 am-11:30 am	LTC-721- Positive Sporting Behavior	Sandra Mader	Acacia/Bamboo
12:00 pm-6:00 pm	Attendee & Exhibitor Registration Open	Exhibitor check in at Registration 7	Kilimanjaro Ballroom
1:30 pm-3:15 pm	PBK-THSADA Hall of Honor	Enter through Salon E doors	Kalahari Ballroom
3:30 pm-4:00 pm	First Time Conference Attendee Orientation	Johanna Denson- Senior Director of Professional Education Jody Hormann- Assistant Executive Director-THSADA	Crown Palm/Banyan
4:15 pm-4:25 pm	Welcome	Rusty Dowling-Executive Director- THSADA	Kalahari Ballroom
4:30 pm-5:20 pm	Beyond the Game: Exploring the Life-Changing Benefits of Athletics	Introduction: Johanna Denson-Senior Director of Professional Education- THSADA Presenter:Dr.Chris Allen-Superintendent-Waco Midway ISD	Kalahari Ballroom
5:30 pm-6:20 pm	What We Can Learn from Recent Cases and New Laws TAAC 302 <i>Presented by Spectrum by Watchfire</i>	Introduction: Leslie Slovak- President- THSADA Presenter: Jim Walsh- Shareholder- Walsh Gallegos	Kalahari Ballroom
6:20 pm	Close of Day	Rusty Dowling-Executive Director- THSADA	Kalahari Ballroom
7:45 pm	QUAD A "Meet and Greet"	QUAD A Directors: David Kuykendall and Debbie Fuchs	Clubhouse (near registration)
8:00 pm	Kickoff Reception <i>Presented by Paragon Sports Constructors</i>	Attendees must wear conference badges for entrance into the reception.	Event Barn

Day 2 Monday, June 2

7:30 am-6:00 pm	Attendee Registration Open		Kilimanjaro Ballroom
8:00 am-11:30 am	Exhibitor Registration Open	Exhibitor check in at Registration 7	Kilimanjaro Ballroom
8:00 am-8:50 am	QUAD A Orientation/Meet Your Mentor <i>Presented by Tarkett Sports</i>	QUAD A Directors: David Kuykendall and Debbie Fuchs	Salon A-B-C-D
9:00 am	Opening General Session	Rusty Dowling- Executive Director- THSADA	Kalahari Ballroom
9:15 am-10:05 am	State of Athletics in Texas TAAC 101 <i>Presented by Hometown</i>	Introduction: Dr. Roland Hernandez-Superintendent- Corpus Christi ISD Presenters: Dr. Jamey Harrison- Executive Director of UIL Ray Zepeda- UIL Director of Athletics	Kalahari Ballroom
10:05 am-10:20 am	Break	Coffee and water available downstairs.	
10:20 am-11:05 am	Collegiate Leadership Panel	Introduction: Dr. Leonard Merrell-Retired Superintendent-Katy ISD Moderator: Ray Zepeda-UIL Director of Athletics <u>University Athletic Directors:</u> Trev Alberts-Director of Athletics-Texas A&M University Kirby Hocutt-Director of Athletics-Texas Tech University Mike Buddie-Director of Athletics-Texas Christian University Tommy McClelland-Director of Athletics-Rice University	Kalahari Ballroom
11:05 am-11:20 am	Break	Coffee and water available downstairs.	
11:20 am-12:10 pm	State Champions Panel <i>Presented by GameStrat</i>	Introduction: Andre Walker-Executive Director of Athletics and UIL Activities, THSADA President-Elect Moderator: Glen West- Assistant Executive Director-THSCA <u>State Champion Coaches-Athletic Directors:</u> Joey Florence-Director of Athletics-Denton ISD Monesha Allen-Head Girls Basketball/Assistant Campus Coordinator-Ryan High School-Denton ISD Trenton Hall-Head Cross Country- Smithson Valley High School Larry Hill-Smithson Valley High School Head Football/Athletic Coordinator	Kalahari Ballroom

11:20 am-12:10 pm	QUAD A- Interviewing for an Athletic Admin Position QUAD 701 <i>Presented by Sign Champ</i>	Panel- James Guerra- CEO- JG Consulting Vincent Hawkins- Rouse High School Principal Chris Burtch- Director of Athletics- Frisco ISD	Salon A-B-C-D
12:10 pm-2:00 pm	Tradeshow Lunch	Complimentary lunch and drinks provided.	Kilimanjaro Ballroom
2:00 pm-2:50 pm	Tips and Tricks for the Portal TAAC 108 <i>Presented by Wall of Fame</i>	Jessica Walker- Senior Athletic Coordinator- UIL	Kalahari Ballroom- Salon E
2:00 pm-2:50 pm	Pathway to Building a Strong Athletic Staff TAAC 603 <i>Presented by Brock USA</i>	Dr. Tim Harkrider- Superintendent- College Station ISD Kevin Starnes- Director of Athletics- College Station ISD	Kalahari Ballroom- Salons F-G-H-I
2:00 pm-2:50 pm	From Large Districts to Small Districts the X's & O's of Leadership and Culture TAAC 210 <i>Presented by Fielder's Choice</i>	Rodney Vincent- Director of Athletics/Head Football Coach- Shallowater ISD	Crown Palm/Banyan
2:00 pm-2:50 pm	The Competitive Edge: Emotional Intelligence in Athletic Leadership TAAC 604 <i>Presented by Kalwall Structures</i>	Sandra Flinn- Assistant Director of Athletics- Harlingen CISD Luis Solorio- Assistant Director of Athletics- Harlingen CISD	Acacia/Bamboo
2:00 pm-2:50 pm	QUAD A- Does Your AOD Need an AED? Game Day Management Survival Skills QUAD 501 <i>Presented by Levrack</i>	Jerod Womack-Executive Director of Athletics- Mansfield ISD Elisha Thompson- Director of Athletics/Head Women's Basketball- La Porte ISD	Salon A-B-C-D
2:50 pm-3:10 pm	Break		
3:10 pm-4:00 pm	Whistles, Wins, & Warnings: School Law Update 2025 TAAC 304 <i>Presented by RFS Sports</i>	Holly B. Wardell- Shareholder- Eichelbaum Wardell Hansen Powell & Munoz, P.C	Kalahari Ballroom- Salon E

3:10 pm-4:00 pm	Servant Leadership in the New Age of Athletic Administration TAAC 601 <i>Presented by Gipper</i>	Jaime Boswell- Director of Athletics- Andrews ISD Jay Govan- Assistant Athletic Director- Northside ISD	Kalahari Ballroom- Salons F-G-H-I
3:10 pm-4:00 pm	Inside the AD's Huddle- Part 1	Moderators: Johanna Denson- Senior Director of Professional Education-THSADA Jody Hormann- Assistant Executive Director- THSADA	Crown Palm/Banyan
3:10 pm-4:00 pm	QUAD A- Skill Set Required to be an Athletic Administrator QUAD 206 <i>Presented by KB3 Sports</i>	Panel: Mike Loveless-Director of Athletics-Italy ISD Rose Ann Martinez-Director of Athletics- Harlandale ISD Craig Smith-Director of Athletics/Head Football-Hitchcock ISD	Salon A-B-C-D
3:10 pm-4:00 pm	The Clutch Player: Learning the Value of Athletic Trainers in District Leadership	Yaquanda Williams-LAT- District Head Athletic Trainer- Royal ISD	Acacia/Bamboo
4:00 pm-6:00 pm	Daktronics Tradeshow Festival	Complimentary appetizers. Drink tickets sent via email.	Kilimanjaro Ballroom
6:00 pm-7:00 pm	QUAD A/JHAMS Reception & Photo <i>Presented by Tarkett Sports</i>	Complimentary appetizers and drinks.	Event Barn

Day 3 Tuesday, June 3			
7:15 am	Registration for the Hellas Construction- Benny Carter Memorial Golf Tournament	Separate registration required. Complimentary breakfast and lunch provided.	The Golf Club at Star Ranch-2500 FM 685, Hutto
7:30 am-2:00 pm	Attendee Registration		Kilimanjaro Ballroom
8:00 am	NIAAA Section 6 Meeting	Designated Section 6 members only.	Cypress Room
8:00 am-10:00 am	Tradeshow Breakfast	Complimentary breakfast tacos and coffee provided.	Kilimanjaro Ballroom
8:30 am	Shotgun Start for the Hellas Construction-Benny Carter Memorial Golf Tournament		The Golf Club at Star Ranch-2500 FM 685, Hutto

10:00 am-10:50 am	More Than the Score: Mastering the Art of Event Management TAAC 702 <i>Presented by PracticePlan</i>	Dr. Chivonne Kiser- Assistant Athletic Director- Denton ISD	Kalahari Ballroom-Salon E
10:00 am-10:50 am	In Sync: Building a Culture of Collaboration Between Athletics and Fine Arts TAAC 301 <i>Presented by Perry Weather</i>	Jonathan Lamb- Director of Athletics-Pflugerville ISD Manuel Gamez- Director of Fine Arts-Pflugerville ISD	Kalahari Ballroom-Salons F-G-H-I
10:00 am-10:50 am	ENGAGE! Using Technology to Create Brand, Monetize and Increase Community/School Engagement	Colin Fegeley for Snap! Mobile- Green Level High School (Cary, NC)	Acacia/Bamboo
10:00 am-10:50 am	JHAMS-Hot Topics	Tabletop discussions on current issues in JHAMS athletics.	Crown Palm/Banyan
10:00 am-10:50 am	QUAD A- Game On: Athletic Orientation Training QUAD 104 <i>Presented by Tarkett Sports</i>	David Cervantes- Executive Director of Athletics-El Paso ISD Jeff Smith-Director of Athletics-Prosper ISD	Salons A-B-C-D
10:50 am-11:10 am	Break	Coffee and water available downstairs.	
10:00 am-12:00, 1:00-1:30	Resume Reviews	Check in at the Nile Room hallway.	Nile Room
11:10 am-12:00 pm	Concussion Management and Special Medical Conditions- Practical Use for the Athletic Administrator TAAC 503 <i>Presented by GoVision</i>	Terry Gault- Assistant Director of Athletics- Boerne ISD	Kalahari Ballroom-Salons F-G-H-I
11:10 am-12:00 pm	Teamwork Starts at Home: Educating Parents for Athletic Achievement TAAC 309 <i>Presented by Pogue Construction</i>	Alyssa Biles- Girls Athletic Coordinator- West Middle School Benjamin Benavides- Director of Athletics- Edgewood ISD	Acacia/Bamboo

11:10 am-12:00 pm	QUAD A- The Good, The Bad, and The Ugly of Fundraising QUAD 303 <i>Presented by Group Fund</i>	Panel: Andrea Edwards-Assistant Director of Athletics-Amarillo ISD Gilbert Leal-Director of Athletics- Brownsville ISD Brad LaPlante- Director of Athletics-Montgomery ISD	Salons A-B-C-D
11:10 am-12:00 pm	JHAMS-Sport Specific Issues	Tabletop discussions specific to female sport coaches and male sport coaches.	Crown Palm/Banyan
12:15 pm-1:30 pm	Innovative Showcase <i>Live!</i>	Separate reservation required.	Kalahari Ballroom-Salon E
1:30 pm-3:30 pm	Mock Interviews	Check in at the Nile Room hallway.	Nile Room
2:00 pm-2:50 pm	Conflict to Clarity: Leading Through Uncomfortable Conversations TAAC 303 <i>Presented by ACE Sports</i>	Ron Morrison- President/CEO- The Docentus Group Todd Raymond- Executive Director of Athletics- Grapevine-Colleyville ISD Betsy Russell- Director of Quality Assurance- Lake Travis ISD	Kalahari Ballroom-Salon E
2:00 pm-2:50 pm	The Texas Way: Year 2 and Beyond <i>Presented by Mammoth Sports Construction</i>	Stephen Mackey- Founder of 2Words Character Development	Kalahari Ballroom-Salons F-G-H-I
2:00 pm-2:50 pm	The Impact of Dual Athletic Leadership Roles in a Big School TAAC 203 <i>Presented by WJHW</i>	Galen Zimmerman- Director of Athletics/Head Football Coach- Dripping Springs ISD	Acacia/Bamboo
2:00 pm-2:50 pm	JHAMS- UIL Presentation	UIL Staff	Crown Palm/Banyan
2:50 pm-3:10 pm	Break	Coffee and water available downstairs.	
3:10 pm-4:00 pm	Inside the AD's Huddle Part 2: <i>Presented by Brushfire Ticketing</i>	Moderators: Johanna Denson- Senior Director of Professional Education-THSADA Jody Hormann- Assistant Executive Director- THSADA	Kalahari Ballroom-Salon E
3:10 pm-4:00 pm	Talkin' the Texas Way TAAC 701 <i>Presented by Stantec</i>	Moderators: Thomas Lee- Director of Athletics- Mission CISD Andre Walker- Executive Director of Athletics and UIL Activities, THSADA President-Elect	Kalahari Ballroom-Salons F-G-H-I

3:10 pm-4:00 pm	Trends in Sports Lighting and Show Technology TAAC 401 <i>Presented by Certor Sports</i>	Jackson Lord- Musco Texas Territory Sales Associate Pat Terry- Musco Texas Field Representative	Acacia/Bamboo
3:10 pm-4:00 pm	JHAMS- Learning How to Handle Confrontation	Panel: Ashley Farris-Assistant Director of Athletics- Seguin ISD Darla Smith- Wiley Middle School Principal- Leander ISD Lesley Stewart- Girls Athletic Coordinator- Reynolds Middle School- Prosper ISD John Griffin- Athletic Coordinator- Cook Middle School- Cypress Fairbanks ISD	Crown Palm/Banyan
4:00 pm-6:00 pm	PBK Tradeshow Festival	Attend to win vendor door prizes!	Kilimanjaro Ballroom

Day 4 Wednesday, June 4

7:30 am-8:30 am	New THSADA Board of Directors/Chairs Orientation	THSADA Executive Staff	Double Cut Restaurant
8:40 am-9:15 am	THSADA Committee Meetings	Officials, Policy, Athletic, Professional Education, Membership, Publications, Awards, NIAAA	Officials-Salon A All Others- Salons B-C-D
9:30 am-10:00 am	THSADA Committee Updates	Committee Chairs	Kalahari Ballroom
10:00 am-10:10 am	THSADA 2025 Board/Chairs/XO's-Introductions	Rusty Dowling-Executive Director	Kalahari Ballroom
10:10 am-11:00 am	THSADA Introduction of the Texas Cup Whataburger Scholarship Winners July 1st Membership Fall Forum The Texas Way Closing	Rusty Dowling-Executive Director Rusty Dowling-Executive Director Johanna Denson-THSADA Senior Director Rusty Dowling-Executive Director Bob DeJonge-Associate Executive Director Stephen Mackey-CEO 2 Words Rusty Dowling-Executive Director	Kalahari Ballroom
11:00 am-11:15 am	Closing Remarks Door Prizes	Andre Walker- President THSADA, Director of Athletics- Houston ISD Bob DeJonge-Associate Executive Director	Kalahari Ballroom