“Easily the best conference I have been to in 22 years as a high school teacher, coach & AD”
ABOUT THE CONFERENCE

A customizable, all-in PD Experience for Athletic Directors

The CIAAA National Athletic Directors Conference offers a mixture of content, networking, and social opportunities creating a dynamic, customizable, Athletic-Director centered professional development experience.

The **LTP Courses** are the highlight of our PD opportunities. Further details on all the courses offered are on pages 4-5 of this brochure. One course of your choosing is included in your conference fee, and up to 3 more can be added.

Our 60-minute **Workshops** offer quicker exposure to valuable and relevant information on the indicated topic. All NINE workshop sessions are included in the conference fee.

The conference fee also includes **all Meals and a Social Event** offering an opportunity to enjoy Canmore alongside your peers. Coming together informally provides incredible value in addition to the courses and workshops, celebrating our biggest strength - the community of Athletic Directors that share an immense passion for educational athletics.

KEYNOTE ADDRESS

**Jason Dorland & Robyn Meagher - Healthy High Performance in School Sport**

Canadian Olympians Jason Dorland (rowing, 1988) and Robyn Meagher (middle-distance running, 1992 & 1996) kick off our conference at the CIAAA Banquet with a truly crucial message - the days of fear-based motivation in coaching are long gone, and achievement towards potential is inspired by a much more creative, effective, and human approach.

Jason and Robyn will share some of their many tools on achieving high and even elite performance, without a win-at-all-costs approach that sacrifices both the values of educational athletics and the opportunity to actually achieve full potential. They will continue with a workshop the following day to enhance the message and help lead attendees to more effective approaches and better outcomes with their athletes.
Thursday, April 25
1:00-5:00p  LTP Courses
   • 502C: Principles, Strategies, and Methods
   • 726C: Student Leadership Development **NEW COURSE**
5:20-6:20p  Workshop Session 1
   • Building Towards High Performance in School Athletes and Coaches - Kim Cousins
   • Practicing Mindfulness to Influence Performance - Hunter Visser
7:00p  Welcome Banquet, Awards & Keynote Address (Jason Dorland and Robyn Meagher)

Friday, April 26
7:15-8:15a  Breakfast (provided at your convenience)
8:05a-12:05p  LTP Courses
   • 501C: Philosophy, Organizational Structure and Professional Development
   • 720C: Creating a Character-Based Athletic Program
8:15-9:15a  Workshop Session 2
   • A Coach’s Guide to Role Modelling in Difficult Situations
   • Mentoring Your Coaches for their Personal Growth
9:35-10:35a  Workshop Session 3
   • Why Encourage Multi-Sport Participation?
   • Games Approach to Learning in Sport
   Coffee Break and Vendor Exhibition First Look (10:15 LTP Courses Break, 10:35-11:05 Between Workshops)
11:05a-12:05p  Workshop Session 4
   • Advanced Tournament Hosting Methods & Strategies
   • Proper Warmup for Injury Prevention - Carla Vandenberg from U of C Sport Injury Prevention Centre
12:05-12:45p  Buffet Lunch
12:45-2:15p  Vendor Exhibition and Baggo Tournament
2:15-3:15p  Workshop Session 5
   • Jason Dorland and Robyn Meagher on Healthy High Performance
3:30-4:35p  Workshop Session 6
   • Forum - Emergent Issues in School Sport (breakout groups)
5:30p  Outdoor Social: Light, Fun and Competitive Activity with Mystery Towns Canmore
7:15p  Dinner & Social Offsite

Saturday, April 27
7:45-8:45a  Breakfast (provided at your convenience)
8:30a-12:30p  LTP Courses
   • 719C: Leadership, Management and Decision-Making
   • 721C: Positive Sporting Behaviour - For the Love of the Game
8:50-9:50a  Workshop Session 7
   • Forum - Issues for Athletic Directors in Rural Schools
   • Building Unified Sports into Your School Athletics Program - Shanna Kurylo from ASAA
10:10-11:10a  Workshop Session 8
   • Developing Tough-Minded, Confident, Fearless Competitors
   • Using Recognition and Awards to Support Your Athletic Team & Department Philosophy
11:30a-12:30p  Workshop Session 9
   • Motivating Your Athletes
   • Apps, Tech, and Social Media to Streamline Your Workflow and Promote Your Athletic Program
12:30-1:15p  Soup & Sandwich Lunch
1:15-5:15p  LTP Courses
   • 506C: Legal Issues II - Enhanced Legal Topics for the Athletic Administrator
   • 722C: Building a Positive School Culture through Sport
   • 790C: Leadership Training Program Instructional Methods and Techniques
LTP COURSES

What are LTP’s?
The CIAAA Leadership Training Program (LTP) is a professional development program designed for and by Athletic Administrators. Each 4-hour course is content-heavy and designed to enhance the knowledge and daily operations of Athletic Administrators. The courses are of immense value to current High School Athletic Directors, as well as any future or potential athletic administrators and those involved in organizing Junior High school sport.

Your conference fee includes ONE LTP course of your choosing, and you can add up to three others, as you see fit.

LTP Costs
• 1 Course - included in conference fee
• 2 Courses - $99 additional
• 3 Courses - $185 additional ($198 for non-members)
• 4 Courses - $250 additional ($297 for non-members)

CERTIFICATION
The CIAAA certification program provides a means for professional recognition and guided development within our community of athletic administrators. An individual attaining CIAAA certification will have undertaken a comprehensive plan for self-improvement. Athletic Directors are encouraged to highlight any certification by using the acronyms below as part of their email signature.

The certification program provides for acknowledgement through three levels of achievement:
• Canadian Registered Athletic Administrator (CRAA)
• Canadian Certified Athletic Administrator (CCAA)
• Canadian Master Athletic Administrator (CMAA)

CERTIFICATION REQUIREMENTS

<table>
<thead>
<tr>
<th>REQUIREMENT</th>
<th>CRAA</th>
<th>CCAA</th>
<th>CMAA</th>
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<tr>
<td>Bachelor's Degree or higher from an accredited institution</td>
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<td>Approval of Personal Data Form (PDF)</td>
<td>X</td>
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<td>Completion of Courses 501c &amp; 502c</td>
<td>X</td>
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<td>Obtain the verifying signature of a sponsor (shown on PDF)</td>
<td>X</td>
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<td>Read the CIAAA Code of Ethics</td>
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<tr>
<td>Completion of Legal Courses</td>
<td>504C</td>
<td>506C</td>
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<tr>
<td>Successfully complete CCAA Examination (at least 70/100)</td>
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<tr>
<td>Employed with interscholastic athletic administration among key job role</td>
<td>X</td>
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<td>Meet appropriate required point minimums (defined in the PDF)</td>
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<td>Completion of minimum of six (6) LTP electives (600 and 700 level courses)</td>
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<tr>
<td>Earn a minimum of 10 credits in Contributions to Athletic Director PD (defined in PDF)</td>
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Building a Positive School Culture through Sport

Building or changing your current school culture into a dynamic force within the school is not an easy task. This course will highlight processes for using sport to build and enrich a positive and exciting school culture. Specific steps and ideas will be outlined to use your athletic program and other school-based athletic initiatives as a springboard to create a healthy and positive environment within your school. The course will focus on engaging the entire school population through sport and activity.

Leadership, Management and Decision-Making

This course examines relevant strategies and principles that can enhance the skills of the athletic administrator in the areas of leadership, management and decision-making. We introduce the differences between leadership, management and supervision, and continue with an in-depth investigation of each. Students will be able to apply specific skills to improve their leadership effectiveness, and decision-making strategies are discussed and demonstrated through various in-class exercises.

Principles, Strategies and Methods

This is a detailed introductory course that addresses school athletic/academic philosophy, administrative organization, coach appointment, budgeting, scheduling, publicity and promotion, management of athletes, parents and others, transportation policies and issues, parent conflict, legal foundations, monthly checklists and more. One of the key resources available to course attendees is a digital folder with over 700 pages of useful information, forms, detailed letter templates, sample policies etc. Further, the provision of access to a coach handbook will be reviewed. Current and future courses are highlighted and the certification program is described.

Philosophy, Organizational Structure and PD

This course is aimed at assisting athletic directors set the tone for their program. Origins of athletic administration are addressed in addition to codes of ethics. The concept of “educational athletics” is discussed and refined. The role of the athletic administrator and the importance of having a school philosophy are addressed and participants have the opportunity to interact with others to refine their own philosophies. Organizational relationships are examined from a provincial, national and international perspective. Key policies are also reviewed. Current and future courses are highlighted and the certification program is described.

Legal Issues II - Enhanced Legal Topics for Athletic Administrators

This course introduces the important concepts of discrimination, sexual harassment, bullying, hazing, and violence in sport. Participants will learn the legal definitions and how they are applied to the sport and scholastic context. Case law examples, discussions and other activities will help participants navigate these complex issues. Schools are also more frequently dealing with legal issues in an “online” context. This course looks at these new issues through a legal lens and participants will learn tips for how best to manage them. Finally, the course touches on employment law and participants will learn best practices for beginning and ending relationships with teacher and volunteer coaches.

Positive Sporting Behaviour - For the Love of the Game

In this course students will learn to implement appropriate strategies and techniques designed to create a positive, productive learning environment, which will support a system that encourages character, self-discipline, and sportsmanship. This course will provide opportunities for self assessment and reflection in regards to prior performance. In addition, attendees will participate in class discussions and activities which will increase their knowledge and skills of the effective components of successful character, citizenship, and sportsmanship to share with their students, coaches, and parents.

Student Leadership Development

Student Leadership Development is an essential component to any successful education-based athletic program. In this course, we’ll look at numerous ways to actively develop leaders who will serve your school as well as the greater community. Topics that will be covered include: captains council, student leadership workshops, service learning, and further opportunities to develop Student Leadership. The society in which we live is ever-changing and so are our student-athletes, resulting in a necessity to evolve in finding new ways to teach and challenge students to be the next generation of leaders.

Creating a Character-Based Athletic Program

Character-based educational athletics can only truly succeed when the entire community—School Board, Administrators, and Parents—support and embrace the values and views lived daily in the school setting. This course highlights the strategies needed to implement a character-based program within the entire community of athletes, coaches, athletic department and school faculty. Without question, teachable moments in athletics prepare students for life when the whole community supports and reinforces those life lessons.

Leadership Training Instructional Methods and Techniques

This course is designed to provide instructors with an awareness of the expectations that are placed upon them in presenting LTP courses. The course examines teaching and learning styles and provides strategies for instructors to use in teaching LTP courses. It provides for interaction between current national faculty instructors and potential LTP instructors in the exchange of ideas used in the successful implementation of courses. To instruct any LTP course, one must complete LTC 790C and the course that one will be instructing. Enrollees who will derive greatest benefit are administrators seeking to become instructors in the Leadership Training Program.

Philosophy, Organizational Structure and PD

Leadership, Management and Decision-Making

Principles, Strategies and Methods

Creating a Character-Based Athletic Program

Building a Positive School Culture through Sport

Student Leadership Development

Legal Issues II - Enhanced Legal Topics for Athletic Administrators

Positive Sporting Behaviour - For the Love of the Game

Leadership Training Instructional Methods and Techniques
HOTEL INFORMATION
Coast Canmore Hotel - 511 Bow Valley Trail in Canmore, AB

The entire conference, except the off-site social, is hosted at the Coast Canmore Hotel. Conference attendees are offered a superb room rate and meals during the conference are all included and served at the Hotel.

**Room Rates**
One-King or Two-Queen Rooms $124/night plus taxes
Preferred Rates on other room types or extended dates may be available by calling the reservations number below.

**How to Book Your Room - Deadline to Book is March 22, 2019 EXTENDED TO APRIL 5!**
Online: http://coa.st/z8f0
By Phone: 1-800-716-6199 using Group Code CCM-GFC3759

MASTER’S DEGREE IN ATHLETIC ADMIN.
Provided by Grace College - the CIAAA’s Academic Partner for the Leadership Training Program

The CIAAA and Grace College have partnered to offer Canadian Athletic Directors an affordable, convenient, and practical Masters Degree where all content is relevant to your role as a Canadian Athletic Administrator.

All details can be found online, at http://www.ciaaa.ca/msc-in-athletic-administration.
REGISTRATION

Registration Fee Includes:

• Attendance at up to **nine workshop sessions**, with options to choose your topics of interest
• **One LTP Course** of your choosing ($99 value)
  • Access to discounts for CIAAA Members taking 3 or 4 courses
• Entrance to Vendors Exhibition
• **All meals** and events from Thursday Dinner to Saturday Lunch including:
  • Welcome Banquet w/ Keynote Address & Awards (Thurs)
  • Extended breakfast buffets (Fri & Sat)
  • Buffet Lunch (Fri)
  • Offsite Social Activity, Followed by Dinner (Fri)
  • Soup & Sandwich Lunch (Sat)

REGISTRATION FEES

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<tr>
<td>Anytime before April 5</td>
<td>$375</td>
<td>$425</td>
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<td>April 5 - April 17 (Late Registration)</td>
<td>$450</td>
<td>$525</td>
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<tr>
<td>April 18 or later (Super Late Registration)</td>
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<td>First LTP Course</td>
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</tbody>
</table>

*The Athletic Directors of ASAA and SHSAA member high schools can activate their membership without cost by emailing drew@ciaaa.ca.

HOW TO REGISTER

Registrations will be online at tinyurl.com/CIAAAreg. We accept payment by major credit or debit card. Memberships can be purchased for $50 online as well.

CLICK HERE TO REGISTER TODAY!

PARTNER PRICING

Are you coming with a spouse, partner or friend? Extra tickets can be purchased (adults only) for our CIAAA Banquet on Thursday Evening and our Social Event on Friday Evening.

**EXTRA BANQUET TICKET (DINNER & KEYNOTE ADDRESS) - $55**
**EXTRA SOCIAL TICKET (ACTIVITY, DINNER & DRINK TICKET) - $45**
GETTING THERE

WestJet has offered all conference attendees a 5-10% discount on flights between Calgary and anywhere in North America for travel from April 17, 2019 to May 5, 2019.

Use coupon code 0Z1Q7GC to get your WestJet discount!

Enterprise and National have offered a nationwide car rental discounts for all conference attendees.

Get 10% off National and 5% off Enterprise rentals using Corporate Discount Code SBC5455.

Want to relax and enjoy the scenery instead? Receive a 20% discount on the Banff Airporter's Scheduled Shuttles between the Calgary Airport and Coast Canmore Hotel.

Book online using promo code adconference at https://banffairporter.com/rates/.

ENJOY CANMORE!

Want to extend your stay and enjoy the Rocky Mountains? There are a ton of options for great things for you and/or your family to do within an hour of the Coast Canmore Hotel.

**Skiing/Snowboarding** (typically open into May):

- Sunshine Village - 30 minute drive
- Lake Louise - 55 minute drive

**Hiking**:

- Bow River Loop - very close to Coast Canmore - 30 minute easy walk/hike
- Grassi Lakes - 12 minute drive to trailhead - 1 to 2 hours, easy or difficult options
- Ha Ling Peak - 20 minute drive to trailhead - 3 to 4 hour moderate to difficult hike
- Johnston Canyon - 40 minute drive to trailhead - 1 (lower) to 2.5 (upper) hours, easy hike

**Other**:

- Banff Gondola - 30 minute drive
- Banff Upper Hot Springs - 30 minute drive
The mission of the CIAAA is to develop, enhance and preserve the educational values of interscholastic athletics. The association positively impacts student-athletes by supporting and training the front-line Athletic Directors/Sports Coordinators who play a vital role in the athletic experience. The CIAAA improves the entire school sport system by providing a professional development program of growth and renewal for school-based Athletic Administrators across Canada. The CIAAA promotes and develops administrative leaders, who in turn, cultivate student-athletes into the leaders of tomorrow.

The ASAA and SHSAA have partnered with the CIAAA so that all Athletic Directors from their member high schools in Alberta and Saskatchewan have annual memberships in the CIAAA. Members from other provinces can join for $50 at any time, with the membership year running from September 1st to August 31st.

CONTACT
drew@ciaaa.ca
1-888-618-4530

The CIAAA would like to thank our Major Conference Sponsor, SPORTFACTOR, for their ongoing support and partnership for the 2019 National Conference!