



THE AD DIGEST

OFFICIAL NEWSLETTER OF THE CIAAA



AD Article of the Month

Character Counts... Unless it Doesn't

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Character counts...unless it doesn't. Sportsmanship matters ...unless it means I must accept an outcome I don't like or am convinced is unfair. In Shakespeare's Hamlet there is scene where King Claudius, who has come to the throne and all places in his life through murder and deceit is kneeling, presumably in prayer, at the appropriate place in the castle. (Stay with me on this weaving a bit of English class into an Athletic Director conversation) Initially he is expressing a bit of remorse for the poor actions he has taken. Hamlet, unaware of Claudius' words or thoughts, is out of sight but pondering how he might seize the moment to exact revenge and kill the murderer of his father, the rightful king. As the scene closes Claudius does not speak or hold thoughts of true remorse, his true character is pleased to be king, pleased to be married to his brother's wife, overall pleased with the outcome of his poor choices. He recognizes his lack of sincerity in his prayers with the line, "My words fly up, my thoughts remain below, words without thoughts never to heaven go." If we are ever going to see character development and sportsmanship that sticks, we must be willing to cement our words and expectations with our actions, acknowledging that when we fail in that connection we have failed, and MUST do better moving forward, no excuses.

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SPORTFACTOR



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I have been involved with high school athletics as a player, coach, administrator, and Alberta Schools Athletic Association Board member, Commissioner, President and Past President spanning almost 50 years now from those days as a grade 10 playing volleyball in Calgary and have coached close to 80 teams total in football, volleyball, and basketball. It is extremely easy to see where character and sportsmanship receives Claudius like lip service and where cultures of character and expectations of behaviour and appropriate response have been taught and acted upon on a consistent basis. Is there really a “good technical foul” a necessary “unnecessary roughness” or a sportsmanlike, “unsportsmanlike penalty”? I will never believe there is. Our language, our actions, our instructions to our team in terms of how they will carry themselves, in fact how we will carry ourselves, win, lose, or draw in every moment sets the course for what we will do, how we will respond under pressure.

These are sports we are involved with, high school sports for the most part, and while it’s a wonderful thing to win and we all believe that sports provide great lessons for life, too often we fail to acknowledge that many of those lessons are how to properly respond when it doesn’t go the way you wanted or believed it should go. I have heard some form of the phrase, “Character isn’t developed in times of pressure, that’s when it used” on many occasions. I do agree in the immediate moment of response that is where our character is at that moment; but believe further that we learn in that moment and from that moment refining our understanding, polishing the practice of great character when we have chosen well and reflecting on how we might choose a better way when we have chosen poorly. We can all continue learning every day. We are all role models – sometimes we are role models for what people shouldn’t do, sometimes for what they should. There are much harder things going to happen in our lives, and in the lives of our players than anything that will happen in sports.

I want every shot to go in, every serve to be good, every play to succeed. I’d prefer my team to be ranked as high as I see them, I want to win every game, but the Rolling Stones nailed it years ago, “You can’t always get what you want, but if you try sometimes, you just might find...you get what you need.” What we need is to be resilient, you hear that word a lot and resilience is directly tied to being a person of great character under pressure. A resilient person can celebrate the success of others even in a situation where it means the other person wins the moment at their expense. Live it. Lead it. Don’t just speak it or think it. You always have a choice...choose wisely align your words with your actions in private and public, your coaches, athletes, friends and family will follow.

CIAAA Certifications

November - December 2021

<p>CRAA RECIPIENTS</p> <p>Scott Cory - SK</p>	<p>CCAA RECIPIENTS</p> <p>Brent Pinnell - BC Brian Grest - SK Cory Kokotailo - AB Kyle Nystad - BC Michael Sera - AB Mike Thompson - BC</p>
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Congratulations!



WINTER WEBINAR SERIES

Kick off the New Year right and join us for this great week of Athletic Director learning!

We are starting the week with a FREE Workshop from our partner REPerformance Inc. The REPerformance platform is a teacher/coach tool that aims to provide equal opportunity for students/athletes to become competent movers for life. In this Webinar, coach Cal is going to review how REPerformance can be instituted in an athletics environment or Physical Education classes. You won't want to miss out, [register here!](#)

Following the workshop we have four outstanding Leadership Training Program Courses running. These courses are content rich and were created by and for Canadian Athletic Directors. Take advantage of learning from the comfort of your office or at home and **REGISTER TODAY!**

If you are a ASAA, BCSS, or SHSAA Athletic Director you receive **course discounts!** Contact Shannon at shannon@ciaaa.ca to get your discount!

Are you interested in running a course in your area or have a course in mind you want to take?

Contact Shannon for details, shannon@ciaaa.ca. We will run a course anytime and anywhere, reach out to start the conversation!

LTP REGISTRATION

WORKSHOP REGISTRATION

COURSE DESCRIPTIONS

WINTER WEBINAR SERIES	Monday, January 24 ** FREE WORKSHOP**	3:30pm - 4:30pm	Long-term Athlete Development in a Group Environment Presented by: REPerformance Register Here
	Tuesday, January 25 LTP Course	3:30pm - 6:30pm	714C: Preventing, Managing & transforming Challenging Behaviour Register Here
	Thursday, January 27 LTP Course	3:00pm - 6:00pm	502C: Athletic Administration in Canadian Schools Register Here
	Friday, January 28 LTP Course	11:30am - 2:30pm	700C: Administration in Middle School Athletic Programs Register Here
	Wednesday, February 2 LTP Course	4:00pm - 7:00pm	608C: Management Strategies & Organization Techniques Register Here

All Times are listed in Pacific Standard Time



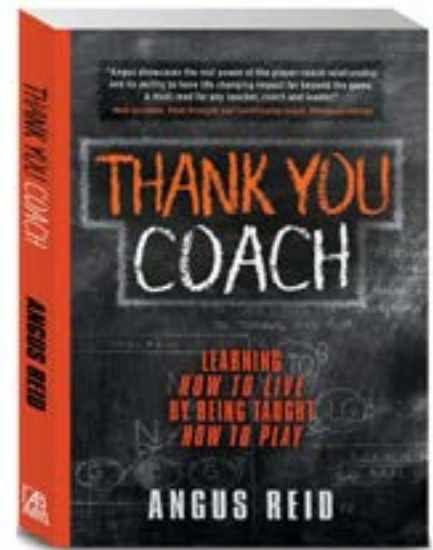
2022 NATIONAL ATHLETIC DIRECTORS CONFERENCE

Are you excited? The 2022 Virtual National Athletic Directors Conference is coming up in April!

We are in the midst of finalizing our program, second keynote, and more! Keep an eye on your email as Registration will open mid January!

Be sure to register right away, **the first 150 people to register will receive a FREE copy** of Keynote Speaker, Angus Reid's Amazon #1 Best Seller, "Thank you Coach - Learning How to Live by Being Taught How to Play"

Stay tuned!



Sponsored by [Armilla Tech](#)

AD Discussion Forum

Topics of the Month!

ask questions share ideas network



Have you logged in yet?

The CIAAA Discussion Forum is a great place to ask questions, network, and share ideas with your fellow Athletic Directors. Be sure to login and join the conversation! Check out our featured topics of the Month!

- Idea's to Train & Retain Officials
- Balancing your time as an AD

**DISCUSSION FORUM
LOGIN**



RESOURCE OF THE MONTH



January's Resource of the Month comes to us from our 2023 NADC Keynote Speaker, Bruce Brown from Proactive Coaching. Bruce and his team wrote an article for Coach & AD Magazine on the **10 Traits of a Successful Athletic Program**. Check out the articles below!

- [Part 1](#)
- [Part 2](#)

Do you have any resources that you think might be useful to your fellow Athletic Directors? Send them our way!

Reminder to activate your membership to gain access to our full Resource Bank! ASAA, BCSS & SHSAA Athletic Directors receive free a membership, email info@ciaaa.ca for information.



Did you know the CIAAA has a 3 level certification program?

Further yourself and your professional development through our certification program, you may already have the courses to receive your first or second certification! Check it out and complete your certification form [here](#) on our website!

If you have any questions, please contact Shannon at shannon@ciaaa.ca.

SPORTFACTOR CUSTOM ONLINE STORES

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Looking for an easy way to create and order custom apparel for your athletic department, teams, and staff? Check out Sportfactor's custom online store option, it is an easy and seamless way to meet your apparel needs.

Click [here](#) or on the photo above to get started!

SPORTFACTOR | ATHLETIC DEPARTMENT BUYERS GUIDE

Are you annoyed with old and broken equipment, or are looking for equipment you don't have?

Sportfactor has created an easy to use Inventory Check List and Buyers Guide for High School Athletic Directors. In the guide you will find basic equipment schools use to run physical education programs and school sport teams. This is a basic starting point, if you are looking for further equipment and a more detailed list, don't hesitate to reach out to Craig at Sportfactor: craig@sportfactor.net.

BUYER'S GUIDE

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For More Information Contact:

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