

ATHLETIC DIRECTORS – Presenting Partners: *Ecell Sports & NSIAAA*

Library unless otherwise noted

Monday, July 24

8:00 a.m. – 10:00 a.m.

NSIAAA: *New Athletic Directors Orientation* – Library

3:30 p.m. – 5:00 p.m.

NSIAAA: *Cohort Kick-Off* – A104

Tuesday, July 25

7:30 a.m.

Registration & Exhibit Areas Open

7:30 a.m. – 3:45 p.m.

NHSACA Silent Auction – LNS Exhibitor Area

9:00 a.m. – 10:30 a.m.

Jennifer Schwartz, Interim NSAA Executive Director: *NSAA 2023-2024*

10:45 a.m. – 11:35 a.m.

Welcome & Keynote: Kevin Kush, Coach Kush Speaks: *Winning Where It Matters* – Main Gym

11:45 a.m. – 12:15 p.m.

Leading the Student-Athlete Experience Kick Off Lunch Provided to Athletic Directors by Ecell Sports – Bill Eckstrom, CEO

12:15 p.m. – 2:15 p.m.

Dr. Clint Longenecker, University of Toledo, OH: *Best Practices of Great Leaders in Sports – A Look in the Mirror for Administrators & Coaches*

2:30 p.m. – 3:20 p.m.

Mitchell Stine & Christina Boesiger, Norris HS, NE: *Essential Skills & Strategies Needed to Effectively Coach & Support Staff*

Keith Wahl, Assist. AD, Valor Christian HS, CO: *Foundations of Creating a Positive Experience by Building Trust & Intention* – A104

3:20 p.m. – 3:30 p.m.

Ice Cream Social - *Presented by Nebraska State Education Association* – Exhibitor Area

3:30 p.m. – 4:20 p.m.

Sarah Wirth, President, Ecell Sports, NE: *Insights Into Creating & Sustaining a Psychologically Safe Environment*

Bill Eckstrom, CEO, Ecell Sports, NE: *Power of Embracing Healthy Discomfort to Promote Growth Within Their Team* -A104

3:45 p.m. – 4:35 p.m.

NSAA: *Concussion, Cardiac Arrest and Heat Acclimatization Training* – Auditorium

4:30 p.m. – 5:15 p.m.

Ed Molitor, CEO, Molitor Group, IL: *Victory Undefined is Victory Unfulfilled*

Wednesday, July 26

7:00 a.m.

Running/Walking for Kindness - Saundi Fugleberg Memorial 5K & 1 Mile Fun Run/Walk – Benefiting the Nebraska Food Bank Network - LNS East Parking Lot

7:30 a.m.

Registration & Exhibit Areas Open

7:30 a.m. – 3:45 p.m.

NHSACA Silent Auction (Pick Up Items by 3:45 p.m.) – LNS Exhibitor Area

8:00 a.m. – 4:00 p.m.

Coaches Care Blood Drive – West Side LNS

8:00a.m. – 12:00 p.m.

LTC 501: *Athletic Administration: Guiding Foundations and Philosophies* – A104 (Lunch Provided between LTI 501 & 502)

9:00 a.m. – 9:50 a.m.

Winning with Hudl for Your Athletic Department

10:05 a.m. – 10:50 a.m.

NCA District Meetings & Raffles (Elections of NCA Board Members, Election of NCA Sports Advisory Committee Members, Q&A with NCA Board of Directors)

11:05 a.m. – 11:55 a.m.

Steve Throne, Millard South HS, NE & Joey Struwe, Lincoln HS – Sioux Falls SD: *Assessing Your Athletic Department's Culture*

11:55 a.m. – 1:15 p.m.

Lunch on Your Own – Food Trucks – LNS Parking East Parking Lot & NCA Sports Advisory Lunch Meetings – LNS Main Gym

1:00 p.m. – 5:00 p.m.

LTC 502: *Athletic Administration: Strategies for Organizational Management* – A104

1:30 p.m. – 2:20 p.m.

Dr. Cheyenne Trussell, Meridian HS, MS: *The Top 20 Challenges Facing Athletic Directors in the State of Mississippi*

2:35 p.m. – 3:25 p.m.

Dr. Troy Urdahl, St. Anthony Village HS, MN: *Lessons Learned: Athletes Best and Worst Experiences in High School Sports*

Thursday, July 27

7:30 a.m.

Registration & Exhibit Areas Open

9:00 a.m. – 9:50 a.m.

NHSACA Athletic Director Finalists Forum & Micro Presentations

10:00 a.m. – 10:50 a.m.

NHSACA Athletic Director Finalists Forum & Micro Presentations

11:05 a.m.

Drawings – Main Gym