Dear WADA Members,

I recently read the following in one of the online leadership blogs I follow:

Comfortable doesn't make you better. Easy doesn't make you better.

Lack of challenge doesn't make you better.

What makes you better?

Setbacks, adversity, tests, obstacles, failures.

Every hero - whether it be in movies, books or real life - has overcome obstacles in their life. It's in those moments that they realize what they're capable of. It's those moments that spur them on to come alive and make an impact. It's there that they discover their grit, their resolve, their strength. But it took the struggle, the doubt, the frustration, the adversity to unlock it.

You'll never find out what you are capable of if you aren't tested along the way.

It is an understatement to say the AD's across the state have been tested along the way over the past 6 months as a result of COVID-19.

I want to make sure you know that everyone of you has made, and are making, an impact for student athletes across the state.
It is because of your grit, and resolve that we are playing sports all over the state this fall. Yes, as the blog points out - it has been a struggle, there has been frustration and adversity . . . but because of **YOUR HEROIC EFFORTS** we are overcoming the obstacles. Thank you from the WADA Leadership for those **GOYA** efforts.

Next, by now I am sure you have heard that the 2020 WADA Conference will be held VIRTUALLY. (See registration [LINK](#) in Items of Interest #1 below) The WADA Board has been busy working on making the switch from a face to face experience to a virtual one for our members. We believe that we have put a plan in place that will offer a high quality experience for everyone who wishes to engage in professional growth and development in November (see the article #1 below about “Why should you attend?”). This week registration has opened for your 2020 -21 WADA membership and the conference. We have partnered with ADInsider to be our Virtual Platform provider. Once you are registered for the conference you will get an email notification (on October 15) from ADInsider to schedule your own personalized conference experience. Here is a [LINK](#) to the tentative timeline for the Virtual Conference - emphasis on tentative.

Finally, a reminder to put on your calendar the upcoming **WIAA All Member Area Virtual Meeting** being held on September 22 @ 9:00 AM. We have been asked to provide some feedback during this meeting by Dave Anderson, WIAA Executive Director. Please take a few minutes to take the survey listed below in - Items of Interest #3, Your WADA District Rep will be using the results to share information with those in attendance at Tuesday’s meeting. Your time and attention to this is greatly appreciated.

Be positive . . . stick together . . . lead with purpose!

Todd Sobrilsky, CMAA
WADA President

**ITEMS of INTEREST**

1. [WADA Conference Registration 2020](#)

2. **2020 Virtual WADA Conference - Why should I attend?**

From Shawn Groshek, WADA VP, D3 - Amherst High School AD

With the first half of September already behind us, we are approaching that familiar
time of year, WADA Workshop time! But, oh how things have been different this year, hundreds of virtual meetings, no face-to-face education, no spring sports, 30-day extended spring season during the summer, delayed summer contact, delayed fall sports for some, no fall sports for others. Man, what a 6 months it has been!

By now you know, the 2020 WADA workshop will not be face-to-face at the Kalahari, but will be held virtually from Sunday, November 8th through Thursday, November 12th. If you are like me, “Seriously, another virtual meeting!”

Hear me out. As a Teacher/Activities Director, my time, like a lot of yours, is dwindling by the day for any kind of professional development. But with that being said, “who will take care of you if you don’t take care of you?” The WADA board has been working tirelessly to make this an unprecedented workshop this fall. The virtual conference will be hosted on Zoom, with keynote speakers and mini sessions everyday. The amount of time and money saved from travel, hotel and down time will speak for itself and the value to connect, collaborate, and network will go well beyond the cost of WADA/NIAAA membership. With the workshop being held virtually, all the keynotes and mini sessions will be recorded and accessible post conference. This will be invaluable with the content you can connect with, instead of catching only 3 mini sessions, you will be able to catch all 21 at your own pace. The amount of engagement is limitless.

Looking forward to a record year in membership and collegiality with this option, can’t wait to see the benefit this obstacle presented us.

3. The WIAA All Member Area Virtual Meeting will be held on September 22 @ 9:00 AM. We are looking to gather feedback for sharing out by WADA District Reps at Tuesday's meeting through this [WADA SURVEY](#). Please work through survey fatigue to make sure your perspective is part of the discussion, we need you to complete this 5-10 minute survey.

Here is the [last survey](#) results our membership provided to help inform our WADA Liaison, Nathan DeLany, at this Friday’s WIAA Board of Control meeting.

4. Please remember to check out [gowada.org](#) for regular updates and resources. If you would like to share resources or templates we would love to have your submissions, please email to Eric Plitzuweit, eplitzuweit@basd.k12.wi.us

5. A message from Melissa Gehring, CMAA, Our NEW State LTI/Certification Chair,
I am excited to start my role as the WI State Coordinator for professional development. As administrators of education-based athletic programs, we want to demonstrate the highest competency in our profession while modeling continued education, personal and professional growth, and lifelong learning. It is my hope to guide and facilitate the NIAAA accredited Leadership Training Institute to make certification (CAA and CMAA) obtainable for everyone in WI and increase the overall certified athletic administrators in Wisconsin. Stay tuned for a three-year plan of coursework designed for you to plan ahead for your certification journey starting with a variety of classes offered at the upcoming virtual WADA conference in November. In the interim, I challenge anyone who has yet to obtain CAA certification to log-on to their NIAAA portal and look at their transcript. What classes do you need to complete to fulfill your requirements? If you currently have CAA certification, what are you currently doing in your job that could possibly be your CMAA project? If you have questions about your certification or have a request for a certain class offering, please feel free to contact me.

6. September 2, 2020 WADA Board Meeting Minutes. The next WADA Board meeting is scheduled for Sunday September 20 @ 7:30 PM. Feel free to contact your District Rep with any items you would like brought to the Board to discuss.

7. The latest from the NFHS - THE NFHS VOICE

8. NIAAA VIRTUAL CONFERENCE OPPORTUNITY