

ATHLETIC ADMINISTRATION SPEAKERS 2021



Amy Anderson - N2Learning

Sunday, July 18th 12:30 PM

Lecture Title: We Win Together: Strengthening Relationships between Academics and Athletics

Amy Anderson has 25 years of experience in education including her recent role as chief academic officer for secondary schools in a 6A school district in the DFW area. She has served in a multitude of roles as a teacher, assistant principal, principal, director, executive director, and chief of student services. She has worked in both a small fast-growth district and in a large urban district. Amy wants to follow her passion for helping educators become transformational leaders and reach their potential in whatever role they serve. She regularly works with groups for strategic planning, executive leadership coaching, school culture and climate, instructional leadership, and goal attainment. While serving at the central office, Amy offered innovative learning institutes for administrators in various stages of their careers. She is also an engaging designer of professional development for a myriad of audiences. Her passion is leadership coaching and mentorship for campus and district staff.



Scot Hafley - Wichita Falls

Sunday, July 18th 1:30 PM

Lecture Title: A Head Coach & Assistant Coach Relationship: Growing our Profession

Currently, Scot Hafley serves as the Director of Athletics for Wichita Falls ISD. Hafley began coaching in 1997 and spent four years as a graduate assistant football coach at multiple Universities and a head coach in the arena league before returning home to Texas. Since 2001 Hafley has served as an offensive coordinator, head football coach, and athletic director across the state and enjoyed the highs of winning a state championship and lows of losing too many games. As the Director of Athletics in Wichita Falls Hafley has restructured the athletic department to increase athletic periods for all coaches and ensure head coaches and coordinators work with middle school athletes every day. The district will open two new high schools in the fall of 2024 and close all three current high schools. Hafley serves on the THSCA's Urban ISD Program and the Policy Committee for THSADA.

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Jeni Neatherlin - Granger ISD

Sunday, July 18th 2:30 PM

Lecture Title: *Work Together Win Together: How Administration & Coaches Work Together toward Campus Success*

Jeni Neatherlin is in her 20th year in education. She is currently the Superintendent of Granger ISD. Previously she served as the Chief Operations Officer of Salado, was the High School Principal of Llano High School, Junior High Principal at Abell Junior High, and Associate Principal at Midland Lee. Before going into administration, she was a Head Softball Coach at the 4 and 5A level. Jeni completed her undergrad at Angelo State University and master's from Lamar University. As a former coach turned administrator, Jeni has worked at both big and small schools, and she has a true passion for coordinating the efforts between Athletics and Academics. As a leader of a 3-time U.S. News and World Report, Best High School, Neatherlin has hired Athletic Directors that turned around their programs leading to multiple district championships, playoff appearances, and a football State Semi Finals appearance for Llano, the first in program history. During her career, Ms. Neatherlin has been recognized throughout the state and nationally as an exceptional educational leader.



Karen Duke - Region 10

Monday, July 19th 8:00 AM

Lecture Title: *"I Don't Want to Damage a Relationship:" Importance of Employee Supervision & Documentation*

With 32 years of experience in education, Ms. Duke has served in many roles; including Director of Human Resources, Administrator at a 5A high school, Anatomy/Physiology Teacher, and Head Coach of Basketball, Cross-Country and Tennis. Currently, she is the Assistant Director of Personnel & Certification Services for Region 10 ESC in Richardson, Texas and focuses on the area of Human Resources Training & Consulting.

In her current role, she believes not only is it important to support and build relationships with Human Resource Departments, but it is also imperative to support and build capacity at the campus level. Those in a supervisory role (including principals, assistant principals, athletic directors, and coaches) need to remain sensitized in district policies/procedures regarding Boundary Invasions, Investigations, Supervision/Documentation, Sensitivity & Diversity, Title IX and more.

As a student-athlete growing up, Ms. Duke understands the value of high school and college athletics and believe it is an integral part of student development. As a former player, she has first-hand experience with excellent programs and coaches, which afforded her the opportunity to compete in several outstanding athletic events: Texas Association of Basketball Coaches North / South All-Star game (MVP), Texas High School Basketball Hall of Fame game, AAU National Junior Olympic Team (Virginia). While playing in 1986-1988 at Grayson County College under Coach Bill Brock, current Baylor University Women's Basketball Associate Head

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Coach, the team amassed several honors: Nationally ranked (4) team defense, Nationally ranked overall (20), Region 5 championship game, North Texas Jr College Athletic Conference Title, undefeated season (12-0). As a coach, Karen had the privilege of working in excellent athletic programs including Crandall ISD, Forney ISD, and other districts where she worked with a state qualifier in cross-country, a regional tennis player, and a basketball program that compiled a winning record of 27 wins/ 6 losses.



UIL Updated to AD's - Susan Elza

Monday, July 19th 9:00 AM



Andre Walker - Houston ISD

Monday, July 19th 10:00 AM

Lecture Title: What Do We Do Now?

Walker holds a Bachelor of Science in Business Administration from Texas Southern University, Master's in Education from Prairie A&M University and is currently completing his doctoral degree in Educational Leadership. He currently serves as the Director of Athletics and UIL Activities for Houston ISD. He is an active member of the National Interscholastic Athletic Administrators Association (NIAAA), National Federation of State High School Association (NFHS), Texas High School Athletic Director's Association (THSADA), Texas High School Coaches Association (THSCA), the Texas Girls Coaches Association (TGCA), and the Houston Coaches Association (HCA). Walker is married to Tiffanie Walker, they are the proud parents of two sons, Andre' Walker II and Aiden Walker.



SportsYou Panel

Monday, July 19th 11:00 AM

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Jennifer Frazier - McKinney ISD

Monday, July 19th 12:00 PM

Lecture Title: *Guiding Principles from a New Kid on the Block: Basic Management & Leadership Principles for 1st Year ADs & Beyond*

Jennifer moved into the role of Director of Athletics for McKinney ISD in September of 2020. Previously she served under Shawn Pratt as the Assistant Athletic Director and Associate Athletic Director. She has coaching experience at the middle school, high school and collegiate levels where she served as the Head Girls' Basketball Coach at Lake Highlands High School in Richardson, and as an Assistant Coach for the Women's basketball and softball teams at Abilene Christian University. After graduating from Plano East High School Jennifer played basketball at ACU where she was twice named Kodak All-American and National

Player of the Year.

Jennifer received her Bachelor of Science in Education from Abilene Christian University in 1996 and her Masters in School Counseling from Lamar University in 2015. She is married to her husband; Justin Frazier and they have lived in McKinney since 2000. They have 3 children named Zach, Brandon, and Dylan



Kelly Parker – NEISD

Monday, July 19th 1:00 PM

Lecture Title: *The Value of Communication*

I grew up in Carthage, Texas and graduated from Texas A&M in College Station. Began coaching in 1993 for Jourdanton ISD followed by stops at Wimberley High School, LEE High School in San Antonio, Alamo Heights High School and Claudia T. Johnson High School in San Antonio as well. While coaching at Alamo Heights High School I was fortunate to coach in the 2003 4A Division II Football State Semi Finals and was part of the Football State Championship team in 2006 in 4A Division I. At Johnson High School I was part of the 2013 Football State Semi Finals for 6A Division II and had the privilege to coach in the 2016 6A Baseball State Championship.

In 2016 I became an Athletic Director in North East ISD in charge of football, track, and baseball. In 2020 I became the Executive Director of Athletics in the North East ISD. In my 27 years in education, I have been blessed to work with some of the best coaches and Directors in the business. I have been married for 30 years to the love of my life Stephanie Parker and have two grown daughters. I enjoy what I do and am always looking for new adventures and challenges.

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HUDL

Monday, July 19th 1:00 PM



Mike Giles - Needville HS

Tuesday, July 20th 8:00 AM

Lecture Title: Challenges of being the AD and HFC



DEC/PAPF Training

Monday, July 19th 1:00 PM



Grace McDowell - Frisco ISD

Monday, July 19th 1:00 PM

Lecture Title: Transition: Running your Leg of the Race

Grace McDowell was named the Frisco ISD Athletic Director in March of this year after serving as an Assistant Athletic Director since 2014 and completing her 19th year in Frisco. Prior to that she was a middle school assistant principal in Frisco ISD for 4 years. Before moving into administration, Grace coached and taught at both the high school and college level for a total of 19 years in the states of Ohio, Arkansas, and Texas. She has been a head college basketball coach and a head high school coach of multiple sports including basketball, softball, volleyball, and girls and boys track. In her

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current role, she serves approximately 15,000 athletes and supports almost 600 coaches in 11 high schools and 17 middle schools. She has a B.A. in Kinesiology from Lyon College, a M.Ed. in Exercise Physiology from the University of Houston, a M.Ed. in Education Administration from Lamar University, and is currently A.B.D. in her Ph.D. in Sport Management at Texas Woman's University. She is proud to serve as a R.O.C.K. Mentor with Texas High School Coaches Association (THSCA) and as a member of the Publication Committee with the Texas High School Athletic Directors Association (THSADA). Grace is also a member of the Texas Girls Coaches Association (TGCA), and the National Interscholastic Athletic Administrators Association (NIAAA).