



FOR IMMEDIATE RELEASE

THSCA Announces the 92nd Annual Convention and Coaching School in San Antonio, TX, at the Henry B Gonzalez Convention Center

San Antonio, TX – July 15, 2024 – The Texas High School Coaches Association (THSCA) is excited to announce the 92nd Annual THSCA Convention and Coaching School, set to take place from July 21st to 23rd at the Henry B. Gonzalez Convention Center in San Antonio. This year's event promises to be the largest and most impactful yet, with an anticipated record attendance of over 17,000 coaches, athletic directors, athletic trainers, and vendors.

The convention will kick off with the Hall of Honor Banquet on Saturday, July 20th. The banquet will celebrate state championship coaches, THSCA award winners, and the Class of 2024 Hall of Honor Inductees. It will set the tone for a weekend dedicated to excellence in coaching, sportsmanship, and professional development.

From Sunday morning through Tuesday afternoon, attendees will engage in an all-inclusive schedule featuring 266 hours of content across 13 sports, health and safety, and professional development. The convention will also host 11 panel discussions, 28 meetings, 15 networking events, 32+ press conferences, and showcase over 700 exhibitors.

"This year's convention is poised to be our biggest and best yet," said Joe Martin, THSCA Executive Director. "With the emphasis on 'The Texas Way' sportsmanship initiative and our comprehensive heat education resources, we are committed to fostering a culture of respect, safety, and excellence among our coaches and athletes."

The convention will feature an impressive lineup of high school state championship coaches and THSCA Coach of the Year winners as speakers, providing invaluable insights and education in the latest training techniques, strategies, and program development. Additionally, over 25 colleges and universities, including all major football programs from Texas, will participate, further enriching the convention experience.

The convention's economic impact is estimated at \$9 million, with attendees staying in 28 hotels and over 12,000 room nights pre-sold. This significant contribution underscores the importance

of the THSCA Convention and Coaching School to the San Antonio community.

For more information, visit the THSCA website at www.thsca.com/convention

Join us in San Antonio for an unforgettable event dedicated to advancing the coaching profession and enhancing the lives of student-athletes across Texas.

THSCA 2024 Hall of Honor Inductees:

Lee Bridges

Davis Lee Bridges was born on October 13, 1956, at Fort Hood, Texas, and raised in Lampasas. He excelled in multiple sports at Lampasas High School, graduating in 1975. Lee attended UT Austin, where he met and married Connie Grusendorf. Encouraged by Connie, he pursued a coaching career, starting at Victoria High School.

Lee's coaching career included significant stints at John H. Reagan High School, where he won a Teacher of the Year award in 1987, and Austin High School, where he turned the Maroons into a playoff team and was named 1995 Central Texas Coach of the Year. He later coached at Killeen High School, William H. Taft High School—leading the Raiders to a state title game—and John Paul Stevens High School, guiding the Falcons to the playoffs.

Lee concluded his career at Leander High School, retiring as the athletic director for Leander ISD in 2015. He credits his success to the players and coaches he worked with and the support of his family. Professionally, Lee served on various committees, including the THSCA Board of Directors and the AFCA High School Program Committee, and received the AFCA Texas HS Power of Influence Award in 2012.

Ken Cook

Ken Cook grew up in Sanger, Texas, with two younger brothers. After graduating from Sanger High School in 1967, he attended Ranger College to play baseball and earned his B.S. and M.Ed. degrees from North Texas State University.

Ken began his coaching career at Groesbeck Jr. High, followed by Carroll Junior and Carroll High Schools. He then returned to Sanger High School, where he coached basketball, baseball, football, and golf. In 1979, he started a long and successful tenure at Carroll High School in Southlake, serving in various roles including Athletic Coordinator, UIL Coordinator, and interim Athletic Director. He led teams to multiple district, regional, and state championships in football, basketball, and baseball. Ken won five Texas state championships and retired from Carroll in 2003, later being inducted into the Carroll Athletic Hall of Honor in 2013.

Ken served on the Texas Association of Basketball Coaches (TABC) Board of Directors and as TABC President in 2002-03. He was honored as the 1993 TABC State Coach of the Year and coached several all-star games. After retiring, Ken became the head girls' basketball coach and

girls' athletic coordinator at Boswell High School, amassing 728 career wins over 40 years. He later took a part-time position as Assistant Athletic Director at Eagle Mountain Saginaw ISD.

Ken and his wife, Kerry, live in Fort Worth. They have two children, Casey and Courtney, both successful in their respective fields, and four grandchildren.

Chris Koetting

Chris Koetting was born on September 10, 1968, in Groom, Texas, and grew up in Panhandle. He graduated from Panhandle High School in 1987, where he was a standout football player. Inspired by his coaches, Chris decided to pursue a career in coaching.

He attended West Texas State University, graduating in 1992, and married his high school sweetheart, Rosemary Surratt. Chris began his coaching career in Perryton and later moved to Lockhart, where he started his family. He returned to the Panhandle in 2002, coaching at Hereford High School before becoming the offensive coordinator for the Canadian Wildcats in 2003.

Under his direction, Canadian won state championships in 2007 and 2008, and Chris became the head coach in 2010. He led the team to additional state championships in 2014, 2015, and 2020. Known for his innovative "Air Canada" offense, Chris's teams consistently performed at the highest level.

Chris retired in April 2023 and was inducted into the Texas Panhandle Sports Hall of Fame in June 2023. He also served on the board of the Texas High School Coaches Association and received numerous coaching awards. One of his most cherished honors was having the Chris Koetting Field at Wildcat Stadium named after him.

Mel Maxfield

Raymond Mel Maxfield, born on October 30, 1958, in Kenedy, Texas, was a four-year letterman quarterback and safety at Gorman High School, leading his team to two state championships. He attended the University of Texas at Arlington for his bachelor's degree and earned a master's degree from East Texas State University.

Married to Jill for over three decades, Mel had four children: Payton, Kylie, Max, and Reece. His Christian faith and family were central to his life.

Mel Maxfield's 40-year coaching career included head coach and athletic director positions at Forney High School, Burleson High School, Amarillo High School, and Monahans High School. Known for his expertise in the Wing-T offense, he achieved significant success at each school.

At Forney High School, he posted a 129-43-1 record, leading the team to five undefeated regular seasons, nine district championships, and eleven playoff appearances. At Burleson High School,

he turned the program around with five playoff appearances in eight seasons. At Amarillo High School, he had a 65-29 record, taking the team to the playoffs every season and achieving back-to-back third-round appearances in 2012 and 2013.

Mel accumulated over 250 career wins, making him one of the most successful coaches in Texas high school football history. He was a dedicated member of THSCA, won the 2006 Nike Coach of the Year award, multiple UIL Coach of the Year awards, and the Texas Sports Hall of Fame Tom Landry Award in 2016.

Jack Murphy

Jack Murphy was born in 1938 in Tyler, Texas, one of ten children. Married to Jo Leah Murphy, he had three children: Kelly, Jack, and Jill. Athletics were his passion, leading him to become a standout athlete at Chapel Hill High School and earn a football scholarship to Tulsa University. After playing at Tulsa and Tyler Junior College, he returned to Tulsa, earning All-Missouri Valley Conference honors. He graduated with a degree in Kinesiology and Life Science, later earning a Master of Education.

Murphy's coaching career began at Clarendon and Judson High Schools before he became head coach at Gladewater in 1969. Under his leadership, the team reached the state quarterfinals for the first time and made eleven consecutive playoff appearances. With a career record of 215-116-7, he was voted district football "Coach of the Year" eight times and East Texas "Coach of the Year" twice. He served as Athletic Director and Head Coach, and received the prestigious "Tom Landry Award." Honors included induction into the Tyler Junior College Sports Circle of Honor and the East Texas Coaches Association Hall of Honor. In 1998, the Gladewater High School football stadium was renamed "Jack V. Murphy Bear Stadium."

Coach Murphy's legacy lives on through the many students and athletes he inspired. He retired in 1997 and passed away in October 2000 after battling cancer.

THSCA Award Winners:

Athletic Trainer of the Year in collaboration with Dell Children's Ascension- Dean Easter, El Campo High School

Since 1996, the Athletic Trainer of the Year Award is given to an athletic trainer in recognition of outstanding services and care provided to athletes.

Curly Hays Officials Award- Ronnie Freeman, Lubbock Chapter

Since 1988, the Curly Hays Award is given annually to a retired game official that has contributed twenty or more years of services to officiating, athletics and athletes in the state of Texas.

Distinguished Service Award- Travis Clark, NFL Dallas Cowboys

Created in 1960, the THSCA Distinguished Service Award is given annually in recognition of outstanding achievement to a person or organization that has excelled in their efforts to assist the THSCA and the coaching profession.

Putt Powell Sportswriter of the Year- Felix Chavez, El Paso Times

After a meeting with the Texas Sports Writers Association members in 1958, it was decided that the THSCA would annually recognize a sportswriter for their important work in sports coverage for the state of Texas.

Tom Landry Award- Randy Allen, Highland Park HS

The Tom Landry Award is given to a coach who has made a significant contribution to the athletes and the game of football in our state. The candidate should have served as a positive role-model for both athletes and coaches alike.

Jody Conradt Award-Brenda Marshall, Corpus Christie ISD

The Jody Conradt Award is given to a female who has made a significant contribution to women's high school athletics in Texas. The candidate should have served as a positive role-model for both athletes and coaches alike.

About "The Texas Way" Sportsmanship Initiative

"The Texas Way" is a collaborative campaign between the Texas High School Coaches Association, Texas High School Athletic Director Association, and 2Words Character Development to: Improve the level of sportsmanship at UIL sporting events, decrease the number of ejections at UIL sporting events, and strengthen communities and the relationships between coaches, athletes, officials, and fans. For more information about "The Texas Way", visit www.PlayTheTexasWay.com

About the Texas High School Coaches Association

The Texas High School Coaches Association (THSCA) is Texas high school coaches' principal advocate and leadership organization. The THSCA provides the highest quality representation, education, and services to Texas High School coaches and affiliate members by enhancing the professionalism of coaches and the schools they represent. The mission statement is simply this: To help and serve Texas high school coaches as they work to help and serve student-athletes. "HELPING COACHES HELP KIDS." For more information on THSCA, visit www.thsca.com

About Texas High School Coaches Education Foundation

The mission of the Texas High School Coaches Education Foundation is to develop funds from a broad range of donors to provide professional education programs that will strengthen, reinforce, and enhance professionalism in high school coaches throughout the state of Texas. These programs provide instructional material and training in character development to coaches in Texas at both the high school and middle school levels. They can directly impact the lives of over 1.5 million student-athletes each year. The two established events are the Texas Coaches Leadership Summit and the R.O.C.K. Mentoring Workshop.

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