

Annual Meeting Minutes
April 28, 2010

The 115th Annual Meeting of the Wisconsin Interscholastic Athletic Association was held on Wednesday, April 28, 2010 commencing at 9:00 a.m. at the Holiday Inn in Stevens Point.

Board of Control President Roger Foegen, District Administrator at Bangor, presided. Mr. Foegen opened the meeting by commenting on how he observed when he went to the Area Meetings in the fall, the tremendous passion for high school athletics in the State of Wisconsin by school personnel, student athletes and community members. He welcomed everyone to the Annual Meeting and encouraged participation. There were 425 delegates in attendance representing 349 schools, which is an increase from previous years. The 2009-10 highlight presentation produced by When We Were Young was shown. Mr. Foegen then reviewed the materials in the meeting packet and introduced the head table which included Executive Director Dave Anderson, Deputy Director Wade Labecki, President-Elect Jim Smasal of Winneconne, Treasurer Mark Gobler of Luck, Administration Coordinator Julie Kage and Parliamentarian Dr. William Davidson of the University of Wisconsin-Stevens Point.

Minutes of 2009 meeting stand as previously published. The meeting minutes were published in the WIAA Bulletin, in the WIAA Yearbook, and on the website.

Treasurer Mark Gobler reviewed the financial report included in the meeting materials. The total revenue was \$7,661,628 compared to \$7,177,115 in 2008. Unrestricted net assets at the end of the year totaled \$2,824,608 compared to \$3,016,068 in 2008. The projections for 2009-10 anticipate a projected amount of income of \$255,000 less than budgeted due to decreased attendance and \$200,000 increase in legal expenses over budget. An outlook will be delayed until late in the spring. A motion was made by Paul Rozak, Stratford and seconded by Jay Hammes, Racine Case to approve the Treasurer's Report. Motion carried by a voice vote with no dissents noted.

Joan Gralla presented the Election Report. In the Board of Control election, Mark Gobler, Luck, was re-elected to a three-year term for District 1 expiring after the June 2013 meeting. Dean Sanders, Lake Mills, was re-elected for a three-year term for District 6 expiring after the June 2013 meeting. Jack Klebesadel, Germantown, was elected for a three-year term for District 7 expiring after the June 2013 meeting. Jim Dyer, Pacelli, was re-elected for a three-year term for the Non-Public Schools At Large position expiring after the June 2013 meeting. In the Advisory Council elections, Michael Gosz, Hamilton, was re-elected to a three-year term for the Large Schools expiring after the June 2013 meeting. Scott Winch, Stratford, was elected to a three-year term for the Medium Schools along with Eric Russell, Baldwin-Woodville, who was re-elected to a three-year term for the Medium Schools expiring after the June 2013 meeting. Reed Welsh, Abbotsford, was elected to a three-year term for the Small Schools along with Mark Gruen, Eleva-Strum, who was re-elected to a three-year term for the Small Schools expiring after the June 2013 meeting.

Other Board members were introduced. They included Ted Evans, Mineral Point; Scott Lindgren, Kenosha; Mary Pfeiffer, Neenah; Terry Reynolds, Pittsville, Dean Sanders, Lake Mills and Tim Sivertson, Elk Mound. Board members Jim Dyer, Pacelli and Keith Posley, Milwaukee Public Schools were excused. Board of Control liaison Pam Huston, President-Elect of the Wisconsin Athletic Directors Association was introduced. John Ashley, Executive Director of the Wisconsin Association of School Boards and Michael Thompson, Deputy State Superintendent of the Department of Public Instruction were excused. Guests in attendance included John Roberts, Matt Otte, and Doug Chickering. This was Mr. Roberts 54th Annual Meeting, Mr. Otte's 53rd Annual Meeting and Mr. Chickering's 32nd Annual Meeting. Advisory Council and Sports Advisory Committee members present were recognized as well. Media present included Rob Hernandez, Wisconsin State Journal; Mark Stewart, Milwaukee Journal/Sentinel; Dennis Semrau, The Capital Times and Nick Dettmann, West Bend Daily News. Tim Eichorst of When We Were Young presented the live web streaming of the meeting.

Voting procedures for the amendments were explained by Wade Labecki, Deputy Director. He explained Robert's Rules of Order govern if not inconsistent with the WIAA Constitution. The authority of the Board of Control to designate a time and place for the meeting was reviewed. Written notice of the Annual Meeting shall be provided 30 days prior to the date of the Annual Meeting. The Constitution states the President of the Board of Control shall chair the meeting. A delegate may speak by going to the microphone, being recognized by the chair, give his/her full name and the name of the school represented. The Constitution of the WIAA states "a proposed amendment to the Constitution, Bylaws or Rules of Eligibility of this Association may originate (1) at the Annual Meeting of this Association, (2) in the Board of Control, (3) in the Advisory Council or (4) by petition in writing by the district administrator or high school principal of at least 10 percent of the member high schools." He also explained if a proposed amendment develops at the Annual Meeting by a majority vote of schools represented, action to add it to the Constitution, Bylaws and Rules of Eligibility cannot be taken until the next Annual Meeting or, if the membership decrees, at a special emergency Annual Meeting.

Proposal #1

CONSTITUTION--Article III, Membership, Section 3, Note

This change clarifies which enrollment will be used when member schools consolidate. A motion was made by Signe Schecher, Mayville and seconded by Greg Lampe, Oak Creek to support the amendment. There was no discussion.

The motion was approved by a vote of 322-7.

Proposal #2

CONSTITUTION--Article VI--Powers and Duties of the Board of Control, Section 10, C

This change provides sanctions to member schools that voluntarily withdraw from a conference for one sport only. A motion was made Jim McClowry, Sun Prairie, and seconded by Monte Phillips, Janesville Craig to support the amendment. There was no discussion.

The motion was approved by a vote of 315-14.

Proposal #3

BYLAWS--Article II--School Competition and Practice Requirements, Section 6

This change provides formal policy in the event scheduled classes are interrupted due to infectious/communicable disease. A motion was made by Dave Steavpack, Ashwaubenon, and seconded by Mike Rupnow, Racine Case to support the amendment. There was no discussion.

The motion was approved by a vote of 324-8.

Proposal #4

RULES OF ELIGIBILITY--Article I--General, Section 6, A

This change limits contribution to victory appeals to the Board of Control to regular season only in order to continue the tournament series on schedule. A motion was made by John Gustavson, Whitefish Bay and seconded by Jay Hammes, Racine Horlick to support the amendment. There was no discussion.

The motion was approved by a vote of 317-12.

Proposal #5

RULES OF ELIGIBILITY--Article VI--Nonschool Participation, Section 2, C, 3) b.

This change provides increased summer coaching contact opportunities to all sport coaches, with the exception of football. A motion was made by Tom Curran, Tomah and seconded by Paul Rozak, Stratford to support the amendment.

Paul Rozak spoke of the philosophical stand with this vote with the end result likely being a 50/50 split. Soccer came to us last year and appeared to have difficulties with club coaches and their involvement with students during the summer. It may be good for athletes to play during the summer, but other sport coaches will want to fill summers with activities as well. We better be able to support coaches and settle arguments within athletic departments of who plays on particular nights. This may be good to try, but we better be ready to work it out for what is best for students.

Pam Huston, Wausau West, asked for clarification in section a which talks about talking five days and is this still a school related program and in b there is no school affiliation with that contact. Wade Labecki responded that is correct and the five school days would end July 31. In option b it pertains to unlimited, nonschool contact with no school money used.

Barb Chiszar, Hayward, stated in b. what does that mean with regard to makeup of that team that is nonschool related. Wade Labecki answered your school will not determine makeup of that team and there are no limits on the roster makeup.

The motion failed by a vote of 107-210.

Proposal #6

RULES OF ELIGIBILITY--Article VI--Nonschool Participation, Section 2, C, 3) b, Note.

This change provides a common summer start date. A motion was made by Steve Knecht, Kenosha Bradford and seconded by Randy Refsland, Waupun to support the amendment.

John Frizzell, Chippewa Falls, asked for clarification of "until the start of school in the fall". Wade Labecki answered that means until the start of a fall sport practice or the first day of classes.

Don Aanonsen, Marion, asked if as a football coach, can he take his five days on August 1-5. Wade Labecki responded that this would allow summer contact from Friday of Memorial Day to the start of school. Not all schools start September 1. For the unrestricted five days, the deadline remains July 31.

Ray Kosey, Superior, asked about the start of school or first day of fall practice and the impact on basketball or hockey leagues. Wade Labecki indicated that is a local decision.

Brian Smith, Waunakee, spoke of his opposition. This infringes on the fall on the back end and spring on the front end. If the intent is to start of fall practices, it should be in there. This doesn't state start of school and it should be stated in this language. There will be more tournaments on Memorial Day weekend.

Tom Curran, Tomah, would like to second what Brian Smith stated. We should look at revisiting some date in June and base it on when spring sport season regionals occur with the only conflict being state tournaments and end on July 31 for infringement on fall sports.

The motion failed by a vote of 131-204.

Proposal #7

RULES OF ELIGIBILITY--Article VI--Nonschool Participation, Section 2, C, 3) f.

This change adds clarification to acceptable conditioning and weight training activities within Open Gym provisions. A motion was made by Jack Klebesadel, Germantown and seconded by Nick Been, St. Croix Central, to support the amendment.

John Frizzell, Chippewa Falls, asked if this was intended to cover the summertime as well. Wade Labecki confirmed the out of season and year end clarification.

The motion was approved by a vote of 319-13.

Proposal #8

RULES OF ELIGIBILITY--Article VII--Health and Behavior/Compliance, Sections 1 and 2.

This change adds Athletic Emergency Form as a required document. Editorial changes to the physical examination portion. A motion was made by Shawn Groshek, Adams-Friendship and seconded by Jon Joch, Neenah to support the amendment. There was no discussion.

The motion was approved by a vote of 321-18.

Proposal #9

RULES OF ELIGIBILITY--Article VII--Health and Behavior/Compliance, Section 2, E.

This change prohibits ineligible athletes to appear in uniform at a WIAA Tournament or to participate in the awards ceremony. A motion was made by Mike Devine, Stevens Point and seconded by Tim Widiker, Webster to support the amendment.

Linzi Gronning, Holmen, asked if this refers to code or academic athletic only and if an injured athlete could still dress up. Wade Labecki answered that is correct. If injured, the athlete may still participate in the awards ceremony. The key is whether the student is ineligible.

Steve Knecht, Kenosha Bradford, asked if this would allow the athlete to remain in plain clothes on the bench. Wade Labecki answered yes that would be allowed.

The motion was approved by a vote of 312-19.

Editorial changes to the Rules of Eligibility were presented by Wade Labecki. Editorial changes are attempts to clarify existing rules without making changes in the rules. The change may be merely a word(s) or the addition or deletion of a sentence, while in other cases, the change may reflect recent Board of Control interpretation of membership wishes.

A motion was made Kathy Bates, Xavier and seconded by Dan Karius, Slinger to approve the editorial changes.

The motion was approved by a vote of 323-6.

Roger Foegen spoke of how in his first year as Executive Director, Dave Anderson has been hardworking and has the genuine interest of student athletes at heart. He then asked Mr. Anderson to present his Director's Report.

Dave Anderson spoke of how it was nice to see all of you today and he welcomed participation by all. It is constantly becoming more obvious the strength of the organization rests with you. It is important to hear from each of you.

In our review of Old Business, we will recap some of the key items and issues confronted over the course of this past year. Then, as we turn our attention to New Business, that part of this report will include opportunity for the Open Forum and your comments. That we have opportunity to hear from each other and consider those topics and issues which will come back to you for further discussion in Area Meetings or for emphasis, or implementation in the year ahead.

One final piece of information, before beginning our conversation; there will be an opportunity to live blog with Communications Director Todd Clark regarding this Annual Meeting for an hour, immediately following today's discussions. Simply go to the WIAA's website, www.wiaawi.org, and instructions will be provided.

In recent weeks I've had opportunity to sit down individually with the executive staff and several support staff and review this past year. In those sessions I was reminded how fortunate I have been to have had their ideas, help and support in responding to the challenges we've faced throughout these past months. It is my opinion that they have offered their very best to both you and to me and have functioned as a great team in their service to this membership and to me.

As a starting point for our review, I offered a simple theme: That our discussions be focused on improvement: "What's improved from last year--and where/how do we need to improve as we go forward?" Each staff member offered a variety of perspectives and responses to those questions but interestingly, somewhere over the course of our conversations another common observation emerged. That observation, shared by each staff member was "not much has changed". I want to clarify that in the overall context of our conversations that sentiment was offered as a "good thing" from their perspectives.

I know there has been change this year--from the football and basketball plans shared openly and discussed with you in Area Meetings--meetings that in some instances lasted four hours--to soliciting your feedback; to website redesign--and any number of other changes. But the staff's "no change" comments primarily stem from their sense of cohesive and efficient internal operations. The climate in our workplace has been outstanding.

As part of this review of Old Business and this year nearly past, we need to acknowledge it has been a year of transition. With the departure of our friend and Boss, Doug, all of us--Staff, Board and membership found ourselves entering a new chapter for this Association along with the uncertainty that always accompanies significant change. So it is appropriate for me to begin this report with some of my observations on our transition.

Though it wasn't often spoken of by the Board, I think to spare me the added pressures to capably "fill Doug's shoes", I know the Board, Doug, the executive staff and I were all committed to the idea of a seamless transition. Recognizing that periods of transition can be disruptive and unsettling, with organizations left vulnerable, I am both proud of and grateful for the many efforts made by the Board, Doug and staff to assure that programs, services and opportunities for member schools and students have continued without unusual distress or uncertainty. I have repeatedly acknowledged Doug and the Executive Staff for their help throughout this year. Given the insights which are uniquely mine, I believe the successes of this transition is also largely due to the strengths of our Board and President, Roger Foegen. I have come to recognize each Board member as a strong leader and advocate for education based athletics in their own community and each has brought the strength and leadership borne of those convictions to the greater service of this membership.

I offer these observations and sentiments about the Board, staff and Doug to in part express my gratitude--but also to make you aware of the tremendous team effort that's taken place "behind the scenes" in order that it may appear to you and the public as though nothing has changed. In speaking of transition and the contributions made, there is not a single moment where your efforts, patience and support have been taken for granted or overlooked. Perhaps most credit of all, for any successes that might mark this year, must go to you--the superintendents, principals, AD's and coaches--who along with your students, parents and communities, serving on the front lines, continue to value, fight for and provide the many learning experiences inherent to the curriculum of education based athletics and you have made this a seamless transition.

Don't misconstrue my comments to suggest that we loosely or casually label a year to have been successful. All of us recognize there are still many ideas, needs and challenges that require our collective energies and best efforts. But from the perspective of a period in transition, if we may mark the successful completion of our fall and winter seasons and accompanying tournaments, as well as our continuation into our spring season offerings, as a measure of success, from that perspective alone, we should take pride. If you feel as though "nothing much has changed", then I am pleased and believe that all of us may feel we have achieved some measure of success for our efforts this year.

In continuing to reflect on Old Business and some of the challenges we've addressed for this year, several stand out.

H1N1

As the 2008-09 school year was coming to a close and the current school year was still very young, the Board and membership were confronted by a new threat--Pandemic flu. As we were learning about and attempting to respond to this new threat, several things became apparent. First, we observed that the level of concern and response to this virus, by the CDC and other health organizations, was unlike anything we had witnessed in modern time. Second, we began to learn about the unusual characteristics of this virus for fatally attacking adolescents and school-aged children--in addition to the very young and very old. Next we observed that Association policy regarding school closings, which had been developed in response to teacher strikes, snow days and deer hunting, provided no satisfactory guidance in responding to the threat of infectious, communicable and potentially fatal disease. In light of these observations and the responsibility to preserve and provide tournament opportunity, the Board, acting under their Constitutional charge and authority, adopted the provisional policy which we've operated under until the topic could be re-visited today by this membership assembly.

In the midst of the emotion of tournaments and through the clarity only provided through hindsight, this policy was seen as harsh and hard. What was lost in the emotion was the perspective that we were confronting something new, something more important than our games. Something that needed to be recognized as a public health concern; a virus that not only threatened the population of a closed school but also the populations of other communities, whose athletes, students and fans would be exposed as a result of interscholastic events. It was recognized that going forward with competition, allowing a member to compete even though they were closed as a result of infectious disease, not only exposed another member to a potentially fatal virus, but also exposed the closed school to assertions of negligence. There are few worse days in our offices than those days where a member is informed they are removed from a tournament. You have voted today as a large, representative assembly and your policy will be carried out as you have directed by your vote.

Your policy will be applied as evenly and consistently as we are able. Still, we know the emotions that swirl around our events. We know there may be more challenges and frustrations still to come, as health organizations tell us there will be something new next year. In those times, your leadership and clarity are crucial to help educate students, coaches and parents to see another perspective amidst their frustrations; the ability to see the potential life-lessons made possible as a result of adversity and disappointment and to understand that no game is of life or death importance.

Litigation

This past year the legal dispute between the WIAA and the Wisconsin Newspaper Association and Gannett has continued forward. After multiple attempts to reach settlement failed, counsel for both sides have now completed their documentation of the dispute. The stipulations of facts, affidavits and briefs are now on file with the District Court and a Judge has been appointed to the case. With all documentation filed and both parties seeking summary judgment, we are hopeful of hearing a decision sometime late this summer.

This has been an expensive disagreement. Though some of the costs are covered by insurance, the Association has been responsible to bear a significant amount of expense. Despite these costs, we believe this continues to be a dispute that is necessary to be resolved. Because of the threat to our ability as an Association to fund, promote and reasonably control our events, we must receive answers to some fundamental questions; such as:

- Does the Association own its tournaments?
- Does the Association have a right to enter into exclusive agreements in order to protect and promote membership interests?
- Are we able to exercise reasonable control over our Association's tournaments and their portrayal?
- Perhaps the most important question to be answered is--where does real time/live reporting end and entertainment begin?

The answers to some of these questions will determine how we are able to perform our member's business for years to come. I will add that it's not only the WIAA concerned about this issue. This is a case being closely watched by all other State Associations, the National Federation and the NCAA.

The WIAA entered into its first exclusive agreement to broadcast our state basketball tournament in the 1960's. Those agreements expanded into the 70's and 80's to include broadcast of our football and hockey finals. Those, along with more recent agreements have provided the Association with an important source of revenue as well as the opportunity for greater exposure of the WIAA and all its tournaments. As a result of our exclusive agreements, we've been able to enhance our tournaments and meetings with video highlights, provide on-line rules meetings and live stream this meeting over the Internet.

For over 50 years, we have been able to enter into agreements which have allowed us to serve our membership and advance its interests and increase its exposure as well as provide first class, statewide high school tournament entertainment to generations of fans. It is our hope that the courts will accept our arguments in order that we may sustain this part of the high school sports experience for generations to come.

From Area Meetings

Last fall's Area Meetings contained a number of high profile topics--two of those are summer coaching contact and a uniform start date--which you have voted on here today. However, none of last fall's topics generated as much robust debate and membership involvement as the discussions of the football districts and the rural/urban basketball proposals. It is not necessary to recapitulate all the details of those plans or the many discussions that the ideas fostered. Those ideas were rejected.

There are a couple elements of those plans and discussions that are significant and noteworthy, however. First and perhaps most importantly, these two proposals brought forth a level of membership involvement and engagement--whether you were "for or against" the ideas--that must be appreciated and respected. Someone once said, "Democracy is a messy process." That this membership was willing to engage and take part in the debate must be recognized as a positive indication of your depth of caring.

A second, significant revelation from those discussions was that in too many instances there appeared to be a disconnect in communication across some districts. Information about both of these plans--as well as information about the H1N1 policy--were made known to the membership in a timely manner, yet as the time for a decision drew near, we heard too many times, some administrator state that they had only just learned of the matter. I must take responsibility for that and admit that when we communicate to the member's identified contact person, assumptions have been made that information will be shared at all levels within the member school. As a Board and staff, we discussed some ideas that we hope will facilitate better communication in the future.

The third significant aspect of last fall's football and basketball discussions lies in what has come in the wake of the rejection of those two ideas. Keeping in mind that the ideas were formed in response to real needs and persisting concerns, the failure of those proposals has not diminished the need for relief or assuaged the persisting concerns. As a result, new ideas for: football-only conference realignment, football-late season exposure and another look at divisional placement in basketball are topics currently being discussed and will be going through our advisory committee review process in the weeks ahead. We will cover some of these topics more when we come to New Business. With respect to Football-only conference realignment, the Board held the first two such realignment hearings yesterday.

There are two more topics that I want to address under Old Business. The first is Assembly Bill 520. This was legislation proposing to make it illegal for a public school to belong to an interscholastic athletic association that did not adhere to open records/open meeting laws. It was later amended to include

private schools (mostly in the Milwaukee area) who received state-aid for students open-enrolling to their schools. I will not go into the many reasons we had for opposing this legislation. I want only to tell you that with the close of the legislative session last week, the bill was unsuccessful and that I am sincerely grateful to those of you who provided help and encouragement throughout the process. I will also share that I learned some things over the course of this experience. One of the legislators on the Education Committee repeatedly stressed the WIAA has an image problem and perhaps we do. We will visit this again in New Business.

Lastly under Old Business, I want to say a few words about another one of last year's amendments--and sportsmanship. Last April you voted to implement a suspension for assaulting or disrespecting a contest official. That came in the wake of a single incident of a hockey player striking an official. Your vote indicated zero tolerance for such behavior and the timing of this amendment's adoption appears to have been pitch-perfect. Regrettably, I need to share with you that thus far this year, we have had five reported violations of this provision.

September 21	Lomira	Boys Soccer	Player pushed official
October 22	Grafton	Boys Soccer	Player chest bumped official
February 15	Marion	Boys Basketball	Player pushed official
February 20	Hortonville	Wrestling	Wrestler pushed official
February 25	Milw. Wash.	Boys Basketball	Player struck official in chest

These sorts of behaviors--MUST STOP!

There are repeated indications in our Constitution, Bylaws and Rules of Eligibility that point to the responsibility of school administration to have control of their athletes, students and fans. Coaches must have control of their players, before, during and after a contest. I hope you are as alarmed by this increase in these absolutely unacceptable behaviors as I am. We must make the strongest of statements when in-servicing coaches, athletes and parents and maintain zero tolerance for such loss of self-control and recklessness.

Sportsmanship--which we claim to be one of the foundations for what we do, one of the lessons we believe should be an outcome of the interscholastic experience--at its most fundamental level can be defined as respect. What makes this simple lesson of respect so powerful and so important is that it is learned and tested within the crucible of competition. It is when the adrenaline is pumping and the emotions are feverish that we must teach, model and reinforce this valuable, life-long lesson of poise, composure, self-control and respect. Frankly speaking, there is little point or purpose for having sport in schools if we fail to demand that they provide the positive learning and growth experiences we claim and expect to see.

There are two other important casualties in this break down in institutional control. First is the recruitment and retention of officials. These sorts of incidents, if allowed to take place, cannot help in efforts to respond to the shortage of officials we hear about in some sports and in some parts of our state. No official deserves to be assaulted by a player, coach, or fan for working a contest.

The second casualty is the undermining of your efforts to preserve funding for sports opportunities. When confronting decisions about canceling academic programs and laying off staff, these along with other highly visible breakdowns in sportsmanship provide the free ammunition to those who see interscholastic athletics as a waste of valuable and increasingly scarce, financial resources. As a footnote on Sportsmanship, the WIAA will be sponsoring its Biannual Sportsmanship Summit on September 29 in Stevens Point at the Holiday Inn.

I recognize this may not have been an all-inclusive list of Old Business topics. Are there any other topics you would like to address under Old Business?

Jay Hammes, Racine Horlick, commented since 1999 and Columbine, you can go anywhere, but if you are a visitor, you have to identify yourself. We provide education-based program which go beyond 3:00 p.m., so why are we allowing anonymous people in our buildings without identifying themselves? The NIAAA requires identification and promotes a product called Z-Pass. It would be free to schools. He asked that the WIAA please endorse this product. We provide events and it is a privilege to attend those events but not a right. Dave Anderson thanked Mr. Hammes and this will be considered with on-line ticketing.

Luke Francois, Middleton, spoke of how the Soccer committee brought forward summertime contact and that amendment was advanced and discussion brought back in all sports. Nonschool participation was defeated and soccer never had its day to be heard. He asked that this be reconsidered for soccer. Dave Anderson asked Mr. Francois to provide the staff with the specific language and it will be brought to the Area Meetings and through the committee process. It has the potential to come back to the Annual Meeting next year.

New Business

As we begin the discussion of New Business, I want to make clear that these are some of the topics and issues that are known and being talked about now. Some of them the Board will be expected to take action on in the weeks ahead in accordance with their elected authority. Others will come back to you for additional discussion and input at next fall's Area Meetings. I am certain there will be other topics that you will want to add to this list and there will likely be topics, as yet unknown, that will be added between now and the Area Meetings. We will also hear as well as any other comments you care to offer.

This first item, more for your information and awareness; is the inclusion of the clarifying note that has been added to membership renewal forms. It is the same note that was approved in editorial changes to the Handbook. This has been added in response to some persisting, antagonizing confrontations for Board and staff, along with threatening emails from a small number of individuals who refute the Association's claim of ownership of its tournament events. These antagonists appear to be mostly individuals who moonlight taking tournament photos and selling them without following our licensing procedures. The note is to clarify that WIAA Tournament events are the property of the collective membership and not of any individual school. The note makes no change, in any way, to how tournaments have been conducted or administered in the past.

One of the topics we will be addressing at our fall meetings will be the authorization for Physician Assistants to independently perform preparticipation exams and approve students for athletic participation. At present, your Rules of Eligibility only permit a licensed MD and APNP's to independently approve a youngster for participation. This request came to us mid-year and a presentation was made to our Medical Advisory Committee a little over a week ago. That committee went on record approving the inclusion of PA's to our current list of providers. If our future discussions remain favorable, the question will be brought back to you next April for membership consideration. For the coming year there is no change in our current requirements in this regard.

On-line ticketing is a topic we look forward to hearing more from you about in the fall. Some of you are already utilizing some form of electronic ticket service for your regular season contests. Some of you have expressed interest in being allowed to use on-line ticketing when hosting WIAA tournament events. At this point we hold no strong position, either for or against use of this technology--but are interested in hearing from you and learning more before identifying a uniform position for the tournaments.

One of the hottest issues we need to continue addressing is concussions. With the continuing advancement of medicine, the understanding of and concern about concussions has skyrocketed. The debate is unprecedented. Though the WIAA has been a leader--with the help of our SMAC and WADA, in providing educational literature and making this a point of emphasis in contact sports for over a decade; in light of latest research and the climate surrounding the topic, we believe all of us must do more to educate and create awareness for coaches, athletes and parents.

In addition to providing you with educational tools we need to talk to you about our current football season model. As part of last fall's football district plan, we explained that one of its features would be to allow us to get rid of the current format of three games in ten days and allow the end of season games and first two rounds of the playoffs to be spaced the same as contests are during the regular season.

This is one of the topics I mentioned earlier--that even though the district proposal was abandoned, some of the underlying needs and concerns remain.

In the weeks ahead, the Board will be considering how to best address this residual concern. Because of the unprecedented conservative climate surrounding this topic--and in the best interests of students, the member schools and the Association, we believe our current late season format must be addressed. While this is one of those topics that can bring forth very emotional responses and reactions, we believe it's a topic that school administration must take a lead on. This is a topic we will be asking the Board to take action on, possibly as early as their June meeting. At this point I'd like to ask Mr. Labecki to share some information about concussion resources and possible ways to address the end of season for football.

Wade Labecki explained in the past the WIAA has been a leader in providing concussion information to its membership and rules meetings including material from the CDC along with a concussion kit and information in the Medical Policies and Procedures and information on the WIAA website. The Sports Medical Advisory Committee incorporates the Zurich method of concussion management and an updated rule was implemented last year and is the most stringent rule in the country. The NFHS has brought forward a rule that any person with symptoms of concussion shall be removed from contest. Each school will get a DVD on it with course material approved by the CDC. It will provide an opportunity to educate your coaches, parents and students and when it becomes available, it will be placed on the WIAA's website. We anticipate having the DVD by June 1 and there will be a tracking system to monitor who has viewed the video.

The three games in 10 days in football was addressed next. A survey went to all 432 schools that sponsor football. A total of 288 responded. In 2011, the season will start on week 5, Wednesday, August 5 and on August 1 in 2012. This would eliminate week 9. Eliminating the scrimmage is not an option supported by the Medical Advisory Committee. Moving the state championship one week later or reduce playoff field to 112 was mentioned. This information will be shared with the Board of Control in May and in June.

Steve Knecht, Kenosha Bradford, asked if the Medical Advisory Committee opposed eliminating the scrimmage. Wade Labecki answered yes. Mr. Knecht then asked if the membership has the opportunity to reassess among the other options. Wade Labecki answered 67 had that listed as their choice and they could email the WIAA another option.

Barry Schmitt, Independence, did not find any options desirable and liked the District proposal. He would like a seven game season and then 18 districts play in semi-playoff scenario resulting in a maximum of 13 weeks. This would eliminate the three games in ten days. He would like seven equal divisions and recognizes this would open up some byes in some districts. Everyone would be guaranteed nine games and possibly ten. Dave Anderson asked Mr. Schmitt to get that plan to the WIAA office and we will share with it with the Board and at Area Meetings.

Luke Francois, Middleton, felt the WIAA vacated the District model too soon with unanswered questions on lower level play and conference responsibilities. If there is a revote, we should reconsider a district vote as well. Dave Anderson explained it is important to identify and make clear the opportunity to provide feedback should be not construed as a formal vote. Feedback is always appreciated.

Cal Tackes, Stratford, spoke of moving forward too quickly without end of season stats to back this up. There hasn't been discussion on when concussions take place. He feels there are no more concussions during playoff games than during the regular season. We should have that information before changing the process. Moving the season later collides with basketball and potential bad weather. Economically schools would not like to start the season earlier because they would have to pay the coaches for a longer, earlier time period. As coaches, they do not want to lose contests. We need research on this confirming more occurs during the playoffs.

Greg Smith, West De Pere, asked what was the second choice on the survey. If the Board acts on this in June meeting, we don't want problems with communication. Wade Labecki explained 98 of the total 288 supported starting the season earlier, 77 voted eliminating the scrimmage. There were 56 votes in support of eliminating week 9, 36 supported move state back and 21 supported reducing the playoff field to 112. Mr. Smith said one of the issues with problems with the District plan was that it was discussed well at Area Meetings but he heard in the caucus, we need to be in an environment to hear what other districts have to say.

The Athletic Directors received the survey in a link to an email. They were asked to address this with administration prior to voting so everyone had input. The membership was also asked to provide feedback to the staff and the Board.

Jack Klebesadel, Germantown, stated since one choice (eliminating the scrimmage) is not valid, the survey is not valid. He asked that the survey be made valid. Dave Anderson indicated he would share this feedback and this could be done.

The economy and funding is a topic we could spend the rest of the day on--but we won't. I mention it here to make you aware of discussions among our staff that we will be asking your input on in the weeks ahead and in the fall. Like each of you, we are looking for ways to become greener and more cost effective within our own operation without loss of services. We are looking for what we can do to provide more revenue back to you.

The first areas we are looking at internally has to do with our publications, shipping and postage. In the weeks ahead, we will be addressing with the Board and the various advisory committees such things as our physical forms, alternate year cards, our handbooks, desk calendars, season regulations and the Bulletin. In recent years, and as we move forward, we recognize the increasing use of our website for information and we will be looking for input as we contemplate taking another step in that direction by putting more material on-line.

With respect to looking for ways to help provide more dollars back to you, there are two primary ways--the first is to increase ticket prices. At this juncture that has not been a topic that's come to the table. Given our relatively recent increases; it is not a topic I would like to see advanced until we are a bit further along in economic recovery. Our current ticket prices are still family friendly and we recognize the struggles many families have faced in recent years and that many still face and are reluctant to increase ticket prices at this time.

The second avenue for finding funding is to look for new ideas and new revenue streams. One possibility we've been working on has been a licensing agreement, where schools may be able to receive cash for the merchandizing of their school's name, mascot and logos. This is an idea similar to one being advanced by the National Federation to all State Associations. However, unlike the National Federation's plan--which we have decided not to sign on to--none of the dollars which may be generated are returned to the National Federation or the State Association. In addition, the ILC seeks to help you create your own, on-line store.

I'd like to ask Mr. Clark to provide a brief update on the status of this opportunity.

Todd Clark explained the developments with the ILC. A meeting was held last week and objectives and strategies detailed. Licensing can be accomplished at no cost to schools. Schools may market or rebrand their logos and a website created at no cost. They will work with sponsors and vendors on quality products at the lowest cost possible. Mr. Clark strongly encouraged schools to look into this.

At our fall meetings we want to engage you in a discussion of our exceptional athlete waiver provision found in the Rules of Eligibility. This is a waiver that was designed as a means to allow outstanding student athletes to take part in extraordinary competition opportunities. It was also designed with a significantly high threshold in order to assure coaches and teammates would not be without their most talented players and school teams abandoned for the sake of individual pursuits. There is also a competitive equity element inherent to the rule, attempting to keep WIAA tournament opportunities on a level playing field.

Mr. Shafranski will provide some additional insights for the discussions we look forward to having. Depending on our fall discussions, this is a topic that may come back to the membership next April.

Mr. Shafrenski explained there has been tremendous change in the world of nonschool competitions. Nonschool event sponsors manipulate the language to entice athletes. They specify a number of international competitors and place them in certain competitions so nonschool events may be held during the school season. There will be further discussions on this. Many requests are coming from the southeast portion of the membership. Wealthy families make most requests and this should be evaluated at the local level and will be a topic for the Area Meetings.

As I mentioned earlier, the image of the WIAA was recently described to me as being in bad shape. I want you to know those words have struck in my mind and if indeed there needs to be improvement, we will work on that. One of the ideas we've launched has been to ask your students to create a video about what the WIAA means to them. As many of you have already noticed we have reshaped our website attempting to get more helpful information about this Association right up front. But in the end, I believe our greatest resource in efforts to improve our image rest in your hands. The Board and staff are going to need your help--in educating students, parents and the public about what the WIAA is and what the WIAA does and how we do it. As we consider our image as an Association, all of us must do a better job of educating. Most people have very little understanding of who or what we are, what we do or how we do it. We need to remind students, parents, coaches and others; the WIAA is truly a member directed organization. As an Association we have no rules except those this collective membership has established. The Board and executive staff have only as much authority as you, the members, have determined we should have . . . If we are to improve our image, the first thing we must do is recognize each member school--your school--is the WIAA. The rules are collectively, your rules. How we function is how you have collectively decreed. We will be discussing this topic again at our fall meetings and I hope you will have some ideas to help us maintain a strong and respected image of your Association.

The last topic that I have under New Business and before hearing any additional comments you might have, has to do with basketball. As you know, the rural/urban divisional placement proposal advanced last fall was not adopted. This is another one of those topics where concerns for competitive equity persist.

At this time I've asked our Board President, Roger Foegen, to provide some perspectives on our efforts with respect to basketball and then Deb Hauser will provide some additional details about the 5-Division Proposal currently before the Board. This is a proposal we expect the Board will take action on at their June meeting.

Roger Foegen explained this has been discussed since the Area Meetings. The model that was shared was based on rural/urban and components of the 5-Division format. There has been many discussions and scrutiny of the plan and much interest in 5-Division model. There was no support for treating the nonpublic segment of the WIAA differently. On December 4, the Board directed the WIAA Executive Staff to develop a 5-Division plan. There were no adjustments to the Basketball tournament model when nonpublic schools joined the WIAA while all other sports secured additional qualifiers or divisions were added. There should be no different treatment of one segment of membership from another. Maintaining the three day state tournament format with no additional loss of school time was essential along with maintaining the Kohl Center site and statewide television coverage. The 5-Division plan does this and eliminates Thursday morning play. There would be equal representation in all five divisions and enrollment is a key part of the plan. Every school is placed in a division based on the enrollment ratio of 2 to 1 or less. A more level playing field is created and we no longer have schools competing against schools nearly three times their size in Division 1. The recent adjustment to keep 8 sectionals has been outlined with the super sectional idea on Tuesday of state tournament week.

Rich Reitzner, Stoughton, spoke for those schools with enrollments between 950-1400. Mr. Reitzner explained 40 years ago he played at state and it was one division. He pointed out the schools we beat were great teams and he felt bad because those players didn't have same opportunity as I had. He was glad when the WIAA went to A, B, C divisions. Now 41 years later, we are looking at 5 Divisions. Our enrollment is dropping about 50 a year. When the topic was private/public schools, the debate was is it equitable and fair. He asked about the equity for schools between 950-1400. He stated concern at Area Meetings a few years ago. He again expressed concern to Doug Chickering. There is a large gap in Division 1 in enrollment. He has been around education for 35 years and spoke of hypocrisy in education. We need to do what's best for the majority but we end up doing what is best for me/our team/our bottom line. He knows the reason for the other divisions and understands attendance at the State Basketball Tournament is down. We need to reenergize the State Basketball Tournament and 5-Divisions will do that. We need to do what is best with 5-divisions. The WBCA and the Basketball Coaches Advisory Committee should support the 5-Division format and said let's go 5-Divisions and not be hypocrites.

Paul Rozak, Stratford, indicated he liked everything in plan with exception of the Super Tuesday. Even if Division 1 schools need to start earlier, he would prefer to have that regional game on that Saturday so everyone knows on Sunday morning those teams being represented at state. This Board and ones previous to this have taken the "bull by its horns" on issues and looked at all aspects so it is not a fair criticism that this decision was made in advance.

Deb Hauser explained the Super Tuesday could be slid back to Saturday. The Super Tuesday concept was introduced so they would have their own night and not competing against other schools in other divisions. This adjustment could be made.

Steve Ferger, Beloit Memorial indicated the Big 8 Conference has discussed this plan. How many student athletes do these 76 schools represent? This is taking half of state tournament entries away from that segment of membership and has the WIAA come to other divisions and asked to cut numbers in advance. We don't think this plan is bad. If we eliminate games on Thursday, could we move them to Wednesday night? Other factors have been asked and there have been no answers. Please remember a significant amount of athletes are represented with these schools and we have to be equitable to all students.

Deb Hauser stated Wisconsin is only state in the Midwest without equal number of teams represented at the state tournament. Many would argue that those schools with enrollments from 935-1200 are getting representation now with the 5-Division plan. Data will show schools making it in Division 1 have enrollments of 1200 or more. If a school has an enrollment of 935-1200, if it makes it to State in Division 1, it is very likely the school lose in the quarterfinals. Not many people look at the range in enrollments in Division 2, which is now from 934 to 393. This plan treats all members the same and allows tournament at the Kohl Center to be held over three days. Again, schools will look at where they fall in the plan and then pass judgment.

Don Aanonsen, Marion, stated with 122 schools in Division 5, another 30 to 35 could drop in. Should we have a cap in the number of schools that could be added to a division? Deb Hauser answered these enrollments will need to be reviewed regularly and adjustments will need to be made. There are schools that want to opt up and if the plan does receive approval, there will be possibility for that. We would simply add to the schools in the division if schools opt up. Already two schools indicated they would opt up to Division 1 if this plan were approved. A full bracket is 132 schools and we don't want to exceed that number.

John Maltsch, Pewaukee, felt Division 2 schools will suffer the most with the mid and higher level schools paying the price. He asked that this be considered when making this decision.

Tom Curran, Tomah, recommended placing 20% in each division, as this will stop schools from looking at divisional break-offs and makes it more even across the board—20-20-20-20-20. Deb Hauser explained the enrollment ranges would become more unreasonable as the majority of schools are mid-sized.

Jon Joch, Neenah, thanked everyone for this dialogue. He asked if it was non-negotiable about Wednesday as he feels most schools are in Madison on Wednesday anyway. He could live with the 5-Division model if Division 1 schools could play Wednesday. The four quarterfinal games are not televised. Logistically it is hard to get prepared for State with play on Tuesday. Consideration should be given to playing on Friday and Saturday rather than on Tuesday and Saturday. Deb Hauser answered we may not be able to get the Kohl Center on Wednesday. Under the new model, the shoot-around is eliminated and play would not start until Thursday afternoon. The dates for the Division 1 games are not locked. Going to a Super Tuesday would allow access to bigger facilities and how other games are played is negotiable. The Basketball Coaches Advisory Committee made a recommendation to change the structure of regional and sectional week with Regionals being on Tuesday, Friday and Saturday and Sectionals on Thursday and Saturday.

Mike Rupnow, Racine Case, asked who gets the revenue from the super sectionals. Deb Hauser answered the WIAA will incorporate the normal revenue sharing.

Luke Francois, Middleton, spoke of private schools having more talent and asked if this was addressed. Deb Hauser stated that was discussed and those minutes were posted on the School Center. For those that analyze divisions, you will see nonpublic members are not the majority of the members of a division with the biggest enrollments and they are usually at the bottom of the division. When narrowing the enrollment ranges, some public schools indicated with this plan if they cannot be successful, there are other problems.

Steve Knecht, Kenosha Bradford, suggest six divisions for schools who haven't gotten to state as a joke. We are hearing opportunities but we lose opportunities in Division 1. Basketball, football and track best represent the diversity within the state and we lose some diversity by reducing Division 1 to four teams.

Kevin Keen, Monroe, asked why the current year enrollment is not used. Deb Hauser explained the membership wants to know what division they will be in so they may hold facilities open to host and to make assignments as early as possible. This may be discussed this at the Area Meetings. This year's enrollment will be used for next year.

Dave Anderson thanked the participants for this conversation. He asked if there were any new items.

Tim Ritchie, Madison Memorial, had a concern with co-ops. Co-ops were explored when two programs were unable to provide stand-alone programs. Some conferences only approve co-op teams if the team involves conference schools. Any school with a stand-alone program is not eligible to co-op. Now co-ops are developed for economic reasons. Is participation the most reason for formation of a co-op program? Should stand-alone programs be allowed to co-op? Should that be our concern? Should budgetary cuts be reasons for co-op programs? Should co-ops are allowed for stand-alone programs. This will be added to the Area Meetings agenda.

Steve Knecht, Kenosha Bradford, was concerned about programs from the southeast losing athletes if the exceptional athlete waiver was not provided. This will be talked about in the fall. Dave Anderson reminded all that we should say what you mean, mean what you say, and do what you say. Rules can be amended and have been applied for reasons. If the members wish to change this rule, they are able to do so.

Chris Zwettler, Edgewood, asked if charity runs and raising money for good causes could be brought up at the Area Meetings. We need to look at the spring and allowing track athletes to do those runs. He felt it should be allowed so families could do this and felt more of it will be surfacing in April and May. He

understands prohibiting it in the fall with cross country, but this doesn't match for track athletes. Dave Anderson said nonschool competition for track athletes could be discussed.

Brian Smith, Waunakee, indicated the hockey coaches have issues with the present state tournament venue and the facility doesn't live up to expectations of a state tournament.

Kathy Bates, Xavier, asked if reduced man football is a dead issue. Dave Anderson answered reduced player football has gone dormant. Wade Labecki added ten schools are interested in it. She asked if the WIAA could design a one-page communication policy for parents and coaches advising communication with the local Athletic Director first and then the Athletic Director will communicate with the WIAA.

Dave Anderson shared a letter dated April 23 from Ellen Gardner, Activities Director of Royall School District, expressing appreciation for their state tournament experience.

As we confront the harsh realities of funding for extracurriculars, I ask you to keep in mind--what is the price for dreams? What is the cost for experiences of life changing proportion? In almost all instances, extracurriculars are less than 3% of our total budget. In many instances, the dollars are a fraction of 1%.

All of us who spend any time in schools have heard the arguments and challenges to cut extracurriculars. I want to suggest to you here--those such urgings may be short sighted.

One fresh, case in point--comes to mind where one district determined if the referendum failed, extracurriculars would need to be cut. The referendum failed--and the calls and emails to our office numbered in the many, many dozens--all seeking information about open enrollment and transfer eligibility. This was a school of modest size and we established in the first wave of this exodus the cost to the district may have ranged from \$300,000 to \$600,000. There is no estimate for the 7th/8th graders who might eventually matriculate to a neighboring school--where then is the real savings? My predecessor liked to say kids and families follow programs and money follows the kids.

As we continue to advocate for these opportunities, we need to keep in mind that even though they are "extra" these are opportunities, which many believe provide the richness, texture and fullness to a great learning experience. I ask you then as you confront these questions to not look at it as where we do spend--but rather where do we invest?

A motion was made by Steve Knecht, Kenosha Bradford and seconded by Sandy Freres, The Prairie School to adjourn the meeting at 12:45 p.m.