

WWW.NASO.ORG/SUMMIT2012

30TH ANNUAL
SPORTS OFFICIATING
SUMMIT 2012
PORTLAND JULY 29-31



TAKING CARE OF BUSINESS

RELIABILITY & RESULTS IN OFFICIATING

THE INDUSTRY EVENT OF THE YEAR



PRESENTED BY THE NATIONAL ASSOCIATION OF SPORTS OFFICIALS IN COOPERATION WITH THE NATIONAL FEDERATION OF STATE HIGH SCHOOL ASSOCIATIONS, THE OREGON SCHOOL ACTIVITIES ASSOCIATION AND THE OREGON ATHLETIC OFFICIALS ASSOCIATION



IF YOU:

- ▶ **MANAGE OR DIRECT AN OFFICIATING PROGRAM**
- ▶ **HAVE RESPONSIBILITY FOR IMPROVING THE PERFORMANCE OF SPORTS OFFICIALS**
- ▶ **WANT TO BECOME A BETTER CREW CHIEF OR OFFICIAL**

PLEASE READ ON...

Sports officials are required to exercise clear and appropriate control. They are the ones who “take care of business” during each game worked. Yet, what about when you’re the supervisor of officials or an officiating administrator? What does it mean for you to “take care of business”?

For a number of years a more business-like approach to officiating — both in practice and administration — has helped raise officiating to new and positive levels. Today’s sports environment demands a level of performance, accountability and consistency that makes the old ways of doing things obsolete and even harmful.

Designed specifically for officiating leaders, the 2012 Sports Officiating Summit will deliver fresh perspective and proven techniques to help you and your officials be more effective. This year’s theme is: Taking Care of Business: Reliability & Results in Officiating. The program specifically addresses what is needed on and off the court and field to improve officiating programs at every level. In addition the program also includes hot-topic sessions covering the “burning” issues we face today.

This year’s program is timely, topical and authoritative — presented by the most respected speakers and practitioners in the field. Plus the Summit presents the perfect opportunity for networking. You can listen, ask questions and interact with more than 350 leaders who will be in attendance. In 2 1/2 days you will know more and meet people who can help you make a positive impact on officiating.

The Summit has become the industry event of the year for officiating. That’s because the best and the brightest in officiating are on hand, reaching out, sharing experiences with each other. We look forward to having you with us in Portland.

Register today by calling (262) 632-5448, online at www.naso.org/summit2012 or by mailing the registration form located on page 15.



BARRY MANO
NASO FOUNDER
& PRESIDENT



ROBERT GARDNER
NFHS EXECUTIVE
DIRECTOR

WHAT IS THE ANNUAL SPORTS OFFICIATING SUMMIT?

The Sports Officiating Summit, presented by NASO, is the only event of its kind for the officiating industry. In cooperation with the NFHS, the Oregon School Activities Association (OSAA) and the Oregon Athletic Officials Association (OAOA), this event is designed for officiating leaders to come together to learn and network about the critical topics impacting all aspects of officiating, gain insight into the industry and its future and find ways to provide a better competitive environment for all.

WHO SHOULD ATTEND?

- ▶ Leaders of State High School Officiating Programs
- ▶ Local Association Officers
- ▶ Officiating Supervisors
- ▶ Officiating Coordinators
- ▶ Assigners
- ▶ Conference Administrators
- ▶ NASO-ON Association Leaders
- ▶ NASO Members
- ▶ Sports Officials



WHAT YOU WILL LEARN

- ▶ There is a huge difference in calling plays today with the media attention on your every move. And it's not just the mainstream media that you have to be concerned with, because there are cameras at every game, from teams officially filming to Mom in the stands with her iPhone.
- ▶ Who and what is covered by your officiating insurance? NASO's insurance administrator Drew Smith will help answer all the questions concerning insurance you have as an official and as an assigner or program administrator.
- ▶ While officials do it because they love the game, the amount of compensation should and does really matter. How should officials be viewed for what they are paid? And how can schools and leagues pay officials more with the budgetary concerns that exist across the country?
- ▶ Contracts matter. As game officials you likely agree to some form of contract for every game, even if you don't physically sign a piece of paper. You'll learn who is accountable for what and the pitfalls and inconsistencies that exist in game contracts.
- ▶ How do the mega-associations get their business done to the benefit of officials and the association leaders? Sometimes having an officials group with more than 1,000 members can be a burden, but often it can be the key to success. You'll hear from the leaders of some of the biggest associations in the country for a first-hand look at how they run.
- ▶ There is a difference in managing or manipulating the game. Are you changing the way you officiate because of what the video will show to your supervisor? Learn what the goals should be from training videos and how you can become better without becoming a robot.

TAX DEDUCTIBLE (SAVING YOU MONEY!)

- ▶ Under the current tax law, personal expenses and the cost of travel, meals, lodging and Summit registration can be fully tax deductible.

PROGRAM

▶ SUNDAY, JULY 29 ◀

▶ 1:00 PM – 4:30 PM ◀

OFF THE BEATEN PATH THE NEW PORTLAND CITY TOUR

We don't just show you the highlights of downtown; we take you off the beaten path and introduce the City of Portland. It's the only city tour in Portland that offers a well-balanced overview of history, culture and current events for both downtown and the surrounding areas. Some of the stops will include Pioneer Square, the Pittock Mansion, Portland International Rose Garden, Portland Center Backstage and Portland neighborhoods (Nob Hill, the Pearl District, North Mississippi and the Pioneer District).



▶ 7:00 PM – 8:00 PM ◀

2012 SPORTS OFFICIATING SUMMIT GRAND OPENING

The kick-off for the 30th Sports Officiating Summit begins in the main ballroom of the Marriott Portland Downtown Waterfront Hotel. Retired four-star General and 65th United States Secretary of State Colin Powell will provide a pre-recorded welcome. Industry-leading keynote speakers will set the tone for Taking Care of Business: Reliability & Results in Officiating.



▶ 8:00 PM – 10:00 PM ◀

WELCOME RECEPTION

Directly following the Grand Opening, join us for the welcome reception in the Allies American Grille and the Mount Hood Room on the second floor of the hotel. Some of officiating's most notable leaders will be in attendance for an evening filled with a great mix of hors d'oeuvres, cash bar and networking opportunities. The Welcome Reception is included with your registration fee.



▶ 8:00 AM – 8:30 AM ◀

IMPROVE THE OFFICIATING ROI



Return on investment equals a better officiating product for the resources available. That is the goal. The expectation of superior officiating performance has never been more acute.

Standards of training; results-based management; evaluation programs that uncover, recognize and reward; officials working smarter. This session breaks new ground. Hear how to get more return for your efforts – regardless of the size of your budget.

SPEAKER:

JEFF TRIPLETT (NFL)

▶ 8:45 AM – 9:30 AM ◀

HOW THE MEDIA IS CHANGING OFFICIATING

It used to be said: “Call them the way you see them.” Today the mantra needs to be: “Call them the way they are.” The difference? It is the media and the capturing of every play, every call, every ruling for broadcast and endless rehashing. We will nail down and define the intersection of officiating and the media: broadcast to broadband. Everything is now on view. All relations are now “public.” New responsibilities, a new set of skills, the need for a new openness. Do the officials have a “voice”? Join the conversation.

SPEAKERS:

1. **MIKE PEREIRA** (FOX SPORTS)
2. **KEVIN WEIBERG** (PAC-12)
3. **JACK ROBERTS** (MHSAA)
4. **JOHN HIGGINS** (NCAA MEN’S BASKETBALL)



▶ 9:45 AM – 10:15 AM ◀

OFFICIATING INSURANCE: WHAT AND WHO IS COVERED?



Security, affordability and comprehensiveness – the vital attributes of an officiating insurance program worth the name. Any game, any level, any time – that is the

promise fulfilled by the NASO insurance program. NASO’s insurance administrator Drew Smith talks straight, clears away the fog. As Senior Vice President and Chief Marketing Officer at American Specialty Insurance & Risk Services, Inc., Smith is the leading authority on insurance protection for sports officials. Smith has the answers.

SPEAKER:

DREW SMITH (VP AMERICAN SPECIALTY INSURANCE)

▶ 10:15 AM – 10:45 AM ◀

THE SEVEN THINGS YOU NEED TO KNOW ABOUT GAME CONTRACTS



Have you thought about the contracts you sign and the ones signed by your officials? Who is accountable to whom, and for what? What are the pitfalls, the inconsistencies and the provisions that

would be laughed out of a court of law? In today’s litigious world, contracts need to be done right, be enforceable and stand scrutiny. Alan Goldberger, sports law attorney and recognized legal authority for sports officials, doesn’t spare the candor as he uncovers the key elements necessary in any contract, with the effect of minimizing your risk.

SPEAKER:

ALAN GOLDBERGER (FOREMOST LEGAL EXPERT)

▶ **11:00 AM – 11:45 AM** ◀
COMMAND CENTER

If sports officiating had a mission control center, it would look and feel like the ones currently being used by the NFL and the NHL. High tech, high energy, high accountability. Failure is not an option. Come behind the scenes for a never-before-seen look at the internal workings of those two state-of-the-art command centers. The lessons for administrators at every level will be unmistakable. A unique and highly educational experience that will pay dividends.

SPEAKERS:

1. **CARL JOHNSON** (NFL)
2. **TERRY GREGSON** (NHL)



▶ **12:30 PM – 1:45 PM** ◀
OFFICIATING INDUSTRY LUNCHEON

Sports officiating has become an industry. This annual luncheon is an opportunity for leaders in the industry to speak ... presenting a “state of the union” address about the issues, challenges and accomplishments the industry has experienced during the most recent year. The luncheon is always one of the program highlights at the Summit.

▶ **2:00 PM – 3:15 PM** ◀
SPORT-BY-SPORT INTERACTIVE CLINICS

Break down officiating to its core in these concurrent sessions covering baseball, football, basketball, softball, soccer, volleyball and wrestling. Sit with fellow officials and veteran officiating leaders to review video and analyze rules, mechanics, philosophy and hot topics — the nuts and bolts of working your games, evaluating performance and teaching better officiating.

BASKETBALL
 (SPONSORED BY IAABO)



FOOTBALL
 (SPONSORED BY NFL OFFICIATING DEPARTMENT/FOOTBALL OFFICIATING ACADEMY)



SOCCER
 (SPONSORED BY NISOA)



WRESTLING
 (SPONSORED BY CLIFF KEEN)



BASEBALL
 (SPONSORED BY THE UMPIRE SCHOOL)



SOFTBALL
 (SPONSORED BY ASA)



VOLLEYBALL
 (SPONSORED BY FAVO)



▶ **3:30 PM – 4:30 PM** ◀
BREAK THE PLAY DOWN

Get The Play Right — Job One for any official! Each presenter breaks down tape: real plays, real rulings, real analysis. You will feel the pressure, the dynamic of actual game situations being evaluated right in front of your eyes. You get the “insider” analysis of what actually happened — and the aftermath — from the officials who were there on the firing line. Real officiating in real time.

SPEAKERS:

1. **DENNIS LARUE** (NHL)
2. **LAIRD HAYES** (NFL)
3. **SARAH THOMAS** (NCAA FOOTBALL)



▶ TUESDAY, JULY 31 ◀

▶ 8:00 AM - 8:45 AM ◀

IT'S ABOUT THE MONEY

Let's erase the myth that money isn't important in officiating. It is. This session squares up with that reality. Game fees, expense reimbursement, negotiation tactics, tiered pricing, payment systems – who is paying what, using what to do it and liking the results they are getting? Data showing the trends will be on display. Creative ways of compensating officials when budgets are tight will be a highlight.

SPEAKERS:

- 1. **BRYAN GREENWOOD** (LHSCA)
- 2. **CURTIS SHAW** (NCAA MEN'S BASKETBALL)
- 3. **MIKE COLBRESE** (WIAA)
- 4. **MARCIA ALTERMAN** (PAVO)



▶ 9:00 AM - 10:00 AM ◀

PLAYFLIX

Great officiating! Roll the tape please! Here we go – always one of the highest rated sessions of the Summit. Invited organizations and leagues present real calls, no-calls and uniquely handled situations – all with ample video support. We asked each to show outstanding officiating and this session “plays” the plays. Celebrate what has gone right and pass the popcorn!

SPEAKERS:

- 1. **DAVID COLEMAN** (NFL)
- 2. **TERRY GREGSON** (NHL)
- 3. **LARRY YOUNG** (MLB)
- 4. **JOE BORGIA** (NBA)
- 5. **RICH KAUFMAN** (USTA)
- 6. **JOAN POWELL** (NCAA VOLLEYBALL)
- 7. **CLARK SANDERS** (OSAA)
- 8. **CRAIG ANDERSON** (IHSA)



▶ 10:15 AM - 11:00 AM ◀

**LARGE ASSOCIATIONS:
HOW BUSINESS GETS DONE**

Is bigger better when it comes to officiating association operations? Maybe, maybe not. This is a “show and tell” session by a number of leaders of statewide and big officials associations. Managing a group of hundreds or even thousands of officials can be a boon or a bane. What is the strategy? What is the proper structure? How do they interact with the state or national governing body? What size best fits your purpose? The candor will be refreshing. This will be “MBA material” on association management.

SPEAKERS:

- 1. **CINDY C-WILSON** (WOA)
- 2. **FRANK OBREGON** (CBOA)
- 3. **TOM LOPES** (IAABO)
- 4. **DEAN CROWLEY** (CFOA)
- 5. **BRAD GARRETT** (OSAA)



▶ 11:15 AM - 12:00 PM ◀

**THE NEW ARCHITECTURE OF
OFFICIATING ADMINISTRATION**

OK – the assignment is to build an officiating department from the ground up. Call in an “architect!” Well, we have two for you and both are respected and renowned. They share with you



their concepts, construction and components. First comes the strategic vision then the tactical necessities of: budget, staffing, technical support and physical outfitting of the department. Whether your program is big, small, new or in need of rehabilitation, you will come away with fresh ideas on the modern architecture of officiating administration and its demands. Form does follow function.

SPEAKERS:

1. **BILL CAROLLO** (COLLEGIATE OFFICIATING CONSORTIUM)
2. **STEVE SHAW** (SEC FOOTBALL)



▶ 12:15 PM – 2:00 PM ◀
LUNCH WORKSHOPS

▶ NASO-ON: FIDUCIARY RESPONSIBILITIES OF BOARDS

Managing money is a daunting task. Throw in the needs of an entire association of officials and you have your hands full. What are the fiduciary responsibilities of boards? Join in this workshop

sponsored by NASO-ON as the group identifies the fiduciary responsibilities every board must carry out. The responsibilities laid out during the session will provide you a clear benchmark for your own board.

▶ STATE ASSOCIATION ANNUAL FORUM

A closed-door meeting for state office executives and staff only. A chance for state association leaders to share ideas and best practices in a variety of topics including online registration, video training, selection of state tournament officials, disciplining officials and coaches, recruitment, public relations and much more.

▶ BEING A CREW CHIEF IN LIFE

Solid leadership is a trait that will take you a long way in officiating. Take that leadership off the court and you have a trait that will take you even further in your daily life. Step outside the lines as former and current NBA referees share their secrets to being leaders. It takes a special person with a unique personality to successfully lead both on and off the court. Led by renowned retired NBA referee Steve Javie, a host of current NBA referees will share their insights and work with you to develop a model for leadership success.

PROGRAM TUESDAY

► 2:15 PM – 3:00 PM ◀

ARE WE “TAKING CARE OF BUSINESS”?

Are officials managing the game or manipulating the game based on what they know will be seen upon review? Has video changed the way officials carry out their responsibilities? What’s the real goal of weekly training videos? Can officials become afflicted with a “play it again” overload? The ability to evaluate every nuance of officiating is at hand. Wise use of that ability now has special importance, for officials and those judging them.

SPEAKERS:

1. **JOHN ADAMS** (NCAA BASKETBALL)
2. **JACK FOLLIARD** (IAOA)
3. **JOE BORGIA** (NBA)
4. **ERNIE YARBROUGH** (GHSAA)
5. **SANDY HUNT** (PAC 12/WCC SOCCER)



► 3:15 PM – 4:15 PM ◀

INNER STRENGTH



Sports is life with the volume turned up. Thus officiating is an unbreakable link between life and sports. This session is unique – it makes the clear and undeniable connection between the experiences of life and those of officiating. Dramatic, sometimes heart-wrenching, emotional – this is a journey for all of us. Officiating presented in its proper perspective.

SPEAKER:

TONY CORRENTE (NFL)



CELEBRATE OFFICIATING GALA

6:30 PM TO 9:30 PM

GOLD WHISTLE AWARD®
TERRY GREGSON

MEL NAROL MEDALLION AWARD
MARRIOTT CORPORATION

THE **GREAT CALLS**
OF THE **YEAR**

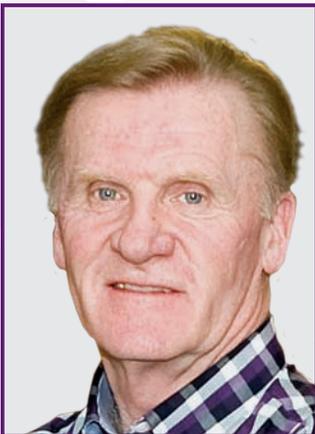
NFL HONORS
ART MCNALLY

OSAA & OAOA HONOR
HOWARD MAYO

An event not to be missed. Join us as we celebrate the best that officiating has to offer during an elegant evening banquet. NASO is privileged to recognize the efforts of outstanding people and outstanding calls through the Gold Whistle Award, Mel Narol Medallion and the NASO Great Call Award. Former NFL referee and 2007 Gold Whistle Award recipient Jerry Markbreit will serve as the emcee.

You'll feel enormous satisfaction and overwhelming pride in knowing you are a part of the officiating community – while at the same time helping to recognize those being honored.

GOLD WHISTLE AWARD®



The NASO Gold Whistle Award is given to an individual or organization that has made significant contributions to the betterment of sports officials and the officiating industry. This year's honoree will be the 25th to receive the award, joining an elite group of past recipients.

2012 RECIPIENT:
TERRY GREGSON

CELEBRATE OFFICIATING GALA

Terry Gregson's impact on the industry has been significant, both on and off the ice.

Currently the NHL's director of officiating, Gregson officiated the Stanley Cup finals eight times and was assigned to the 1982 World Championship in Finland.

Gregson is considered by his NHL peers as "an official's official." His respect among other officials is so deep that he served as the executive director of the NHL Officials Association for 20 years. His tenure in that post was so long in part because the members were so pleased with his efforts that he ran unopposed for re-election.

Similarly, he has earned the respect of others in the officiating community and by executives throughout the NHL.

He has been deeply involved in the league's succession program, which is designed to allow veteran officials a graceful exit from the staff over a period of years.

He has devoted a great deal of time to the Make-a-Wish Foundation.

As a member of the Officiating Development Alliance, Gregson is a "go-to guy," one whom other supervisors and coordinators use as a resource.

MEL NAROL MEDALLION AWARD

NASO's Mel Narol Medallion Award recognizes outstanding contributions to NASO. The award recipient is the ninth such honoree and joins other organizations or individual recipients.

2012 RECIPIENT: THE MARRIOTT CORPORATION

One of America's leading hotel chains, Marriott has provided exemplary service while hosting a number of NASO events, including Summits. Thanks to Marriott, NASO is able to offer members one of their most useful benefits — the athletic VIP program — which offers money-saving discounts to members at Marriotts and their affiliated properties.





THE GREAT CALLS OF THE YEAR

A number of fantastic calls are made at every level in every sport. While it's not possible to recognize every play, we'll show some of the best calls of the past

year and honor the official who was on the play.



OSAA & OAOA HONOR HOWARD MAYO

The International Association of Approved Basketball Officials (IAABO) life member Howard Mayo will be

honored by the Oregon School Activities Association and the Oregon Athletic Officials Association for more than 50 years of service. Mayo has served as commissioner of the Portland Basketball Officials Association (PBOA), is a past president and regularly assigns officials for more than 115 schools in the greater Portland

area. Help us recognize his time and legacy in the Oregon officiating community.



NFL HONORS ART MCNALLY

Art McNally was an NFL referee from 1959-67. Following his retirement from the field, he was named the league's director of officiating, a post

he held from 1968-1990. McNally ushered in the first instant replay system used as an officiating aid and is responsible for the creation and implementation of numerous rules and mechanics still used today.

During his career in both positions, he earned respect from officials, players, coaches and executives. Carl Johnson, the current vice president of officiating, calls McNally, "one of the finest men the NFL has ever seen." The annual award given to an NFL official who exhibits exemplary professionalism, leadership and sportsmanship is named the Art McNally Award.

▶ HOTEL INFORMATION ◀



PORTLAND MARRIOTT DOWNTOWN WATERFRONT

The Marriott Downtown Waterfront Hotel in Portland is ideally located on the Willamette riverfront close to many downtown attractions. This newly renovated hotel has earned the prestigious ENERGY STAR label and is *Green Seal Silver Certified* for its efforts to protect the environment.

Portland Marriott Downtown Waterfront
1401 SW Natio Parkway
Portland, OR 97207

Phone: 503-474-2009
Toll Free: 877-901-6632
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Toll Free: 888-266-9432
Online: <https://resweb.passkey.com/go/ORNASO30>

Marriott Rewards Category: 4
AAA Diamond Rating: 4

A special rate for NASO Summit Attendees: Guests receive a special rate of **\$145/night**. Please mention NASO and the dates you wish to stay to receive the discount pricing.

Reservations must be made by Wednesday, July 11, 2012.

SUMMIT SUPPORT ORGANIZATIONS

LISTED IN ALPHABETICAL ORDER



UNITED STATES TENNIS ASSOCIATION



WESTERN MEN'S BASKETBALL OFFICIATING CONSORTIUM



WEST COAST CONFERENCE

