

**July 29-31, 2007**  
**Denver Marriott Tech Center**  
**Denver, Colorado**

# 25th Annual NASO Sports Officiating Summit

## ***THE POWER OF PERSUASIVE OFFICIATING***

- RESOLVE CONFLICTS***
- MANAGE GAMES***
- BUILD RELATIONSHIPS***

**REGISTER BY JUNE 8TH FOR  
 EARLY BIRD RATES!  
 GROUP DISCOUNTS AVAILABLE!**



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**PRESENTED BY THE NATIONAL ASSOCIATION OF  
 SPORTS OFFICIALS IN COOPERATION WITH THE  
 NATIONAL FEDERATION OF STATE HIGH  
 SCHOOL ASSOCIATIONS AND THE COLORADO  
 HIGH SCHOOL ACTIVITIES ASSOCIATION**

### OFFICIATING LEADERS,

An official's ability to "handle" the game is one of the most important skills he or she can possess. Effective communication and people skills are as crucial to successful officiating today as are rules knowledge and mental toughness.

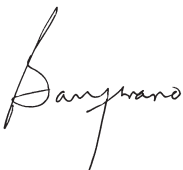
The annual NASO Sports Officiating Summit is expressly designed for officiating leaders and those who administer officiating programs. This year's theme – **The Power of Persuasive Officiating: Resolve Conflicts, Manage Games, Build Relationships** – will empower officials and help them develop communication and interpersonal skills to build better relationships and improve the overall game experience.

This program promises to be the most influential gathering of sports officiating leaders this year and we encourage you to make plans today to be part of this important event.

This Summit also features a new interactive, hands-on workshop for state association leaders who can network with their peers and discuss officiating issues in a closed-room session. An opportunity you won't want to miss. A similar hands-on workshop has also been developed for your local association leaders and will cover such important topics as: assigning, bylaws and evaluations.

We are certain that you'll find the 2007 NASO Sports Officiating Summit – **The Power of Persuasive Officiating** – to be the best ever. Please reserve your place today by calling 1.262.632.5448, online at [www.naso.org/summit2007](http://www.naso.org/summit2007) or by mailing the registration form on page 11.

Join us for this one-of-a-kind event.



**BARRY  
MANO**

NASO Founder & President



**ROBERT  
KANABY**

NFHS Executive Director

# What is the Annual Sports Officiating Summit?

## Celebrating 25 Years!

The NASO Sports Officiating Summit is the premier event for the officiating industry. In cooperation with the NFHS and the Colorado High School Activities Association, this event is designed to bring those who administer officiating programs and officials together to learn more about the critical topics impacting all aspects of the officiating industry. The goal is to find ways to provide a better competitive environment – for all those involved in sports competition.

## Who Should Attend

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

## What You Will Learn

- How you can use what leaders from professional officiating organizations have learned about developing a staff, evaluating officials and managing the game
- How to use the power of persuasive officiating to garner respect from supervisors, coaches, players and other officials
- Effective and non-confrontational tools that can be used in training officials to resolve conflicts and gain acceptance
- How to develop a crisis management plan when a major high school incident affects your state or local association
- Ways to develop and maintain strong relationships between officials, assigners, state and local associations and other officials
- How to minimize your legal risks and get your questions answered immediately by legal authorities
- The difference between managing a game and manipulating a game
- Replay's impact on the game and how it will affect others as it filters down toward the high school level
  - About critical issues involved with sporting behavior at all levels and how to deal with the tremendous responsibility officials now bear
    - Skills for defusing a heated confrontation and how to act when it's time to stop talking
  - What technological tools are available for officials, associations and states
    - More about rules, mechanics and philosophy through tape breakdown in the sports you work

## The Program

### REGISTRATION OPEN

8:00a – 7:00p

### A TOUR OF DENVER

1:00p – 4:30p

Your adventure begins with a visit to Colorado's spectacular Capitol building in the heart of the city. Take an in-depth tour of both the inside and outside of this Rocky Mountain State gem. You will continue with a driving tour of some of the Mile High city's famous landmarks: Union Station, 9th Street Park, Civic Center Park, Brown Palace, the Denver Public Library, the Denver Art Museum, Coors Field (home of the Colorado Rockies) and The Pepsi Center (home of the Denver Nuggets and Colorado Avalanche). You'll conclude your tour at Larimer Square, which brims with trendy stores, delectable restaurants and a hopping nightlife. An additional cost applies.



### COLORADO HIGH SCHOOL ACTIVITIES ASSOCIATION LEADERSHIP CONFERENCE

2:00p – 5:00p

Open to all local association leaders in the Colorado High School Activities Association. CHSAA staff and featured speakers will be on hand to address issues impacting Colorado associations.



### 2007 SPORTS OFFICIATING OPENING & KEYNOTE PRESENTATION

6:30p – 7:30p

Industry leaders and local dignitaries help NASO officially open the 2007 Summit in Denver. The keynote address will be delivered by Denver resident and officiating legend Irv Brown. His address, "Officiating with Style," will help set the stage for sharing and understanding the current hot topics in the officiating industry.

Brown is one of the most respected sports figures in the Denver area thanks to a remarkable career that spans more than five decades as a player, coach, referee and broadcaster. Having coached both baseball and football, Brown also officiated at every level of basketball, culminating with six NCAA men's Final Four appearances. He currently is a co-host of an afternoon radio sports talk show in Denver.



### WELCOME RECEPTION

7:30p – 9:30p

Join us as we kick off Sports Officiating Summit 2007 with delicious hors d'oeuvres, drinks and plenty of networking opportunities with some of officiating's best and brightest leaders.

It's an opportunity to mix with old friends, meet new acquaintances and browse the **largest officiating exhibit in the country.**

You'll be treated to an unmatched showcase of the latest innovations and state-of-the-art technology being used in officiating today, featuring well-known vendors of hardware, software, officiating equipment and educational and training materials.

An evening you're sure to enjoy! Attendance to the Welcome Reception is included with your registration fee.

**REGISTRATION OPEN****7:00a – 5:00p****EXHIBIT HALL OPEN****8:00a – 12:00p**

One of the focal points of the Sports Officiating Summit 2007 is the Exhibit Hall. Over 4,000 square feet dedicated to officiating products and services. It's the largest gathering of officiating related exhibitors of its kind.

Witness first-hand officiating exhibitors from around the country showcasing state-of-the-art technology and products for every sector of the officiating industry during this spectacular three-day event.

You'll build new relationships, address challenges and find solutions to your officiating problems. You'll gain valuable information from vendors and fellow officiating leaders and gain knowledge in new and emerging technologies to help you improve your officiating programs.

So take advantage of this one-of-a-kind opportunity to meet face-to-face with the industry's leading officiating vendors. It's a great opportunity to meet and connect with fellow officiating leaders and vendors all in one place at one time.

**THE ACCEPTANCE FACTOR****8:00a – 8:30a**

Why are some officials more accepted by coaches, the media and their supervisors, controlling games seemingly by their sheer presence? After being introduced by Jerry Markbreit, NFL referee Ed Hochuli analyzes the qualities that help officials gain acceptance in their jobs.

**FROM NO TO YES****8:45a – 9:30a**

Conflicts arise throughout the course of the contest. This session not only shows you how to resolve those conflicts in an effective and non-confrontational manner, but will also reveal techniques officials can use to get game participants to do what they want.

**PRO ACTIVE: OFFICIATING IN THE PUBLIC EYE****9:45a – 10:45a**

No area of officiating is more scrutinized than the professional leagues. Pro leagues are always trying to be proactive in their approach to building a staff and managing people. The leaders and decision makers of the NFL, NBA and MLB offer their unique perspective on professionalizing officiating, staff building and the flow of information in the media age. They're dealing with officiating issues on a daily basis that will inevitably touch every level of competition, from the colleges to high school. Most importantly, they'll share what they've learned so far.



## VENDOR SHOWCASE

10:45a – 12:00p

A hands-on workshop where you can browse a wide variety of state-of-the-art technology, and officiating products and services from officiating's leading vendors. The Vendor Showcase features live product demonstrations and face-to-face meetings with people who can show you how to use their products and services to improve your officiating program. Interact with these experts and get answers to your specific questions. You'll get a years worth of meetings in just two days!

## THE OFFICIATING INDUSTRY LUNCHEON

12:15p – 1:30p



The NFHS and NASO co-host this luncheon that provides a forum for the current state of officiating in our industry today. NFHS Executive Director Bob Kanaby and NASO President Barry Mano share observations on the successes, trends, issues, challenges and the outlook for future officiating.



## EXHIBIT HALL OPEN

1:30p – 6:00p

## CASE STUDY: THE EJECTION OF O.J. MAYO:



### WHAT ACTUALLY HAPPENED AND WHY IT MATTERS

1:45p – 2:30p

The celebrated West Virginia high school incident is examined in detail. Star player O.J. Mayo was ejected, then allegedly bumped an official. The case was "settled" with a four-game suspension, but not before a court injunction allowed him to play two showcase games. We uncover not only the specific details of the ejection and suspension, but also look to determine its impact on the big business of high school sports. From the basketball court to the county courthouse to thousands of hits on the Internet, the case generated interest all across the nation. Learn from the real-life example what should be done if it happens in your state or within your local association.



## GAMETIME: SPORT-BY-SPORT BREAKOUTS

2:45p – 4:00p



It's time to break down officiating to the core in these concurrent sessions covering baseball, basketball, football, soccer, softball and volleyball. Sit down with fellow officials and leaders in the respective sports to break down video that analyzes rules, mechanics, philosophy and all of the hot issues.

## VENDOR SHOWCASE

4:00p – 6:00p

Part two of the showcase features all new demonstrations! Take advantage of this awesome opportunity to witness first-hand the only comprehensive officiating show floor in existence today. Fresh presentations, networking with industry experts and a showcase of officiating education, equipment, services and tools all in a single location.

**REGISTRATION OPEN**

**7:30a – 5:00p**

**EXHIBIT HALL OPEN**

**8:00a – 12:00p**



**GOOD CONNECTIONS:**

**BUILD STRONG RELATIONSHIPS**

**8:00a – 8:45a**

Referees and umpires have relationships with their assigners, local and state associations, clinicians, mentors, etc. And all of those relationships are reciprocated. It's a two-way street and we all have to get along if we're going to have the best-officiated games. How do we develop and maintain those relationships? That's the crux of this session.



TIM MILLIS



RONNIE CARTER



TODD STORDAHL



VIOLET PALMER



CRAIG CRESS



**HOT TOPIC: CURRENT LEGAL ISSUES:**

**SPORTS OFFICIALS AND THE COURTS**

**9:00a – 10:00a**

If you've got a legal question related to officiating, we've got answers! Don't miss this live and in-person open forum presentation of NASO's Legal Information and Consultation Program (LICP) benefit. Alan Goldberger, the New Jersey lawyer and official who wrote the book, *Sports Officiating: A Legal Guide*; Lowell Gratigny, American Specialty Insurance Services senior vice president of litigation management; and Patrick Rosenow, retired Air Force trial judge, are all on hand to help you minimize your legal risks.



ALAN GOLDBERGER



LOWELL GRATIGNY



PAT ROSENOW



**GAME MANIPULATION:**

**PLAYING FAST AND LOOSE WITH THE RULES**

**10:15a – 11:00a**

What do we mean by the terms "manage the game" and "use common sense"? When and how do officials "cross the line"? What are the boundaries for officials? All those questions form the basis for discussion in this session in which we'll hear from coordinators and officials alike on how and why we insinuate ourselves into the games and what we should do about it.



MARY STRUCKHOFF



DAVE YEAST



ROGERS REDDING



VERNE HARRIS



**HOT TOPIC: THE IMPACT OF REPLAY ON OFFICIATING**

**11:15a – 12:00p**

What impact has instant replay had on how we officiate games? What issues can the high school level get prepared for as replay moves there? What are the pros and colleges already facing and how can we learn from their experiences?



BILL CAROLLO



HANK ZABORNIK



PATTY BRODERICK



## LUNCH WORKSHOPS

12:15p – 2:15p

Three separate lunch workshops have been put together to appeal to what's really going on in your world today. A box lunch will be served to all participants.

### State Association Workshop

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, disciplining officials, background checks and much, much more.

### NASO-ON Workshop

Local and state officials association leaders get together to examine such topics as bylaws, recruiting, training and technology. A chance for you to find out what works in other associations and how you can bring back that information to implement changes and improvements in your association back at home.

### Leadership Workshop

Learn from some of the nation's foremost leaders on the importance of leadership on and off the court. Find ways to take charge of your games and discover the many ways leadership skills carry through your life and how they especially serve you in officiating.



## HOT TOPIC: ADAPTING TO THE NEW REALITY: THE GAME HAS CHANGED. HAVE WE?

2:30p – 3:15p

The focus of this session is on cultural norms and their impact on sports, sportsmanship and the tools officials have to run their games. Do the rules reflect our beliefs in such areas as accountability, tolerance and the notion of sports as an "extension of the classroom"? Are they a reflection of society's values as well?



JACK  
ROBERTS



ANITA  
ORTEGA



JON  
BIBLE



ED  
HIGHTOWER

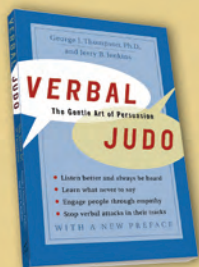


## THE ART OF VERBAL JUDO

3:30p – 4:30p

You may have heard of Verbal Judo before now, and it would be no surprise since it has been around for 25 years and is used by more than 700 law enforcement agencies worldwide. As a trusted member of the Verbal Judo

Institute, Lee Fjelstad brings his proven seminar on conflict resolution to sports officiating. He'll teach you skills for defusing a heated conversation with a coach or a player quickly, effectively and non-confrontationally. He'll also show you when it's time to stop talking and act. Real-life examples will give you additional tools on resolving conflict and managing games.



SPEAKER: Lee Fjelstad



## GOLD WHISTLE AWARD CELEBRATION

6:30p – 9:00p

Join us as we celebrate officiating's highest honor — the NASO Gold Whistle Award — during an elegant evening banquet. NASO is privileged to have recognized the efforts of outstanding officials with both the Gold Whistle Award and the Mel Narol Medallion. No other event in our history pays tribute to officiating quite like the Gold Whistle Award Celebration. A celebration not to be missed.



**Gold Whistle Award Winner:  
Jerry Markbreit**

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 20th honoree to receive the award, joining an elite group of past winners.

This year's Gold Whistle Award recipient retired as an NFL referee after a 23-year career. He worked four Super Bowls, numerous conference championships and is widely considered to be one of the most recognizable and successful sports officials of all time.

Markbreit also served as the Executive Director of the Professional Football Referees Association (the precursor to the NFLRA). He currently works for the NFL on the supervisory staff, training onfield referees.

He was also voted "20 Who Made a Difference" by the Referee staff in January 1996, in part because of his devotion to teaching young officials at levels, serving as an ambassador for the industry and inspiring those who come in contact with him. Markbreit has also donated his time and talents to hundreds of charity events over the years and remains active in various fundraising activities.

### Mel Narol Medallion Award

NASO's Mel Narol Medallion Award recognizes outstanding contributions to the officiating community as well as NASO. The award winner will be the fifth such honoree and join other organizations or individuals as past recipients.



**Medallion Award Winner: Bill Kolbe**

As an original shareholder of Referee Enterprises, Inc., Kolbe was instrumental in the legal and business dealings that came along when the NASO was formed in early 1979. NASO was

formed as a 501(c)(3) educational association and much of the behind-the-scenes work for the form and structure of NASO were done with Bill Kolbe's expertise as a practicing attorney. He knew from the beginning the key to the association was that it be owned by the members and not by any individual or privately-held corporate organization.

Recently retired from the practice of law, Kolbe continues to provide sound business advice to the association. He has given freely of his time for more than two decades. He remains an energetic and thoughtful supporter of NASO, its alliances and increasing impact on the world of officiating.



## Transportation and Housing

### TRAVEL ARRANGEMENTS

For service to Denver International Airport (DIA), major carriers include:

- |                       |                    |
|-----------------------|--------------------|
| Air Canada            | jetBlue            |
| Airtran Airways       | Midwest Airlines   |
| Alaska Airlines       | Northwest Airlines |
| America West Airlines | Southwest Airlines |
| American Airlines     | United Airlines    |
| Continental Airlines  | US Airways         |
| Delta Air Lines       |                    |

### HOUSING ARRANGEMENTS

#### Denver Marriott Tech Center

With its prestigious address and reputation for fine service making it one of the most desirable hotels in Denver, the Denver Marriott Tech Center offers so much: captivating public areas; a trio of notable restaurants; beautifully appointed guest rooms; and technologically enhanced event space. Relax in guest rooms featuring plush new bedding, high-speed Internet access and a full-size desk with ergonomic chair to keep you productive on the road. Savor the fresh tastes of the Mediterranean at Compari's, wholesome American creations at the Front Range Trading Post, or settle down with a pint and pub meal at the Great Divide Brewing Company. Tend to your workouts in the fitness center, pool or with our innovative in-room exercise packages.



#### Special Rate For NASO Summit Attendees

Guests receive a special rate of \$119/night. Please be sure to mention the National Association of Sports Officials when making your reservation to guarantee that rate.

Denver Marriott Tech Center  
4900 South Syracuse  
Denver, CO 80237



Hotel Reservations  
Phone: 1-888-238-1491  
Online: <http://marriott.com/property/propertypage/DENTC>  
Group Code: spospoa

#### 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.



# Summit Financial Support Provided By:



## Why You Should Attend the 2007 Sports Officiating Summit

- Attend the premier event for the officiating industry and learn about the new movement in officiating, hot topics and the future of the industry
- Learn from the leaders of professional officiating organizations how to develop a staff, evaluate officials and manage games
- Discover the power of persuasive officiating and earn respect from supervisors, coaches, players and other officials
- Hear about the tools and resources available for training on resolving conflicts and gaining acceptance
- Learn about vital issues – from crisis management and sporting behavior to building strong relationships and legal awareness
- Take advantage of witnessing what technological tools are available for officials, associations and states
- Drill down into rules, mechanics and philosophy discussion specific to the sports you work

## NASO Education Partners

American Sport Education Program (ASEP)  
TheArbiter.NET  
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