





PRESENTED BY THE NATIONAL ASSOCIATION OF SPORTS OFFICIALS IN COOPERATION WITH THE NATIONAL FEDERATION OF STATE HIGH SCHOOL ASSOCIATIONS AND THE ARIZONA INTERSCHOLASTIC ASSOCIATION.

JUDGMENT & DECISION MAKING

How Officiating Leaders Make Great Calls





IF YOU:

- MANAGE OR DIRECT AN OFFICIATING PROGRAM
- HAVE RESPONSIBILITY FOR IMPROVING THE PERFORMANCE OF SPORTS OFFICIALS
- ARE A LEAD OFFICIAL YOURSELF

PLEASE READ ON...

Good judgment and sound decision making skills are important characteristics of every successful and respected sports official. That statement is every bit as true for those who administer sports officiating programs – assigners, trainers, observers, evaluators, state association leaders and conference commissioners. As leaders, you face more decisions about your officials than ever before and your judgments get called into question more than ever before.

How do you make the right decisions? Who or what gets impacted by the choices you make? What happens when those who are affected seek to influence, change or challenge your decisions?

Designed specifically for officiating leaders, those who administer officiating programs and lead officials, the 2009 Sports Officiating Summit will provide you with fresh perspective and techniques to help you carry out your responsibilities better. This year's focus is: **Judgment & Decision Making: How Officiating Leaders Make Great Calls.** The 2009 program will discuss and debate what makes great decisions and the tough choices leaders face day-in-and-day-out — with little left out of public view.

This event is the perfect forum for leaders to grapple with the challenges they face and to develop skills needed to direct and manage a better officiating program. We encourage you to attend and be part of this important event – the 27th annual gathering of the officiating industry's leaders and influentials.

In addition to the targeted educational sessions – led by speakers, panelists and moderators without parallel in any officiating gathering — the Summit is the ideal opportunity to establish your personal network and contacts with the officiating world. You will come away from the Summit knowing more and knowing more people than you can imagine. That is our guarantee!

Register today by calling (262) 632-5448, online at www.naso.org/summit2009 or by mailing the registration form located on page 11.

The decision to register for the 2009 Sports Officiating Summit is one of your best judgments of the year!

Sanguaro



NASO Founder & President

Plat F. Long



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 NFHS and the Arizona Interscholastic Association (AIA), this event is designed for officiating leaders to come together to learn and network about the critical topics impacting all aspects of the officiating industry, 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

- Learn about judgment and decision making from in-game officiating to the front office, it affects everything you do.
- Hear from the leaders of high school, collegiate and professional officiating organizations about the programs they've put in place to improve and standardize judgment in officiating.
- Discover the aspects of great calls and decisions from the leaders in the game to determine the thought processes that went on behind the scenes.
- Examine how the decision-making process for officials differs from that for athletes and how you can develop programs to help improve your officials.
- Find out all of the answers to the late-breaking legal issues related to officiating.

- Determine the important factors you need to consider to make video a mainstay in your officiating programs.
- Listen to how officials can have a major impact in upholding and improving sportsmanship at all levels.
- Network with industry vendors for the specific needs of your association – technology education and resources, equipment and apparel manufacturers, as well as helpful tools for all officials.
- Participate in discussions of rules, mechanics and philosophies specific to the sports you work.

SUNDAY, JULY 26, 2009

THE PROGRAM

8:00 A.M. - 7:00 P.M. REGISTRATION OPEN

1:00 P.M. - 4:00 P.M.

A TOUR OF TUCSON (OPTIONAL ACTIVITY)

Tucson has a rich and colorful history filled with Wild West adventures and elegant entertaining. Come along and learn about the famous and infamous inhabitants of Tucson's past. The highlight of our tour will be the beautiful Mission San Xavier del Bac located on the Tohono O'odham Indian Reservation. The mission was completed in 1797 and is considered one of the finest examples of mission architecture in the United States, a blend of Moorish, Byzantine and late Mexican Renaissance styles. Along the way we will drive up "A" Mountain for a view of the entire valley (don't forget your camera) and finally, make a stop at the historic Old Town Artisans shops to peruse local arts and crafts.

2:00 P.M. - 4:00 P.M.

ARIZONA INTERSCHOLASTIC ASSOCIATION (AIA) LEADERSHIP CONFERENCE

A program designated and reserved for officiating leaders within the AIA.

7:00 P.M. - 8:00 P.M.

2009 SPORTS OFFICIATING SUMMIT GRAND OPENING



Industry leaders and local dignitaries help NASO officially open the Summit in Tucson. 2009 Super Bowl referee and crew chief Terry McAulay will deliver the opening address. McAulay is one of the most respected football officials around, having worked two Super Bowls and three conference championships the past five seasons. He's also the coordinator of football officials for the Big East Conference. His words will help set the stage for sharing and understanding the current hot topics, while also celebrating the successes in the officiating industry.

8:00 P.M. - 10:00 P.M.

GALA WELCOME RECEPTION

Join us as we kick off The Sports Officiating Summit 2009 with delicious hors d'oeuvres, cash bar 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 Gala Welcome Reception is included with your registration fee.

MONDAY, JULY 27, 2009

7:00 A.M. - 5:00 P.M. REGISTRATION OPEN

EXHIBIT AREA OPEN

The Summit Exhibit area offers a unique opportunity to see first-hand state-of-the-art technology and the latest products and services available for the officiating industry. It is the largest gathering of officiating-related exhibitors of its kind.

This forum is designed for leaders to share challenges and find solutions specific to your association's needs. You'll receive invaluable information from vendors and fellow officiating leaders as well as learn about new and emerging technologies – helping improve your officiating programs.

Join in the conversation with the industry's top vendors and fellow officiating leaders in one location. You'll accomplish a year's worth of meetings in just two days!

8:00 A.M. - 8:30 A.M.

KEYNOTE: THE PURSUIT OF SOUND JUDGMENT AND GREAT DECISIONS



What is it about decision making and judgment that's so complex? NBA Senior Vice President of Referee Operations Ron Johnson is uniquely positioned to talk about judgment and decision making and their intersection with sports officiating. A recently retired two-star Army general, his experiences have made him a decisionmaker and a leader. And what drives it all is a relentless pursuit of excellence. From the front office to in-game officiating, what Johnson speaks to in his presentation will provide clear marching orders to better judgments and decisions.

8:45 A.M. - 9:30 A.M.

TOUGH CALLS LEADERS HAVE TO MAKE ABOUT THEIR OFFICIALS

Leaders at all levels are faced with tough decisions: Tournament selection, evaluation and disciplining officials just to name a few. It's a question of accountability — and one of appeasement. What factors into those decisions and how important is it to have buy-in from your staff and your officials? Leaders in officiating today discuss the framework for making tough calls when the stakes are high and the right path is far from obvious.



NCAA Men's Basketball





Georgia/GH



NCAA/Missouri

9:45 A.M. - 10:30 A.M.

HOW OFFICIALS MAKE DECISIONS



Proven performers in any walk of life excel at generating the best solution for the challenge at hand. They deliver sound judgments time after time, decision after decision. Clare MacMahon, a lecturer in the School of Human Movement, Recreation and Performance at Victoria University in Melbourne, Australia, presents her expansive research on sports officiating. By assessing the demands of officials and tracing the training of elite officials, she will show that the decision-making process for officials differs from that used for athletes. Her research will help you formulate improved methods for training your officials.

10:45 A.M. - 11:45 A.M.

CURRENT LEGAL ISSUES: YOUR QUESTIONS ANSWERED

If you've got a legal question related to officiating, we've got answers! Don't miss this open forum presentation of the NASO Member Information and Consultation Program (MICP). Alan Goldberger, the New Jersey lawyer/sports official who wrote the book, *Sports Officiating: A Legal Guide*, walks you through the latebreaking legal issues related to officiating. Lowell Gratigny, American Specialty Insurance & Risk Services senior vice president of litigation management, and Don Collins, a lawyer and executive director of the San Francisco section of the California Interscholastic Federation, are also on hand to answer your questions.







12:15 P.M. - 1:30 P.M.

ANNUAL OFFICIATING INDUSTRY LUNCHEON

NFHS executive director Bob Kanaby and NASO president Barry Mano share observations on the successes, trends, issues, challenges and the outlook for future officiating in this luncheon co-hosted by the NFHS and NASO.

1:45 P.M. - 2:45 P.M.

LET'S TAKE A LOOK AT THE WHOLE PLAY

We're breaking down tape in this session with leaders and lead officials in their respective leagues. Real plays, real rulings, real analysis. It doesn't matter if you work at the high school, college or pro level — all officials have the same concerns about performance. See the plays and hear from those involved what went on behind the scenes and the thought processes that went into making such crucial decisions during the games.









3:00 P.M. - 4:15 P.M.

GAME ON! SPORT-BY-SPORT BREAKOUTS

It's time to break down officiating and talk shop. Better yet, it's time to analyze judgments and decisions on the field or on the court. Sit down with fellow officials, veterans and respective officiating leaders to go over video and analyze rules, mechanics, philosophy and hot issues — all the nuts and bolts of working your games, evaluating performance and teaching better officiating.

BASKETBALL



FOOTBALL



SOCCER



POWERED BY NISOA

POWERED BY USA FOOTBALL

ADDITIONAL BREAKOUT SESSIONS:

BASEBALL SOFTBALL VOLLEYBALL

TUESDAY, JULY 28, 2009

7:30 A.M. - 5:00 P.M. REGISTRATION OPEN

8:00 A.M. - 8:45 A.M.

CAN YOU TEACH JUDGMENT?

Does judgment differ from common sense or gut instinct? Is it a product of luck? Or smarts? Or is there a process for making consistently good calls? Our panelists will examine and discuss why good people make poor decisions and if judgment can truly be taught. Better yet, we'll look for ways to teach and train officials at all levels — whether or not you have the multitude of resources available at the highest levels.







9:00 A.M. - 9:45 A.M.

CHARACTER COUNTS: THE IMPACT OF OFFICIALS ON SPORTSMANSHIP

The Arizona Interscholastic Association has a stout program to improve sporting-like behavior at its sports events. Its Pursuing Victory With Honor program trains and tasks officials, schools and coaches trained to promote sportsmanship. Those effective efforts have had a positive impact on sports — and officiating — in Arizona. Learn about a program that goes beyond words and hope, a program that is a proven performer. Learn how your officials can have a major role in upholding and improving sportsmanship at all levels — and the direct effect that has on helping to recruit more officials and retain those you already have.







10:00 A.M. - 10:45 A.M.

WE DON'T TALK ABOUT JUDGMENT CALLS

In the "old days" judgment calls were not discussed — rules fine, judgment never. The popularity of videotape, YouTube and technology has made accessibility and accountability at all levels more important than ever. How do you handle the public relations aspect of a missed call and should you even be discussing judgment calls? Our esteemed panel of officiating leaders analyzes the "taboo" subject of judgment calls and how it impacts your lives.









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11:00 A.M. - 12:00 P.M.

GREAT CALLS: A VIDEO CELEBRATION

Since it's our industry's only inclusive event of the year, we decided it was time to celebrate. We always see what's gone wrong, but how about showing things we've done right? We contacted several organizations and leagues and they jumped at the chance to show off and present their greatest calls, no-calls and best-handled situations. It's sure to be a celebration session you won't want to miss, so sit back and enjoy. And best of all, celebrate great officiating.

12:15 P.M. - 2:00 P.M.

WORKSHOPS

→ LET 'EM REFEREE



The team approach to officiating is about a group of people working toward the same goals and the same objectives together. Not as a staff or as individuals, but as team. Learn from Stephen Walkom, NHL senior vice president and director of officiating, as he shares his insights and thoughts on how to help those around you reach their full potential.

→ STATE ASSOCIATION ANNUAL FORUM

A closed-door meeting for high school 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 testing, video training, sportsmanship issues, technology and much more.

→ GAME REPORTS — WHAT LOCAL ASSOCIATIONS MUST DO

What situations call for a written report? What should your officials put in a game report? What should your officials leave out? Brainstorm ways and training for associations to assist officials in producing game reports more efficiently and effectively – your officials deserve it.

→ COLLEGE OFFICIATING IN FOCUS

Find out what's in the pipeline for officiating with the stakeholders in collegiate officiating. Regionalization, certification, online initiatives, game assignments and other hot topics are sure to be addressed.

2:15 P.M. - 3:00 P.M.

THE BIG PICTURE ON VIDEO

Video training is all the rage. It's everywhere (or at least everyone would like it to be at all levels). But have you sat back and analyzed what's involved with putting plays onto video? Permissions, copyrights, profane language and embarrassment of officials/coaches/players are all aspects you need to consider. There are ethical and legal standards most don't consider. Can you show minors? Do you need permission to use TV feeds for local training? Find out from the experts.



KEVIN MERKLE Minnesota/MSHSL





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3:15 P.M. - 4:15 P.M.

VERBAL JUDO: HOW TO DELIVER THE MESSAGE



Once a decision is made, how do you deliver the message? Verbal Judo is a tactical communication-training course. Its principles allow officials to use presence and words to calm difficult people, redirect the behavior of hostile people, diffuse potentially volatile situations and achieve the desired outcome of the professional encounter. Join former minor league baseball and current collegiate Division I baseball umpire Ray Leible as he teaches the ways Verbal Judo can help you and your officials.

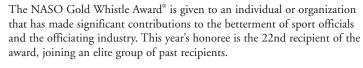
GOLD WHISTLE AWARD® CELEBRATION

6:30 P.M. - 9:00 P.M.

MILLS LANE

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 people 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. It's not to be missed.

GOLD WHISTLE AWARD WINNER: MILLS LANE



One of the most celebrated and iconic boxing referees of all time, Mills Lane suffered a debilitating stroke in 2002. Up to that time, Lane was legendary for his skills in the ring and the persona he created, including his famous phrase, "Let's Get it On." He became a public celebrity when, as a court judge, he was featured on *The Judge Mills Lane Show*. He later had a justice center named in his honor. To this day, Lane displays the honor, decorum and dignity that enhances the image of sports officials and befits the Gold Whistle Award."

MEL NAROL MEDALLION AWARD

NASO's Mel Narol Medallion Award recognizes outstanding contributions to NASO. The award winner will be the seventh such honoree and join other organizations or individual recipients.



MEDALLION AWARD WINNER: RONNIE CARTER



As the retiring executive director of the Tennessee Secondary School Athletic Association (TSSAA), Ronnie Carter has been a visionary leader who has consistently placed special emphasis on the care and needs of sports officials. Carter was an NASO board member from 2003 through 2007, including officer positions, and is currently on the NASO Strategic Development Committee. He formerly served as president of the NFHS. He is a positive supporter of NASO

initiatives in his state and throughout the NFHS family. He helped construct the current NASO Summit model of having a state association sponsor and host the event, including TSSAA's commitment to host the 2006 Memphis Summit. He has been instrumental in guiding NASO decisions for more than a decade.

JW MARRIOTT STARR PASS RESORT & SPA

A resort that is both timely and timeless, Starr Pass is the perfect blend of southwest tradition and 21st century creature comforts. From its mountainside perch above Tucson and the breathtaking Sonoran Desert, Starr Pass is rich with culture, history and beauty.

Enjoy the mountains and experience a truly unique destination resort complete with world-class spa facilities and nationally acclaimed Arizona golf courses. Fine dining and award-winning restaurants further complement this one-of-a-kind Tucson resort hotel.

The Hashani Spa at Starr Pass offers a host of unique treatments that combine the latest beauty and health technology with ancient healing techniques in a luxurious, pampering environment.

The on-premises 27-hole Arnold Palmer Signature Golf Facility wraps its true desert-mountain attributes around much of the resort. Dramatic saguaro shadows creep across impossibly green, manicured fairways, lurking bunkers and undulating greens.

And in addition to golf, there's tennis, hiking, biking, horseback riding and the allure of Tucson's cultural activities and nightlife to enjoy as well. The JW Marriott Starr Pass Resort & Spa offers the authentic, true Arizona experience in an unforgettable setting.







TRANSPORTATION AND HOUSING

For service to Tucson International Airport (TUS), major carriers include:

American Airlines Continental Airlines Alaskan Airlines SkyWest Airlines Frontier Airlines (800) 433-7300 (800) 523-3273 (800) 252-7522 (800) 864-8331 (800) 432-1359 **US Airways** Delta Airlines Northwest Airlines Southwest Airlines United Airlines (800) 428-4322 (800) 221-1212 (800) 225-2525 (800) 435-9792 (800) 864-8331

Hotel Reservations:

Toll-free: (800) 228-9290

Online: http://marriott.com/hotels/travel/tussp

Group Code: NASNASA

Special Rate for NASO Summit Attendees

Guests receive a special rate of \$134/night. Please be sure to mention Group Code: NASNASA when making your reservation to guarantee that rate. This special rate is available until June 25, 2009. J.W. Marriott Starr Pass Resort

3800 W. Starr Boulevard Tucson, Arizona 85745 USA Phone: (520) 792-3500

Fax: (520) 792-3351

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.

2009 REGISTRATION FORM

If you need to cancel for any reason, we will be happy to refund your Full registration after a \$50 administrative fee is deducted. Requests for refund must made in writing and received no later than July 13, 2009, to be considered. Substitutions may be made by fax or e-mail until July 10,

1. CONTACT INFORMATION

Please enter contact information as you would like it to appear on your name badge 2. SUMMIT REGISTRATION Name (Last, First) If you're not a member of NASO, join now and pay the member rate!* Association Before June 5 After June 5 NASO-ON & Title NASO Members □ \$400 □ \$425 Non-Members □ \$500 □ \$525 Guest (Last, First) □ \$325 Group** □ \$350 Guest □ \$70 □ \$75 Mailing Address NASO Membership □ \$79* □ \$79* State/Province City Attendee registration fees include: admission to all educational sessions, opening ceremony and welcome Zip+4/Postal Code Country reception, Officiating Industry Luncheon, Exhibit Hall and Gold Whistle Award® Celebration E-mail **Group registration: Save \$75 each when 3 or more Davtime Phone individuals register from the same association! Registration must be completed at the same time with payment on one credit card or check to qualify for the Name (Last, First) discounted rate. Title Guest registration fees include: admission to the opening reception and spouse/guest welcome Guest (Last, First) reception. Guest registration applies to spouse, significant other or friend in a non-related industry. Mailing Address *NASO membership rate savings good only with State/Province City Summit registration Zip+4/Postal Code Country 3. OPTIONAL ACTIVITIES E-mail Tickets for Guest Tour of Tucson \square \$35 x number of tickets = \$ Daytime Phone Additional ticket for guest for Gold Whistle Award® Celebration Name (Last, First) \$\Boxed\$ \$48 x number of tickets = \$ (One GWAC ticket included with a Full Registration) Title Guest (Last, First) 4. PAYMENT OPTIONS Mailing Address Full payment must accompany registration ☐ By credit card State/Province City Please bill my: ☐ MasterCard □VISA Zip+4/Postal Code Country Total Amount: \$ Account Number E-mail Davtime Phone Exp. Date(mmyy) If you require additional attendees please copy this form and attach, or print out the form online: www.naso.org/summit2009 **REFUND POLICY** Name (exactly as it appears on card) No Refunds will be made after July 13, 2009.

Signature

☐ By money order

☐ By check (payable to NASO)

REGISTRATION IS EASY AND FAST...

CLICK: www.naso.org/summit2009

Racine, WI 53405, USA

MAIL: NASO, 2017 Lathrop Ave.

FAX: **262-632-5460**

FINANCIAL SUPPORT FOR THIS SUMMIT PROVIDED BY:

(LISTED IN ALPHABETICAL ORDER)

































































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- Hertz
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- IAABO
- · Iowa High School Athletic Assn
- · Kentucky High School Athletic Assn
 - · Leather Luster
- MLB
- Michigan High School Athletic Assn
- Missouri Valley Football Conference

- NBA
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- Ump-Attire.com

WHY YOU SHOULD ATTEND THE 2009 SPORTS OFFICIATING SUMMIT

- · Learn about judgment and decision making as it relates to your job and your position.
- Hear from the leaders of professional, collegiate and high school officiating organizations about the programs they've put in place to improve judgment and decision making.
- Discover and view the essential decisions top-level officials make in executing such great calls.
- · Listen to how officials can have a major impact in upholding and improving sportsmanship at all levels.
- · Find out how the decision-making process for officials differs from that for athletes and how you can develop programs to help improve your officials.
- Network with industry vendors for the specific needs of your association — technology and education resources, equipment and apparel manufacturers and helpful tools for all officials.
- · Participate in discussions of rules, mechanics and philosophies specific to the sports you work.
- It is THE industry event of the year!