

NACDA

2010 ATHLETICS ADMINISTRATION

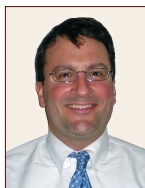
ASSOCIATION

CABMA | CORNER

A CASE FOR PROFESSIONAL DEVELOPMENT

Dear Athletics Directors,

When talking with a colleague or a group of eager interns, I make it a point of emphasis to tell them about the biggest mistake of my career. It wasn't that I attended the wrong school, took the wrong path or made the wrong connections. It was working in my dream job for eight years before attending the Convention of our professional organization, CABMA.



Joshua Boone



I know what you are thinking. Administrative travel is probably the first line item to be cut when budgets tighten. However, I'm going to argue that it is probably one of the most important items to remain in your budget. I will lay out for you the reasons you need to walk into your business office and insist your employees attend our Convention this June.

By attending CABMA, your business officer is going to gain many benefits. One of the main things your employee will gain is knowledge. Convention attendees gain vital information by simply attending presentations. Last year's presentation, "Identifying Fraud," gave the warning signs of how to detect fraud and how internal controls can be used to thwart fraud. "Compliance and the Athletics Business Office" allowed attendees to catch up on new compliance rules from an expert in the field and review what needs to be recognized from a compliance standpoint when dealing with financial transactions. "Preparing Effective Financial Presentations" allowed members to learn tools for more efficient communication between their business office and important stakeholders. Think about it from your perspective as a CEO of the athletics department. Would you rather pay a modest amount for your employee to attend a continuing education conference? Or would you rather suffer the consequences of your business office not detecting fraud and compliance violations?

Attendees also attended round tables between presentations. "Best Practices for Small Business Offices," "Student Athletics Fees and Admission to Athletics Events" and "Strengthening the Athletics Department/University Business Office Relationship" are all useful sessions where attendees gained valuable insight and tips. Round table participants really get to find out how other institutions address issues — philosophically and practically. They get a feel of common practices that they may not yet have encountered. Even if a suggestion does not work for you, it can give your business officer a chance to look at the issue in an entirely different light.

Attendees also have a chance to gain great contacts through committee work. The membership, program and publicity committees always have openings and are a way to get involved in strengthening our field. There are also opportunities to socialize and talk about industry-related issues. Relationships are formed and continue to develop for years to come. With all the issues that our industry faces, there are institutions out there that handle problems

from a different perspective, which may provide better solutions. The inability to at least learn about other perspectives will leave your program at a disadvantage in a highly competitive field.

Vendors are also present at the Convention. Your business employee will get a chance to learn about new opportunities in ticketing, travel and other products. It will give them new ideas on how to confront old issues and problems. They'll also get a chance to keep their eye out for some up-and-coming talent. If your business office is bigger than two people, it is a great situation to be able to do an "interview" in a relaxed setting.

People are drawn to each other because of common interests and physical involvement in working within the same industry. When you attend a Convention and you meet new people, you begin to reach a different level of enthusiasm for your job. Participating in CABMA not only gives your employees ideas, but inspiration. The CABMA Convention opening speaker last year was Derrick Moore, chaplain at Georgia Tech. He spoke about working in college athletics and helping young men and women along their path. He spoke about examples of people and teams capturing "Lightning in a Bottle." If you were there that morning, you saw that he was actually selling lightning in a bottle. There was literally electricity coming off him during the speech. I think I can speak for all Convention attendees when I say I would have immediately gotten up and run through a wall, if he asked. He put into words what I had always felt about the jobs that I had in college athletics.

When you insist that your employees attend CABMA, you also communicate to them that you value their contribution to the athletics department. You are saying to them, "I appreciate who you are as a person and who you will become down the road. Without you on the team, we wouldn't be as successful as we are."

CABMA is also about representing your university and your athletics department. We all think we are the best. If you do not, then you are in the wrong business. As an athletics director, I ask you to make a statement by having your employees represent your university at CABMA.

I gained a tremendous amount by attending the CABMA Convention. I also got a chance to pitch my case to a high profile consultant for some part time work and run for a Vice President spot. The latter required me to speak in front of a couple hundred people. While I wasn't successful on either case, it definitely allowed me to grow. It couldn't have been possible without a couple of people making it happen. I want to thank Martina Ballen, senior associate athletics director for business & finance, and Dick Baddour, director of athletics, for the opportunity. I hope that I've "paid it forward" to our staff and coaches.

Give your employees the opportunity to thank you. Send them to the CABMA Convention!

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