

Fred P. Balsamo, CAA - Connecticut

1989

Conference Site: Anaheim, CA

11th NIAAA President

Fred P. Balsamo, before becoming President, was a former member of the Publications Committee.

Fred Balsamo's presidency was marked by the first full year of Frank Kovaleski's tenure as the new NF liaison to the NIAAA. Frank's new leadership style allowed the NIAAA president to assume more of the day to day responsibilities in running the organization. Following with that theme, it was President Balsamo's goal to get the membership more involved. In an attempt to promote more involvement in the hierarchy of the NIAAA from the membership, Fred revamped the standing committee structure and instituted a six-year maximum rotation, establishing more flow and the utilization of new people. Also, it was the first time a conscientious effort was made to make certain there was representation from all sections on all NIAAA standing committees. In listening to the membership, President Balsamo initiated change to the procedure for administering the CAA exam. Directing the committee to establish a study guide and allowing CAA exams to be done away from the National Conference, allowed the number of athletic directors taking the test to quadruple. There was also a concern that some sections were not equally represented nor were they as organized as others. In an attempt to increase membership and help sections organize, all eight sections were asked to hold spring meetings at which time a standardized agenda was developed and is still used today. The impetus of these spring meetings was to promote joint membership. This concept tremendously impacted the growth of the NIAAA. Subsequently, in 1990, an award was established recognizing those states that showed remarkable growth in membership and was presented to states at our section meetings in December or 1990. It was during his term that the Thomas E. Frederick Award was presented and admitted into the POP Manual, perpetuating it as an annual award. The issue of remuneration was brought forward by standing committees seeking compensation for their services. This was met head on by the Board of Directors and, through Fred's leadership, the Code of Volunteerism in the NIAAA was founded, was preserved, and Fred established a philosophical statement on volunteering which is still in the opening pages of the POP Manual. Recognizing the need to identify the role of the athletic administrator, President Balsamo established a committee to research the various job descriptions athletic administrators have throughout the country. Upon completion of the committee's findings, Fred, along with Alan Mallanda, compiled the research and created the publication "Athletic Administrator in the '90s", which serves as a benchmark in our profession. With the growth of the NIAAA, there were more demands on financial needs, and several fundraising ventures were pursued. As a result, a licensing and marketing agreement was established with all NIAAA sponsors protecting the use of our logo and organization's name. The seeking of funding via corporate sponsorships was pursued and subsequently the membership overwhelmingly supported a restructuring of the dues, and, with new insurance benefits, a financial structure was established to secure the future of the NIAAA. Much attention was given to the awards the NIAAA distributed and, through President Balsamo's efforts along with the Awards Committee, the number of distinguished service award nominations received tripled and the "Champion State Award of Merits" presented in the states increased to forty-six states.

In summary, Fred Balsamo's term of President of the NIAAA can be described as one of growth and development. Many of the things started provided a solid foundation of the fundamental principles necessary to have as standards for a professional organization.