

Sheri Ross, CMAA - California
2000
Conference Site: San Diego, CA
21st NIAAA President

Sheri Ross, CMAA, was the third female, the second member from Section VII and the first person from the state of California to serve as President.

Her previous contributions and service to the NIAAA included two years on the Professional Development Committee, Host Committee Chairperson for a National Conference, State Delegate, Section VII Representative to the Board of Directors, as well as president, moderator and presenter at numerous conferences.

Sheri established ten goals at the onset of her term. All of these goals were explored and most were seen to fruition. One of these goals, the task on which she placed her greatest emphasis, was to enhance communication within the NIAAA. This meant a strong commitment on her part to continually update all involved with the NIAAA; NFHS staff, NIAAA officers, board members, standing and ad-hoc committee chairs and past presidents. Additionally, she continually encouraged good communication among board, mentors, mentees, committee chairs and committees.

The Leadership Training Program continued to grow during this presidential term. A Leadership Training Program brochure was designed and completed, the National Faculty expanded to over fifty instructors and two new Leadership Training Courses were developed (Communication and Leadership Style, and Technology).

Certification efforts continued with the implementation of two new levels of Certification: RAA (Registered Athletic Administrator) and CMAA (Certified Master Athletic Administrator) added to and complimented the current CAA certification. A Certification Program brochure was published to enhance and promote each level.

Finally, a Five-year Strategic Plan that will ultimately be completed during the next president's term, had a strong beginning during Sheri's tenure. An overall chair, with three sub-committee chairs, was appointed. In the planning meetings that occurred, over forty recommendations surfaced as suggestions to enhance and/or improve the programs and service of the NIAAA.

During her tenure, John Olson, the first nominee from the NIAAA Hall of Fame Ad Hoc Committee, was inducted into the NFHS Hall of Fame. This, as well as the completion and first public viewing of the NIAAA Promotional video at the NIAAA Conference luncheon, were memorable moments during Sheri's presidency.