

**Annette Scogin, CMAA - Arkansas**  
**2011**  
**Conference Site: San Antonio, TX**  
**32<sup>nd</sup> NIAAA President**

Annette Scogin, CMAA, served as the NIAAA 32<sup>nd</sup> President in 2011. Scogin was the successful At-Large-Candidate representing the interests of 18 states and was honored to be chosen as the second NIAAA President from the State of Arkansas. Annette served on the NIAAA Board of Directors from 2009- 2012.

The 2011 Board had a wide range of goals and detailed focus with concentrations on Team, serving the membership, improving social media connections, awareness in Washington, DC and expanding the NIAAA office staff. The Board also focused on the student athlete, assigning a subcommittee that had tremendous results with growing the “Student Essay Scholarship” program. The board stepped out in conversations providing tools such as app's to create a new brand awareness and marketing for the nation and abroad. The Board’s goal was to attract partnerships with sponsors to increase funding that they could give back to the membership in outreach programs and on line learning/networking opportunities.

The 2011 Board reached or exceeded the goals they set such as: expanding Facebook, Twitter, web pages, and other communication packages. All goals were in full force at the end of 2011 with new reports being made to the Board on actions in various states as well as the nation’s capital that affected those members and their schools. More practically, a new Boardroom was opened with improved facilities that supported the evolving technological needs of NIAAA. (The Board went paperless for the board meetings - no more binders, making them even more efficient in their budget) During 2011, the NIAAA became North Central Association CASI accredited following extensive NIAAA Board-directed work by the Accreditation Committee. A 3rd full time office position to handle member services was created along with an additional certification structure of stipend positions which is a reflection of the growing services provided to the membership. National research efforts with Indiana State University and the NFHS were increased. Membership dues were raised as a result of recommendations from the Strategic Plan Committee. More LTI courses to help serve the memberships on going professional growth were established and the total of LTI courses taken surpassed 83,000—a way to extend what the members request were on leadership professional development needed to do their jobs.

The initial strategy to add a MSAA certification level for middle school administrators was initiated as well as clear accountability/job descriptions for many stipend positions in the NIAAA. Emphasis was placed on providing visibility of Board member to all members, regardless of Section boundaries, and for the Board members to interact, listen to, and provide feedback on key topics/ideas to the Board of Directors. Board members attended State and Section meetings outside of their states and sections to continue to build relationships and grow in national representation for making decisions for the membership.

In closing, the 2011 Board servant leadership honored those that served before and created paths for the future boards to consider with the most important aspect being to serve the membership by providing all the tools needed to help Athletic Administrators, Coaches, student-athletes, community, fans and families of all associated in athletics. They certainly appreciated the volunteer of time and commitment displayed by each member of the 2011 board. Lastly, President Scogin worked tirelessly to greatly improve the standards of professional comportment, particularly regarding appearance and dress code standards. The extensive involvement of President Scogin and all members, prior to and since, who serve on the Board is commended as it provided a depth of knowledge, professionalism, positive relationships, with each Section represented and experience for each meeting. She was a people person and loved building deep relationships with members to know their needs and learn from them, always reporting back to the board how important relationships are, to be approachable, a team, and listen/learn in every engagement opportunity.