

RICH BARTON – UTAH

2017

CONFERENCE SITE: PHOENIX, AZ

38TH NIAAA PRESIDENT

Rich Barton, CMAA was selected as the Region C At-Large Representative to the NIAAA Board of Directors in 2014, In 2017 Rich became the 38th President of the NIAAA, the first to serve as President from the state of Utah.

Prior to serving on the board Rich served as Vice-Chair for the Awards Committee, workshop presenter, a member of the NIAAA 3rd strategic plan, and conference delegate. For his home state he served as UIAAA President, LTI instructor, workshop presenter, NIAAA Liaison, certification coordinator, and chaired the UIAAA 2nd Strategic Plan.

Barton’s presidential theme was “Lift and Assist” with a goal for all members to look for increased opportunities to elevate the NIAAA members, coaches, athletic administrators, and student athletes they come in contact with. He repeatedly encouraged fellow board members to remember that the ‘blue blazer’ they wear should be a reminder of their responsibility to reach out, serve the one, and put our membership first.

During his tenure NIAAA membership reached record numbers, nearing 11,000 members. An increase of nearly 700 from the previous year. Thirty-eight states received commendation banners for growth achievements. Twenty-two states achieved record membership totals, with ten states over 100% membership. The conference in Phoenix was the second highest attended conference ever, with right around 2,000 attendees. Record level numbers were achieved in both CAA and CMAA. The on-line CAA exam was instituted, along with the oral CMAA project.

The NIAAA 40th anniversary was promoted with IAA magazine articles, a historical growth/progress video, and other commemorative activities. Expansion and promotion of the NIAAA classroom was further implemented with the placement of LTI courses and transcripts. The new AD packet was included on the website for member use.

Outreach grant totals eclipsed \$265,000. On-line courses were increased, and the promotion of education-based athletics with key governmental leaders was increased.

The NIAAA continues to grow and be recognized as a leader in professional development for education-based athletic administrators. The new office staff members have been an added strength to the servant leader culture that has been previously established. As our organization begins to make plans for the 5th strategic plan, the sky is the limit to the heights this organization can climb.