

William B. (Bill) Mayo - Arkansas
1988
Conference Site: Las Vegas, NV
9th NIAAA President

William B. (Bill) Mayo served as the first President from the State of Arkansas and Section VI.

President Mayo focused on completing important goals from President Estes' term, which were: **bringing the certification process to culmination**, with the first sitting for the certification exam occurring during his presidency in Las Vegas, Nevada; and **completing work on the Thomas E. Frederick Award of Excellence**, which was first presented in 1989 during Wayne Taylor's presidency.

His **first goal was membership**: Emphasis made through the membership committee and the effort of sectional leaders resulted in an increased membership to approximately 4,800 members.

His **second goal was communication**: Realizing the growth potential of the NIAAA, President Mayo continued work with a communication tree and encouraged sectional meetings away from the National Conference led by Board Members and their respective sections to discuss problems and concerns. This led to better understanding and the issues were communicated to the NIAAA Board and Officers through written reports. Further, the emphasis on the importance of state liaisons to state associations and the NIAAA greatly aided two-way communication.

His **third goal was to represent the NIAAA at the White House Conference for A Drug Free America** in 1988. About this time the National Federation started a program for drug abuse prevention called "Target." Mr. Mayo worked with two consultants, Marty Harding and Kevin Ringhofer, who taught workshops for the National Federation in drug abuse prevention, to develop drug abuse workshops and leadership training for young people. Mr. Mayo was honored for his effort by President Ronald Reagan and Governor Bill Clinton.

His **fourth goal was to develop a video telling the story of the NIAAA** and its importance to athletic administrators, education, professionalism, and a forum to be heard and hear issues, solutions, etc., at the national level.

President Mayo appointed a committee from the Past President ranks in 1988, Robert Conklin and Dave Balmer, to work in conjunction with the National Federation, represented by Tom Frederick, to develop this video with a production company in Kansas City, Missouri. This video was called "Touch the Future" and is still being used to tell the NIAAA story.

His **fifth goal was to bridge the gap between the NIAAA, National Federation and State Associations**, emphasizing the common goals and interests of each, which forms a natural close relationship among the three organizations.

The Board, Officers, and committees emphasized how the NIAAA benefits from the ability to draw on many years of experience and expertise of the National Federation and State Association staffs, both directly and through the National Federation's services to the state high school athletic and activities associations.

Additionally, during President Mayo's term, Champion Products made a three-year commitment to sponsor the **NIAAA State Award of Merit** program. In the first nine months of 1988, thirty-six states selected and honored an NIAAA member.

The *Guide to the College-Bound Athlete*, along with a supplemental unit of "Academic Survival Tips," was scheduled to follow in 1989.