

NASO NATIONAL CONFERENCES

Talk That = Action!

NASO strives to provide the highest quality of educational materials to improve individual officiating skills. It also works to improve the perception and overall quality of the profession.

The "Successful Officiating 2001" conference in Norfolk, Va., last year accomplished that goal quite successfully.

"I'm confident that the conference provided more useable information than any of our previous events," said REI Vice President Tom Herre. "Every session had a practical bent and addressed real-life challenges."

NASO compacted in two days of training sessions a plethora of ideas to help sports officiating association leaders recruit and retain officials. National, state and local officiating leaders were truly excited about the gathering.



"Being with such a wide range of people with such diverse experiences can only help me to be a better local officiating leader," said Don Collins of San Francisco.

"Jim Tunney is a great speaker," said Kole Knueppel, Milwaukee, Wis. "His educational background is apparent and so his session was as much about teaching as it was entertaining."

Some "out of the box thinking" also helped. Navy Commander Steven Lowry spoke to the attendees and shared how the Navy has improved its recruiting methods in recent years.

"Lowry's presentation provided some very good ideas on what can be done and why we (officials) have to change how we approach the youth of today," said Cal Hallon of Warrensburg, Ill.

A key outcome from the 2001 conference was the introduction of the NASO public service announcement (PSA) called "Be a ref. Make the call!" The PSA has

been getting airplay on radio, cable and broadcast television stations around the country and local associations are benefiting.



The focus of each NASO conference is on important issues facing the industry and in 2002 the conference will be about officiating

evaluations. In the coming months, NASO and *Referee* will have much more information about the conference scheduled for June 22-24 in Albuquerque, N.M.

If you're serious about officiating, then Albuquerque is the place to be this June.



**Be a Ref.
Make the Call!**