



NEWS RELEASE

NATIONAL INTERSCHOLASTIC ATHLETIC ADMINISTRATORS ASSOCIATION

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Allan Sersland of Kansas to Receive NIAAA Award of Excellence

FOR IMMEDIATE RELEASE

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INDIANAPOLIS, IN (November 18, 2011) — Allan Sersland, CAA, who retired earlier this year after 10 years as principal at Circle High School in Towanda, Kansas, is the 2011 recipient of the Thomas E. Frederick Award of Excellence presented by the National Interscholastic Athletic Administrators Association (NIAAA).

Sersland will receive the NIAAA Award of Excellence December 13 in Indianapolis, Indiana, during banquet festivities at the 42nd annual National Athletic Directors Conference conducted jointly by the National Federation of State High School Associations (NFHS) and the NIAAA.

The Thomas E. Frederick Award of Excellence is a prestigious award presented each year to an NIAAA member whose loyalty to the association and contributions to the profession represent excellence in achievement.

The award is named after the late Thomas E. Frederick, who served as NFHS assistant and associate director for 22 years before his retirement in 1989. Frederick was responsible for starting the National Athletic Directors Conference in 1971 as well as the NIAAA in 1977.

Sersland retired earlier this year after 36 years in education – 18 as a teacher and coach and 18 as an athletic director and principal – in Colorado and Kansas. Throughout his career, Sersland was an active participant in the NIAAA Leadership Training Institute at the state and national levels.

Sersland began his career as a teacher and wrestling coach at Minneapolis (Kansas) High School in 1976. After three years, he moved to Monte Vista, Colorado, where he was wrestling coach and athletic director at Sargent Community School. In 1985, he returned to Kansas, where he was wrestling coach at Eureka Junior/Senior High School for three years, and activities director/assistant principal at Bluestem High School in Leon, Kansas for six years.

In 1996, Sersland became principal and activities director at Flinthills High School in Rosalia, Kansas, for five years, followed by his final 10 years as principal at Circle High School in Towanda, Kansas, from 2001 to 2011.

In his various stops as wrestling coach, Sersland coached 10 individual state champions. His teams won three district team titles and four league championships. In 1981, his Sargent girls track team finished second in the Colorado state meet.

Sersland is a member of the Kansas Interscholastic Athletic Administrators Association as the continuing education chairman and has directed the state's NIAAA Leadership Training Institute since 1998. He has taught 15 Leadership Training Courses at the state level.

At the national level, Sersland is chairman of four NIAAA Leadership Training Courses and serves on the Leadership Training National Faculty. He has completed 29 of the 33 courses offered by the NIAAA Leadership Training Institute, and has assisted in writing or editing 14 of the courses. He currently serves on the NIAAA Accreditation Committee.

In 2009, Circle High School, where Sersland was serving as principal, was selected as one of 40 schools in the United States to pilot a character education program. Circle was the only school in the study group to develop a weekly period devoted to character education involving all students and staff.

Sersland graduated from Luther (Iowa) College and earned his master's from Wichita (Kansas) State University.

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About the National Interscholastic Athletic Administrators Association (NIAAA)

The NIAAA is the largest national organization for high school athletic administrators with more than 8,500 individual members. The NIAAA consists of athletic director organizations in the 50 states plus the District of Columbia and provides an efficient system for exchange of ideas between the National Federation of State High School Associations (NFHS) and state athletic administrators organizations as well as individual athletic administrators. The NIAAA, located in Indianapolis, Indiana, strives to preserve the educational nature of interscholastic athletics and the place of these programs in the curricula of schools. The NIAAA is a full and equal partner with the NFHS.

About the National Federation of State High School Associations (NFHS)

The NFHS, based in Indianapolis, Indiana, is the national leadership organization for high school sports and performing arts activities. Since 1920, the NFHS has led the development of education-based interscholastic sports and performing arts activities that help students succeed in their lives. The NFHS sets direction for the future by building awareness and support, improving the participation experience, establishing consistent standards and rules for competition, and helping those who oversee high school

sports and activities. The NFHS writes playing rules for 17 sports for boys and girls at the high school level. Through its 50 member state associations and the District of Columbia, the NFHS reaches more than 19,000 high schools and 11 million participants in high school activity programs, including more than 7.6 million in high school sports. As the recognized national authority on interscholastic activity programs, the NFHS conducts national meetings; sanctions interstate events; offers online publications and services for high school coaches and officials; sponsors professional organizations for high school coaches, officials, speech and debate coaches, and music adjudicators; serves as the national source for interscholastic coach training; and serves as a national information resource of interscholastic athletics and activities. For more information, visit the NFHS Web site at www.nfhs.org.

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