



825 Bayside Drive
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THE OFFICIAL WORD

Perception is Reality

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IOA Board of Directors

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Mentally picture the greatest official you know. Now add 75 pounds to his or her body. Does your perception of that person change? Now give that person a pair of thick glasses, make him or her a foot shorter, put an earring in one ear and add some wrinkles to the uniform. How do you perceive that official now? Next, add a beard or some long, shaggy hair. Now what do you think of that "greatest" official?

Without addressing that person's character or officiating performance, your opinion of that official – your perception – had to change in various ways. That's just human nature. Now, mentally picture what you look like as an official. What do you think people say about you when they watch you work?

Right or wrong, fair or unfair, legal or illegal, the reality of life and of officiating is that people form perceptions of you based on the way you look, the way you carry yourself and the messages you convey in the process. Those are

facts of life that most successful people accept and learn to deal with. Others try to use those perceptions as excuses, crutches, reasons to rationalize why they're not getting ahead. Or, they just get angry.

No matter what you're made of inside or how well you use your judgment and hustle to officiate, and no matter what you look like (overweight, underweight, old, young, bearded, glasses, etc.), your appearance and demeanor send clear-cut messages to players, coaches, and fans.

With so much of officiating success determined by packaging, then what package sells best? What's "the look" which is perceived as the "perfect" official?

No supervisor familiar with the word "lawsuit" would come out and say he or she specifically wants an official who is 6'2", 185 pounds, clean-cut, 35-50 years old and male. Still, with few exceptions, most major college and pro officials seem to fit the same general mold. Most of those involved with offici-

ating agree that "professional" and "athletic" are essential qualities in becoming a successful official. But what does that really mean?

Says Dave Parry, a former NFL official and ex-college basketball ref who is now supervisor of football officials for the Big Ten Conference and the National Coordinator of Collegiate Football Officiating: "I would define 'athletic' to be obviously a person who can run gracefully and move quickly, someone who stands tall and has a confident demeanor about him or her. I guess what we're talking about is an official with a certain presence about him or her that says, 'Hey, this person belongs!'"

If an official wears jewelry, has excessively styled hair, tattoos or the like, that can be perceived in one of two ways: as rebellious, or they can give the audience the perception that you're only thinking of yourself and your appearance, not your job.

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The Case for IOA Membership

When an official decides to join or renew membership in an officials association—how should that decision be made? The following article was written by a young official who explains why the Indiana Officials Association.

Six years ago I moved to the Indianapolis area, began officiating high school basketball, and joined the IOA. I would like to spend a minute to discuss how this organization has benefited my career as I have advanced from working lower level games, to varsity games, to the state tournament.

Although others might argue that an association should be judged by the number of members that it has, or the number of games that it assigns, it is my belief that these are only a few aspects of an association and are not what labels it as “good” or “bad.” I believe that the professionalism and the ability of the men and women that represent an association should be the determining factor in judging its level of excellence. All of these qualities make the IOA, in my opinion, the best association in the state.

I have had the opportunity during my career to work with many outstanding officials from other associations throughout the Indianapolis area and from the rest of the state. There is no doubt in my mind, however, that the top officials in the IOA are

the “best of the best,” and there are more of these top officials in our organization than in any other. As a young official, I cut my teeth by watching these veteran officials work after I finished junior varsity games before them. I



quickly realized that in order to be a top-notch basketball official in the IOA and join their ranks, I would have to be much better than “average” because of the high standard that they held for themselves.

Never once in my career have I felt that a member of the IOA was not willing to help me improve if I showed that I was interested in doing so. Any success that I have had in my career as an official I owe to the many members of this association who have given me advice, instruction, and tips along the way. At the same time, I have never felt that I was given empty praise by anyone in the IOA. No one made false promises of varsity games to me when I was not ready for them early in my career, despite the fact that I probably thought I was. Gradually, as I made the improvements that more experienced officials wanted to see from me, those opportunities to work varsity contests became available. Looking back on it now, I recognize that advancing too quickly could have

ended up ruining my career before it ever actually got started, and I am grateful to the veterans who helped bring me along at the right pace.

Every time I go out on the floor I am aware of the fact that I am representing our association that night in that gym. The challenge of living up to the reputation of excellence that was earned by those who came before me, and who have then tried to teach that excellence to me, is one of the driving forces that keeps me coming back for more every Friday and Saturday night. There are a lot of expectations from people – coaches, athletic directors, and other officials – when they see that IOA patch on my jacket. I just try to keep my end of the bargain.

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IOA NEWS AND NOTES

◆ Volunteer for the IOA

As plans commence for the 2004-2005 year, now is the time to volunteer to serve on one of the association's many committees. Contact Phil Vidito (783-5728) if you would like to help with either the membership, golf, publicity, or scholarship committees. Serving on a committee, or assisting your sport consultant, is a great way to "give back" while expanding your officiating network.

◆ Don't Forget to Renew

April is renewal month for IOA membership. If you have not returned your card and fee—do it today! Contact IOA Secretary Bob Klein if you have any questions.

◆ Remembrance

Former IOA members Larry Tolle and John McGovern passed away over the winter. Please keep their families in your prayers.

◆ IOA Charity Golf Outing

Join fellow officials, coaches, athletic directors and administrators on **Thursday, July 29** at Twin Bridges Golf Course for a fun-filled afternoon of golf and camaraderie. The registration fee for the 4-person scramble is \$240 a team (\$60 per individual). Included in the cost of the event are greens fees including cart, and dinner. Proceeds benefit local charities.

The golf committee is also seeking tournament and hole sponsors. For more information contact Stu Casper at 317-577-9029 (home) or 317-845-9242 x255 (office) or send an email to sdcasper@comcast.net. Additional information is available on the IOA website at ioaofficials.com

◆ IOA Football Meeting Dates

Mark your calendars—here are the dates for the 2004 IOA football meetings. All meetings are scheduled on Wednesdays from 7-9pm at the Farm Bureau Insurance building at 225 S. East Street, Indianapolis.

Focus of the 2004 meetings will be mechanics. Each session will include video study, a mechanics presentation, and a program for newer officials.

July 28—Pre-game, Sidelines

August 4—Running Plays

August 11—Coaches Panel

August 18—Passing plays

August 25—Kicking Plays

Sept. 8—Exam Review

Sept. 15—Penalty Enforcement

Sept. 29—Officials Panel



Everyone involved in sports is going to form opinions about you based on how you look.

Perception is Reality

The perceptions people form when they first see an official last only long enough for them to compare what they see with what they know. The main criterion people use for judging an official is whether they believe the official is in control of the situation. He or she can be short, overweight and still have enormous credibility. If the overall impression is that the official is in control, then the physical impression is of less importance than is generally assumed. An official's lack of

credibility usually comes from inconsistency in appearance and ability. Contrary to what most officials think, there are a variety of styles that are successful. There are good fat officials and lousy muscular officials.

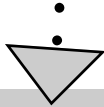
Just as there's more to selling a product than simply putting it on a shelf, there's lots more to officiating than just ability. Everyone involved in sports is going to form opinions about you based on how you look. Those officials

who have the right "packaging" are the ones who are going to get noticed in positive ways. Only after that's been accomplished do you get a chance to show what's inside.

Is that wrong? Maybe. Is it unfair? Perhaps. Is it improper or even illegal? Could be. But in the real world of officiating, acceptance and success are inseparable. Those who move up accept that.

Written by Joel Ehrendreich

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Is your
 officiating
 schedule
 up-to-date
 on the
 IOA website?

ioaofficials.com

Banquet Speaker Urges Officials to Not Fuel Fires

Referee Magazine publisher, Barry Mano, addresses banquet

Special Membership Awards

- **25 Year Award**

- ◇ Mike Baas
- ◇ Mark Baltz
- ◇ Walt Bishop
- ◇ Jonathan Holden II
- ◇ Jerry Wallace

- **30 Year Award**

- ◇ Bob Hawkins

- **35 Year Award**

- ◇ Gordon McCain

- **40 Year Award**

- ◇ Ken White

“In the pressurized environment that surrounds sports today, good officials never pour gas on small fires during the contest.” With these words, Referee magazine’s Barry Mano provided an important perspective during the 78th annual IOA Banquet on March 22 at Primo Banquet Hall.

Mano provided the nearly 200 IOA members in attendance with a message of encouragement and caution. In addition to a focus on crisis prevention skills, he warned that officials will be under greater scrutiny than ever before.

Admitting to missing work as an active official, he quipped, “Officiating is a really tough avocation—but I can’t believe one’s career passes so quickly.”

IHSAA Associate Commissioner Ray Craft attended the banquet, thanking attendees for their hard work and dedication.

Jason Brandyberry (son of **Jim Brandyberry**) and Jessica Stang (daughter of **Dennis Stang**) received the 2004 of IOA Student Scholarship Awards.

Outgoing IOA board member **Bob Anderson** was recognized with the President’s Award for service to the association.

Results of the annual election held in conjunction with the banquet:

- ◆ Secretary—Bob Klein
- ◆ Treasurer—Brad Brooks
- ◆ President-Elect—Jim Disney
- ◆ Vice President—Tim Maguire
- ◆ At-Large Board Members
 - ◇ Mike Furnish
 - ◇ Ed Roush

INDIANA OFFICIALS ASSOCIATION

FOOTBALL OFFICIALS CLASS

BECOME A LICENSED HIGH SCHOOL OFFICIAL



The Indiana Officials Association (IOA) is sponsoring an 8-week course for individuals interested in becoming a licensed high school football official. Classes will take place on **Tuesdays between 6:00 – 9:00 p.m. at Farm Bureau Insurance** (225 S. East Street, Indianapolis) **starting June 8.**

Interactive instruction is provided by experienced high school officials with a focus on the study of the NFHS football rules in preparation for the IHSAA licensure examination. In the three years the IOA has offered this program, 89% of the participants have passed the IHSAA test compared to a national pass rate of 47%. Participants receive study materials, personalized attention, weekly quizzes, and membership in a leading association for high school football officials. The final class will be the IHSAA licensure examination.

Course Fee: \$15 (IOA Members) \$50 (Non-IOA Members)

To register for the class, return the registration form and course fee (payable to the IOA) as soon as possible to: Michael Furnish; 6205 Hickorywood Drive; Speedway, IN 46224. Class size will be limited. If you have any questions, contact Mike at 328-0365 or mfurnish@specialolympicsindiana.org

Class Dates:

June 8

June 15

June 22

June 29

July 6

July 13

July 22 (Thur)

July 28 (Wed)
Exam



IOA Football Class Registration

Return to:

Michael Furnish
6205 Hickorywood Drive
Speedway, IN 46224

Check one:

- Current IOA Member (\$15)
 Not an IOA Member (\$50)

Check payable to:

Indiana Officials Association



Name _____

Street _____

City, State, Zip _____

Phone _____

Email _____