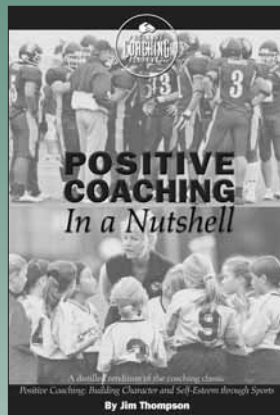


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PCA Partners with Liberty Mutual on "Responsible Sports"

Positive Coaching Alliance has partnered with Liberty Mutual, the leading global insurer, to launch Liberty Mutual's Responsible Sports powered by Positive Coaching Alliance.

"We are excited to work with a company so dedicated to providing children a positive, character-building youth sports experience," said Jim Thompson, PCA founder. "Liberty Mutual's Responsible Sports program raises the bar for how corporations can guide coaches and parents to help children get the most out of sports."

Responsible Sports Is a Responsible Policy

The Liberty Mutual program stems from its ad campaign – taglined "Responsibility, What's Your Policy?" – and its inauguration in late 2006 of the Liberty Mutual Coach of the Year Award for the college football coach who best embodies "responsibility" in his approach to developing student-athletes.

To extend the campaign to grassroots youth sports coaches and parents, Liberty Mutual assembled a coalition of PCA, USA Football and US Youth Soccer. PCA developed custom content for the program's website (www.ResponsibleSports.com), including:

- Interactive guides to "Responsible Coaching powered by Positive Coaching Alliance" and "Responsible Sports Parenting powered by Positive Coaching Alliance"



powered by **POSITIVE COACHING ALLIANCE**

- Video of PCA Trainers using PCA principles while coaching youth and high school athletes
- Weekly tips for coaches and parents
- Blog entries by Jim Thompson.

The website lets users nominate youth sports coaches for Responsible Coaching Awards and invites youth sports organizations to vie for Responsible Sports Community Grants: stipends based on how many coaches and parents complete the online guides. The site, also comprising sport-specific coaching tips from USA Football and US Youth Soccer, launched with Thompson phoning into drive-time radio shows around the nation.

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Deloitte Sponsors Triple-Impact Competitor Scholarship Program

What would our world look like if youth sports produced individuals who cared deeply about doing their best, making their teammates better and competing by a code of Honoring the Game?

Well, we intend to find out. Positive Coaching Alliance with the strong support of Deloitte, the program's presenting sponsor, is launching the "Triple-Impact Competitor" Scholarship Program in Northern California this fall.

In a sports culture often dominated by negative headlines, this program will recognize athletes who do it right – Triple-Impact Competitors – who make positive contributions on three levels:

- Personal Mastery: Making oneself better
- Leadership: Making one's teammates better
- Honoring the Game: Making the sport better.

Participating high schools in the San Francisco Bay Area and Sacramento will nominate one male and one female junior student-athlete as their Triple-Impact Competitors, who will be honored at a recognition

▶ continues on page 4



Welcome to a new *Momentum* column titled "...on Youth Sports." Each column in the series will feature the perspective of an outstanding journalist or commentator on a youth sports topic of choice. There is no better individual to pen our inaugural column than Robert Lipsyte, a sportswriter

and fighter for justice for 50 years, who has authored dozens of books, including those that earned him the American Library Association's Margaret A. Edwards Award for Lifetime Achievement in Young Adult Literature.

Robert Lipsyte...On Youth Sports

Forget about juiced sluggers, crooked referees and quarterbacked fighting dogs – what disturbed me most in *SportsWorld* this year came out of high school where I found too many male athletes profoundly distrustful of adults, especially their coaches.

And they had good reasons.

In one Midwestern suburb, members of the football team described their coach as a young guy on the way up who routinely played them hurt, lied to them about their prospective playing time, and manipulated them against each other to boost performance. Some of the kids sounded angry.

I said, "So why do you keep playing for him?"

They looked at me as if I were nuts. Quit football? Give up the joys of contact? Lose all my brothers?

But there was a feeling among them of being trapped: They loved the game, but not the climate in which they played it. I wondered how much of their anger – stereotypically acted out in abusive conduct on and off the field – could be traced back to that helplessness feeling.

As an old visiting author they would never see again (but could e-mail later and some did), I was a safe vent. They told me they were also distrustful of teachers and administrators, whom they thought were in the coaches' pockets. The only area of adult distrust the boys were uncomfortable discussing concerned their dads, who were either missing (physically or emotionally) or hard on their case to train and play harder.

There were two Dad areas I found particularly tender.

One had to do with performance enhancing drugs. Despite the media's attempt to demonize Barry Bonds, the bad role models set by major league home run hitters seemed less a factor in whether a kid juiced or not than the complicity of Dad.

The typical scenario went like this: An assistant coach suggested to the kid that he put on thirty pounds over the summer to make the team and attract Division I recruiters; Dad's frequent first response was seemingly non-committal ("Sounds like a good idea if coach thinks so") but his second response, leaving cash or a debit card out, was the decider. The internet and the parking lot of strip-mall gyms are dopers' markets, and kids always know where to go.

The second area the high school athletes were uncomfortable talking to me about was their Dads' vicarious pleasure in their games. That was closely allied, I think, to drug use. The young athlete understood how important it was to Dad that he do well. The youngster was desperate not to disappoint – by any means necessary. As serious as I

think steroids are (I would randomly test high school athletes) I think they are just a symptom of the pressure on kids.

In all of this, there was little talk of ethics or fair play or what constitutes cheating. I found – and recent studies seem to support – that athletes, driven, goal-oriented risk takers, don't have a strong sense of boundaries when it comes to the end justifying the means of winning.

The studies seem to indicate that athletes are less ethical than other students, which seemed counter-intuitive until I began discussing my recent novel, *Raiders Night*, with athletes and non-athletes. The protagonist is faced with an ethical dilemma that could affect his football team's season. He ends up doing what I thought was the right thing.

More than half of football players I talked with and e-mailed thought that his decision was unrealistic. They admitted that they would have protected the team's chance for a conference title, whatever violations were necessary.

As a long-time fan of Jim Thompson and Positive Coaching, I know there is at least one team out there ready to battle this ethical erosion. But the current moral climate – in and out of sports – is a powerful opponent even for the Double-Goal Coach. Perhaps especially for someone trying to win with honor, decency

and a respect for the game itself.

Good coaches have always had a magic about them; their teaching and tactical skills combined with an ability to inspire is a rare model of leadership and parenting, control with love. No wonder we look for The Coach in corporations and in government.

And seem to be so often disappointed, in and out of sports.

Much of the blame, I think, can be attributed to greedy, sometimes corrupt, administrators (a winning team translates in naming rights and pouring rights) and to grasping, sometimes child-abusing, parents who find so many ways to pressure athletic departments. There's no question that administrators often have power over coaches and that parents present monumental problems.

Yet coaches, alone and in groups, have that magic, that mojo. They can get media attention and they can use their team-building, character-shaping powers to create a climate in which games are played honorably as well as competitively. Ultimately, it's their choice because the ball stops here, right in front of the coaches, who need to practice what they preach – moral toughness, the refusal to quit, the will to win.

Coach always said it wasn't easy, but if Coach stands up, if Coach does what's right, so will the player – that next generation of slugger, ref, quarterback, CEO, U.S. president.

If you have a comment on this article please send it to PCA (momentum@positivecoach.org).

*Coaches, alone
and in groups,
have that magic,
that mojo.*

The Name Game: The Centrality of Great Coaching to PCA

by Jim Thompson

It has come to my attention that some people think Positive Coaching Alliance has the wrong name.

PCA does much more than focus on coaching, goes the argument.

- We see ourselves in the culture change business and our “customers” are our school and youth sports organization partners.
- We help leaders become active shapers of their own organizational cultures (Culture = “The way we do things here.”).
- We train coaches to be Double-Goal Coaches® who prepare their teams to win and use sports to teach life lessons.
- We show how to be a Second-Goal Parent who lets the coaches and athletes worry about the first goal of winning while they concentrate on ensuring their children are learning the right lessons from sports.
- And, on the front page of this newsletter we announce the launch of a new program for athletes to become Triple-Impact Competitors.

So the name-critics are right: PCA is about way more than just coaching.

Yet I find myself resisting the idea that Positive Coaching Alliance should be changed to something more clinically accurate.

One of the proudest moments in my coaching career was a time-out in which I said little and never raised my voice.

My Fremont High School girls basketball team was playing at Mountain View and it was not going well. All season I had stressed with my team that we dived (dived!) for loose balls. We didn't “reach” for them. Here we were locked in a tight game that we absolutely needed to win to compete for the league title and my players on the floor were reaching for loose balls (and missing!). I called time out, walked out to the middle of the floor (usually I waited for the players to come to the bench and sit down) and said to my standing players the following 36 words:

“How much do you want to win this game? For the last five minutes you've been reaching for loose balls and they've gotten every one. Not a single one of you has dived for a ball.”

That was it. The rest of the game we got every loose ball and won going away. And went on to tie for the league title.

*The emotional
power of coaches
and athletes
clicking is at the
heart of PCA.*



Jim Thompson, PCA Founder and Executive Director

Virtually all of us at PCA have moments like that in our memory when we got it absolutely right and achieved something special.

And that emotional power of coaches and athletes clicking is at the heart of PCA.

I know that a lot of people see PCA primarily as a “second-goal” organization: we acknowledge winning as the first goal, but using sports to teach life lessons – the second and more important goal – is what PCA is really all about.

It is great that PCA is seen as the originator and promoter of such a powerful notion – that sports can be a fantastic educational experience to develop successful, fulfilled, contributing members of society. And if that is our niche, then we embrace it!

But it bothers me that we aren't adequately recognized for our commitment to great coaching. For PCA, working hard to win on the scoreboard is not just a throwaway line. We are an organization of athletes and coaches and we are highly competitive (in the Honoring-the-Game style). Our trainers

have deep coaching experience and most of them have competed in college or higher.

PCA's program is based on the best research in sport psychology, motivational psychology and other disciplines. We mine the brains of great coaches at every level to find out how they get the best out of their athletes and teams.

We are obsessed with organizational and team culture and we are hungry to learn more about how coaches at all levels create a culture in which athletes can't wait to come to practice to give their all to helping the team win.

We know from talking to great coaches all across the country that the very best programs at all levels are double-goal. You don't have to sacrifice honor and caring about the future of your players as future citizens to win on the scoreboard.

So go ahead and call on PCA to help you create a fantastic sports environment for youth athletes and their families. We'll do that. But don't forget that the core of a great youth sports program is coaches connecting with athletes to build winning cultures. And that PCA is the place to go for great coaching.

If you have thoughts about this, Jim would love to hear from you at jim@positivecoach.org.

For PCA, working hard to win on the scoreboard is not just a throwaway line.

PCA continues to contribute content for the program as ResponsibleSports.com grows more robust and introduces additional interactive elements over time. PCA also is developing custom content for the Responsible Sports sections of USA Football and US Youth Soccer coaching manuals.

“Working with experts in youth sports like Positive Coaching Alliance, US Youth Soccer and USA Football, the Liberty Mutual Responsible Sports program targets many of the issues we see happening at youth sporting events by shining a positive light on what it means to be a responsible coach and a responsible sports-parent,” said Liberty Mutual Vice President of Consumer Marketing Greg Gordon. “There are many examples of how youth sport coaches have a positive impact on the children they mentor, and we want to celebrate and encourage these behaviors.”



■ Deloitte *continued from page 1*

event in September 2008. In addition, ten individuals will be awarded college scholarships.

“At Deloitte, ‘doing the right thing’ is what guides our people everyday,” said Deloitte Vice Chairman and Regional Managing Partner Mark Edmunds. “PCA’s Triple-Impact Competitor Scholarship Program encourages student-athletes to strive for the same standard, and we are proud to support a program that cultivates this hallmark in these future leaders.”

“Kids love sports so much they will do virtually anything their coach asks them to do,” said PCA Founder Jim Thompson. “Imagine if

coaches asked them to be Triple-Impact Competitors. The power of this idea is hard to overestimate. And with Deloitte signing on as presenting sponsor, we are confident this program will ultimately have a national impact. I am grateful to Mark Edmunds and Deloitte for their willingness to partner with us on this. It is exciting to think about the impact of high school athletic programs graduating thousands of Triple-Impact Competitors year after year into a society that very much needs them.”

Information about the Triple-Impact Competitor Scholarship Program is available at www.positivecoach.org/tripleimpact.



Call for National Youth Sports Award Nominations

Through November 30, 2007, PCA is accepting nominations for Double-Goal Coach Awards and Honoring the Game Awards for organizational excellence as part of PCA’s National Youth Sports Awards presented by Deloitte.

Please download nominations from PCA’s website (www.PositiveCoach.org) and submit them to PCA Program Management Associate Lindsay Schedeler as soon as possible. For more

information, phone Lindsay at 415-202-0901 or e-mail Lindsay_Schedeler@PositiveCoach.org.

Each winner will receive an expenses-paid trip to the San Francisco Bay Area in March 2008 for the Awards Dinner. This is an unmatched opportunity to reward the coaches and organizations that serve your community and hold them up as examples for the rest of the youth sports world to emulate. Every coach nominated will receive a memento, so nominate a coach that has meant a lot to your children now!

New Partnership with American Medical Society for Sports Medicine

PCA and the American Medical Society for Sports Medicine (AMSSM) have joined together to promote healthy competition.

The partnership kicked off this summer with a presentation by Dr. Paul Stricker, immediate past president of the organization, on a PCA Leadership Roundtable Conference Call for PCA Partner organizations. Dr. Stricker is physician to several U.S. Olympic Teams and author of *Sports Success Rx! Your Child’s Prescription for the Best Experience: How to Maximize Potential and Minimize Pressure*.

“PCA’s drive to provide a positive, character-building youth sports environment for all youth athletes includes emphasizing safety and

health,” said PCA Executive Director Jim Thompson. “The commitments Dr. Stricker and AMSSM make to keeping kids in sports by minimizing overuse injuries are crucial, and we are delighted to be partnering with AMSSM.”

“AMSSM members realize the importance of building vital relationships with coaches and the entire team of athlete care providers as being foundational to our responsibility as sports medicine physicians,” Stricker said. “Teaming up with PCA just strengthens our ability to interact with coaches, provide input to keep athletes as healthy as possible, and contribute to the overall positive and beneficial aspects of youth sports.”

PCA Renews National Partnerships with US Lacrosse, Little League, AYSO

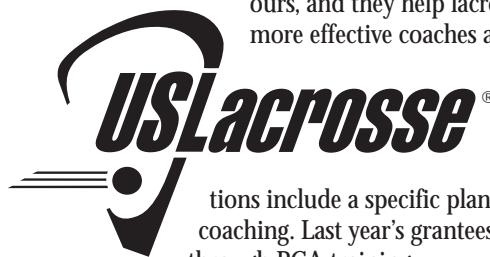
PCA is expanding its work with three key national partners that combined serve roughly 5 million youth athletes. The most significant advances include:

- US Lacrosse has made Double-Goal Coach certification mandatory for US Lacrosse-certified coaches;
- Little League International is incorporating content from the online Little League Double-Goal Coach course into its new Little League Coach Resource Center;
- American Youth Soccer Organization (AYSO) has more local affiliate PCA partners than ever before.

“These three national partners are in the vanguard of the positive coaching movement,” said David Shapiro, PCA’s Director of Partner Development. “Our relationships with them are crucial to the success of our movement to transform youth sports.”

US Lacrosse Mandates Double-Goal Coach Certification

“PCA has been a terrific partner, and we’re extremely pleased to continue this relationship,” said Joshua Christian, US Lacrosse managing director of programs and services. “Their values align with ours, and they help lacrosse coaches become much more effective coaches and mentors.”



US Lacrosse’s grant program co-funds PCA partnerships for local affiliates whose grant applications include a specific plan to implement positive coaching. Last year’s grantees put nearly 1,000 coaches through PCA training.

Other elements of the partnership include US Lacrosse’s purchase of 2,000 copies of *Positive Coaching in a Nutshell* by PCA Founder Jim Thompson. PCA also will conduct workshops at the 2008 US Lacrosse National Convention and author articles for *Lacrosse* magazine.

“Our partnership with US Lacrosse is particularly important because the lacrosse community is so steeped in traditions of sportsmanship and Honoring the Game,” Shapiro said. “To have our values spread with the fastest-growing sport in America means a great deal to our movement.”

Little League Deepens Use of PCA Materials

In addition to PCA content playing a central role in the December launch of the Little League Coach Resource Center, Little League is availing itself of two more PCA Partnership Development

programs: PCA’s monthly “2-minute drill” e-mail blasts; and the Leadership Roundtable Conference Calls.

“2-minute drills” provide bite-size advice to help YSO leaders reinforce PCA principles and practices with coaches and parents. PCA will customize the content for Little League, which will send each “drill” to all Little League Double-Goal Coaches.



PCA’s monthly Leadership Roundtable Conference Calls give YSO leaders the chance to phone in to PCA headquarters for presentations by Jim Thompson and guest speakers. PCA in coming months will conduct Little League-specific calls to facilitate communication of best practices in youth sports among Little League leaders throughout the country.

Other elements of the partnership include PCA presentations at all five Little League regional meetings and mandatory Double-Goal Coach training for all Little League Summer Camp coaches, qualifying Little League Summer Camps for PCA’s Seal of Commitment.

“PCA is honored to be a national partner of the nation’s largest national governing body for youth sports,” Shapiro said. “The partnership gives us the ability to pursue our mission on a much larger scale. Little League International has done a great job distributing the PCA message to its members, and we continue to find new ways to reach over 7,000 leagues across the world.”

AYSO Local Partnerships Grow

PCA and AYSO are in our fourth year of partnership. PCA will conduct workshops at AYSO’s section meetings this winter.

Throughout the year PCA will provide content for AYSO’s website and monthly newsletters to continue to educate their members about positive coaching.

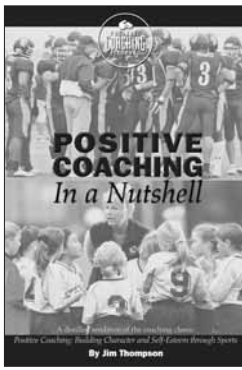
“Our relationship with AYSO continues to grow,” Shapiro said. “More AYSO regions partnered with PCA in 2007 than in any previous year. We look forward to continued expansion of our work with AYSO.”



Video Brings PCA’s Online Courses To Life

Find out why people are so excited about PCA’s revitalized online Double-Goal Coach and Second-Goal Parent courses, which now contain video of real coaches using PCA tools with real athletes.

If you have not taken our online courses, or if you need to renew your certification, now is an ideal time to do so. Visit www.PositiveCoach.org and click on “Double-Goal Coach” or “Second-Goal Parent” to experience the updated courses.



Positive Coaching In a Nutshell

By Jim Thompson

Good things come in small packages. That's the wisdom informing *Positive Coaching in a Nutshell*, the fourth book by PCA Founder and Executive Director Jim Thompson. A distilled version of the classic *Positive Coaching: Building Character and Self-Esteem Through Sports*, "Nutshell" packs the most pertinent points into 86 reader-friendly pages of bite-size tips and tools.

The book is small enough for coaches and parents to carry on the sidelines for quick reminders on how to help youth athletes get the most out of their youth sports experience. Visit www.NutshellBook.org to read an excerpt and pre-order copies of *Positive Coaching in a Nutshell*. PCA provides discounts on bulk purchases by schools and youth sports organizations.

TRAINER SPOTLIGHT

PCA is only as successful as our trainers. We have more than 130 outstanding trainers around the U.S., and we'll need a lot more! "Trainer Spotlight" is a regular feature of *Momentum*.

Joe Thomas: Giant Steps

At five-feet-six-inches, Joe Thomas towers over the coaches who said he was too small to play.

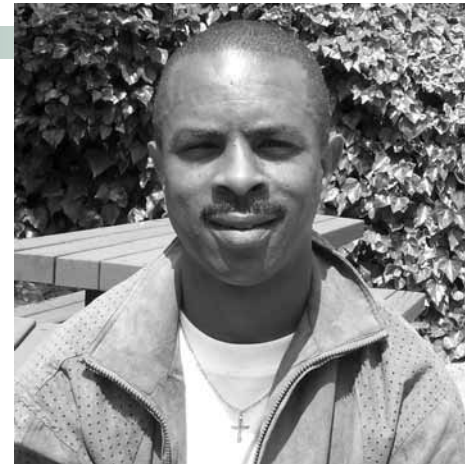
Throughout his childhood in Oakland, the youngest of seven children raised by a single mom, Thomas' baseball and basketball coaches consistently overlooked him. Now, as PCA Lead Trainer in the Bay Area, Thomas oversees dozens of trainers, who train thousands of coaches to avoid the mistakes his coaches made. "Every kid deserves an opportunity to participate in youth sports," Thomas said. "At age 10, playing sports became therapeutic for me and helped me to get through my parents' separation.

"I benefited from people telling me I was too small. It made me work that much harder, develop a positive work ethic and learn to be

patient. Coach 'S' – Dave Shigematsu – always told me that it was better to be prepared for an opportunity and not have one than to have an opportunity and not be prepared. I did my best to prepare. All I needed was a phone call from opportunity."

As a five-feet-two-inch 14-year-old entering Castlemont High School, Thomas said, "Initially, I was overlooked...something I had grown used to." But he persisted, advancing from a third-stringer on the JV baseball team as a sophomore to earning first team all-city honors his senior year.

Thomas played basketball for Sacramento State, where he earned a bachelors in Communications and a Masters in Counseling. In Sacramento, Thomas worked at St. Hope Academy, founded by former NBA All-Star



Kevin Johnson, inspiring Thomas to establish his "4th Quarter Program" in Oakland, "a Rites of Passage Program to teach and define womanhood for girls and manhood for boys" as one who had "walked the same streets they walked."

Thomas also is an associate minister, facilitating men's and youth classes and occasionally preaching at Oakland's Paradise Baptist Church. He served as Athletic Director for the Boys & Girls Clubs of the Peninsula, where a

▶ continues on page 8



World Cup Star's Soccer Club Earns PCA Seal of Commitment

Among the latest batch of forward-thinking youth sports organizations that have earned PCA's Seal of Commitment: Saddleback United Soccer Club, started by former US Soccer star

and current PCA National Advisory Board member Joy Fawcett and her husband, Walter.

Joy and Walter did a great job as award presenters at the 2007 National Youth Sports Awards Ceremony presented by Deloitte, and they are bringing that same energy level to their Rancho Santa Margarita, CA-based soccer club. Like the other new or renewing Seal of

Commitment Partners listed below, Saddleback United guarantees that all their coaches are Double-Goal Coaches.

- Atlantic Valley Volleyball Club, Oak Ridge, NJ
- Boys and Girls Club of Northwest New Jersey, Wayne, NJ
- Burke Basketball, Burke, VA
- Cold Spring Harbor Soccer Club, Cold Spring Harbor, NY
- Georgetown Youth Football, Bartlett, TX
- Highland Youth Soccer Club, Laurel Springs, NJ
- Plainfield Jr. Cats, Plainfield, IL
- San Juan Capistrano AYSO Region 87, Dana Point, CA
- Snoo Youth Football, Beverly Hills, CA



EVERY COACH A DOUBLE-GOAL COACH™

- Southern High School, Harwood, MD
- Southwest Football League, Houston, TX
- St. Dominic's Sports League, Brick, NJ
- Strake Jesuit College Preparatory, Houston, TX
- The Barrie School, Silver Spring, MD
- The Pingry School, Martinsville, NJ
- Trilogy Foundation/Baltimore Lacrosse, Baltimore, MD
- West University Little League, Houston, TX
- Woodbury Athletic Association Football Program, Woodbury, MN

Photo: CherylTreworgy/PrettySporty.com



Stacy Dragila: Vaulting Into History From A Bygone Era

Stacy Dragila put women's pole vaulting on the sporting map, winning all major titles, including the gold medal at the 2000 Olympics, when the event made its Olympic debut.

Raised on a ranch in Auburn, California, Dragila's

childhood sports experience was seemingly from a different era, filled with footraces against her big brother, riding horses, skiing,

and competing in the elementary school "Olympics." Her parents, Bill, a meat cutter, and Irma, a stay-at-home mom, did not push her into competitive sports and simply wanted her to have fun and do her best at whatever she tried.

"My mother and father always encouraged and supported me trying new things," Dragila said. "I always enjoyed being outside playing and doing chores. I especially enjoyed my time being creative and finding fun things to keep myself and friends entertained."

PCA's Kathy Toon recently spoke with Bill Dragila about the life lessons that helped Stacy vault into sporting history.

KT: How did you help Stacy handle losing and develop resiliency?

BD: I'm sure she felt bad when she lost, but then again I'd always console her. Like "Hey, this ain't the last race, and there's going to be another race." One time I went down to Modesto to watch her compete. Well, she didn't have a good day. After the meet was over, I says, "Well, I got to get going." Stacy looked down and said, "Well, I'm sorry I didn't do better." I said, "Hey, I didn't come down here to watch you win, I came down here to watch you compete, so don't worry about it." She felt bad for me, you know, because I came down there, but, hey, no big deal.

KT: What are the keys to a successful coach-parent relationship?

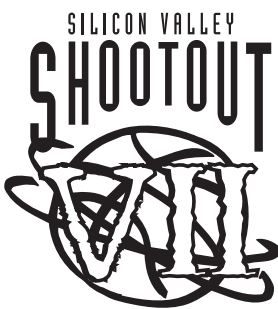
BD: Just be understanding of what the guy's trying to do out there, and don't be one of the parents that's hounding the coach. "Oh, how come he's not doing this?" Let him do his job, and if you have a

couple of questions, fine. But some of these parents, it's like, "How come my kid's not playing?" And they just keep hounding the coach. That's not good. If he's out there coaching, he's probably trying to do the best job he can, and if you don't like it, move on to somebody else....I think pretty much let them do their own job.

KT: Did you encourage your children to play multiple sports?

BD: Yeah. We'd get them exposed to as much stuff as we could and then let them make their choices. I would not let them quit two weeks down the road, but they tried a little bit of everything. Stacy did gymnastics, ran track, did the grade-school Olympics, and downhill skiing as a kid. Both kids had champion steers. Stacy had two champion steers and Eric had one. In high school Stacy played volleyball and ran track. She loved it all. They did what they wanted. And I just supported that. I didn't have a clue she'd end up where she did.

PCA Thanks 2007 Silicon Valley Shootout Sponsors



Thanks to all the companies who make the Silicon Valley Shootout PCA's largest single-day fundraiser. You all contribute to providing the opportunity for every youth athlete to have a positive, character-building youth sports experience.

Bain & Co; Cal Alumni; Chris Moore; Deloitte; Draper Fisher Jurvetson; Fox Paine & Co.; Franklin Templeton Investments; Gartner; Golden State Warriors; Goldman Sachs; KKR; KKR Financial; Lehman Brothers; Morgan Stanley; NASDAQ; NYSE; Oracle; Russell Reynolds

Associates; Silver Lake; Simpson Thacher & Bartlett LLP; Sports Basement; Sullivan & Cromwell LLP; Symantec (2 teams); Technology Crossover Ventures (2 teams); Texas Pacific Group Capital (2 teams); UBS.

Remember, it is never too early to register for the 2008 Wall Street Shootout. For information, please contact PCA Senior Development Associate Tal Alter at 646-329-6796 or Tal@positivecoach.org.

New PCA Staff Mean New Capability Across U.S.

In Houston... Marcos Ramos, Houston Area Coordinator, is PCA's first hire for that city. Marcos, a pitcher on Rice University's 2003 College World Series Championship team, will lead partnership development efforts for schools and youth sports organizations in the Houston area. Marcos most recently worked with the Houston Astros.

In Chicago... Minda Harts joins PCA as Development Associate. Minda brings a ton of energy and experience as on-site fundraising coordinator for IDC at the University of Texas, Sacramento State and the University of Colorado to the challenge of recruiting PCA supporters in the Windy City.

Nearby in Milwaukee... Rich Pruszyński joins PCA as Partner Development Associate. Rich, a high school and club lacrosse coach, will help expand PCA's partnership network from the northern suburbs of Chicago all the way to Madison, WI.

On the East Coast... Tal Alter returns to PCA as Senior Development Associate after completing his master's degree in education at Harvard University. Tal, based in New York City, will build support for PCA from the Washington, D.C. area to New England.



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■ Joe Thomas *continued from page 6*

meeting with PCA National Advisory Board Member Ronnie Lott convinced Thomas to partner with PCA.

“We embraced the principles, and Positive Coaching became a part of our culture,” Thomas said. Soon, he became a PCA Trainer, has led more than 70 workshops in the past three years, and took his current position with PCA in February.

Thomas most enjoys leading PCA’s “Becoming A Competitor” workshop for student-athletes, because he has a passion for working with children. “It’s important to teach kids how to respond to adversity,” he said. “I share in my workshops that research tells us the average person faces 27 adversities per day, 27 things that are not going to go your way. In the ’70s, the figure was 15 adversities a day. These are difficult times for our kids, which is why teaching life lessons is so important.”

In coach workshops, Thomas calls on his experience with adversity. “When I get coaches who really don’t want to be there, my athletic background helps me accept that as a great challenge,” he said. “I try to discern who needs to be transformed. Transformation is a process, which begins in the mind and heart. In workshops, I have a very important job to do. Children are counting on me.

“I’ve had coaches pay me the greatest compliment: ‘You’ve helped me to evaluate my life, and I’m going to begin giving more attention to not only becoming a better coach, but a better husband, a better father and a better man.’”

Certainly, the coaches Joe Thomas meets these days do not sell him short.

Individuals with deep coaching experience and outstanding public speaking skills can learn more about becoming a PCA Trainer by going to www.PositiveCoach.org and clicking on Trainers. We especially need trainers in Chicago, Houston, Los Angeles, New York City, and Washington, D.C

MOMENTUM

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