

MOMENTUM



BETTER ATHLETES
BETTER PEOPLE



SUMMER 2013

PCA's "Citius, Altius, Fortius" Year

Faster...Geographic Growth with Three New Chapters

Higher...Number of Youth Impacted Last Year = 1 Million

Stronger...PCA Movement Fortified by S. D. Bechtel, Jr.
Foundation's Record-Setting Grant

MOVEMENTS AND MOMENTUM



Cover photo: Hantzy Murat of the boys' varsity soccer team at PCA Partner Needham (MA) High School. Photo courtesy of Dave Arnold Photography.

John W. Gardner, founder of Common Cause and the White House Fellows Program and an original PCA National Advisory Board Member, once told me, “The perception of momentum is everything.”

John was advising me about how to turn PCA, then a three-person organization run out of a former closet in Roble Gym at Stanford University, into a movement whose followers act even without the direct involvement of PCA. John’s notion of “momentum” was so central to the PCA Movement that we have named our e-newsletter and this annual publication as *Momentum*.

We are on the cusp of realizing John’s definition of momentum. People power has brought us here. The S. D. Bechtel Jr. Foundation’s High Tech/High Touch grant recognizes that. Its thrust is using “High Touch” to recruit individual actors

who will propel our movement, in part by using “High Tech” tools such as Twitter.

You can see some prominent examples below, and of course you can act independently through your own channels and recruit others to follow suit. Such word of mouth and individual action is accelerating our Chapter growth.

For five years we opened a new Chapter each year (chronologically: Houston, North Texas, Sacramento, Chicago and Boston). Last year we doubled that: with seed funding from the Morgan Family Foundation we opened PCA-SF Bay Area, and with seed funding from the Daniels Fund, PCA-Colorado.

This year we are adding three Chapters, all a result of people-powered word-of-mouth and motivated individual actors:

(continued next page)

NATIONAL ADVISORY BOARD MEMBERS TWEET FOR PCA!



Facebook.com/PositiveCoachingAlliance



@PositiveCoachUS



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I am a HUGE supporter of @PositiveCoachUS. Get PCA coaching tips for invaluable pointers <http://ow.ly/c27GD> #youthsports



@NADIACOMANECCIO

I support @PositiveCoachUS! Please help us to develop #betterathletesbetterpeople and donate today! <http://donate.positivecoach.org/Donation>



@KRISTINELILLY

@PositiveCoachUS: Touching Story involving HS Football players: <http://ow.ly/eGbn4> Great example of the #PowerOfSport AWESOME!



@PHILJACKSON1

In re: Mike Rice and Rutgers @PositiveCoachUS has an answer. As a national spokesperson for #Positive teaching behavior is a priority.

- PCA-Phoenix with seed funding from Tom Lewis, homebuilder and philanthropist, who heard of PCA via word-of-mouth from David Weekley, himself the seed funder for PCA-Houston and several other cities;
- PCA-Cleveland, where PCA National Board Member Rodger Rickard introduced DDR’s Dan Hurwitz to PCA, leading Dan, Mark Shapiro of the Indians and Chris Grant of the Cavaliers to generate the funding that made PCA-Cleveland a reality; and
- PCA-Minnesota, where my friend, Greg Tehven, introduced me to Lucy Heegaard, who led fundraising by a grassroots PCA-Minnesota Launch Committee that garnered support from the Minnesota Twins.

Not every introduction leads to a new PCA Chapter. But every individual act accrues.

- Rich Kelley introduced me to his NBA teammate, Phil Jackson, who became PCA’s National Spokesperson;
- Karl Droppers introduced me to Doc Rivers when he was coach of the Orlando Magic, and now Doc is one of our most effective supporters; and
- Deloitte’s Mark Edmunds introduced PCA to several of his colleagues in other cities, and now we have multiple leaders within Deloitte serving as board members for various PCA Chapters.

I learned as an athlete and coach that momentum is a precious thing and it can dissipate. I encourage you to help us keep PCA’s momentum going and even help accelerate it. So here’s my question: Who do you know who you can introduce to PCA today to help the PCA Movement grow?

PCA FOUNDER AND CEO

PCA’S NATIONAL ADVISORY BOARD

(in addition to those pictured at left)

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CHARACTER EDUCATION IS CENTRAL TO S. D. BECHTEL, JR. FOUNDATION'S RECORD-SETTING GRANT



Pictured at a recent PCA workshop, Marcia Argyris (L) and Pat Leicher of the S. D. Bechtel, Jr. Foundation with PCA Trainer Joe Thomas.

PCA received its largest-ever single grant – \$2 million over the next three years – from the S. D. Bechtel, Jr. Foundation to support a “High Tech/High Touch” initiative that will vastly accelerate the PCA Movement. The funds support “high tech” infrastructure to improve PCA’s business efficiency and the people power necessary to stay in “high touch” with the 1 million-plus youth sports leaders, coaches, parent and athletes PCA impacts each year.

“Accelerated growth of the PCA Movement depends on continuing to reach and impact everyone we train in workshops and online courses, plus getting them to impact others we have not yet trained,” said PCA Founder Jim Thompson. “The generous grant from the S. D. Bechtel, Jr. Foundation will help us with e-mail, social media, other web-based tools and good, old-fashioned face-to-face communications needed to recruit and activate grassroots advocates and other volunteers.”

In a wide-ranging interview about the foundation’s commitment to character development, its focus on organizational sustainability and its enthusiasm for working with PCA, Foundation Program Director Marcia Argyris said, “Our board believes in supporting infrastructure, because they want to ensure that the organizations that are key to our mission are able to build their capacity to serve more children and youth for a long time to come.”

For more of this interview, visit www.positivecoach.org/Bechtel.

MORE GROWTH IN TRIPLE-IMPACT COMPETITOR® SCHOLARSHIP PROGRAM SPONSORED BY DELOITTE

Deloitte, the global accounting and consulting firm, continues to drive expansion of PCA’s scholarship program, honoring high school junior student athletes who impact sport on three levels by improving themselves, teammates and the game as a whole. After adding Boston and North Texas for scholarships awarded in 2012, the program welcomed Colorado for the application period that ended May 31 for the class of 2014.

“Our sponsorship of the scholarship program, as well as the National Youth Sports Awards Dinner and Auction, means a great deal to Deloitte,” said Partner and Vice Chairman Mark Edmunds. “At the awards events we support, we see how PCA impacts youth and remain convinced that together we’ll change the world.”



Scholarship winners Abby Fisher and Ryan Stewart at the 2012 National Youth Sports Awards Dinner and Auction Sponsored by Deloitte.

Added PCA’s Jim Thompson: “I continue to marvel at the energy and innovation Deloitte brings to its support of PCA. I’m very grateful for that, as well as the five years of support our scholarship program received from Thrive Foundation for Youth.”

MAJOR REVISIONS IN LIBERTY MUTUAL INSURANCE RESPONSIBLE SPORTS PROGRAM POWERED BY POSITIVE COACHING ALLIANCE

The Liberty Mutual Insurance Responsible Sports Program Powered by Positive Coaching Alliance recently revealed a brand new look along with exciting new features! ResponsibleSports.com has even more great content developed by PCA for responsible youth sport coaches and parents:

- Podcast interviews by PCA Founder Jim Thompson and PCA Chief Impact Officer Tina Syer with professional coaches, Olympians, world-class athletes, sports safety specialists and youth sports authorities
- Updated Responsible Coaching and Responsible Sport Parenting guides, comprised of new articles authored by PCA and videos featuring Syer
- “Ask the Expert” answers by multiple PCA Trainers and staff
- Weekly e-mailed tips for coaches and parents.

“Our partnership with Liberty Mutual Insurance expands PCA’s reach and impact,” Syer said. “Beyond the website, another perfect example of the partnership’s synergy is Jim Thompson’s appearance on a satellite media



LIBERTY MUTUAL INSURANCE

RESPONSIBLESPORTS™

powered by POSITIVE COACHING ALLIANCE

tour to announce the Top 10 Responsible Sports Moments of 2012, which generated millions of TV and radio impressions.”

Added Julie Brassard, Liberty Mutual Insurance Marketing Development Manager, “Partnering with PCA ensures the Responsible Sports Program offers families the best possible content and advice on youth sports. The program is grounded in the Liberty Mutual Insurance commitment to responsibility and the PCA content and expertise in building Better Athletes, Better People makes a natural partner for the program.”

“PCA is just an amazing organization. My simple belief is that teams perform better, athletes become better leaders, coaches become better coaches, parents become more supportive, and everyone has a lot more fun when we teach PCA principles.”

– **Jason Peery**, PCA-SF Bay Area Board Member, who coached the Pinewood School (Los Altos, CA) boys’ basketball team to consecutive Central Coast Section titles in 2011 and 2012 – on why his family foundation is underwriting PCA training for 52 CCS schools.



For more information and videos of past Triple-Impact Competitor Scholarship Program events visit www.positivecoach.org/scholarships.

From there, starting January 6, 2014, student-athletes may apply for scholarships if they attend school in the areas of Boston, Chicago, Colorado (Denver Metro Area), Greater New York Metropolitan Area (New York, New Jersey and parts of Connecticut and Pennsylvania), Houston, North Texas, San Francisco Bay/Sacramento and Washington, DC/Mid-Atlantic.

National Soccer Coaches Association of America became a PCA National Partner in 2012, expanding PCA's reach to the world's largest soccer coaching organization. The partnership centers on promotions that encourage coaches to take PCA's Double-Goal Coach® Online Courses and to bring NSCAA-affiliated youth soccer organizations into their own partnerships with PCA.

Many coaches got a taste of PCA when NSCAA hosted a Double-Goal Coach workshop at its 2013 Convention. Others are experiencing PCA through



National Soccer Coaches Association of America

NSCAA JOINS ROSTER OF NATIONAL PARTNERS

NSCAA's print and electronic publications running PCA articles and other content, such as a series of videos PCA shot at the Convention, featuring National Advisory Board Members Julie Foudy, Kristine Lilly and Claudio Reyna.

"All of us at NSCAA are impressed with PCA's message, content and delivery," said NSCAA Chief

Marketing Officer Chris Burt. "We see great things for youth soccer players and their families coming from this partnership."

Said PCA Chief Revenue Officer David Shapiro: "Early in our partnership with NSCAA, we are seeing strong results. As we continue, we stand to impact millions of youth soccer players."



Julie Foudy

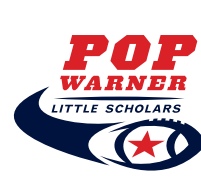


Kristine Lilly



Claudio Reyna

PCA ALSO PARTNERS WITH THESE ORGANIZATIONS:



NEW AND IMPROVED...BRAND, TALKING POINTS AND OTHER PCA TOOLS

In the last year, PCA re-examined its brand and tagline, consulting hundreds of customers, partners, board members, advisors and many people who knew nothing of PCA. The result was a new logo with the tagline Better Athletes, Better People. The brand is applied to a slew of new content:

- Two new age-specific sets of *Talking Points*, the free weekly e-mail series that provides key topics and points for coaches to discuss with their players, plus video commentary from National Advisory Board Members and links to a PDF version for easier distribution. PCA now offers separate series for coaches of five-to-10-year-olds, 11-to-14-year-olds and high school coaches. *Talking Points*, originally funded by a grant from David Weekley, passed the 10,000 subscriber mark in early 2013.
- Revised *2-Minute Drills*, monthly e-mailed tips for coaches, parents and players, also incorporating video of Advisory Board Members and other top coaches and athletes.
- Three new e-newsletters: *The Advisory* (for Advisory Board Members); *On-Board* (for PCA National and Chapter Board Members); and *Impact* (for PCA donors).

PCA also re-cast the "Tools" area of the website to include the "Ask PCA" blog and improved PDFs of such Tools as Positive Charting that will expand adoption of PCA coaching and



parenting techniques. "We had about 95,000 PDF downloads from our website over the last year," said PCA Chief Impact Officer Tina Syer. "Knowing how many people get these messages, we are excited to see the response to our new logo, tagline and designs over the next few years."



Did you know you can "Ask PCA" your youth sports questions? Visit www.PositiveCoach.org/our-tools/ask-pca and you can have your question answered by a PCA Trainer, Staff or the blog community at large.

"I subscribed to *Talking Points* and must say I was thoroughly impressed. The mailings were topical, appropriate to the stage of the season for which they were sent and conveyed clear, succinct messages easily relatable to my U-16 players. The follow-up questions made *Talking Points* less like a speech and more like a dialogue. My players, who are strong, smart, disciplined athletes to begin with, grew in their conception of what athletics can accomplish beyond the field. Thank you for your product."

– **Andrew Hall**, English Teacher and Jr. Football Coach, Ashbury College, Ottawa, ON

PCA ACROSS THE USA—CHAPTER HIGHLIGHTS

Contact PCA's David Shapiro (david@positivecoach.org) to help fund a new PCA Chapter.



PCA-Colorado partners with Gold Crown Basketball to train 600 youth coaches in three Double-Goal Coach® workshops. Gold Crown, led by former Nuggets player and PCA National Advisory Board Member Bill Hanzlik, is one of the state's largest youth sports organizations.



The Big Ten Network (BTN), with **PCA-Chicago** Board Member and BTN VP of Communications Elizabeth Conlisk, takes the title at PCA-Chicago's Windy City Shootout. The event raises more than \$23,000 for PCA's work with local schools and youth sports organizations.



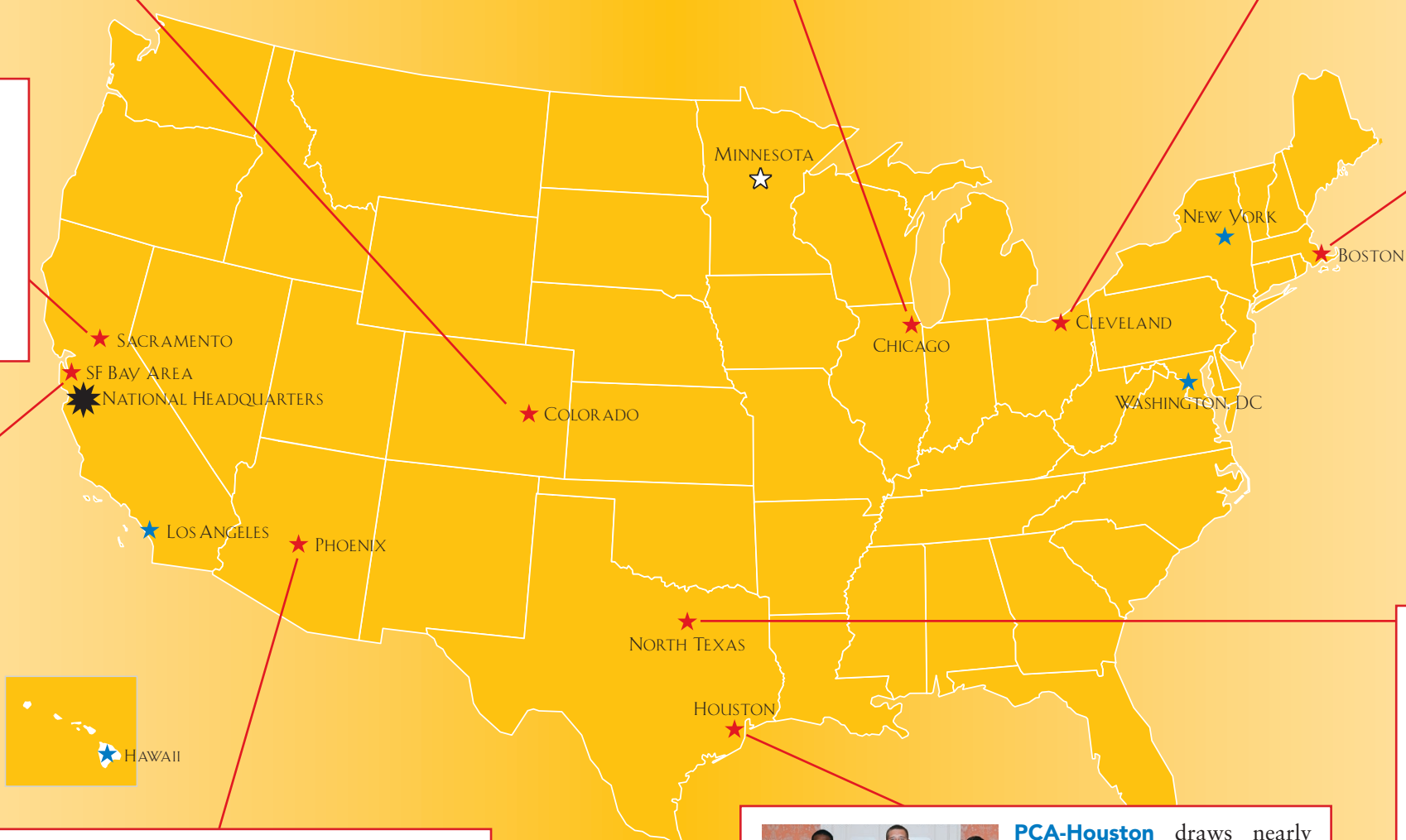
PCA-Cleveland launches under the leadership of board members Mark Shapiro (Cleveland Indians), Chris Grant (Cleveland Cavaliers) and Dan Hurwitz (CEO of DDR Corp.).



PCA-Sacramento hosts "Winning On and Off the Court" – an event featuring Boise St. University Head Football Coach Chris Petersen (right), along with Keith Smart (left), Ruthie Bolton and Geoff Petrie.



PCA-Boston hosts Coffee With The Coaches, featuring prominent pro and college coaches Jerry York, Doc Rivers, Tommy Amaker and Bobby Valentine, along with PCA Founder Jim Thompson.



PEERY
FOUNDATION

PCA-SF Bay Area receives a \$100,000 grant from the Peery Foundation, underwriting PCA workshops at 52 local high schools within the Central Coast Section.



PCA Chief Administration and Field Operations Officer Heena Simpson oversees PCA Chapters.



Tom Lewis provides seed funding that helps launch **PCA-Phoenix** in January 2013 with a local board comprising top executives from Phoenix's pro sports teams and other business and youth sports leaders.



PCA-Houston draws nearly 300 people to the 3rd Annual PCA-Houston Scholarship and Awards Banquet. In addition to awards for top Houston-area coaches, the Chapter awards \$33,000 in scholarships to high school student-athletes.



PCA-North Texas hosts the inaugural Triple-Impact Competitor® Scholarship Breakfast sponsored by Deloitte. The event honors 20 local high school student-athletes named as finalists and awards 10 scholarships.

- ★ CHAPTERS
- ★ SALES OFFICES
- ☆ CHAPTER OPENING 2013

DONORS HELPED PCA IMPACT A RECORD 1 MILLION YOUTH IN THE LAST YEAR 2012



For the first time ever, PCA has impacted more than 1 million youth in a single year, thanks to the generosity of our donors. The Annual Fund alone raised more than \$550,000, including matching funds from several PCA supporters. The photo on our Annual Fund

mailer (above) illustrates how PCA can change a coach's approach, in turn improving the youth sports experience for children so they become "Better Athletes, Better People." Thanks to these donors, whose contributions in 2012 helped PCA and the million-plus kids we impacted.

HALL OF FAMER

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ABOUT POSITIVE COACHING ALLIANCE

Since its founding within the Stanford University Athletic Department in 1998, **Positive Coaching Alliance** has helped develop "Better Athletes, Better People" primarily through live group workshops, online courses and books by PCA Founder Jim Thompson for youth and high school sports coaches, parents, student-athletes and school/organizational leaders.

In partnership with nearly 2,000 schools and youth sports organizations nationwide, PCA has conducted more than 12,000 live group workshops and impacted more than 5 million youth.

PCA workshops and courses strive to establish these prevailing models in youth and high school sports:

- The **Double-Goal Coach**®, who strives to win while also pursuing the more important goal of teaching life lessons through sports
- The **Second-Goal Parent**®, who concentrates on life lessons, while letting coaches and athletes focus on competing
- The **Triple-Impact Competitor**®, who strives to impact sport on three levels by improving oneself, teammates and the game as a whole.

PCA has the support of elite coaches and athletes on a National Advisory Board, including National Spokesperson and 11-time NBA Champion Coach Phil Jackson.