

MOMENTUM

SUMMER 2012



PCA Conducts 10,000th Live Workshop
Deloitte Adds \$100,000 in Triple-Impact Competitor® Scholarships
Jim Thompson's *Elevating Your Game* Published

Talking Points E-Mail Series Launches
Website Re-Staged
Continued Geographic Expansion and Impact!

THE PURPOSE, POWER AND PROMISE OF YOUTH SPORTS



Last year – a year in which PCA conducted its 10,000th workshop and laid the groundwork for expansion to at least eight local Chapters by the time you read this – I joined a panel for the 25th reunion of my class at the Stanford Graduate School of Business to talk about social entrepreneurship and what I had learned in founding PCA.

I said, “Ensuring that kids have a good experience with youth sports might not be as critical as, for example, dealing with climate change or global poverty. But it was an area where I had a lever to make a difference, while I didn’t have such a lever with other big problems our society faced.”

My GSB classmate, Mike Stanley, challenged me on this. As a longtime coach and sport parent, he thought fixing problems with youth sports was one of the most important things anyone could do. I realized Mike was right and I was wrong.

THE PURPOSE

I started PCA in 1998 to stop adults from doing negative things (however well-intentioned) that were driving kids out of youth sports. Eventually, it dawned on me how we could use sports to develop better athletes and better people.

Cover photo: Santa Cruz SPIN softball players fill each others’ emotional tanks during 16 & Under competition in the Rohnert Park Rebels Classic softball tournament. Brooke Scothorn (#2) is the daughter of photographer Tara Brown, who is married to PCA Member and San Lorenzo Valley High School Softball Coach Mark Brown.

Youth sports provides an endless procession of teachable moments. PCA workshops, on-line courses, books and new media help coaches and sports parents focus on the bigger picture in youth sports and learn to seize these moments, to benefit the millions of kids who play sports.

THE POWER

Washington Post sports writer Thomas Boswell argues that sport “has become central to what remains of our American sense of identity” and even has become “the meeting ground where we discuss our values.” What happens in pro and college sports trickles (or floods) into youth sports.

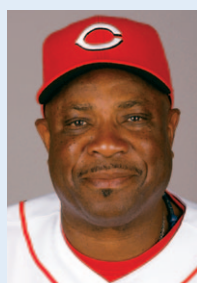
When a pro hockey game turns into a mixed martial arts event, or a football coach pays bounties for injuring opponents, those acts are not confined to the pro sports arena. What happens in sports reverberates across our society. All the more reason to get youth sports right, to use it to enhance our world.

Our society faces difficult problems. And too many leaders too often put selfish interest before the greater good. We need more positive contributors and ethical, effective leaders. There is no better place to develop them than in sports.

THANKS TO THE PCA NATIONAL ADVISORY BOARD MEMBERS PICTURED BELOW AND LISTED AT RIGHT.



PHIL JACKSON
PCA National Spokesperson;
11-time NBA Champion Coach



DUSTY BAKER
Manager,
Cincinnati Reds



SHANE BATTIER
NBA Star and past
NCAA Basketball Player of the Year



KEN ERIKSEN
Head Coach,
USA Softball National Team



KRISTINE LILLY
Former U.S.
National Women’s Soccer Team Captain



MARK MURPHY
President and CEO,
Green Bay Packers



PCA Trainer Joe Thomas, PCA Chief Impact Officer Tina Syer and Alameda Soccer Club leader Steve Bitker at PCA's 10,000th workshop.

THE PROMISE

A Double-Goal Coach® uses teachable moments to help an athlete become a Triple-Impact Competitor – someone who is committed to making self, teammates and the game better by the way he or she competes. That is the purpose and promise of youth sports – to help kids become better athletes and better people.

Imagine what our world would be like if we had hundreds of thousands of coaches developing millions of athletes who come out

of their youth sports experience committed to making themselves better; their family, friends and colleagues better; and our society better. It would truly be a different, and better, world.

PCA FOUNDER AND CEO



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Former U.S.
National Men's
Soccer Team
Captain



DOC RIVERS
Head Coach,
Boston Celtics



SUMMER SANDERS
Olympic
Swimming Gold
Medalist



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JIM THOMPSON'S *ELEVATING YOUR GAME* PUBLISHED



Since the last issue of *Momentum*, PCA has released the eighth book by Jim Thompson, *Elevating Your Game: Becoming a Triple-Impact Competitor*. The first of Jim's books written for student-athletes, *Elevating Your Game* provides inspirational advice and specific tips, tools and frameworks to help teens impact sports on three levels by working to improve themselves, teammates and their sport as a whole.

Beautifully produced by PCA's publishing partner, Balance Sports Publishing, the book is used as an aid for student-athletes participating in PCA's *Becoming a Triple-Impact Competitor* workshops throughout the U.S. The *Elevating Your Game Coach's Guide* – a companion publication downloadable for free from PCA's website – helps coaches mentor their athletes in the ways of a Triple-Impact Competitor.

"In the months following the release of *Elevating Your Game*, I realized more than ever that directly training student-athletes is central to our movement," Thompson says. "Whether PCA succeeds by impacting coaches, parents, school and organizational leaders or youth athletes, our ultimate goal is to help develop Better Athletes and Better People, and I hope the publication of *Elevating Your Game* is a major step in that direction."



Participants in PCA's Student-Athlete Leadership Conference discuss Jim Thompson's *Elevating Your Game*.

TALKING POINTS E-MAIL SERIES LAUNCHES



PCA National Advisory Board Member David Weekley

PCA recently launched a new series of free weekly e-mails for coaches called *Talking Points*. Under the project funded by David Weekley, coaches go to PCA's website to sign up for a 13-week *Talking Points* subscription, enough to give coaches one topic per week in a typical high school sports season to address with their players.

Each e-mail in the series helps the coach initiate conversation with athletes around such PCA principles and axioms as "Emotional Tank" and "Pressure is a Privilege." All *Talking Points* contain a link to a video featuring a PCA National Advisory Board member, Triple-Impact Competitor Scholarship winner or other notable dispensing advice or inspiration that reinforces the theme of that week's issue of *Talking Points*. Coaches may print the e-mails

for distribution to athletes and click through to PCA's website for an expanded version of the topic to print in PDF.

"When Jim Thompson told me of live PCA training he was piloting around the concept of talking points, it seemed natural to use e-communication to expand it to as many coaches and teams as possible," says Weekley, a long-time, major PCA supporter. "I am glad to know we are helping PCA reach thousands of coaches, and therefore tens of thousands of athletes, with the *Talking Points* e-mail series."

Says Thompson: "I appreciate David Weekley's financial support of this initiative and his creativity and leadership in so quickly bringing to life an important new PCA initiative."

Sign up for *Talking Points* at www.positivecoach.org/our-tools/talking-points

DELOITTE ADDS \$100,000 IN TRIPLE-IMPACT COMPETITOR SCHOLARSHIPS

PCA's Triple-Impact Competitor Scholarship Program offers \$100,000 in new scholarship opportunities, thanks to Deloitte, the global accounting and consulting firm that helped found and fund the program in 2008, along with Thrive Foundation for Youth.

The new \$100,000 from Deloitte expands the program to the Boston and Dallas areas, where high school junior (class of 2013) student-athletes may now apply for scholarships through June 30. Deloitte's additional funding also raises the value of each scholarship to \$2,000.

"Every year, I am amazed at the energy and commitment Mark Edmunds and Deloitte bring to our programs and our mission," says PCA Founder Jim Thompson. "We are delighted that Deloitte continues

to expand its support of our scholarship program, from the pilot in the Bay Area to now running this program in seven of the largest metro areas in the U.S. It is impossible to overstate Deloitte's importance to the PCA Movement."

"Our goal is to positively impact youth and equip them with the tools they will need to succeed," says Mark Edmunds, Vice Chairman and Regional Managing Partner in Deloitte's San Francisco office, which also provides mentors for scholarship program finalists in the Bay Area. "One way to do that is by supporting PCA's efforts; another is to bring our own expertise to the table so that the youth we and PCA impact have a well-rounded experience."



Mark Edmunds, PCA National Advisory Board Member



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

From there, student-athletes in the metro areas of Boston and Dallas may apply for scholarships through June 30, 2012.



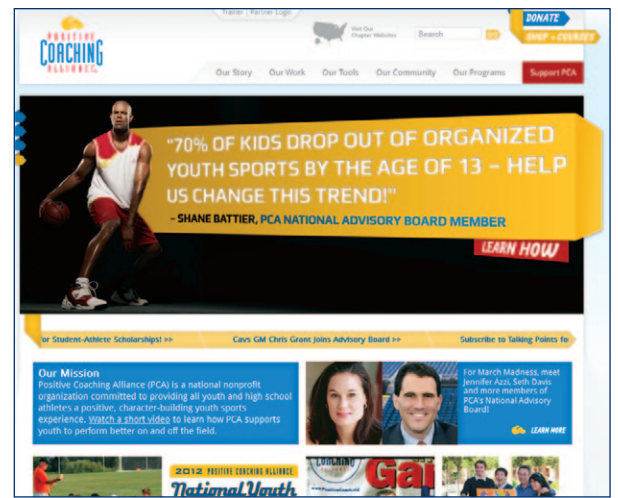
Golden State Warriors Assistant Coach Kris Weems, featured speaker at the Triple-Impact Competitor Scholarship Awards breakfast in the San Francisco Bay Area, congratulates scholarship finalist Nathaniel Batey.



Jackie ElZakhem of Westmont (IL) High School delivers her acceptance speech at the Chicago-Area Triple-Impact Competitor Scholarship Awards Ceremony at U.S. Cellular Field.

PCA has completely overhauled its website and other e-communications, fueled by years of advances in content development and key partnerships.

“We have been investing in development of new online courses and other content and curriculum so that we could meet the coach-training needs of such major partners as Amateur Athletic Union and Texas’ University Interscholastic League,” explains PCA Founder Jim Thompson. “The natural next step was to bolster our delivery and promotion of that content.



CONTENT, NATIONAL PARTNERSHIP DRIVES BOLD NEW COMMUNICATIONS INITIATIVE

Fortunately, we had tremendous support from Kevin Compton, David Weekley, and the S.D. Bechtel, Jr. Foundation.”

The new website at www.PositiveCoach.org is much more dynamic, engaging and navigable than its predecessor. For example, a large, bold slide show quickly conveys key aspects of PCA, such as a National Advisory Board of high-profile athletes and coaches and a testimonial from a coach PCA has impacted.

Other key features include:

- The “news crawl” at mid-screen, allowing for frequent updates on PCA initiatives and other youth sports news
- A section titled “Our Tools” offering free tips and tools for coaches, parents, athletes, school/organizational leaders and officials, as well as new resources on child abuse prevention created in the wake of scandals involving major college coaches
- An enhanced “Ask PCA” feature, where parents and coaches ask and answer questions about best practices in youth sports and hear from PCA’s expert trainers.

Additionally, each PCA Chapter has its own website (i.e., Boston.PositiveCoach.org; Chicago.PositiveCoach.org, etc.) to allow for more geographic-specific messaging and initiatives. “Housing our content in a website that represents the breadth and depth of the PCA Movement increases the likelihood of attracting

and retaining our audience of coaches, parents, school and organization leaders and student-athletes,” says PCA Chief Impact Officer Tina Syer, who led the communications overhaul. “Also, adding the Chapter websites contributes a lot to the scalability of our geographic expansion model. More than ever, our marketing and communications are aligned with our deeper objectives as a non-profit movement.”



Marcia Argyris, S.D. Bechtel, Jr. Foundation Senior Program Officer, said, “We enthusiastically supported PCA’s partnership with AAU because we saw the impact PCA could have with one of the biggest and most visible youth sports organizations in the country. We now are pleased to help PCA upgrade its web site and communication ability so it can reach even more youth sports leaders, coaches, parents and athletes with its outstanding content.”

The e-mail outreach overhaul also reinforces PCA’s mission. In addition to launching the new *Talking Points* series funded by David Weekley (see p. 4), PCA re-designed *2-Minute Drills* for coaches, parents and athletes; *Leadership Gameplan* (for leaders of PCA Partner schools or organizations); and *Trainers Clipboard* (for PCA Trainers). *PCA Connector*, formerly a weekly e-mail, was re-designed and renamed *Momentum* and now issues bi-weekly.

Most importantly, all the e-mail franchises are rich in the PCA content that initially attracts interest and support in the PCA Movement.

S. D. BECHTEL, JR. FOUNDATION STEPHEN BECHTEL FUND

LIBERTY MUTUAL INSURANCE FURTHER INTEGRATES PCA INTO RESPONSIBLE SPORTS PROGRAM



Liberty Mutual

powered by POSITIVE COACHING ALLIANCE

The Liberty Mutual Insurance Responsible Sports Program Powered by Positive Coaching Alliance added new elements from PCA in 2011. Key among them:

- Aggressive expansion of podcasts featuring PCA Founder Jim Thompson interviewing PCA National Advisory Board Members and other sports notables
- Introduction of the **Top 10 Responsible Sports Moments**.

Podcast subjects for 2011 in chronological order of their appearance were Former NFL Head Coach Jim Mora, Jr.; NFL Hall of Famer Steve Young; Women's World Cup Legend Brandi Chastain; U.S. National Women's Softball Head Coach Ken Eriksen; and ESPN Anchor John Buccigross.

The Top 10 Responsible Sports Moments invited the public to nominate examples of sportsmanship, sacrifice and selflessness – both big and small – at the youth sports and amateur sports levels. Liberty Mutual Insurance awarded \$1,000 to each school or organization at the center of each of the Top 10 Responsible Sports Moments.

The campaign kicked off with a satellite media tour that had PCA Founder Jim Thompson rallying millions of TV viewers and radio listeners throughout the U.S. around the positivity of youth sports. PCA National Advisory Board Member and Former U.S. Women's National

Soccer Team Captain Julie Foudy served as the program's national spokesperson.

Among the Top 10 Moments:

- Sabrina Iannetti of the St. Mary's High School hockey team (Lynn, MA) boarding the bus of the opposing team to congratulate them on ending her school's 100-game winning streak and to wish them the best in the state tournament
- Josh Ripley of the Andover (MN) High School cross country team picking up an injured opponent, carrying him back to the start-finish line for treatment, and then returning to the trail to complete the race
- A U-11 soccer coach demonstrating sportsmanship by consoling a teen referee whose officiating error had cost the coach's team.

"The Liberty Mutual Insurance Responsible Sports Program Powered by Positive Coaching Alliance has been an incredible partnership since its inception in 2007," says Greg Gordon, Liberty Mutual Insurance's Senior Vice President of Consumer Marketing. "The longer we work with PCA, the more we realize the impact and value of the content and messages PCA produces."

Says Tina Syer, PCA's Chief Impact Officer: "We are incredibly grateful for the opportunity to expand our partnership with Liberty Mutual Insurance. The company is instrumental in helping to improve youth sports for millions of families."



National Advisory Board members recently interviewed for Responsible Sports podcasts, from left: Julie Foudy, Steve Young, Jim Mora, Jr. and Brandi Chastain.

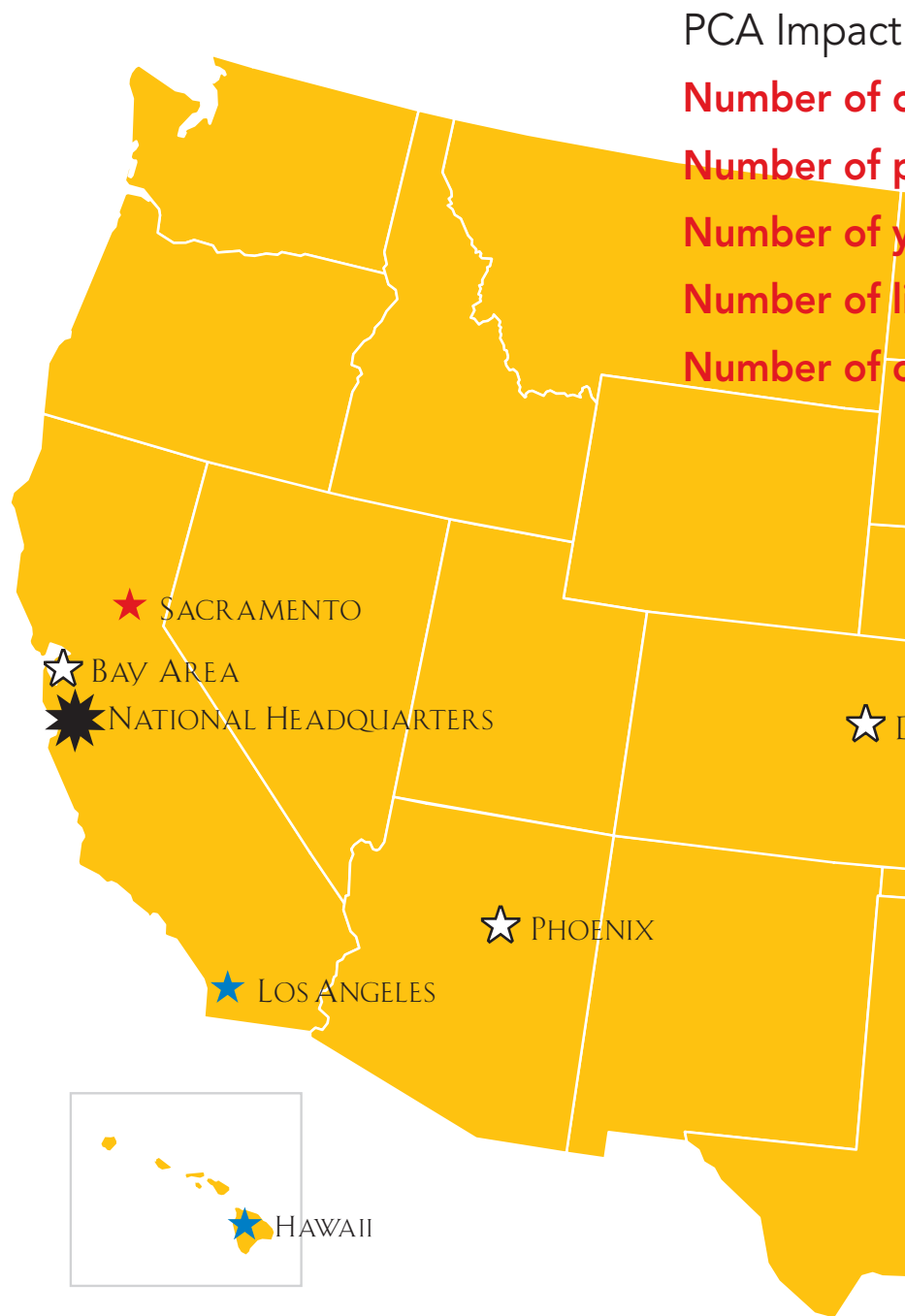
NATIONAL PARTNERSHIPS, LOCAL EXPANSION FAR AND WIDE

PCA has gained tremendous momentum in its drive toward a long-term goal of establishing Chapters in dozens of cities. In the first half of 2012 alone, PCA launched Chapters in Denver (with major funding from The Daniels Fund) and the San Francisco Bay Area (fueled by funding from the Morgan Family Foundation, a long-time PCA supporter). Major funding for Phoenix is in place from Tom Lewis and the T.W. Lewis Foundation, and board and executive director recruitment will occur in the latter half of 2012.

“We are grateful for the financial support and vision of the individuals and foundations that are fueling our city-by-city growth, which continues building toward national scope,” says PCA Chief Revenue Officer David Shapiro. “Success is breeding success as we add chapters.”

Another key part of PCA’s expansion is continued work with the eight National Partner youth sports organizations whose logos appear below. “Our National Partners provide an invaluable introduction to the grassroots leaders, coaches and parents who make up the heart of the PCA Movement,” Shapiro says. “Through e-mail promotion, webinars, hosting our workshops at their events and running grant programs that provide easier access to our training, these partners are critical to our ability to impact millions of youth.”

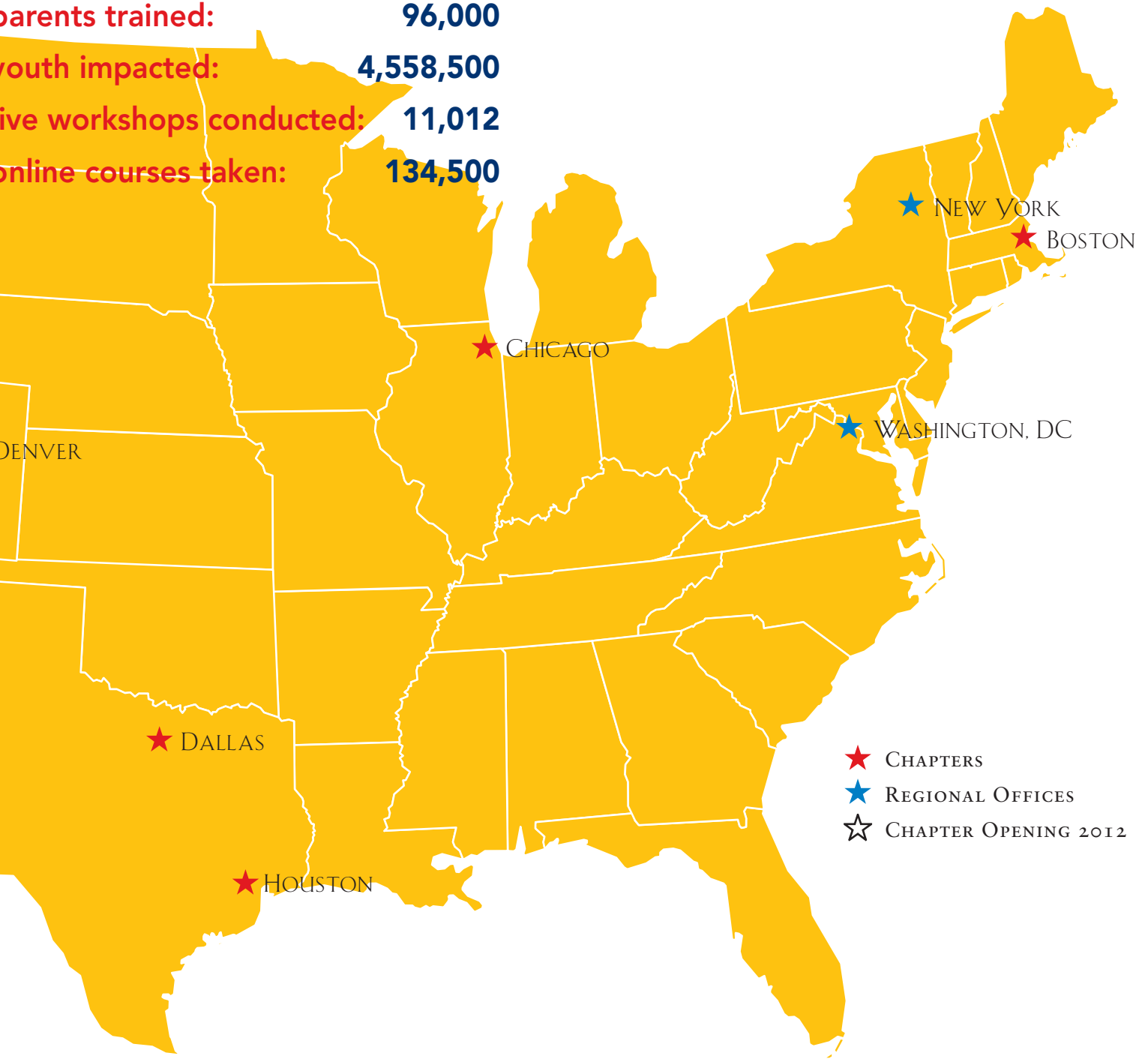
Those interested in supporting a PCA Chapter or in becoming a PCA National Partner may contact Shapiro at david@positivecoach.org or 916-400-4232.



MISSION SPREAD POSITIVE COACHING

Statistics From 1998 to press-time, May 2012

Coaches trained: **452,300**
Parents trained: **96,000**
Youth impacted: **4,558,500**
Live workshops conducted: **11,012**
Online courses taken: **134,500**



DONORS TO POSITIVE COACHING ALLIANCE

2011

PCA experienced yet another record year in contributions to our Annual Fund in 2011, thanks to hundreds of youth sports leaders, coaches and parents, who helped us meet a \$150,000 matching challenge grant from PCA supporters, including National Spokesperson Phil Jackson, Green Bay Packers President and CEO Mark Murphy, and an anonymous member of the Boston Celtics ownership group.

PCA emphasizes in its workshops, online courses, books, website and e-mail communications the critical life lessons of hard work, persistence, sacrifice, empathy and teamwork. We are poignantly reminded of the importance of those traits when we realize how integral they are to the individuals and organizations listed here.



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ABOUT POSITIVE COACHING ALLIANCE

Positive Coaching Alliance (PCA) is a national 501(c)(3) non-profit with the mission to transform the culture of youth sports so every youth athlete can have a positive, character-building experience. This transformation occurs through:

Delivery of live workshops and online courses comprising research-based content from leading coaches and sports and educational psychologists, working in conjunction with 1,700+ PCA Partner schools and youth sports organization throughout the U.S.

Workshops and courses for school/organizational leaders, coaches, parents and student-athletes strive to establish these prevailing models in youth and high school sports:

- The **Double-Goal Coach**[®], whose first goal is winning, and whose second, more-important goal is 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.

Books by Jim Thompson, PCA Founder and Executive Director, Ashoka Fellow, and, according to the Institute for International Sport, one of the 20 living Americans who have made the most significant contributions to the practice of fair play and have enhanced the national consciousness regarding the central importance of sportsmanship.

Ongoing communication with the PCA Movement – including workshop attendees, National Advisory Board Members, media, PCA supporters and social influencers – through newsletters, *Talking Points*, media outreach, social media and events.

Since its founding within Stanford University, PCA has grown to include 40 employees in 11 locations across the country and roughly 100 PCA Trainers, who deliver live workshops nationwide. PCA has trained more than 675,000 parents, coaches and youth organization leaders, and has impacted more than 4.5 million youth.

As successful as it has been to date, PCA has reached only a fraction of the 40 million youth athletes in the United States. We invite you to join us in our commitment to make sure every youth athlete benefits from the endless procession of teachable moments and life lessons available through youth and high school sports.

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