

MOMENTUM

SPRING 2016



YEAR IN REVIEW


POSITIVE
COACHING
ALLIANCE.

BETTER ATHLETES
BETTER PEOPLE

THE POWER OF POSITIVE



PCA has always been about the Power of Positive, from the very beginning.

As a young teacher aide working for **Shirley Pearl** and **Don Challman** – who were way ahead of their time – I saw how kids with few advantages in life blossomed when they were treated to relentless doses of positive reinforcement to fill their Emotional Tanks. As a youth coach, I saw how kids with every advantage did poorly when they received negative feedback. The result of those two experiences was Positive Coaching Alliance.

Mary Fry of the University of Kansas and PCA's National Advisory Board, summed it up, "Many coaches don't realize how much good they could do if they supported athletes, built them up, and believed in their incredible potential. It especially saddens me to see kids dealing with hardships in life (e.g., parents going through a divorce; having a sick sibling; families with financial difficulties), treated harshly by coaches who don't realize the damage they do by being too critical, too negative, and by dealing with athletes only in terms of their sport performance and not as people."

The single most harmful aspect to youth sports is rampant negativity. And the most crying need in youth sports is to make positive coaching the keystone of the youth sports culture. Consider:

THE RESEARCH IS CLEAR. As **Alex Wolff** wrote in "The Last Days of the Abusive Coach" – the *Sports Illustrated* article for which I was interviewed – "Study after study shows the benefits of a more positive approach."

Barbara Fredrickson, of the University of North Carolina and PCA's National Advisory Board, describes the problem and the solution: "...there's a perception that the best way to get what you want out of employees or players is by negativity or threats...But...negativity doesn't work as well as positivity."

Barbara coined a term I love, "Upward Spiral," which every coach and leader needs to understand. "Positive emotions are especially contagious and a leader's positive emotions are more contagious than anyone else's."

GREAT COACHES EXPLOIT THE POWER OF POSITIVE. When we honored San Francisco Giants' Manager **Bruce Bochy** with our Ronald L. Jensen Award for Lifetime Achievement several years ago, he addressed the need for resilience in baseball's long season. "You are going to have slumps and the key to resilience is to remain positive." Bruce has used that positivity to win three World Series Championships in the last few years.

Phil Jackson, PCA's national spokesperson, attributed some of his amazing success to PCA: "I became a better, more positive coach because of my association with Jim and PCA..." He especially appreciated what Professor John Gottman calls the Magic Ratio. "About that time, Jim's book shows up and Positive Coaching becomes an influence in my life, the 5:1 ratio, five praises to one critique...and of course the rest we know is that these Bulls won three championships in a row."

The plus-minus ratio is such a powerful tool that we believe that the single most important action most coaches can take to become more effective is to up their own ratio to get closer to the Magic Ratio of five pieces of positive feedback for every criticism.

SPORT PSYCHOLOGY PRACTITIONERS AGREE. PCA benefits from the advice and involvement of some of the top sport psychology practitioners in the world such as **Ken Ravizza** and **Charlie Ma-her** of the Cleveland Indians (podcasts with both Ken and Charlie are within PCADevZone.org, and it is time well spent to listen to them!). Charlie has a great phrase, "mind in the moment," which is what athletes need in order to excel in their sports. And what does negativity do? It distracts! It takes your mind out of the moment!

Negativity distracts athletes from devoting their full attention to the task they are trying to accomplish. Ohio State's **Ben Tepper**, a member of PCA's National Advisory Board, says, "We all have a finite amount of energy. You're concerned with whether your coach will yell at you rather than doing your job, so it impairs your executive function."

THE KEY. So I am excited that PCA is making a renewed commitment to vigorously promote the Power of Positive as the key to making youth sports the valuable and impactful experience it can (and needs to) be. When youth athletes feel they are connected to their coach and teammates, they will commit to giving their best effort to the team. And the reverse is also true. Kids will not commit to a team until they feel connected to their coach and teammates. It is the relentless filling of Emotional Tanks that connects athletes and unlocks all the wonderful benefits that sports can convey to kids. You'll see

how this works at a grassroots level in the adjacent Impact Snapshot.

Remember this phrase: The Power of Positive. You'll be hearing it a lot as PCA makes it a rallying cry in our mission to develop Better Athletes, Better People!


PCA FOUNDER AND CEO

Impact Snapshot

THANKS FOR A STATE CHAMPIONSHIP

That was the subject line of an e-mail sent to PCA Founder and CEO Jim Thompson. The rest of the message illustrating PCA's impact on a coach is excerpted below.

Jim,

Just want to say thank you for all that you do and how you have changed my coaching life. I religiously listen to your podcasts when traveling or on the road to hockey games all over California. I always look forward to getting back on the ice and using what I have learned with the kids at practice. Listening to several podcasts this past weekend made me want to share a story with PCA.

I coached a 10U travel hockey team in the East Bay Area last year. I have always taught the kids to respect the game, and sportsmanship is what we are about. There were times last year that I wondered when I would see the payoff for sticking to my ethics. There were several times where teams would board our kids, swear at them incessantly on the ice, hit them late after whistles and generally get away with things that I taught our kids not to do. I had to explain to the kids after those games that we are above that behavior and in many games admit it wasn't fair that we held a standard that our opponents didn't. It was very difficult at times, and I kept reassuring the kids that we were better people for it.

We also lost several tournament championship games during the season, including our own NorGal tournament. It was hard each time to go into the dressing room and explain how proud I was of the kids because of the effort and the tremendous amount of learning we gained from those losses. It seemed like we just couldn't get over the hump in big games.

Well, I was fortunate to have the ultimate payoff for our sportsmanship and tough losses during the season. We

won the California State Squirt A Championship game over a team that won 95 percent of their games all year and had beat us the day before 8-1 in round-robin play.

The reason we won? Resiliency and sportsmanship. We were down 2-0 going into the second period, but the kids stayed with it, pushed back and tied the game 2-2. Once we pushed back, the other team started taking ill-advised penalties and lost focus. We scored the next three goals and held on for a 5-4 win against a "superior" team.

We learned that sportsmanship pays off, and that losses – even tough ones – are great teachers. I am the luckiest coach around to have the opportunity to drive these points home in the biggest game of our year.

PCA drives my coaching, and it works. It seems so simple that if you commit to the process, the results follow. Unfortunately, there are many who don't realize this, and it's an uphill battle many times when you tell coaches, club administrators and parents that winning is way down on the priority list over true player development.

Thanks, Jim, for all that your organization does.

Erik Hove
Head Coach Peewee B, Tri-Valley Blue Devils



HAMMERING MESSAGES HOME



The preceding year was marked by quantum leaps in how and where PCA reaches and impacts youth and high school coaches, sports parents, administrators and student-athletes. The largest single advance came in the form of FOX Sports selecting PCA as a beneficiary of its FOX Sports Supports program for 2016-2017, delivering the PCA Movement its greatest mass media exposure to date.

The program's widespread efforts will include FOX Sports producing and airing multiple PCA public service announcements across their national and regional networks. Other efforts to raise PCA's profile include the PCA logo appearing on-screen during portions of FOX Sports broadcasts of games, as well as drop-in mentions of PCA by FOX Sports announcers sporting PCA-branded lapel pins. FOX Sports' Joel Klatt and Molly McGrath are serving as co-Masters of Ceremonies for PCA's 2016 National Youth Sports Awards Dinner and Auction sponsored by Deloitte.

"We couldn't be happier to have FOX Sports Supports as a partner," said PCA Chief Impact Officer Tina Syer. "The extra reach we gain from this relationship will make tens of millions more people aware of PCA and our efforts to develop Better Athletes, Better People. We are grateful to FOX's Chris Hannan for bringing PCA this opportunity."

PCADevZone.org Draws 1.2 Million+ Visits

Another huge advance in the way PCA communicates stems from the maturation of PCADevZone.org. Our website of more than 1,200 free audio-video and printable tips and tools drew more than 1.2 million visits in 2015. The wealth of educational and inspirational content there led many more people seeking youth sports solutions to discover PCA and investigate further.

Many of the videos featuring PCA National Advisory Board Members also find their way into PCA's live and online workshops, bringing even greater credibility and liveliness to our dynamic PCA Trainers' presentations. Finally, some of the most-viewed resources, such as those featuring Doc Rivers and Erin Chastain (insets) turn into social media hits.



Impact Snapshot

The following came in e-mail reply to an edition of our PCA Development Zone™ Newsletter:



I'm a person who coached youth sports from t-ball to college. I now own a baseball-softball Academy. **The articles you are offering should be mandatory for all families.** The damage done to young people is avoidable. I thank everyone involved with your publications. I recommend them to all of our participants.

We stress parental participation. We teach the family. The family develops realistic expectations and a passion for the sport. I sit with them during games. We preach age-appropriate and skill-appropriate development. Oh yeah, we have a lot of fun. **Your info makes what we do easy.**

Dale Herb, Owner, Herb Baseball Academy, Parkersburg, WV

LAUNCH OF SPORTS PARENT CONVERSATION STARTERS E-MAIL SERIES



The amassing of advice in PCADevZone.org over the last year also fed into a new e-mail series, *Sports Parent Conversation Starters*. The weekly e-mail series suggests topics for sports parents to discuss with their youth athletes and provides links to related PCADevZone.org content.

Sports Parent Conversation Starters are fashioned after PCA's popular weekly e-mail series *Talking Points* (for coaches), which itself received an update in design and content. Thanks to the in-kind technology work of SportUp, a PCA Trusted Resource, all adults who complete a PCA online course or who sign into a live workshop via text message now automatically receive a subscription to the appropriate e-newsletter series.

Excerpt from a *Conversation Starter*

"The team that makes the most mistakes will probably win...The doer makes mistakes, and I wanted doers on my team – players who made things happen."

John Wooden, 10-time NCAA Champion
Basketball Coach at UCLA

Consider the following questions:

When a team makes a mistake, it often benefits the opponent. How could Coach Wooden think that making more mistakes would lead to more wins?

What would it feel like to play on a team where it was okay to make a mistake? How do you think that would affect the way you play? Why?

Impact Snapshot



As part of PCA's ongoing assessment of our impact, and with generous support from The John Templeton Foundation and the S.D. Bechtel, Jr. Foundation, PCA teams up on multiple research projects with Richard M. Lerner, a professor of child study and human development at Tufts University, currently occupying the Bergstrom Chair in Applied Developmental Science and

directing the Institute for Applied Research in Youth Development. PCA uses the insights gained from these studies to continually improve our programs. Pictured from left are Tufts' Kaitlyn Ferris, Richard M. Lerner, Lily Konowitz, Andrea Vest Ettekal and Jun Wang, and PCA's Tina Syer, Beth Maloney, David Mahery, Leanne Trytko, and Eric Eisendrath.

FINANCIAL AND REACH DATA

2015 saw extreme acceleration in the PCA Movement. We conducted more than 2,200 live group workshops, a single-year record by a long shot. Including our online course usage, and the addition of a full year of sharing information, inspiration, tips and tools through PCADevZone.org, PCA reached 3.2 million youth. Addition of PCA Chapters in Hawaii, Los

Angeles and Portland, rapid maturation of the Tampa Bay Chapter added the year before, and steady progress in all Chapters fueled growth in both our reach and in the expansion of sources of funding. All that accrued to a balanced budget and continued progress toward a positive, character-building youth sports experience throughout the U.S.

YOUTH REACHED



**FY2015
3.2 MILLION**



**FY2012
1.2 MILLION**

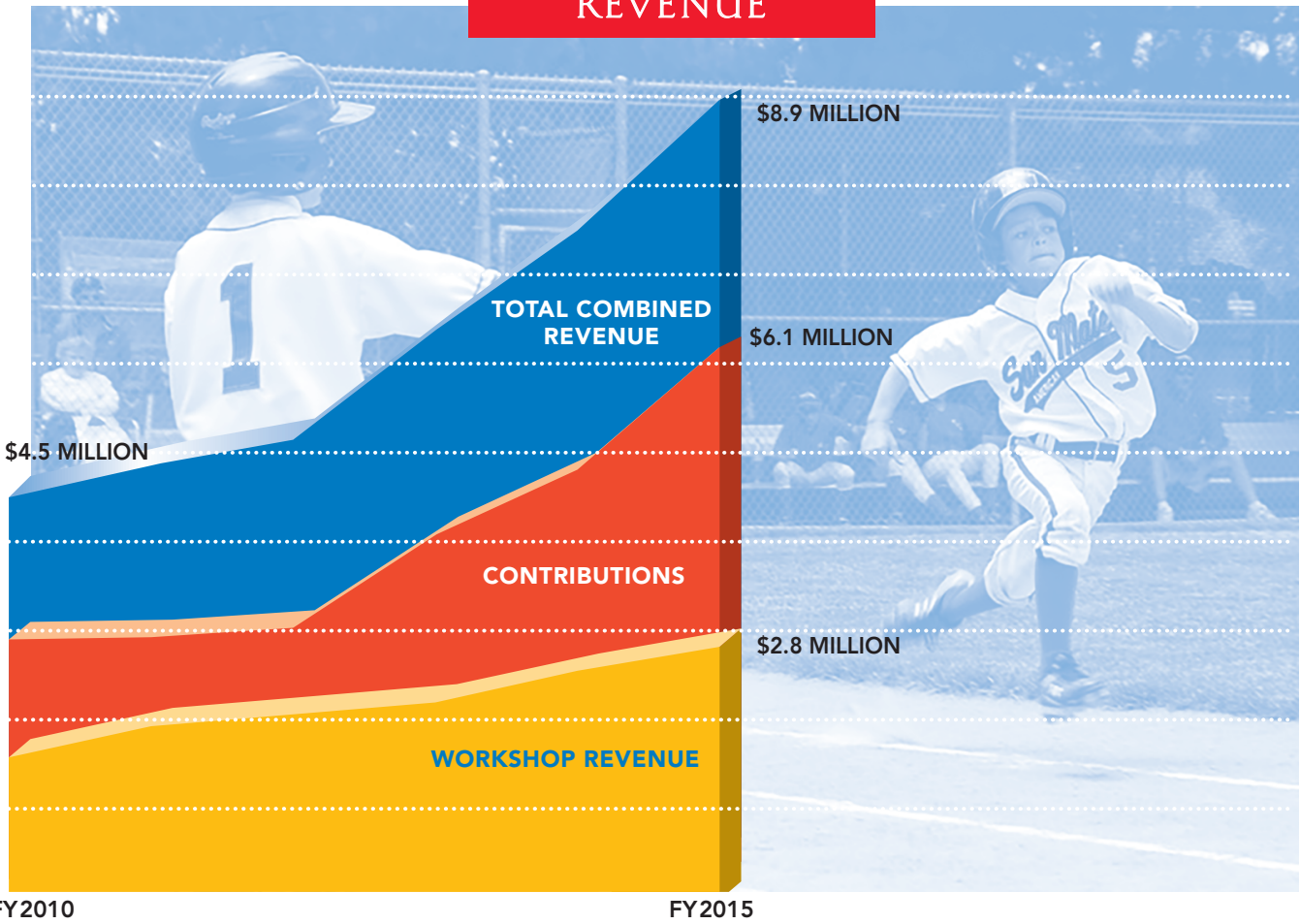


**FY2013
1.5 MILLION**



**FY2014
2.7 MILLION**

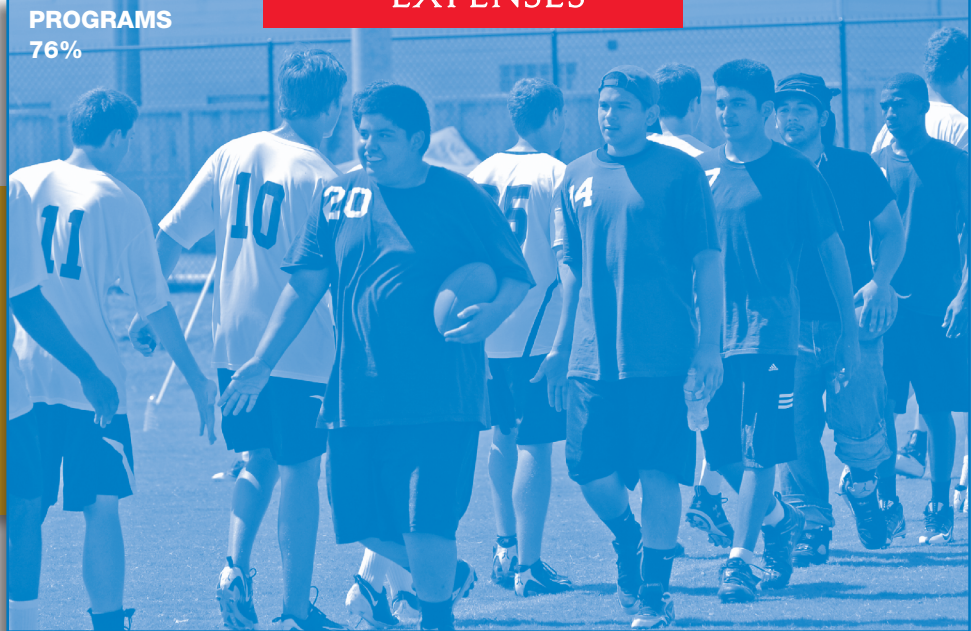
REVENUE



EXPENSES

**MANAGEMENT/
GENERAL**
8%

FUNDRAISING
16%



CORPORATE PARTNERS, TRUSTED RESOURCES AND NATIONAL

CORPORATE PARTNERS



In a unique relationship, PCA teamed up with Dove Men+Care Deodorant and the College Football Hall of Fame on the Caring Coach Curriculum. The 10-page curriculum draws heavily from resources within PCADevZone.org and is available in its entirety at that site.



Presenting Sponsor of both the National Youth Sports Awards Dinner and the Triple-Impact Competitor® Scholarship Program



Designating PCA as a FOX Sports Supports Partner for 2016-2017, the network produces and airs PCA public service announcements and other media exposure.



PCA's exclusive insurance partner, whose podcasts, videos and other content co-developed with PCA are at PCADevZone.org



Gives suite owners at pro sports events the option to donate suites to PCA for use in local fundraisers and recognition events



Provides background checks and identity-as-a-service solutions to keep everyone involved in youth sports safe



Online team sports management tool and sponsor of PCA's Double-Goal Coach® Awards Presented by TeamSnap

TRUSTED RESOURCES



PARTNERS SUPPORTING THE PCA MOVEMENT

NATIONAL PARTNERS



For the second straight year, PCA is partnering with Major League Baseball (MLB) in an expanded program to bring a positive, character-building experience to youth baseball programs across the country. PCA will conduct leadership and coach workshops for RBI (Reviving Baseball in Inner Cities) programs, as well as supporting PCA programming for other national youth baseball organizations, including USA Baseball.



National Soccer Coaches Association of America



NEW CHAPTERS ADDED THROUGHOUT THE U.S.

PCA steadily continues its drive toward establishing enough local Chapters to ensure we reach 20 million youth in the year 2020. Since the last issue of *Momentum*, we launched the PCA-Hawaii, PCA-Los Angeles and PCA-Portland Chapters for which we had raised the seed funding by Spring 2015, and we launched PCA-New York City thanks to the seed funders recognized within these foldout feature pages.

Next our sights are set on Chapters in Atlanta, Central Texas and Seattle, with an eye toward starting three new Chapters per year until we reach at least 26 Chapters in 2020.

In recent years, Chapter seed funding and other forms of support often have come from pro sports teams in the metropolitan areas PCA enters, as seen below:

PCA resources have reached more than 8.6 million youth nationwide through partnerships with schools and youth sports organizations, comprising live workshops, online courses, books and e-communications containing tips and tools, such as the 1,000+ free resources within the Development Zone™ Resource Center at PCADevZone.org.

In addition to a major partnership with Major League Baseball, PCA's allies in pro sports include:



National Advisory Board

- Brad Ausmus – Detroit Tigers
- Dusty Baker – Washington Nationals
- Shane Battier (retired)
- Bruce Bochy – San Francisco Giants
- Herm Edwards (retired)
- Tony Granato – Detroit Red Wings
- Curtis Granderson - New York Mets
- AJ Hinch – Houston Astros
- Sam Hinkie – Philadelphia 76ers
- Allan Houston - New York Knicks
- Phil Jackson – New York Knicks
- Dave Kaval - San Jose Earthquakes
- Steve Kerr – Golden State Warriors
- Tony La Russa - Arizona Diamondbacks
- Ronnie Lott (retired)
- Jerry Manuel (retired)
- Mark Murphy – Green Bay Packers
- Cheryl Reeve – Minnesota Lynx
- Jerry Reinsdorf - Chicago Bulls & White Sox
- Claudio Reyna - New York City FC
- Doc Rivers – Los Angeles Clippers
- Mark Shapiro – Toronto Blue Jays
- Brad Stevens – Boston Celtics
- Steve Young (retired)

Visit our website for the full list of National Advisory Board Members



Seed Funders

- Boston Celtics
- Cleveland Cavaliers
- Cleveland Indians
- Los Angeles Clippers
- Los Angeles Galaxy
- Los Angeles Lakers
- Minnesota Twins
- New York City Football Club
- New York Knicks
- Portland Trail Blazers
- Portland Timbers
- Tampa Bay Lightning
- Tampa Bay Rays



New York Yankees
(New Chapter Program Funding)



Chapter Board Members

- Ken Babby - Akron RubberDucks
- Lon Babby – Phoenix Suns
- Mike Golub - Portland Timbers & Thorns
- Derrick Hall – Arizona Diamondbacks
- Tim Harris - Los Angeles Lakers
- Joe Januszewski – Texas Rangers
- George Killebrew – Dallas Mavericks
- Chris Klein - Los Angeles Galaxy
- Kirk Lacob – Golden State Warriors
- Steve LaCroix – Minnesota Vikings
- Mark Lev - Boston Red Sox
- Chris McGowan - Portland Trail Blazers
- Jed Mettee - San Jose Earthquakes
- Steve Mills – New York Knicks
- Jared Muela - San Francisco 49ers
- Jeff Munneke - Minnesota Timberwolves
- Wayne Petersen - Minnesota Wild
- Claudio Reyna - New York City FC
- John Rinehart - Sacramento Kings
- Matt Silverman – Tampa Bay Rays
- Christine Simmons - Los Angeles Sparks
- Brian Smith - New York Yankees Foundation
- Dave St. Peter – Minnesota Twins
- Shawn Sullivan - Boston Celtics
- Bob Sweeney - Boston Bruins
- Neil Weiss – Cleveland Indians
- Nichol Whiteman - Los Angeles Dodgers



If you can help us meet individuals, foundations, companies or other influencers please contact PCA's National Director of Business Development, Jason Sacks at Jason_Sacks@positivecoach.org or 872-208-7608.

PCA-Portland – just months after launching with seed-funding from the Trail Blazers, Timbers, Thorns FC, SureID, and the King-Guffey Family Foundation – partnered with Portland Public Schools and the Portland Interscholastic League to train all of its roughly 1,000 coaches who coach 11,000-plus PPS-PIL student-athletes.



PCA-Sacramento partnered with the Rancho Cordova Athletic Assn. – representing every youth sports organization and school in town – to certify every youth coach in the city as a Double-Goal Coach by the end of 2016, per a measure for the City of Rancho Cordova to fund the partnership.

PCA-SF Bay Area, via a \$50,000 grant from the Golden State Warriors, added Oakland Unified School District (Oakland Athletic League) to an already strong roster of partners among public schools and underserved communities, including Blossom Valley Athletic League, City of San Jose, Monterey Bay League and San Francisco Unified School District. Here, Chapter Executive Director Brian Watson joins OAL officials Alphonso Powell and Dwayne Taylor.



Discover a World of Opportunity™

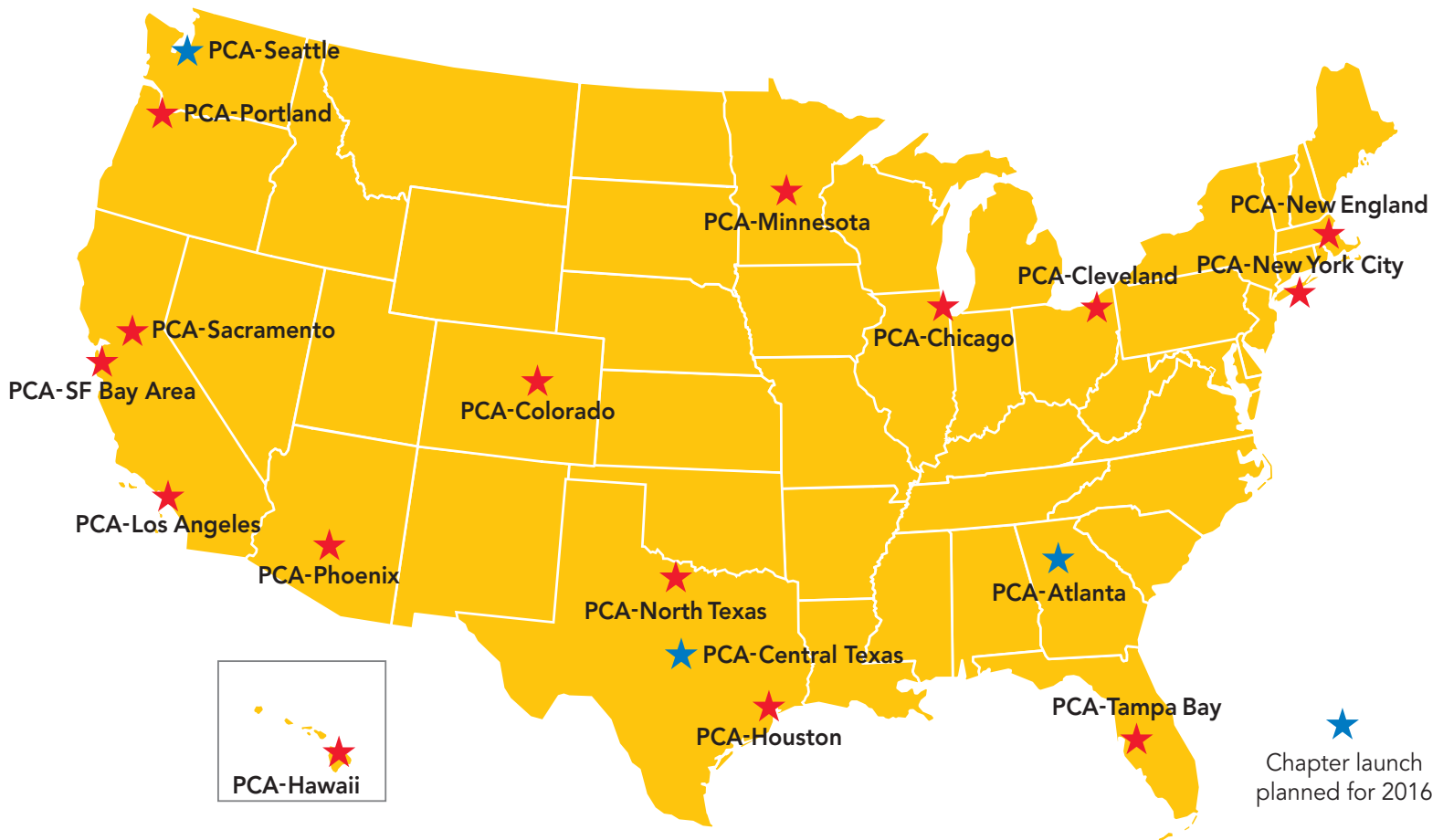
PCA-Colorado, with support from the Daniels Fund, is impacting Denver Public Schools-Middle School Athletics. Workshops for 25 of the schools' athletic directors created a “focus on what really matters, provided them with tools and resources to increase their skill set when coaching kids, and helped them understand more the impact they can make on kids' lives,” said Ellen Grosso, DPS Middle School Athletic Director.

PCA-Los Angeles is launching a new partnership with the Los Angeles Unified School District, and The LA84 Foundation is underwriting 40 workshops throughout Los Angeles, Orange, Riverside, and San Bernardino counties, impacting such school-based programs as Beyond the Bell and LA's Best.



PCA-Hawaii – on the strength of primary funding from The Wallace, Elizabeth, and Isabella Wong Family Foundation – has reached 24,877 students delivering 58 workshops for 30 public schools, including the neighbor islands of Hawaii, Kauai, Lanai, Maui, and Molokai. Overall attendance comprises 1,927 athletes; 1,727 coaches; and 4,422 parents.

PCA ACROSS THE USA



PCA-Phoenix – thanks to a combined \$100,000 in grants from the Arizona Super Bowl Host Committee and Fiesta Bowl Charities, covering a total of 60-plus workshops for Phoenix Union High School District coaches, parents, athletes and administrators – has delivered 34 of the workshops, impacting more than 4,000 youth. “We are convinced that the PCA program and messaging will not only influence our athletes in the short time we have them, but will create an impact that can last a lifetime,” said Dr. Zachary Munoz, Director of Athletics.

PCA-North Texas re-energized its partnership with Dallas Independent School District, fueled by this comment from District Director of Athletics, Gil Garza: “We look forward to continuing the partnership we have with PCA to provide our coaches with the tools they need to maximize the opportunity we have before us. We realize that winning and losing is secondary to helping our kids succeed academically and socially. The workshops they go through remind us of how important we are in a student’s eyes.”

**Dallas
Independent
School
District**



PCA-Houston’s long-standing partnership with Houston Independent School District (HISD) grows ever stronger and deeper, thanks to funding from Bob Graham and leadership from HISD Athletic Director Marmion Dambrino. In the last year, HISD held 21 workshops for coaches and 24 workshops for student-athletes, in a system of 9,419 youth.

PCA-New York City launched with seed funding from Warren Lichtenstein (Executive Chairman of Steel Partners Holdings LP and founder of Steel Sports), Mary and Ted Dardani, Head Family Foundation, Paul Huchro, and Glen Matsumoto. The New York Knicks and New York City FC also were seed funders, and their launch event representatives included PCA National Advisory Board Members Claudio Reyna and Phil Jackson (right with PCA's Jeff Dale and Heana Simpson).



PCA-New England reached 42,000 youth, among them student-athletes at long-standing partner Needham High School. In 2015, under the leadership of Athletic Director Micah Hauben (far left, with one of his athletes), Needham netted three state titles, three Coach of the Year Awards, *The Boston Globe* Ames Award for Overall Excellence in Athletics, two MIAA Sportsmanship Awards and recognition for community service activities, ranging from Breast Cancer Awareness to support for another PCA partner, the Boston Celtics Shamrock Foundation.

PCA-Minnesota launched workshops at seven low-income high schools within the Minneapolis Public School District, thanks to funding from the Carlson Family Foundation. That work reached 425 coaches and 50 high school sports team captains.



CARLSON FAMILY FOUNDATION



PCA-Cleveland takes special pride in working with the Cleveland Indians to provide Double-Goal Coach workshops to Cleveland Baseball Federation coaches and administrators, who serve more than 3,500 Cleveland youth in free baseball programs.

PCA-Chicago is reaching youth – many in underserved communities – via 20 workshops for Chicago Public Schools, plus an impact study on the workshops' effectiveness, all funded by IMC Financial Markets, and another 27 workshops, plus access to online courses for the Chicago Park District funded by The Pritzker Traubert Family Foundation.



PCA-Tampa Bay expanded its partnership with Hillsborough County Public Schools (HCPS), to serve 635 student-athletes nominated by athletic directors and coaches for PCA's Character and Leadership Development Program. "As leaders amongst their peers, participating student-athletes take the skills they learn in the program back into their schools, and the ripple effect of positive culture creation moves beyond playing fields into classrooms, hallways and the broader community," said HCPS Superintendent Jeff Eakins.

INDIVIDUALS, CORPORATIONS & FOUNDATIONS THAT HELP PCA IMPACT YOUTH 2015

As the PCA Movement continues its growth, we are astounded at the generosity of our donors and sponsors – both our newer friends and longtime supporters. Clearly, our mission to develop Better Athletes, Better People through youth and high

school sports resonates nationwide. Millions recognize the potential for youth sports to produce the future leaders our society needs. PCA extends its deepest gratitude to the corporations, foundations and individuals listed here.

HALL OF FAMER

\$500,000 and above

Daniels Fund
S.D. Bechtel, Jr. Foundation and Stephen Bechtel Fund

\$200,000 and above

David Weekley Family Foundation
Robert Graham
John Templeton Foundation

\$100,000 and above

Deloitte
The Wallace, Elizabeth, and Isabella Wong Family Foundation
Triad Foundation, Inc.

OLYMPIAN

\$75,000 and above

SureID

\$50,000 and above

Arizona Super Bowl Committee
Kevin and Gayla Compton
Fiesta Bowl Charities
Golden State Warriors
Franklin and Catherine Johnson Family Foundation
Cynthia King-Guffey and Alan Guffey
Warren Lichtenstein
New York Yankees Foundation
Mindy and Jesse Rogers
San Francisco 49ers
T.W. Lewis Foundation
The William V. Campbell Family Foundation

\$35,000 and above

CFP Foundation
Cleveland Cavaliers
DDR Corp.
IMC Financial Markets
Lisle and Roslyn Payne
Rays Baseball Foundation
RGK Foundation
Tampa Bay Lightning
TeamSnap
Dan and Katharine Whalen

ALL-PRO

\$25,000 and above

Anschutz Foundation
Blue Cross Blue Shield
Tom and Jodi Cassutt
Dennis and Gloria O'Brien Foundation
Wendy and Tim McAdam
Tamar and Patrick Pichette
Rodger Rickard and Diane Talbert
Mark Sakalosky
The Spurlino Foundation
The SZ Foundation
Jason and Robyn Wheeler

\$15,000 and above

Beverly Hills Basketball League
Murry Bowden
Davisco Foods International, Inc.
IBM
Jacob Green Charitable Foundation
Lance Killian
Los Angeles Galaxy
New York Knicks
Gary and Kitty Petersmeyer
Mark and Laura Pitchford
Leo and Nancy Redmond
Sacramento Children's Home
Sagicor Life Insurance Co.
San Jose Earthquakes
Laura and Gregory Spivy
Brian and Yvonne Strom
The Community Foundation for the National Capital Region
The MST Foundation
Jim Thompson and Sandra Hietala
U.S. Trust, Bank of America
Wells Fargo – SF Bay Area

MOST VALUABLE PLAYER

\$10,000 and above

Bank of America Foundation
BMC Software
Boston Bruins Foundation
Bob and Candice Bowlsby
Peter and Devon Briger
Centene Management Company LLC
Don and Sandra Craighead
Nancy Cronin
Mark and Michelle Edmunds
Fenton Family Foundation
Aaron Finch
FOX Sports
Goldman Sachs & Co.
Goodwin Procter
Jack Graham
Steve Harrick and Jennifer Min
Hill Ward Henderson
Brian Hogan
Paul Huchro
Brock and Carolyn Hudson
David Hull
Kenneth Leikam
Jeff Lucier
Matt McWright and Anne Morrical
Jonathan Meltzer
Minnesota Vikings Children's Fund
New York City Football Club
Mark Newman
Greg Nortman
Orthopaedic & Spine Center of the Rockies
Peter Grauer
Portland Timber
Portland Trail Blazers
Ellen Robbins
Richard Scudellari
Jeff Serota
Scott and Pamela Shimamoto
Smikis Foundation

Greg Spiers
Sullivan & Cromwell LLP
The David Winton Bell Foundation
The Tapeats Fund
The Wade Smith Foundation
Tudor, Pickering, Holt & Co., LLC
VF Services, LLC
Chip and Courtney Wadsworth
Peter and Deb Wexler
Windward Health Partners Inc
Andrew and Emily Wright
William Wynperle

ALL-STAR

\$5,000 and above

Ardean and Colleen Aafedt
Eric and Jill Aafedt
Arizona Diamondbacks Foundation
Avison Young (USA) Inc.
Lon and Ellen Babby
Barcode Properties
Tom and Deb Barnds
Jeffrey and Jamie Barnett
Doug and Leslie Barry
Tracey and Ed Benford
Bill and Susan Oberndorf Foundation
Robert Brown and Kirsten Hoefler
Sandy and Bill Bryan
Bryan Cave LLP
Chris Bryant
Cargill Incorporated
Terry Clark
Mike Clouthier
Jim Coffman
Eli Cohen
Coldwell Banker
Colorado State University
Elizabeth Conlisk
Brendan Cullen
Greg Dalton and Lucia Choi-Dalton
Edward Dardani
Kathleen and Ken Diekroeger
John Donahoe
Fenway Sports Management
John and Laura Fisher
Fox Sports Net North LLC
Laurel and James Fredlake

Bryan Funkhouser
Doug and Suzy Galen
Brian Garrett
Eric Gill
Shelly Goldberg and Ryan McCauley
Golden State Warriors
Stephanie Harman
Rick and Suzanne Herrero
Carole Huntsman
IMUA Orthopedics, Sports & Health
Kurt Jagers
Jones Day
Jones Lang LaSalle Americas, Inc.
Andrew Karamouzis
Rich and Gina Kelley
Pat and Stephanie Kilkenny
Kohl's Department Stores, Inc.
Mark Kristiansen
Dorothy Lazier
Ginny and Dan Lee
Mike Lesage
Joellen and Steven Leturno
Jonathan Levy
Mark Linton and Susan Ellis
Los Angeles Lakers
Gary and Julie Luckasen
Paul Martin
Trygve Mikkelsen
Minnesota Wild Foundation
Karen Mukai
Dean Munro
Park Nicollet Health Services
Wendy Petersmeyer and Dave Bagshaw
William Price III
Chris and Michele Ray
Pam Rogers and Mark Dickey
Karri Rozario
Cynthia Safford and Scott Mulcahy
San Jose Sharks, LLC
Sand Hill Foundation
Don Sanders
Terry Schallich
David Seeberan
George Seward
Simon Osborn
Skadden, Arps, Slate, Meagher & Flom LLP
Taylor and Koryne Smith
Glenn and Lisa Solomon

SquareTwo
Stanford Department
of Athletics
Michael Stanley
Linda Stern
John and Ladawn Stone
Sweeney Charitable
Foundation
Anne and John Syer
Jordan Taylor
The Roles Family
Foundation
The WMN Foundation
Larry and Robyn Varellas
Veera Khare-Asher
Vinson & Elkins L.L.P.
Meg and Dick Weekley
Jack and Sheila Weinberg
Steve Westly
Warren Woo and
Carolyn Suda
Gina and Brian Wood
John Woodward

TEAM CAPTAIN

\$2,500 and above

Anonymous
Michael and Christy Akatiff
Dave Ament
Athletico
Tony and Jackie Avila
Jim and Lisa Bailey
Bald Eagle Sports Camps
Kim and Tom Beckett
Benesch, Friedlander,
Coplan & Aronoff LLP
Michael Berk
Big 10 Network
Jon Biotti
Michael and Tamsen Brown
California Family Fitness
Matthew Cole
Comerica Bank
Marc and Jody Compton
Tony and Wendy Crabb
E. and Julie Cuenod
Robert Devens
Robert Dove
Brad Ehikian
Paul Furlow
GameStop Corp.
Globe Life
Stuart Gordon
Greentree Fund
Harvard Group International
Hawaii Bowl Foundation
Hawaii Pacific Health
Laura and Brett Hazlett
Hill Advocacy, LLC
Krista Howard
Teresa Iglesias-Solomon

Craig and Nikki Johnson
Jones Day
Norman Jorgensen
Frederick Lear
Pat Leicher
Sue Levin
John and Nancy Lindahl
Josephine and Daniel
Lisowski
Clint Magnussen
MassMutual Financial
Group
Holly McKinney
Ronald McQuate
Medical Mutual
Mark Melito
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Priscilla Anderson
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Charles Detmar III
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Mike Dewane
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**BETTER ATHLETES
BETTER PEOPLE**

When you consider PCA reaching 8.6 million youth, it's easy to lose sight of how we impact an individual student-athlete. But Linda Epner reminded us when she took the podium at PCA-Houston's Dugout Dialogue fundraiser – featuring PCA National Advisory Board Member and Houston Astros Manager AJ Hinch – to explain her daughter Eden's PCA experience.

“When Eden turned three, she was too shy to say her name and age when it was her turn to wear the glittery birthday crown. I had rushed to record this moment with my huge, Sony camcorder and my heart sank. Fast forward to Eden as a high school senior, when she addressed a crowd of 500 in Palo Alto at PCA's National Youth Sports Award Banquet.



PCA's Ben Rose and Tina Syer with Linda Epner, center

“PCA is an incredible organization. It doesn't just 'talk the talk', 'it walks the walk.' Tina Syer, Ben Rose, and PCA believed in Eden, listened to her ideas, and gave her the opportunity to work to make them happen. Eden served on PCA's National Student-Athlete Advisory Board during high school. The experience was transformative.

“I was not present. What was the key to this transformation from shy toddler to confident teen? The answer is definitely NOT her sports-challenged mom! The answer is in fact: Sports and Positive Coaching!

“Eden at a very young age was exposed to every imaginable sport by her Stanford alum and sports-fanatic dad, Danny. Danny played with her, coached her and told her 'Just play hard, have fun, and don't worry about the scoreboard!'

“When she arrived at St. John's School, Coach Angie Kensinger did the same. Eden played multiple varsity sports for “the love of the game.” Angie introduced her to PCA.

“Sports and PCA taught Eden life's most important lessons, giving her the confidence and leadership skills to succeed. Perhaps, then, it is no surprise that Eden is now at Johns Hopkins, a Dean's List Division 1 Student-Athlete, playing lacrosse for the winningest coach in Hopkins history, Head Coach Janine Tucker. Coach Tucker truly embodies PCA's coaching tenets; so much so that she herself has joined PCA's National Advisory Board this year!

“The neat thing about PCA is Eden's story is hardly unusual. It is the story of millions of youth impacted by PCA. PCA invests in the very best our country has to offer: Our Kids! The short- and long-term returns on this investment, I submit, are priceless. I hope you will join me in supporting PCA.”

MORE TV AIRPLAY FOR PCA

Recently, PCA has gained great resources from supporters who want to ensure the PCA Movement spreads as far and wide and fast as possible.

For example, PCA-Colorado's recent \$350,000 grant from the Daniels Fund earmarked \$150,000 for production of public service announcements for TV, radio and social media, targeting youth sports parents to create additional awareness of PCA, adoption of PCA sports-parenting tools and demand for more schools and youth sports organizations to partner with PCA.

Separately, PCA-Minnesota recently created a 30-second TV spot (right) that ran on School Sports Media's streaming coverage of the Minnesota State High School Girls'



Basketball Tournament and will soon be seen throughout the region on TV. Scott Dahl – PCA-Minnesota Board Member and VP/Creative Director for ad agency Periscope – was instrumental in the initiative. Best of all, the spot is adaptable for creative tweaks to make it suitable for running anywhere in the U.S.



BETTER ATHLETES
BETTER PEOPLE

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ABOUT POSITIVE COACHING ALLIANCE

Positive Coaching Alliance (PCA) develops **BETTER ATHLETES, BETTER PEOPLE** through resources for youth and high school sports coaches, parents, administrators and student-athletes. In addition to 1,000+ free audio-video and printable tips and tools at www.PCADevZone.org, PCA has partnered with roughly 3,500 schools and youth sports organizations nationwide to deliver live group workshops, online courses and books by PCA Founder Jim Thompson that help those involved in youth and high school sports create a positive, character-building youth sports culture.

PCA resources, which have reached more than 8.6 million youth, strive to transform high school and youth sports into a Development Zone™ culture, where the goal is to develop Better Athletes, Better People and the following become the 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 gains support from a National Advisory Board, including National Spokesperson and 11-time NBA Champion Coach Phil Jackson, and many other top coaches, athletes, organization leaders and academics who share PCA's mission.

www.PositiveCoach.org