

MOMENTUM



2010 YEAR IN REVIEW

New Online Coach, Parent and Athlete Courses a Huge Hit

AAU Mandates Double-Goal Coach® Training for All 50,000 Coaches

PCA Trains 45,000 Coaches and Officials for Texas Schools

Full-Scale Chicago Office Launched

Triple-Impact Competitor™ Scholarship Program Expands



ELEVATING PCA'S GAME

Looking back on PCA's amazing 2010, I think of the book I just finished – *Elevating Your Game: Becoming a Triple-Impact Competitor* – which addresses the question:

How do athletes elevate their game when it matters most?

From epic partnerships with the Amateur Athletic Union and Texas' University Interscholastic League to the wonderful reception given our new online courses, from the growth of our national Double-Goal Coach Awards and Triple-Impact Competitor Scholarships to our new model of local expansion now in place in Houston, Dal-



las, Sacramento and Chicago, PCA elevated its game in 2010.

What made it possible? (All quotes from *Elevating Your Game*.)

- **Effort as a Habit:** “A Triple-Impact Competitor understands that setbacks are inevitable and responds to them with renewed effort. He or she understands that success comes from effort over time.” For the last 11 years PCA staff, board members, trainers and supporters have made effort a habit!
- **Teachable Spirit:** “Having a Teachable Spirit is like being a sponge. A Triple-Impact Competitor is sponge-like, hungry to learn, constantly on the lookout for ideas, tools, anything that will make him or her better.” I once thought the first chapter of the PCA story was “getting smart” (followed by “building infrastructure” and “going to scale”). I now

From epic partnerships with the new on-line courses, from the Triple-Impact Competitor S in place in Houston, Dallas,

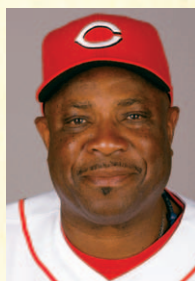
THANKS TO THE PCA NATIONAL ADVISORY BOARD MEMBERS PICTURED BELOW AND LISTED AT RIGHT.



PHIL JACKSON
PCA National Spokesperson; Head Coach, Los Angeles Lakers



JENNIFER AZZI
NCAA Champion and Olympic Basketball Gold Medalist



DUSTY BAKER
Manager, Cincinnati Reds



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



BILL BRADLEY
Former US Senator; two-time NBA champion; Captain of 1964 gold-medal winning US Olympic basketball team



JULIE FOUDY
US Women's National Soccer Team Captain, World Cup Champion, and Olympic Gold Medalist

realize the getting-smart phase never ends! And “being willing to play the fool” is key because when you are learning, you often look foolish.

- **Mistakes:** “You can never be your best if you fear mistakes. If you are afraid of making mistakes, you will play tentatively, and tentative players usually get beat.” We at PCA are trying to do something that’s never been done and realize it’s not going to be easy – that mistakes are going to happen. It seems like I am flushing mistakes several times a day! But we are not playing tentatively. We are taking our best shot!

- **Leadership for Everyone:** “...in high-performing teams, everyone acts to move the team forward...An emotional commitment to your team’s success qualifies you to play a leadership role...” PCA is lucky to have thousands of change agents who spread the PCA movement in their communities and networks. We’d be nowhere without you all!

Cover photo: The team from PCA Partner West University Little League (Houston) celebrates its 2009 Little League Senior League Baseball World Series Championship; the coaches who led the team received 2010 Double-Goal Coach Awards Presented by Liberty Mutual Insurance.

- **Impact:** “My friend, Leo Linbeck III, once told me, “There are no easy jobs with big impact. If you want a stress-free life, recognize you probably won’t have much impact.” No worries here! Working to get PCA to the Tipping Point is fun, challenging and, yes, stressful! But we are having an impact, which makes it all worthwhile!

- **Appreciate:** “Life goes by quickly so make time to appreciate the daily joys of life.” One of the greatest aspects of being the Executive Director of PCA is getting to know so many wonderful people who make up the PCA movement. Thank you, and know that I appreciate your support and friendship.



AAU and Texas’ UIL to the wonderful reception given our growth of our national Double-Goal Coach Awards and scholarships to our new model of local expansion now Sacramento and Chicago, PCA elevated its game in 2010.



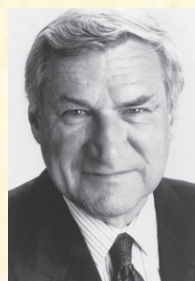
MARK MURPHY
President and
CEO, Green Bay
Packers



DOC RIVERS
NBA Champion
Head Coach,
Boston Celtics



SUMMER SANDERS
Olympic
Swimming Gold
Medalist



DEAN SMITH
Head Coach (ret.),
University of
North Carolina
Men’s Basketball



STEVE YOUNG
Super Bowl
Champion and
Hall of Fame
Quarterback, San
Francisco 49ers

PCA’s National Advisory Board

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- Dusty Baker
- Albert Bandura
- Shane Battier
- Ruthie Bolton
- Bill Bradley
- Brenda Bredemeier
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- William Pollack
- Jerry Porras
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- Claudio Reyna
- Dr. Dot Richardson
- Doc Rivers
- Ted Robinson
- Dave Roux
- Chris Salvaterra
- Summer Sanders
- Lee Shulman
- Dean Smith
- Steve Smith
- Leigh Steinberg
- Kerri Strug
- Kathinka Tunney
- Gene Washington
- David Weekley
- Doug Wilson
- Steve Young
- Barry Zito (partial list)



PCA had a huge surge in momentum in early 2010 thanks to Bob Graham and David Weekley. Funding from these Houston-based philanthropists enabled the revision of PCA's Double-Goal Coach Online Course, which in turn provided a template for expanding PCA's online course offerings to now include:

- **Double-Goal Coach:**
Coaching for Winning and Life Lessons
- **Second-Goal Parent®:**
Developing Winners Through Sports
- **Triple-Impact Competitor:**
A Leadership Workshop for Athletes
- **Double-Goal Coach II:**
Culture, Practice and Games
- **Double-Goal Coach:**
Developing Triple-Impact Competitors

The online courses clear the path for youth sports leaders, coaches, parents and high school student-athletes to avail themselves of PCA train-

NEW ONLINE COURSES A HUGE HIT

ing. “Our online courses are critical to the continued expansion of the PCA Movement,” says PCA Founder and Executive Director Jim Thompson.

“This is a game-changer. We now offer online courses for coaches, parents and athletes. That helps our school and youth sports organization partners use our systems-based approach of getting everyone onto the same page, even if some people can’t attend a live PCA workshop.”

Most appealing to the tens of thousands of users flocking to the courses are videos featuring advice from such PCA National Advisory Board Members as:

- Cincinnati Reds Manager **Dusty Baker**
- NBA star and past NCAA Basketball Player of the Year **Shane Battier**
- Stanford University Professor and author of *Mindset*, **Carol Dweck**
- Former NFL Head Coach **Herm Edwards**
- Former NFL star **Joe Ehrmann**
- Former U.S. Women’s National Soccer Team star **Julie Foudy**

“Theory is nice, but most coaches will gravitate to the SPECIFIC examples and techniques that are provided in the content. . . This course does a nice job of balancing both!”

PCA online course user



A screen from the Double-Goal Coach course.

- Los Angeles Lakers Coach **Phil Jackson**
- Boston Celtics Coach **Doc Rivers**
- Olympic Gold Medal Swimmer **Summer Sanders**.

“The videos of our National Advisory Board members are so engaging and applicable,” says PCA Director of Product Management Courtney Pollack, who oversees online course production. “Course users can immediately implement tips from the pro’s into the youth sports environment. Learning PCA principles from the best in the business makes it even likelier that course users put our principles into practice.”

Other features of the course include interactive games that help users better absorb and activate core PCA principles, as well as video of coaches using PCA techniques in practices and games.

Anonymous feedback from users, which is requested before they exit the online courses, includes: “Theory is nice, but most coaches will gravitate to the SPECIFIC examples and techniques that are provided in the content. As a student of psychology, I enjoy/appreciate the content behind the course. But as a pragmatic business person, it’s the literal examples of techniques that are most useful to the coaches this course targets. This course does a nice job of balancing both!”

Thompson credits the course’s benefactors: “I’m grateful to Bob Graham and David Weekley, who made these new, improved courses possible. Their financial support and their involvement and ideas are fueling unprecedented growth of our training and our movement.”

Video-based descriptions of each online course appear at www.positivecoach.org/demos.aspx.

AAU MANDATES DOUBLE-GOAL COACH TRAINING FOR ALL 50,000 COACHES

Amateur Athletic Union (AAU) in 2010 became the first national sports organization to require all its coaches to obtain PCA Double-Goal Coach training and certification. PCA provides training at no cost to AAU or its coaches through a grant from The S.D. Bechtel, Jr. Foundation.

The AAU-PCA partnership requires that all 50,000 AAU coaches complete PCA Double-Goal Coach courses for three consecutive years. “We are taking this bold and unprecedented step for two reasons,” says AAU President and CEO Bobby Dodd. “First, AAU has always believed in the power of sport to develop character in youth, and there is no better way to do that than through Double-Goal Coach training for all our coaches. Second, AAU has always been a pioneer, and it is keeping with our tradition to stake out a leadership position in this important area.”

Says PCA Executive Director Jim Thompson, “This game-changing partnership

simply couldn’t have happened without the support of the Bechtel Family Foundation.”

Adds Laurie Dachs, President of The S.D. Bechtel, Jr. Foundation: “Our foundation is committed to improving society through character education. Youth sports provides the ideal setting in which to build better people. We are excited about the impact this historic partnership between PCA and AAU can have on our nation’s youth, and we look forward to the day when every youth coach is a Double-Goal Coach.”

Boston Celtics Coach Doc Rivers, a PCA National Advisory Board Member, hails this partnership. “All four of my children have competed in AAU, and two are still active. I am a firm believer in PCA and the Double-Goal Coach model. I am thrilled that every AAU coach across the country will be exposed to this outstanding way to coach.”



AAU President and CEO Bobby Dodd



PCA National Advisory Board Member, Boston Celtics Head Coach and AAU sports parent Doc Rivers

PCA TRAINS 45,000 COACHES AND OFFICIALS IN TEXAS SCHOOLS

The Jenesis Group is once again supporting a key PCA initiative: training all coaches and officials in Texas’ University Interscholastic League. That’s *every* coach at *every* public middle school and high school in the state. In 2010, PCA trained more than 34,000 coaches and officials.

“Partnering with Positive Coaching Alliance is key to advancing Texas’ rich history and tradition of excellence in high school and junior high school athletics,” says UIL Executive Director Dr. Charles Breithaupt. “Soon, all of our coaches and officials will be trained to teach life lessons through sports, so they can extend that excellence beyond the playing field into all facets of our student-athletes’ lives. Our UIL athletic programs are designed to develop leaders that best serve our students and therefore best serve the future of our state.”

PCA provides training at no cost to UIL and its coaches thanks to the support of the Jenesis Group. Says Managing Director James

Jensen: “Coaches have a tremendous influence on their athletes, perhaps more so than anyone outside the family. This partnership equips Texas junior high and high school coaches to become outstanding character educators, which will greatly benefit the youth of our state. The Jenesis Group hopes to see the day when every coach in this country is a Double-Goal Coach. UIL is to be commended for this historic action, which is a significant step toward this goal.”

The training occurs through a version of PCA’s online Double-Goal Coach course customized for UIL. “Texas has become a national leader in coaching for character at both the local and state levels,” says PCA Founder and Executive Director Jim Thompson. “We admire UIL for its leadership in making character education a priority, and we are deeply grateful to the Jenesis Group for making this possible.”



James Jensen, Managing Director of the Jenesis Group



TRIPLE-IMPACT COMPETITOR SCHOLARSHIP PROGRAM EXPANDS TO FIVE METRO AREAS

After a wildly successful two-year pilot in Northern California, PCA in 2010 rolled out to four more cities the Triple-Impact Competitor Scholarship Program Sponsored by Deloitte and Thrive Foundation for Youth. At Autumn 2010 events in the San Francisco Bay Area, Chicago, Houston, New York and Washington, D.C. a total of 30 high school juniors received scholarships for use in their post-secondary education.

“I’ve said many times that Deloitte wants to help PCA change the world, and expansion of this scholarship program is just one way we intend to do so,” says Mark Edmunds, Vice Chairman and Regional Managing Partner in Deloitte’s San Francisco office. “The athletes we honor, encourage and reward are the future leaders of our society, and we are proud to fulfill our duty to help them along their way.”

Deloitte.

THRIVE
foundation
FOR YOUTH

As captain of the soccer team, I’ve learned of the vast responsibilities of a leader, and I’ve learned to love this role. I constantly tell myself how lucky I am that I was chosen to be a captain of my team, and for this award, based on my character. It really is amazing when young adults are recognized for their character. This is something I will remember for the rest of my life.

*Andrew Marks, Lynbrook Senior High School (Hewlett, NY)
Triple-Impact Competitor Scholarship Award Winner
in his acceptance speech*

In addition to moving acceptance speeches from scholarship recipients, all of the awards ceremonies included key participants, such as:

- Chicago: Chicago Red Stars General Manager **Marcia McDermot** and Deloitte’s **Mike Laughlin**
- Houston: Houston Texans’ Coach **Gary Kubiak** and Deloitte’s **Troy Falterman**
- New York: Fordham University Head Football Coach **Tom Masella** and Deloitte’s **Robin Zhang**
- Sacramento/San Francisco: MaxPreps Founder **Andy Beal**; University of California-Berkeley, Rugby Coach **Jack Clark**; and Deloitte’s **Mark Edmunds** and **Larry Varellas**
- Washington, DC: Landon School’s **Neil Phillips** and Deloitte’s **Roger Jasek**.

“It is very gratifying to see the expansion of PCA’s Triple-Impact Competitor initiative,” say Bob and Dottie King, who founded Thrive Foundation for Youth. “It is wonderful to think of what these student-athletes will achieve in their lives due to a positive, character-building youth and high school sports experience.”

“PCA is thrilled that thanks to Deloitte and Thrive Foundation for Youth, we can now honor Triple-Impact Competitors in more cities, where they can have more impact,” says PCA Founder and Executive Director Jim Thompson.

Applications for Fall 2011 scholarships are open until May 1, 2011 to high school juniors in the areas of Chicago; New York City (Tri-State); Sacramento; San Francisco; and Washington, DC; and until May 31, 2011 in the Houston area. Students may apply online at www.positivecoach.org or may contact PCA’s Lindsay Hampton at 650-210-0806 or Lindsay_Hampton@positivecoach.org.

LIBERTY MUTUAL INSURANCE DEEPENS COMMITMENT TO PCA

The Liberty Mutual Responsible Sports Program Powered by Positive Coaching Alliance expanded in 2010, and Liberty Mutual also became the presenting sponsor of PCA's National Double-Goal Coach Awards.

Expansion of the Responsible Sports program included:

- The addition of American Youth Soccer Organization and USA Wrestling as partners
- More videotaped tips of coaches utilizing PCA principles
- New podcasts featuring Jim Thompson interviewing PCA National Advisory Board members and other prominent sports figures
- Introduction of "Ask the Expert," featuring PCA Associate Director Tina Syer
- An increased amount of PCA-created content incorporated into ResponsibleSports.com.

PCA's Double-Goal Coach Awards Presented by Liberty Mutual Insurance debuted a new

format. The 20 coaches honored (including one "coaching team") received a \$250 prize, a trophy and recognition in websites and publications of PCA and Responsible Sports.

"All of the winners of this prestigious award exemplify responsibility, which is the characteristic we at Liberty Mutual value most," says Greg Gordon, Liberty Mutual's Senior Vice President of Consumer Marketing. "That's why we are committed to supporting PCA's Double-Goal Coach Awards program. It is tremendously important that these fine coaches be held up as examples to be emulated."

Adds Syer: "The growth of our relationship with Liberty Mutual, both in the Responsible Sports program and the Double-Goal Coach Awards, is important in spreading PCA's message to many more people than we could reach alone. We are grateful for their partnership and their efforts to improve sports for youth throughout the country."

Nominations for the 2011 Awards, which closed Dec. 31, 2010, reached a record level, with thousands of testimonials submitted from 43 U.S. states.



At a panel discussion featuring 2010 winners of PCA's Double-Goal Coach Award Presented by Liberty Mutual Insurance (L. to R.) PCA Founder Jim Thompson, Tom MacLean, Scott Kennedy, Monica Coughlan (a student-athlete, representing her coach, Kim Everist), Patrick McCrystle, Curtis Haggins, Debby Colberg, Mark Newton and Liberty Mutual's Matt Ingalls

On June 21, 2010, Chicago became the fourth city with a PCA local board of directors, following Houston, Dallas and Sacramento. These four local operations provide the model for PCA's future growth into local markets:

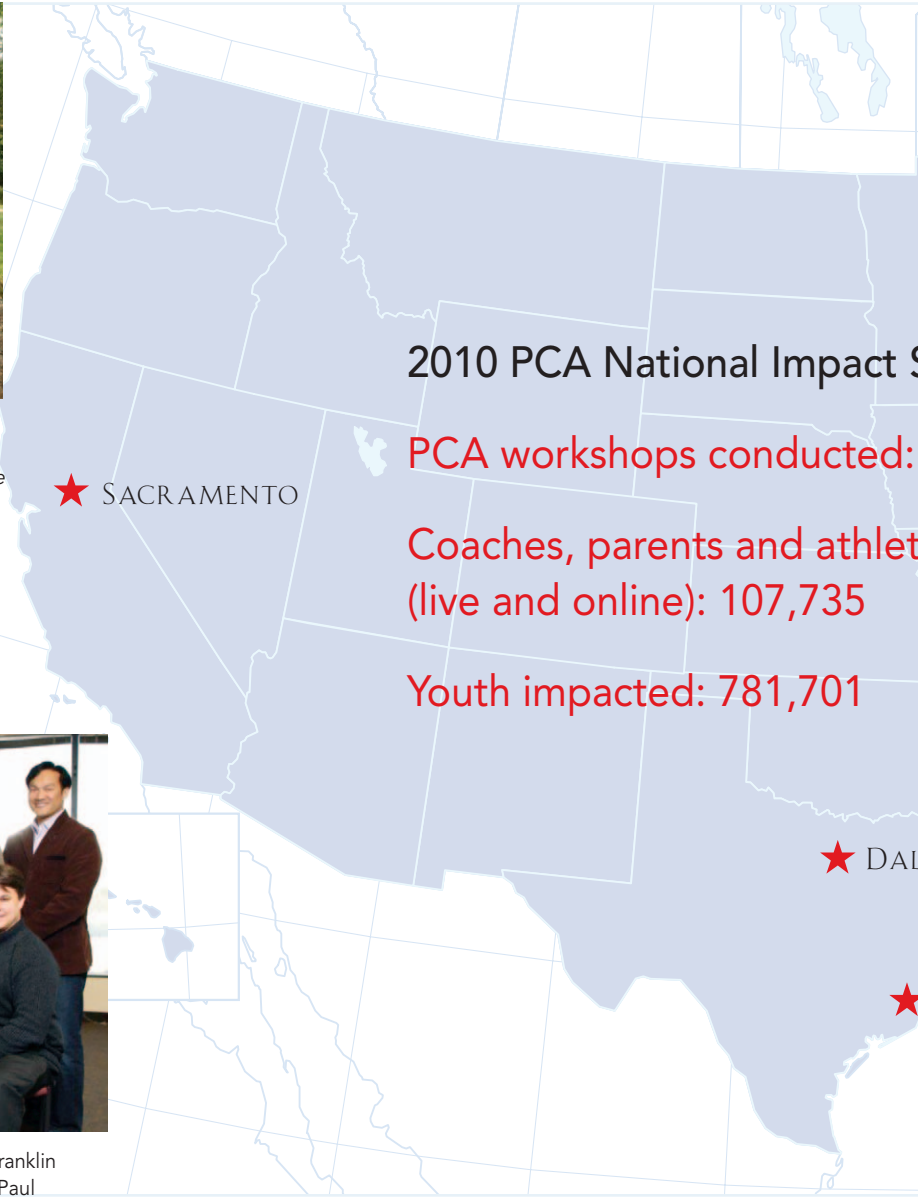
- Seed funding
- Local board of directors
- Local executive director.

The expansion in Chicago was made possible by a three-year challenge grant from David Weekley, CEO of David Weekley Homes. The PCA-Chicago Board will be responsible for matching this seed funding and putting the PCA-Chicago office on a self-sufficient basis within four years. "We are grateful to David Weekley and the Morgan Family Foundation, which helped support the

PCA EXPANDS LOCAL OFFICE MODEL



The original **PCA-Sacramento Board**, with PCA staff and supporters. *Front row (L. to R.):* PCA Founder Jim Thompson, Paul McClure, PCA Director of Business Development David Shapiro, John Stone. *Middle row (L. to R.):* Colleen McNamee, Jim Sochor, John Finegan, Doug Kelly, Clay Sigg, Jack Crawford. *Back row (L. to R.):* Rob Awalt, Hayes Barnard, Charley Ansbach, Geoff Tickner (PCA National Board of Directors Member).
Current PCA-Sacramento Board Members not pictured: Andy Beal; Andrew Cloninger; Billy Downing, Jennifer Dugan; Sharon Gerber; Hunter Greene, M.D.; Chris Johnson; Brent Lawrence (Board Chair); Rick Nelson; John Rinehart; Doug Van Order; John Volek.



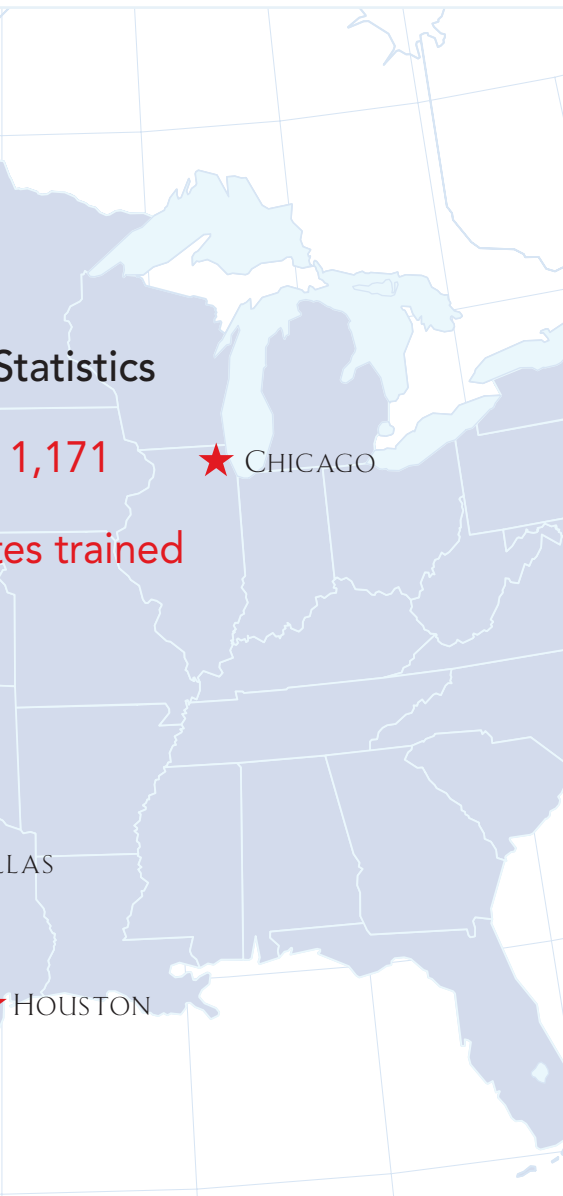
PCA-Dallas Board and Staff *Front Row (left to right):* Casey Clyce, Franklin Byrd, Chris Kleinert, Jeff Singer, Eric Wenick. *Back Row (left to right):* Paul Olschwanger, Patrick Walker, Barry Smink (Executive Director), Jamey Cummings (Board Chairman), Paul Stewart, Rick Aguirre, Ken Yuan. *Not pictured:* Greg Clark, Gary Clayton, Tim Gardner, Beth Plumlee, and Jim Swieter.



infrastructure needed to make this happen,” says PCA-Chicago Executive Director Jason Sacks.

PCA-Chicago Board Chairman Peter Steinhauser notes: “The commitment to a well-defined business model, the clarity of the goals and the quality of the people being assembled is exciting and will generate great results for PCA.”

“PCA wants to continue this mode of expansion and we are ready to grow into new cities, and to retrofit existing PCA offices, which requires \$300,000 in seed funding over three years,” said David Shapiro, PCA Director of Business Development. Those interested in launching a PCA operation may contact Shapiro at david@positivecoach.org or 916-400-4232.



Pictured above are **PCA-Chicago Board of Directors members** (l. to r.): Jim Coffman, Larry Stewart, Gillian Darlow, Peter Steinhauser, Scott Shimamoto, Don Sweeney, Tracey Benford, Greg Shannon and Kevin Collins, with PCA’s Jim Thompson, David Shapiro, Jacob Weiler and Jason Sacks. *Not pictured:* Louis Hobson, Craig Scott and Robin Voigt.



At PCA’s Triple-Impact Competitor Scholarship Awards event (from left to right): **PCA-Houston Board Members** Brent Bechtol and Mitch Cox; Triple-Impact Professional Eric Mullins; Sandy Bryan (PCA-Houston Board Chair); Houston Texans Head Coach Gary Kubiak; and PCA-Houston Board Members Steve Gibson, Jim Bailey, Troy Falterman, and Brock Hudson. *PCA-Houston Board Members not pictured:* Jim Bailey, Rick Beeler, Bo Dawson, Dwight Edwards, Todd Johnson, Missy Leget, Kathleen Leonard, John Magness, Andy Priest, Michael Rudin, Ray Seals, and John Wallace.



DONORS TO POSITIVE COACHING ALLIANCE 2010

Thank you to the hundreds of youth sports coaches, parents and leaders in the PCA Movement, who contributed financially in 2010. Our most successful Annual Fund Campaign ever surpassed many times over the \$100,000 in matching funds generously provided by a group of PCA supporters, including Los Angeles Lakers Coach and PCA National Spokesperson Phil Jackson; Scott and Celeste Chapman; Lisle and Roslyn Payne; Rodger Rickard and Diane Talbert; and Dan and Katharine Whalen.

The true measure of PCA's financial health – and the success of the PCA Movement on fields, courts, mats and pools – is in the everyday grass-roots commitment of dedicated coaches, parents and leaders. PCA, and the youth we are impacting, thank you.



WORLD CHAMPION

\$500,000 and above

The Jenesis Group

HALL OF FAMER

\$200,000 and above

Thrive Foundation
for Youth
David Weekley

GAME CHANGER

\$175,000 and above

Morgan Family Foundation
S.D. Bechtel, Jr. Foundation
and Stephen Bechtel Fund

\$100,000 and above

Payne Family Foundation
Dan and Katharine Whalen

MOST VALUABLE PLAYER

\$20,000 and above

Anonymous donor
The Boston Foundation
Scott and Celeste
Chapman
Irv Grousbeck
Chris and Leslie Johnson
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Citi Private Bank
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John and Allison Wallace
Meagan Wilson
Virginia Wulff
Kenneth Yuan

TRIPLE-IMPACT COMPETITOR

\$500 and above

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David Carver
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Rip Fisher
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Cindy and Paul Frank
John Frisch
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Len Goldman and
Jayme Gallagher
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Paul and Andy Koontz
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Ginny Lee
Ted Leland
Jim Lobdell and
Colleen Anderson
Brad and Twinkie Lyman
George and Karen McCown
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Debbie and Bobby Robins
Pam Roberts and
Mark Dickey
Bill Rossi and Lisen Stromberg
Mike Schonenberg
John Scott
Lata K. Shah
Robin Shepherd
Clay and Sandra Sigg
Heana Simpson
Barry Smink
Barbara and Clark Smith
Larry and Barbara Sonsini
Sports Basement
Sports Medicine Institute
Nancy and Tom Suiter
Dan Swisher
Geoff and Colleen Tate
USA Water Polo, Inc.
Chip and Courtney
Wadsworth
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TEAM PLAYER

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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, e-minders, media outreach, social media and events.

Since founded within Stanford University, PCA has grown to include 36 employees in 11 locations across the country and roughly 100 PCA Trainers, who deliver live workshops nationwide. PCA has trained more than 430,000 parents, coaches and youth organization leaders, and has impacted more than 4 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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