

# MOMENTUM

SPRING 2015



BETTER ATHLETES  
BETTER PEOPLE



GET INTO THE

DEVELOPMENT ZONE™

# EVERY WHICH WAY: A THREAD COUNT STRATEGY TO CHANGE YOUTH SPORTS



Positive Coaching Alliance’s mission is to change youth sports – an important major institution often overlooked because it is so decentralized. And you don’t change a major institution without a LOT of people involved.

This is why PCA is focused on creating a **movement** to transform youth sports into a “Development Zone” culture where all youth and high school athletes have a positive, character-building experience that develops “Better Athletes, Better People.”

We have recently gone to the dry goods store for an analogy – Thread Count.

In a sheet, towel or tablecloth the higher the thread count, the higher the quality of the material. For PCA, the higher our thread count – the relationships that people in the movement have with each other – the better equipped we are to achieve our mission.

Our idea of cultural transformation is not a hub-and-spoke model that is highly controlled from our PCA National Office. Rather, the movement we are building together is a thick web of relationships going every which way.

When people in the movement take action not only in their local community, but also connect in a meaningful way to someone who lives and works in another part of the country – the PCA Thread Count grows stronger.

Each Thread joins his or her experience, talents and resources to others and the PCA Movement gains momentum. Unexpected connections surface, doors open, capacity deepens, and our resolve strengthens.

Think about this growing number of people uniting around the creation of a Development Zone culture in youth sports:

- 235+ National and Chapter Board Members
- 125+ National Advisory Board Members
- 100+ PCA Certified Trainers
- 60 Staff Members
- 30 Leadership Council Members
- 30 National Student-Athlete Advisory Board Members
- 17 Development Zone Leadership Fellows
- Hundreds of national Double-Goal Coach® Award winners
- Hundreds of Triple-Impact Competitor® Scholarship Winners
- 1,000+ school and youth sports organization partners
- Huge numbers of volunteers who serve as PCA Champions, and
- Thousands of financial supporters.

At the very first public PCA event that Phil Jackson spoke at in 2000 at Stanford I quoted from poet Marge Piercy’s poem, “The Low Road.” The words are as meaningful for the PCA Movement today as they were then:

“...it starts when you say *We* and know who you mean, and each day you mean one more.”

We are tackling something difficult, something historic, and we are gaining momentum. Thank you for adding your thread to the PCA Movement Thread Count!

  
PCA FOUNDER AND CEO

## PCA’S NATIONAL ADVISORY BOARD

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\* PCA’s National Spokesperson

# WANT MORE FROM YOUTH SPORTS? GET IT FOR FREE AT PCADEVZONE.ORG

The PCA Movement continues its acceleration through:

- Geographic growth (12 local Chapters thriving and two more near launch as seen on p. 10);
- Steadily increasing use of our core offering – live workshops for youth and high school sports coaches, parents, student-athletes and organizational leaders/administrators – that have now reached more than 7.5 million youth (see p. 6); and
- The Development Zone Resource Center, a searchable catalog of free audio-video and printable tips and tools that launched in November at PCADevZone.org to help anyone and everyone get more from youth sports.



Phil Jackson and Julie Foudy are two long-time PCA National Advisory Board Members who provide practical video-based advice and perspective within PCADevZone.org



*“PCADevZone.org has helped me tremendously this season. Parental education is one of the toughest aspects of coaching, and PCA provides excellent resources for me to share with them.”*

Steve Kaatz, Youth Hockey Coach,  
Wildcats Hockey Club, Riverside, CA

PCADevZone.org visitors can find answers to most any question through keyword searches or by browsing all items in a category, such as “playing time” or “character-building.” Many answers come from tips and tools delivered in short videos or longer podcasts featuring members of PCA’s National Advisory Board: top pro and college coaches and athletes and leading researchers in sport psychology, character-education and organizational culture.

PCADevZone.org drew more than 100,000 visits per month in both February and March, and the site’s resources stand to reach millions more through sharing in social media, plus untold numbers who could receive copies of printouts from the site. Like all PCA products and services, PCADevZone.org offers research-based concepts and practices that help improve athletic performance while creating an environment in which youth learn life lessons that have great value beyond sports.

This unprecedented effort to share our resources at no cost to users also promises to raise awareness of the organization and eventually spur demand for workshops, such as the one highlighted in the “Impact Snapshot” story below.

The screenshot shows the PCA Development Zone website. At the top, it says "PCA Development Zone™" with the tagline "Search thousands of resources to develop better athletes, better people". There is a search bar with "playing time" entered and a "SEARCH" button. Below this is a "HOT TOPICS" section with five categories: "1st-Time Coach", "Playing Time", "Hazing/Bullying", "Coaching Own Child", and "Parent/Coach Conflict". Each category has a brief description and a "View Resources" link. Below that is a "BROWSE RESOURCES BY ROLE" section with icons for "Coach", "Parent", and "Athlete". There is also a "FEATURED RESOURCES" section featuring a video titled "Doc Rivers On Sports Parenting" with a "Read more" link. At the bottom right of the featured resources, there is a link to "See more Featured Resources »".

## Impact Snapshot

*This excerpt from an e-mail to PCA Trainer Tony Asaro after a recent workshop illustrates our impact.*

Hi Tony-

Thank you for your time at the PCA clinic you led. It was by far the best I have been to. One point we touched upon is how effective and impactful listening to the players can be.

When I got home I tucked my son Henry (12) into bed. He asked where I was for the evening and I explained the purpose of the meeting and how much I enjoyed it. We then talked a bit about the season to come...we both adore the game of baseball.

I had a team three years ago that was remarkable...a rag tag bunch of 9- and 10-year-olds who by the end of the season became basically unbeatable. And we had a tremendous amount of fun...that came first.



Tony Asaro

The next two seasons I had new teams a bit heavier on the all-star players...I didn't shift far...but I may have not had the all-out “let it go” attitude of that first year.

Henry says to me, “Dad, do you remember that first team we had? You were more relaxed, and I think that’s why we won so much. If you get a team again this year, that’s how you should run it.” I told him I’d

been thinking about the exact same thing. “Great minds think alike, Dad.”

Thank you for inspiring different ways for us to look at our roles in the lives of the kids we coach (our own included).

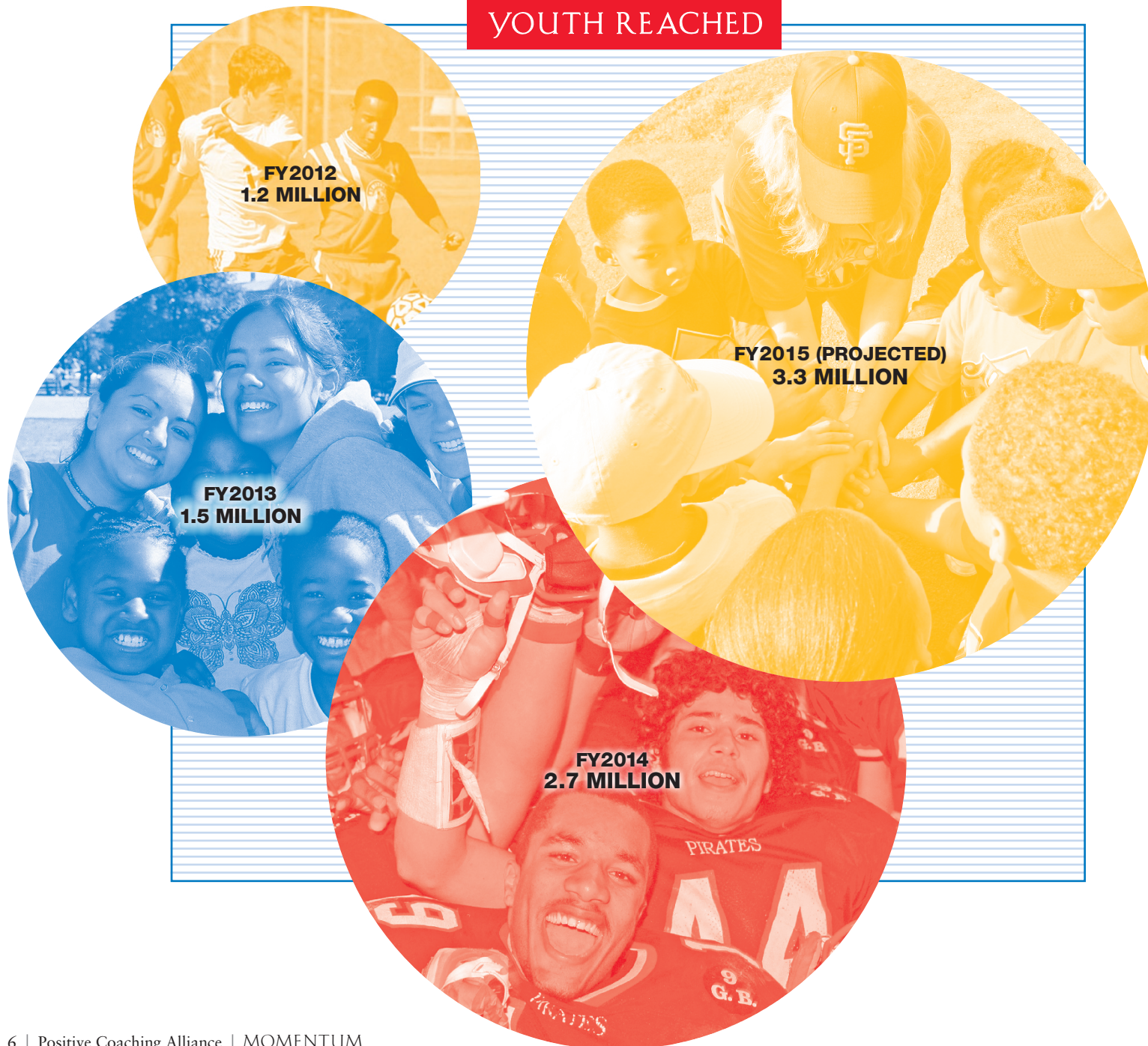
Jason (the guy with the “M” hat)

# FINANCIAL AND IMPACT DATA

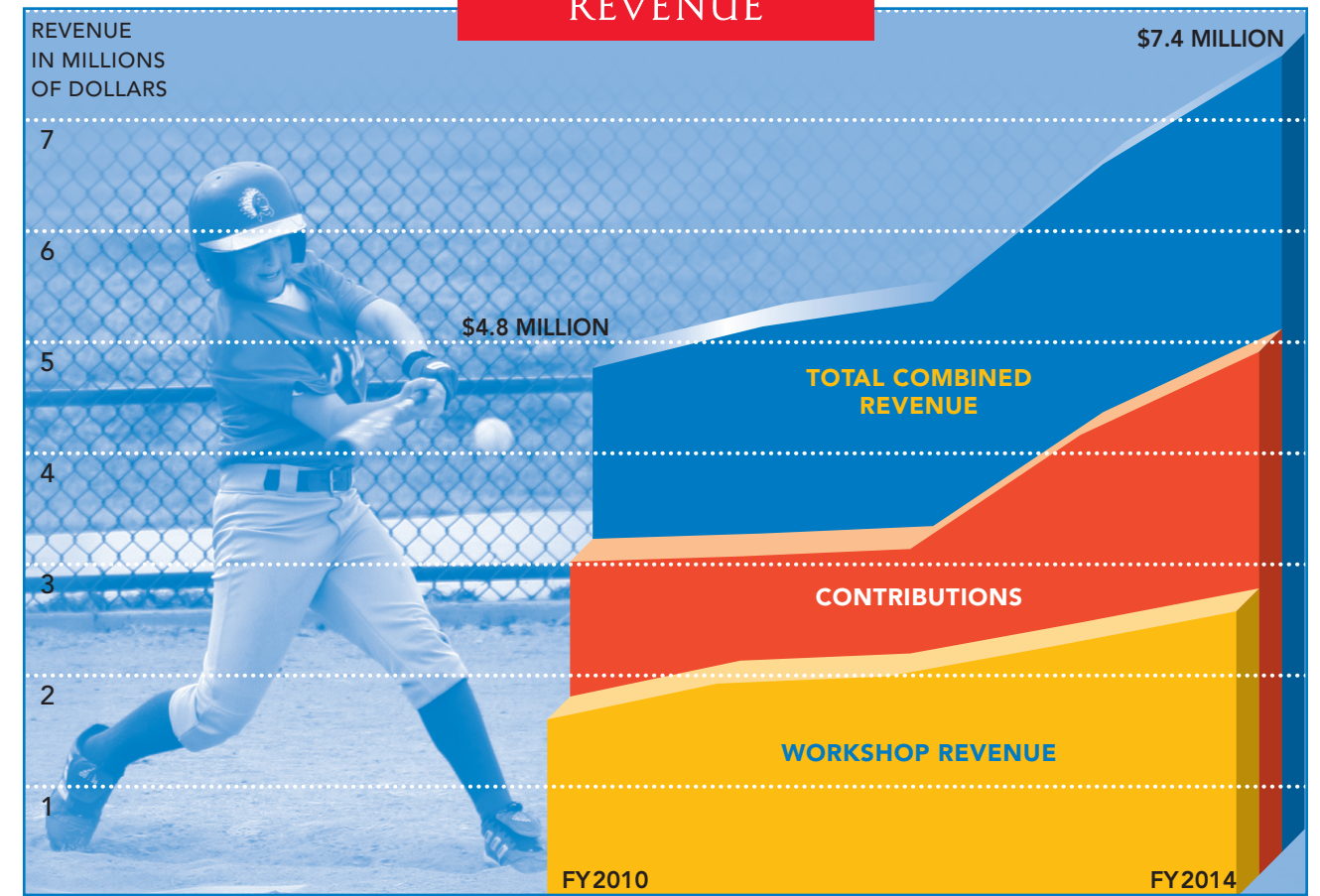
**2014** was a record setting year for PCA in terms of revenue contributed from generous donors, foundations and corporations. Workshops delivered also hit an historical high bolstered by completions of online course certifications. Adding Tampa Bay as our 11th Chapter (and Hawaii as our 12th in March 2015) furthered our geographical footprint across the U.S. All combined to create a balanced budget of over \$7.4 million,

enabling us to impact more than 1.7 million youth through PCA-certified coaches and another 1 million youth through our online resources. Of course, the life lessons and character traits developed in youth through sports – and the ripple impact of those youth as they grow into tomorrow’s leaders – are priceless. That belief is what fuels the PCA Movement toward a goal of 20 million youth impacted in 2020.

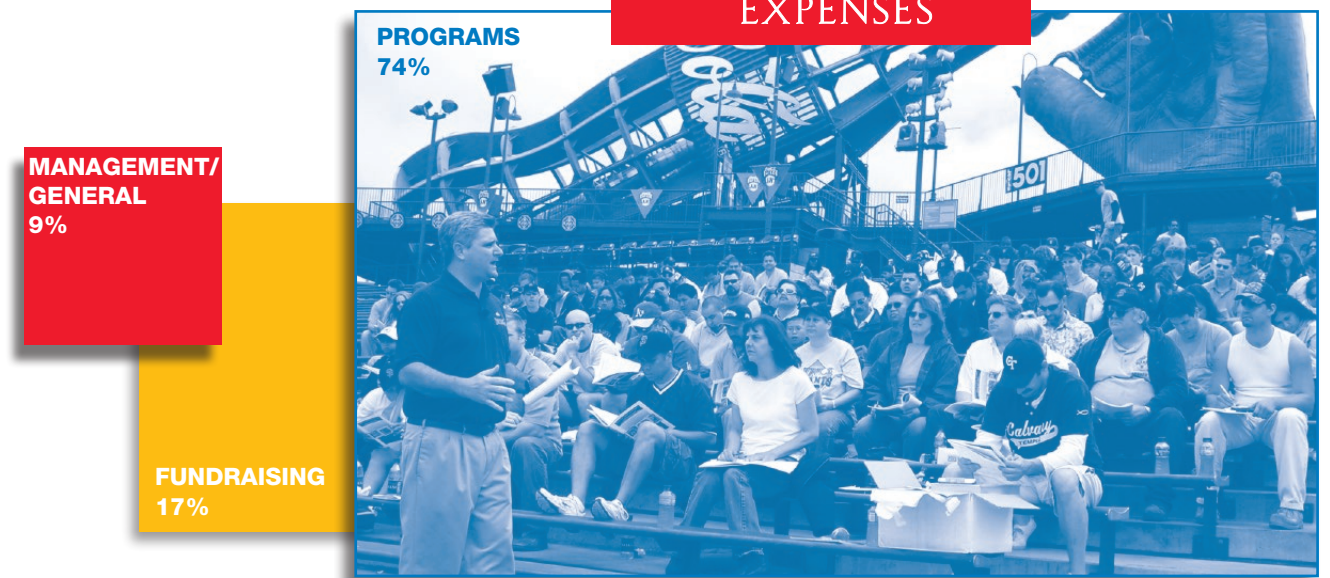
## YOUTH REACHED



## REVENUE



## EXPENSES



## CORPORATE ALLIES, TRUSTED RESOURCES AND NATIONAL PARTNERS SUPPORTING THE PCA MOVEMENT

The “Alliance” in PCA includes not only the thousands of schools and youth sports organizations that have implemented our training, but also all of the companies and organizations

represented here. Their support of the PCA Movement – through funding, intellectual capital or the opportunity to access youth sports participants – is invaluable.

### CORPORATE ALLIES



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



Lead partner in Liberty Mutual Insurance Play Positive Powered by Positive Coaching Alliance



Provider of background checks and identity-as-a-service solutions

### TRUSTED RESOURCES



Online video tool that helps coaches teach and players learn through video, also supporting PCA workshops



A nonprofit leader in abuse- and violence-prevention for children and adults, also collaborates with PCA on sex-abuse prevention resources



A communication and video sharing platform for teams, training groups and athletic directors; a PCA workshop partner.



Online team management tool and presenting sponsor of the 2015 Double-Goal Coach Awards



Swing-analysis system via motion sensor, mount and mobile app; sponsors PCA's *Talking Points* e-mail series

### NATIONAL PARTNERS



Major League Baseball (MLB), striving to build youth baseball in the U.S. and beyond, is partnering with PCA to provide hundreds of youth and high school baseball coaches with PCA's Double-Goal Coach training, helping them pursue wins and the more important goal of teaching life lessons through sports.



## PCA CHAPTERS PROLIFERATING ACROSS THE U.S.

To successfully change the culture of youth sports PCA has to be all over the country. PCA National Advisory Board Member Bill Meehan of McKinsey led development of a strategic plan in 2008, and shortly thereafter National Advisory Board Member David Weekley gave us a template and the Seed Funding to try it out with our first Chapter, PCA-Houston. David liked what he saw in Houston and helped us with multiple other Chapters in the following years.

With the launch of PCA-Hawai'i in March 2015, we now have 12 Chapters across the U.S. with several others already in the pipeline. Seed Funding has been raised for PCA-Los Angeles and PCA-Portland (OR), and PCA-New York City Area and PCA-Central Texas are on the way.

Thanks to LA Seed Funders Warren Lichtenstein of Steel Sports, Beverly Hills Basketball League, the Los Angeles Galaxy, the Los Angeles Lakers and the RGK Foundation. Thanks to Portland Seed Funders Cynthia King-Guffey and Alan Guffey, the Portland Timbers, the Portland Trailblazers, and Eid, a PCA Corporate Ally whose SureID product is a PCA Trusted Resource for background checks and identity-as-a service solutions.

Our goal is to launch three new Chapters per year for the next five years for a total of at least 26 Chapters in 2020. If you are able to help us meet individuals, foundation, companies or other influential entities in an area we are not yet in, please contact PCA's Director of Business Development, Jason Sacks at Jason\_Sacks@positive-coach.org or 773-506-4744.

### Impact Snapshot

*This excerpt is from a powerful speech by past Triple-Impact Competitor Scholarship winner Michael Sam, Jr. of Houston, TX. For video of the full speech visit <http://mypca.me/MichaelSamJr>*

Positive Coaching Alliance has played a vital part in my becoming the person I am today...playing the game for me was not just about becoming a better player, but also a better person who could use his platform to create change. PCA played a crucial role in establishing this perspective.

Through the Triple-Impact Competitor workshops, being coached by Double-Goal Coaches at Strake Jesuit to having my parents being offered an opportunity to be trained to become Second-Goal Parents, all of these were part of my becoming the person I am today. PCA is not just another non-profit trying to create change. They have created change. They **are** creating change. They made change in **me**.



**PCA-Sacramento's** Youth Sports Awards ceremony provided a night to remember, featuring Sacramento Mayor and former NBA Star **Kevin Johnson**, along with PCA Advisory Board Members **Dusty Baker**, **Ronnie Lott** and **Jerry Manuel**. Johnson (left) and Lott (center) even engaged in a bidding war for an auction item, which greatly amused Manuel (right). Roughly 200 people turned out, including finalists for PCA's Triple-Impact Competitor Scholarship Program Sponsored by Deloitte.



**PCA-SF Bay Area's** annual Coffee with the Coaches featured a panel discussion among Stanford University Head Football Coach **David Shaw**, former 49ers Quarterback **Steve Young**, and **Lindsay Gottlieb**, who led the Cal-Berkeley Women's Basketball team to the Final Four in her second season as head coach. The three discussed sportsmanship and character at the fundraiser, which helped fuel Chapter growth to the tune of 355 workshops delivered to approximately 200 partners.



**PCA-Phoenix** is providing Double-Goal Coach and Triple-Impact Competitor workshops to Phoenix Union High School District schools, thanks to a \$50,000 grant from the Arizona Super Bowl Host Committee. Partnership Manager **Brooke Mulder** (left) and new Chapter Executive Director **Devin Rankin** (right) will lead the charge in making Phoenix a Development Zone for developing Better Athletes, Better People.



**PCA-Hawaii's** Breakfast With Champions honored high school student-athletes through the Triple-Impact Competitor Scholarship Program Sponsored by Deloitte. The event's panel discussion featured **Ma'ake** and **Chris Kemoeatu** – brothers who both have won Super Bowl rings – along with **Jacqueline Hansen**, former women's marathon world record holder; and National Advisory Board Member and former University of Hawaii Football Coach **June Jones**.



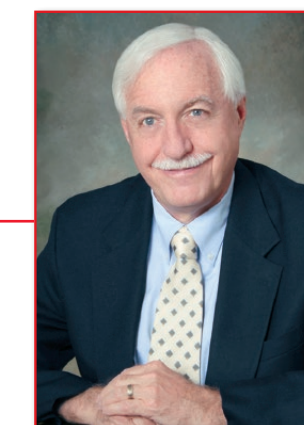
**PCA-Colorado** received a new grant from Daniels Fund to underwrite and deepen partnerships with schools and youth sports organizations. Daniels Fund CEO **Linda Childears** (2nd from right) noted at the Youth Sports Impact Awards Breakfast, that "Nothing could fit Bill Daniels' goals for our sports funding better than PCA." Also pictured from left: PCA National Advisory Board Member **Keith Van Horn**, **Owen McAleer** from the Daniels Fund and PCA-Colorado Executive Director **Linda Crum**.



**PCA-Minnesota's** IMPACT Scholarship Luncheon at TCF Bank Stadium attracted more than 120 supporters to recognize four recipients of Triple-Impact Competitor Scholarships. **John** and **Nancy Lindahl**, renowned locally for their philanthropic endeavors, received the Chapter's first Triple-Impact Competitor Business Professional Award from PCA-Minnesota Board Chair Bruce Langer (right).



**PCA-Chicago's** "Coffee with Coaches" featured a panel discussion among National Advisory Board Members **Mike Brey** (University of Notre Dame Men's Basketball Coach), **Erin Chastain** (DePaul University's Women's Soccer Coach), **Pat Fitzgerald** (Northwestern University Football Coach) and **Chris Collins** (Northwestern University Men's Basketball Coach). Big Ten Network's Dave Revsine moderated the panel for a crowd of 150+ PCA supporters



**PCA-New England** kicked off a landmark impact study in four Eastern Massachusetts high schools. The three-year longitudinal study is funded by a grant from the John Templeton Foundation with research carried out by the Institute for Applied Research in Youth Development at Tufts University, under the direction of **Dr. Richard Lerner**. The study will follow hundreds of student-athletes and coaches from the 2014-2015 school year through 2016-2017, measuring character changes in athletes and adjustments in coach attitudes from a benchmark before PCA training and through the years subsequent to PCA training.

## PCA ACROSS THE USA—CHAPTER HIGHLIGHTS

### Dallas Independent School District



**PCA-North Texas** partners with 22 independent school districts, the largest of which is Dallas ISD. Thanks in part to those ISD partnerships, the Chapter impacted more than 34,000 youth over the past year – a 191% increase over the previous year.



**PCA-Houston** conducted its 6th Annual 7on7 High School Football Tournament, the only one in the area giving public, private and charter school teams a chance to compete with one another. Before play starts, the student-athletes learn about Honoring the Game and respecting opponents and officials.



**PCA-Cleveland** Board Members and pro sports executives **Chris Grant** and **Mark Shapiro** (both also National Advisory Board Members) addressed 125 University School sports parents at a Second-Goal Parent workshop. The two explained their passion for youth sports, why they helped launch the Chapter and their own sports-parenting experiences. The workshop was part of the school's PCA partnership funded by alum Marc Byrnes, President of Oswald Companies.



**PCA-Tampa Bay** and Major League Baseball's **Tampa Bay Rays** joined forces to positively impact local Little League coaches, players and parents, hosting a two-day Little League education event at Tropicana Field. "We were proud to partner with PCA for our youth instructional clinics," said Rays Senior Vice President **Mark Fernandez**. "By including PCA this year we taught important character-building traits, such as teamwork, self-confidence, overcoming adversity and respect for others."

# INDIVIDUALS, CORPORATIONS & FOUNDATIONS THAT HELP PCA IMPACT YOUTH 2014

PCA's impact on youth continues to expand – geographically as we add Chapters and virtually as we heighten our online efforts. No matter where the PCA Movement goes – to new locations for live face-to-face

group workshops and through new technologies into millions more hearts and minds – it is our donors and sponsors who take us there. Thanks to the corporations, foundations and individuals listed here.

## HALL OF FAMER

### \$500,000 and above

David Weekley Family Foundation  
S.D. Bechtel, Jr. Foundation and Stephen Bechtel Fund

### \$200,000 and above

Daniels Fund  
Robert H. Graham  
John Templeton Foundation

### \$100,000 and above

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Morgan Family Foundation  
The Wallace, Elizabeth, and Isabella Wong Family Charitable Fund

## OLYMPIAN

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### \$50,000 and above

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TeamSnap

### \$35,000 and above

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**\$15,000 and above**  
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## ALL-STAR

### \$5,000 and above

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Jack and Sheila Weinberg  
Gina and Brian Wood  
Zions Management Services

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## PLAY MAKER

### \$1,000 and above

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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, leaders and student-athletes. In addition to hundreds of free audio-video and printable tips and tools at [PCADevZone.org](http://PCADevZone.org), PCA has partnered with roughly 3,000 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 Development Zone™ culture.

PCA workshops and courses, which have reached more than 7.5 million youth through 2014, strive to transform high school and youth sports into a Development Zone, 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.

[PCADevZone.org](http://PCADevZone.org)

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