



HOUSTON HIGHLIGHTS

PCA - Houston Newsletter

Transforming Youth Sports So Sports Can Transform Youth

PCA Houston Board Members

John Wallace (Chair)

Jim Bailey

Rick Beeler

Sandy Bryan

Troy Falterman

Melissa Johnson

Leo Linbeck

Andy Priest

David Sterling

PCA National Advisory Board Members

Brad Ausmus

Shane Battier

David Weekley

PCA Houston Award Winners

National Double-Goal Coach® Award

Cheryl Mitchell,
The Kinkaid School

Sandy Brown,
Giddings State School

For more information about our school and youth programs, please contact:

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www.PCA-Houston.org



Cheryl Mitchell, cross-country and track and field coach at The Kinkaid School, accepts her Double-Goal Coach Award from Olympic Gold Medalist Jennifer Azzi at the 2008 National Youth Sports Awards sponsored by Deloitte.

Houston Coach is PCA National Double-Goal Coach® Award Winner

Cheryl Mitchell, cross-country and track and field coach at The Kinkaid School, won Positive Coaching Alliance's coveted Double-Goal Coach Award for her positive impact on youth athletes.

To quote a nominating letter from one of Mitchell's alumni, "What made her really special were not the hours she was willing to put in, but rather her personal philosophy. Every time I finished disappointed, she would always say, 'Did you leave it all out on the track?' And every time, my answer was 'Yes!'"

Inspiring such effort, Mitchell has led her cross-country squad to three straight Southwest Preparatory Conference titles, without ever losing sight of the most important goal: teaching her athletes life lessons.

Coach Mitchell, who was honored by PCA at the 7th Annual National Youth Sports Awards (NYSA) sponsored by Deloitte at Stanford University this past spring, will be on hand at the PCA – Houston Board of Directors Reception on Sunday, October 5 to talk about the award, her experiences at the NYSA, and the important roles of Positive Coaching Alliance and Double-Goal Coaches.

Notes from PCA - Houston Board Chair



Youth sports is about as good as it gets for MANY in life! I am one that fits this category as I never got off a court or field growing up. Anyone that played youth sports has memories of a coach that made a big difference in their life. When you read testimonials from kids and families about a positive (and/or negative) coaching experience, you quickly understand the opportunity that PCA has in teaching character development via youth sports programs in schools, leagues and organizations.

I have been blessed with the opportunity to coach my four sons over the past 12 years and know I've made a positive impact on many. PCA can play a significant roll in helping tens of thousands of kids and coaches through programs designed for character education. The opportunity is tremendous and I hope that you will join me in PCA's nationwide movement to positively influence our youth through sports!

Sincerely,

John Wallace, PCA – Houston Board Chair

PCA Houston Partners: Annunciation Orthodox School, City of Houston Parks and Recreation Department, Duchesne Academy, Episcopal High School, Houston Youth Lacrosse, John Cooper School, KIPP National Summit, Post Oak Little League, RBI Baseball League, Reagan High School, River Oaks Baptist School, South Texas Youth Soccer Association, Southwest Football League, Strake Jesuit Preparatory School, St. Johns School, St. Francis School/Sports Association, The Regis School, The Kinkaid School, Washington County Little League, West University Little League, West University Softball

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Vonta Leach of the Houston Texans spoke to HISD coaches at the PCA workshop at Reagan High School sponsored by Deloitte.

PCA Hosts Workshop for R.B.I.

Reviving Baseball in Inner Cities (R.B.I.), an organization supported by Major League Baseball that works with disadvantaged youth baseball players, hosted a Positive Coaching Alliance Double-Goal Coach workshop on June 14 in downtown Houston sponsored by Minute Maid.

The partnership with R.B.I is a component of PCA's overall initiative to bring character education programs to Houston's underserved communities.

Numbers Don't Lie

- Almost 48,000 children and 3,000 youth coaches will be impacted by PCA - Houston this year.
- In just one year, PCA - Houston has partnered with more than 20 youth sports organizations and schools.
- Last year, PCA impacted almost 730,000 children and 44,000 youth coaches nationwide.
- 1,000 children and 100 youth coaches are impacted with an \$1,800 donation to PCA.

Notable News

PCA was introduced at halftime of the Texans Salute to Service game on Aug. 8, and has been featured by Houston Chronicle writers Ken Hoffman and John McClain.

PCA Houston Adds Executive Director

Ben Rose has signed on with PCA Houston, becoming the first local Executive Director within the national organization. Prior to joining PCA, Ben spent five years working for the Houston Texans, most recently serving as the Director of Youth Outreach and Events.

Double-Goal Coach Workshop at HISD's Reagan High School a Hit

Positive Coaching Alliance, HISD and Deloitte partnered to provide a star-studded workshop for HISD high school coaches at Reagan High School.

Deloitte, which partners with PCA on several initiatives throughout the U.S., sponsored the workshop as part of its annual IMPACT Day, when hundreds of Deloitte associates volunteer throughout HISD and the Houston community.

In addition to a high-impact, high-energy Double-Goal Coach workshop delivered by renowned PCA Trainer Jim Perry, HISD coaches were treated to motivating words from Houston Texans fullback Vonta Leach about the importance of positive coaches.

When asked to evaluate the workshop, one Westside High School coach noted, the best part "was getting new ideas and ways to teach and lead young people."

Coaches from many HISD schools and sports attended the workshop, including Yates Head Football Coach Ronald Miller, Reagan Athletic Coordinator Harry Colon and HISD Athletic Department Managers Larry Rayes and Cassandra Shaw.

