Goal:
20 million youth in 2020
Development Zone™: An Idea Whose Time Has Come

"An invasion of armies can be resisted but not an idea whose time has come."

The quotation above from the novelist Victor Hugo is just one of hundreds of inspirational quotes for coaches, athletes, parents and leaders that you can find in our new Pocket Sports Quote™ iPhone app (p. 4). This app is one of the exciting developments contributing to the spread of an idea whose time has come, the idea of youth and high school sports as a Development Zone for BETTER ATHLETES, BETTER PEOPLE.

While we celebrated PCA's 15th anniversary since the last issue of Momentum, and in those years we have impacted more than 6 million youth, the first steps in the PCA Movement's march toward establishing thousands of Development Zones all over the country were taken just within the last year. Step one was the publication of my book titled Developing Better Athletes, Better People: A Leader's Guide to Transforming High School and Youth Sports into a Development Zone. Step two was my TEDxFargo Talk on the topic.

Those two steps involved two very different people: Doc Rivers – LA Clippers Head Coach and PCA National Advisory Board Member, who wrote the foreword to my book – and Greg Telven, a long-time friend and fellow West Fargo (ND) High School alum, who organized the TEDxFargo event. The fact that both Doc and Greg played such key roles in PCA's advances over the last year reflects the diversity of the PCA Movement.

You will see that diversity throughout this issue of Momentum, from our National Advisory Board (right) to the youth sports organizations and corporate partners supporting us (pages 8 and 9) to our rapid geographic expansion (pages 10 and 11). Most importantly, you will see our diversity reflected in the list starting on page 13 of the individuals, corporations and foundations that make our work possible.

If that list includes you, thank you! If that list does not yet include you, we hope that this issue of Momentum will move you to act to appear in the next issue. You’ll be in good company, helping to move us toward an idea whose time has come.

Steve Thompson
PCA Founder and CEO

PCA's National Advisory Board

Tommy Amaker
Brad Ausmus
Jennifer Azzi
Dusty Baker
Jason Baker
Albert Bandura
Shane Battier
Bob Beaudine
Tom Beckett
Rachel Buehler
Van Hollebeke
Bruce Bochy
Ruthie Bolton
Bob Bowlby
Brenda Brodemeier
Mike Brey
Larry Brown
Frank Broyles
Doug Burgum
Bill Campbell
Brandi Chastain
Elin Chastain
Carla Christofferson
Steve Clifford
Jay Coakley
Harlan Coben
Jerry Colangelo
Chris Collins
Nadja Comaneci
Kevin Compton
Bart Conner
Robert Cornilles
Mihaly Csikszentmihalyi
William Damon
Rick Davis
Seth Davis
Donna de Varona
Tony DiCicco
Tony Dorsett
Joan Duda
Tony Dungy
Carol Dweck
Mark Edmunds
Herm Edwards
Joe Ehrmann
Ken Eriksen
Joy Fawcett
Pat Fitzgerald
Susan Ford
Julie Foudy
Barbara Fredrickson
Bill Frieder
Howard Gardner
Jim Gibbons
Dr. Gerry Gioia
Seth Goldman
Lindsay Gottlieb
Dan Gould
Dick Gould
Tony Granato
Chris Grant
Daniel Grossman
Peter Haderl
Bill Hanzlik
Peter Harris
Dan Hawkins
Chip Heath
Sam Hinkie
Lionel Hollins
Mallory Holtman-Pletcher
Phil Jackson*
June Jones
Isiah Kacyvenski
Dave Kaval
Dacher Keltner
Steve Kerr
Jerry Kindall
Chris Kleineurt
Glen Kuiper
Tony La Russa
Blair LaCorte
Alexi Lalas
Richard Lapchick
Ted Leiland
Richard Lerner
Kristine Lilly
Leo Linbeck III
Donna Lopiano
Ronnie Lott
Charlie Maher
Barry Mano
Jerry Manuel
Steve Mariucci
Mike McCaffery
George McCown
Marcia McDermott
Todd McLellan
Bill Meehan
Chris Moore
Jim Mara, Jr.
Becky Morgan
Bernard Muir
Mark Murphy
Chris Nowinski
Kim Oden
Donna Orender
Ronnie O'Sullivan
Amy Perko
Noel Perry
Heather Petri
Charles Phillips
William Pollack

* PCA’s National Spokesperson

2 | Positive Coaching Alliance | MOMENTUM
PCA launched several new products with content featuring National Advisory Board Members to inspire, educate and activate youth and high school sports coaches, parents, student-athletes and administrators. This unprecedented amount and quality of free content – with unprecedented integration of elite athletes, coaches, organizational leaders, academicians and subject-matter experts – creates a virtuous cycle: users are drawn to PCA by the free content, like the experience and return for more until they are committed. “Committed” may apply to their behavior around youth sports, their desire to share our message with others or their willingness to support PCA.

Pocket Sports Quote™ App. PCA’s first iPhone app delivers a daily quote and photo from a National Advisory Board Member (and some other sources) meant to inspire youth and high school athletes, coaches and parents, as well as leaders in all walks of life from the ballfield to the boardroom. Recipients may swap in other photos, such as those of their own children playing youth sports, and share through social media. The app’s content also is available through a web widget, which can be embedded into any website.

PCA 1-on-1 Interviews. These podcasts, ranging from 25-45 minutes, feature PCA staff interviewing National Advisory Board Members on their areas of expertise, topics of the day, and how their professional experiences tie back to their youth sports experiences. PCA 1-on-1 subjects available under the “Our Work” section of www.positivecoach.org as of June 2014 are: Rachel Buehler Van Hollebeke, Bob Bowlsby, Jay Coakley, Joe Ehrmann, Lindsay Gottlieb, Steve Kerr, Donna Lopiano, Charlie Maher, Kim Oden, Amy Perko, Ken Ravizza, Claudio Reyna, Mark Shapiro, Steve Smith and Irene van der Zande.

Google+ Hangouts. This series of live and recorded video chats – also available in the “Our Work” section of our website – convenes a group to discuss a specific topic, such as “Bullying and Locker Room Culture” (in response to the Richie Incognito/Jonathan Martin scandal) or “Coaches Crossing the Line” (covering the fallout around Mike Rice and other coaches). The Hangouts often include experts, such as doctors; members of our National Student-Athlete Advisory Board with experience relevant to the topic; and National Advisory Board Members, so far including: Rachel Buehler Van Hollebeke, Gerry Gioia, Tony Granato, Peter Haberl, Lionel Hollins, Isaiah Kacyvenski and Summer Sanders.

Issue-Oriented Video of Advisory Board Members. To address hazing, for example, PCA has produced brief videos featuring Advisory Board Members Brandi Chastain, Pat Fitzgerald, Julie Foudy and Steve Young, as well as other prominent sports figures. The videos occasionally feature in our website and e-mail communications and are frequently incorporated into our workshops.
CA’s 13th Annual National Youth Sports Awards Dinner and Auction Sponsored by Deloitte was PCA’s largest-ever single-day fundraiser. It also raised a great amount of consciousness and the spirits of all in the record crowd of 500 who attended. Highlights included:

- **Insightful remarks from Deloitte’s Teresa Briggs** that summarized how life lessons learned through youth and high school sports are key to success later in life
- **Joe Ehrmann** – PCA National Advisory Board Member, Coach for America Founder and former NFL player – receiving PCA’s Ronald L. Jensen Award for Lifetime Achievement
- **PCA National Advisory Board Member and past U.S. Women’s National Soccer Team Captain Julie Foudy** moderating a panel discussion among winners of PCA’s Double-Goal Coach Award Presented by MaxPreps, including Rene Ayala, Venessa Barnard, Bob Baxter and Chris Lindstrom
- **PCA National Student-Athlete Advisory Board Member Eden Epner and Marc Compton of US Trust** leading the Fund-a-Cause component of our live auction, adding to the $75,000 in matching funds contributed by US Trust, Franklin and Catherine Johnson Foundation, and Ted Dintersmith


National Student-Athlete Advisory Board Member Eden Epner (left) and US Trust’s Marc Compton take the stage for their Fund-A-Cause presentation.

Panel moderator Julie Foudy (second from right) joins winners of PCA’s Double-Goal Coach Award Presented by MaxPreps (from left) Rene Ayala, Venessa Barnard, Bob Baxter and Chris Lindstrom.

PCA’s Jim Thompson and MaxPreps’ Andy Beal.
Expanding Impact Through National Partnerships

PCA National Partnerships with sports governing bodies continue to build momentum around the PCA Movement. The latest developments include:

- **Launching Little League Double-Goal Coach and Little League Second-Goal Parent Online Quick Courses.** The free 20-minute courses, featuring video of PCA National Advisory Board Member and Former Major League Baseball Player and Manager Dusty Baker, introduce coaches and parents to PCA principles (i.e., Filling Emotional Tanks) and tools (i.e., Mistake Ritual to help youth athletes recover from their mistakes). Heavy promotion from Little League drove more than 1,500 users through the courses within a month of their launch in April 2014.
- **Further integrating PCA Training into US Lacrosse.** The new approach has several US Lacrosse coaching educators now trained to deliver PCA content in tandem with on-field strategic and tactical instruction, which helps coaches internalize Double-Goal Coach techniques. This program will result in more than 6,000 USL coaches trained during the coming year.
- **Added support for Amateur Athletic Union.** The three-year-old program funded by a grant from the S. D. Bechtel, Jr. Foundation — which has provided free online courses to tens of thousands of AAU coaches – welcomed TeamSnap as the exclusive corporate partner for this course. TeamSnap, provider of online team-management tools for youth sports, will help PCA reach new AAU coaches and engage repeat users in more advanced PCA content.

Explosive Growth of Awards Programs

PCA’s awards programs achieved unprecedented heights in 2013-2014. The Triple-Impact Coach Award Program to incorporate Double-Goal Coach training into US Lacrosse’s day-long coaching courses. The new approach has several US Lacrosse coaching educators now trained to deliver PCA content in tandem with on-field strategic and tactical instruction, which helps coaches internalize Double-Goal Coach techniques. This program will result in more than 6,000 USL coaches trained during the coming year.

The SureID™ Program: PCA’s Exclusive Identity-Verification and Vetting Partner

PCA has found a new partner in its drive to protect youth athletes: SureID™. The SureID Program, offered by Hillsboro, OR-based company Eid Passport®, is the latest to join PCA’s Trusted Resource program of service providers to youth and high school sports administrators, coaches, parents and athletes.

The SureID Program will help PCA-partner schools and youth sports organizations vet coaches and other volunteers, verifying they are who they say they are and that they can be trusted. Starting in Summer 2014, PCA and SureID will collaborate on communications that educate the public on issues of predatory behavior and sexual abuse, including use of instructional videos that PCA developed in conjunction with another Trusted Resource, Kidpower International – a nonprofit dedicated to teaching child protection skills. In time, the SureID Program will have kiosks where coaches can have their identities verified and learn about PCA.

Leadership Council Launches

PCA’s Leadership Council helps guide and enrich PCA’s growth plan. Members are individuals who are dedicated to PCA’s mission and who are willing to share their expertise to enhance the overall success of the organization.

Founding members include:
- **Tom Barnds**, Founding Partner and Managing Director, Accel-KKR
- **Doug Barry**, Media and Technology Entrepreneur
- **Bill Brennan**, President and CEO, Credo Semiconductor
- **Chris Bryant**, Senior VP of Real Estate, West Valley Properties, Inc.
- **Michael Bush**, Board Member for Ross Stores and TechnoServe
- **Todd Crockett**, Managing Director, TA Associates
- **Brendan Cullen**, Partner, Sullivan & Cromwell LLP
- **Tim Curry**, Partner, JonesDay

To learn more about the Leadership Council, contact PCA’s David Shapiro at David@positivecoach.org.
PCA Across the USA—Chapter Highlights

The PCA-SF Bay Area’s Blossom Valley Athletic League required PCA workshops for all soccer teams. In post-season surveys, 67% of girls and 97% of boys said they would now treat opponents better. Impressed, BVAL leadership will require league-wide workshops again next year.

PCA-Sacramento welcomed Dusty Baker as the keynote speaker of a Leadership Luncheon as the Sacramento native shared pearls of wisdom on playing, coaching and managing in Major League Baseball that transcend sports. PCA-Sacramento continues to embrace tremendous growth, delivering 85 workshops up from 57 workshops the previous year.

PCA-Colorado received a significant grant from The Daniels Fund (led by Linda Childears, pictured) for a Double-Goal Coach awards and awareness campaign, including ads on Clear Channel radio outlets and awards of $1,000 to each of eight winners, who also appeared on KOA Radio’s Dave Logan Show.

Jeaney Garcia rejoined PCA to become executive director of PCA-Hawaii and help launch PCA’s 12th Chapter. Garcia brings to her role the same energy, enthusiasm and local knowledge that keyed her success in growing PCA’s Southern California presence from 2000-2006.

PCA-North Texas partners with the NHL’s Dallas Stars to train more than 700 coaches and parents in Double-Goal Coach and Second-Goal Parent workshops. The Stars Youth Hockey program is the largest of its kind in North Texas, serving 1700 players from U8 through high school.

Higley Unified School District became the first district in Arizona to partner with PCA-Phoenix. The three-year partnership includes 24 workshops, impacting all 152 coaches and more than 2,000 student-athletes at the District’s two middle schools and two high schools.

PCA-Chicago drew nearly 200 people to the 4th Annual Triple-Impact Competitor Scholarship Awards dinner and gave $20,000 in college scholarships to high school student-athletes. Also honored was Green Bay Packers CEO/President and former Northwestern University Athletic Director Mark Murphy.

Honor the Game

PCA-Phoenix received a grant from the state’s Office of Highway Safety to train 2,000 coaches and parents to recognize the signs of alcohol and drug use, and to teach effective responses to youth athletes. The program has been well received at schools throughout the state.

PCA-Tampa Bay launched with a press conference featuring (L. to R.) Lanness Robinson of Hillsborough County Public Schools and reps of the organizations that provided seed-funding: Triad Foundation’s Troy Fowler, Rays President and PCA-Tampa Bay Board Chair Matt Silverman, and the Lightning’s Elizabeth Frazier, as well as PCA Founder Jim Thompson.

Honor the Game

Over 300 people gathered for the 4th Annual PCA-Houston Scholarship & Awards Banquet as 30 high school student-athletes were honored, bringing the program’s four-year total to $100,000 in scholarships awarded.

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PCA-Chicago held its first event, Breakfast With The Coaches Presented by Britton Gallagher, featuring Indians Manager Terry Francona and Browns Coach Mike Pettine. The event helped raise awareness and funds for the Chapter’s work in the Cleveland-Akron area.

PCA-Tampa Bay launched with a press conference featuring (L. to R.) Lanness Robinson of Hillsborough County Public Schools and reps of the organizations that provided seed-funding: Triad Foundation’s Troy Fowler, Rays President and PCA-Tampa Bay Board Chair Matt Silverman, and the Lightning’s Elizabeth Frazier, as well as PCA Founder Jim Thompson.
PCA Responds to Issues in Youth and High School Sports

Because media coverage exposes youth athletes, parents and coaches to issues and incidents at all levels of sport from pee wee to pro, PCA responds with perspective, inspiration and advice. We respond through:

• **Today’s Take** – the first item in the newsletter and crawling across our positivecoach.org, features frequent updates with PCA’s “take” on events and trends;

• Rapid Response E-mails to our subscribers about the most high-profile issues (Donald Sterling, Incongruity/Martin, the deadly assault on youth soccer referee Ricardo Portillo, etc.);

• Media Appearances by PCA leadership, including Chapter Executive Directors.

PCA also delivers with content, products and services in response to longer-term issues within youth sports. For example, in partnership with Kidpower International – a nonprofit leader in abuse- and violence-prevention for children and adults – we produced instructional videos and resources about preventing sexual abuse in youth sports. Funded by the Green Bay Packers and featuring commentary from Packers CEO and PCA National Advisory Board Member Mark Murphy, the videos are available for free download within the “Our Tools” section of www.positivecoach.org.

New Resources from Liberty Mutual Insurance Responsible Sports Powered by Positive Coaching Alliance

Liberty Mutual Insurance Responsible Sports is excited to continue its partnership with Positive Coaching Alliance. Together, we continue to offer helpful tips and resources for promoting good sportsmanship, among other pressing topics in youth sports.

Throughout the year on ResponsibleSports.com you will find informative articles and helpful tools on topics including sportsmanship, how to overcome setbaks, benefits of playing multiple sports, how to conduct parent-coach conversations, life lessons of youth sports and much more.

Donors and sponsors are the life-blood of the PCA Movement. Their contributions enabled us in the past year to impact more than 1 million youth through workshops and online courses alone. Impacting millions more through our books, events, websites, newsletters, podcasts, Google Hangouts and activity in traditional media and social media.

The corporations, foundations and individuals listed here gave as much as they could last year. That’s all any coach can ask for. Then it’s up to the players to decide what they can give.

**Hall of Famer**

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**Most Valuable Player**

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**All-Star**

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**Individuals, Corporations & Foundations That Help PCA Impact Youth 2013**

Ronald McDonald House Charities
Rotary Club of Sacramento Foundation
San Jose Earthquakes
Sanford Health
Santa Clara University
The Founders, Amy, Slim, Meagher & Flom LLP
Taylor and Korrine Smith
Elizabeth Slll
Teresa Solomon
Gleno and Luke Soloman
Square Two
Robert Stanly
Beverly Hills Basketball League
Tampa Bay Lightning
Boston Bruins Foundation
Tracey and Ed Benford
Tom and Deb Bourn
Bald Eagle Sports Camps
Anonymous donor
Bryan Funkhouser
Rick Beleson
Eric Aafedt
Deloitte
Phinney Sports Management
Fusion Family Foundation
Tampa Bay Lightning
Karen Francis DeGola and Koulogeorge
John Frisch
Doug and Sue Galen
John Girardelli
Kris Frey
Karen and Klo Kennedy
Green Bay Packers
Mister Greene, M.D.
Guggenheim Partners, LLC
Laura and Brett Haasen
Lacy and Jeffrey Hazzard
Krista Howard
Bill and Margaret Hussey
Den and Mrs. Ross A. Jaffe
Kurt Jaggers
Jones Day
Beverly Hills Basketball League
Shane Kim
The MST Foundation
The Fondren Foundation
The David Winton Bell Foundation
The Tapeaits | Allan and pillows |

**Team Captain**

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Positive Coaching Alliance
1001 N. Rengstorff Ave., Suite 100
Mountain View, CA 94043
www.PositiveCoach.org

“PCA and its core values embody everything I have grown up believing. In fact, PCA means so much to me that I’m missing my Senior Prom to be here tonight.”
Eden Epner, PCA National Student-Athlete Advisory Board Member

ABOUT POSITIVE COACHING ALLIANCE

Since its founding within the Stanford University Athletic Department in 1998, Positive Coaching Alliance has helped develop “Better Athletes, Better People” primarily through live group workshops, online courses, online resources and books by PCA Founder Jim Thompson for youth and high school sports coaches, parents, student-athletes and school/organizational leaders.

In partnership with nearly 2,000 schools and youth sports organizations nationwide, PCA has conducted more than 13,000 live group workshops and impacted more than 6 million youth.

PCA workshops and courses 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 a passion for PCA’s mission.