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
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, Dallas, 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 think it’s “effort as a habit” (followed by “teachable spirit” and “expansion”). For more, see [Elevating Your Game](#).

From epic partnerships with the new on-line courses, from the Triple-Impact Competitor Scholarships to our new model of local expansion now in place in Houston, Dallas,
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!

- **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.

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.

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.
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 training.

“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. . . . This course does a nice job of balancing both!”

“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.”

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.

“A screen from the Double-Goal Coach course.
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.”

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.”

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.”

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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.”

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.

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

“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.
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 December 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

2010 PCA National Impact Statistics

PCA workshops conducted: 1,171
Coaches, parents and athletes trained (live and online): 107,735
Youth impacted: 781,701

Sacramento

Dallas

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 Faltermann, and Brock Hudson. PCA-Houston Board Members not pictured: Jim Bailey, Rick Beeleer, Bo Dawson, Dwight Edwards, Todd Johnson, Missy Leget, Kathleen Leonard, John Magness, Andy Priest, Michael Rudin, Ray Seals, and John Wallace.
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 grassroots 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

**Most Valuable Player**
**$20,000 and above**
Anonymous donor

**Olympian**
**$70,000 and above**
Robert H. Graham

**All-Pro**
**$35,000 and above**
Anonymous donor
Franklin & Catherine Johnson Foundation
Brock Hudson

**Payne Family Foundation**
Dan and Katharine Whalen

**All-Star**
**$7,500 and above**
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KKR
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Scott Shimamoto
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Sullivan & Cromwell LLP
Donald and Erica Sweeney
Technology Crossover Ventures
TPG
Robin Voigt

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Bill and MJ Elmore
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Jill and Boyd Smith
Mark A. Stevens
Texas Citizens Bank
Jim Thompson and Sandra Hietala
UBS Investment Bank
Larry Varellas
Steve Zuckerman and Debra Meyerson
Team Captain

$2,500 and above
Balance Sports Publishing
Ellen Basilico
Andy Beal
Brent Bechtol
Sandra Boyce
Sandy and Bill Bryan
Citi Private Bank
Mark Edmunds
Executives In Action
Frost National Bank
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Xilinx

Play Maker

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Dr. Frank and Jean Mohr
John and Tasha Morgridge
Mark Murphy
Rick Nelson
David and Janet Nolan
Phil Oates
Brad and Judy O’Brien
Dennis and Gloria O’Brien
Lori Okimura
Paul Olschwanger
William and Elizabeth Patterson
Greg and Carrie Penner
George and Kristina Phipps
Jeff and Mary Pickard
PricewaterhouseCoopers
Robin and Jake Reynolds
Lois Rogers
Round Table Pizza
Jack and Jodie Russi

Jeff and Vivian Saper
Greg Shannon
Alex and Elizabeth Smith
Stanford University
Tina Syer
Brian Vaughan
Reid S. Walker
John and Allison Wallace
Meagan Wilson
Virginia Wulff
Kenneth Yuan

Triple-Impact Competitor

$500 and above
Paul Alexander
Anonymous donor
Martha and David Arscott
Bear Naked Granola
Jay Beckley
Joe Belanoff
PJ and Carolyn Carlesimo
David Carver
Character Combine
Greg Clark
Jay Clemens
Mark and Jen Conley
Laurie B. Cook
C. Mitchell Cox
Ronald P. Cuenod, Jr.
Mike Danilack
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Debbie and Bobby Robbins
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
Roger Wittlin

Team Player

$100 and above
Doug Abrams
Al Adansen
Luke Aguillera
Shani Ahearn
Kavita Ahuja
Aldine Independent School District
Bill and Barbara Alhouse
Judith and Israel Alter
Karen Alter
Tal Alter
Lisa Alumkal
BJ Antes
David and Diane Appel
Kevin and Alice Atkins
Michael Aviles
Jennifer Babik
Team Member

Up to $99

Bruce Adams
Ramon Aguillon
Jane D. Ainsworth
Roger Akers
Dave Allen
Jennifer and Terence Allen
Judy Alococo
Suzanne and Joe Amato
American Volleyball Coaches Association (AVCA)
Bill Ames
Jeanne and Daniel Anderson
John Anderson
Kirk Anderson
Priscilla Anderson
Steve Anderson
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Vincent Bantilan
Bradley Barbera
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Andrea Barnes
Peter Barrett
John and Holly Bava
Doug Bayless
Cliff Bayuk
David Beard
Jerome Beauchamp
William Bell
Michael Bellotte
Darryl Bennett
Harriet Benson
Lisa Berggren
Daniel Bernstein
Rich Berra
Bob Lester
Kenneth Boese
Kathy and Gabriel Bolton
Folke Boman
Tonya Booker and
Mollie Galloway
Karen Borbee
Jenisse Bovo
Jack and Jessica Bowen
Karen Bowen
Janet and Tom Bower
Sandford Boyce
John Bramlet
Brenda Bredemeier
Lee Brewster
Larry Brickner
Bob Brown and Su-Moon Paik
Jim Brown
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Coach John Danise
MJ Davey
Eric Dawson
B. Keith Day
Kathy DeBoer
George DeCoite
Laura DeMeulemeester
Devlin Gymnastics
Sonja and Ryan DeWitt
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.

www.PositiveCoach.org • toll-free 866.725.0024 • PCA@PositiveCoach.org