

MOMENTUM

SUMMER 2014



BETTER ATHLETES
BETTER PEOPLE



Goal:
20 million youth in 2020

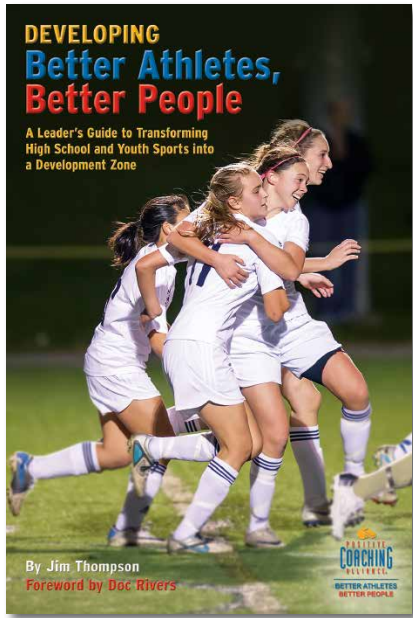
DEVELOPMENT ZONE™: AN IDEA WHOSE TIME HAS COME



“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



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.

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 Tehven, a long-time friend and fellow West Fargo (ND) High

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.

PCA FOUNDER AND CEO

PCA'S NATIONAL ADVISORY BOARD

- | | | | |
|---------------------------------|--------------------------|------------------|---------------------|
| Tommy Amaker | Tony DiCicco | Dacher Keltner | Jerry Porras |
| Brad Ausmus | Tony Dorsett | Steve Kerr | Ken Ravizza |
| Jennifer Azzi | Joan Duda | Jerry Kindall | Cheryl Reeve |
| Dusty Baker | Tony Dungy | Chris Kleinert | Jerry Reinsdorf |
| Jason Baker | Carol Dweck | Glen Kuiper | Claudio Reyna |
| Albert Bandura | Mark Edmunds | Tony La Russa | Dot Richardson |
| Shane Battier | Herm Edwards | Blair LaCorte | Doc Rivers |
| Bob Beaudine | Joe Ehrmann | Alexi Lalas | Ted Robinson |
| Tom Beckett | Ken Eriksen | Richard Lapchick | Dave Roux |
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| Ruthie Bolton | Susan Ford | Kristine Lilly | Summer Sanders |
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| Brenda Bredemeier | Barbara Fredrickson | Donna Lopiano | Mark Shapiro |
| Mike Brey | Bill Frieder | Ronnie Lott | David Shields |
| Larry Brown | Howard Gardner | Charlie Maher | Lee Shulman |
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| Bill Campbell | Seth Goldman | Steve Mariucci | Jerry Smith |
| Brandi Chastain | Lindsay Gottlieb | Mike McCaffery | Steve Smith |
| Erin Chastain | Dan Gould | George McCown | Leigh Steinberg |
| Carla Christofferson | Dick Gould | Marcia McDermott | Steve Stenersen |
| Steve Clifford | Tony Granato | Todd McLellan | Brad Stevens |
| Jay Coakley | Chris Grant | Bill Meehan | Katey Stone |
| Harlan Coben | Daniel Grossman | Chris Moore | Kerri Strug |
| Jerry Colangelo | Peter Haberl | Jim Mora, Jr. | Glenn Sugiyama |
| Chris Collins | Bill Hanzlik | Becky Morgan | Marc Trestman |
| Nadia Comaneci | Peter Harris | Bernard Muir | Kathinka Tunney |
| Kevin Compton | Dan Hawkins | Mark Murphy | Irene van der Zande |
| Bart Conner | Chip Heath | Chris Nowinski | Brenda Villa |
| Robert Cornilles | Sam Hinkie | Kim Oden | Gene Washington |
| Mihaly Csikszentmihalyi | Lionel Hollins | Donna Orender | David Weekley |
| William Damon | Mallory Holtman-Fletcher | Amy Perko | Mike White |
| Rick Davis | Phil Jackson* | Noel Perry | Doug Wilson |
| Seth Davis | June Jones | Heather Petri | Jerry York |
| Donna de Varona | Isaiah Kacyvenski | Charles Phillips | Steve Young |
| | Dave Kaval | William Pollack | Jamie Zaninovich |
| | | | Barry Zito |

* PCA's National Spokesperson

IMPACT CREATED BY NEW CONTENT PRODUCTS FEATURING ADVISORY BOARD MEMBERS

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, academi-

cians 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.

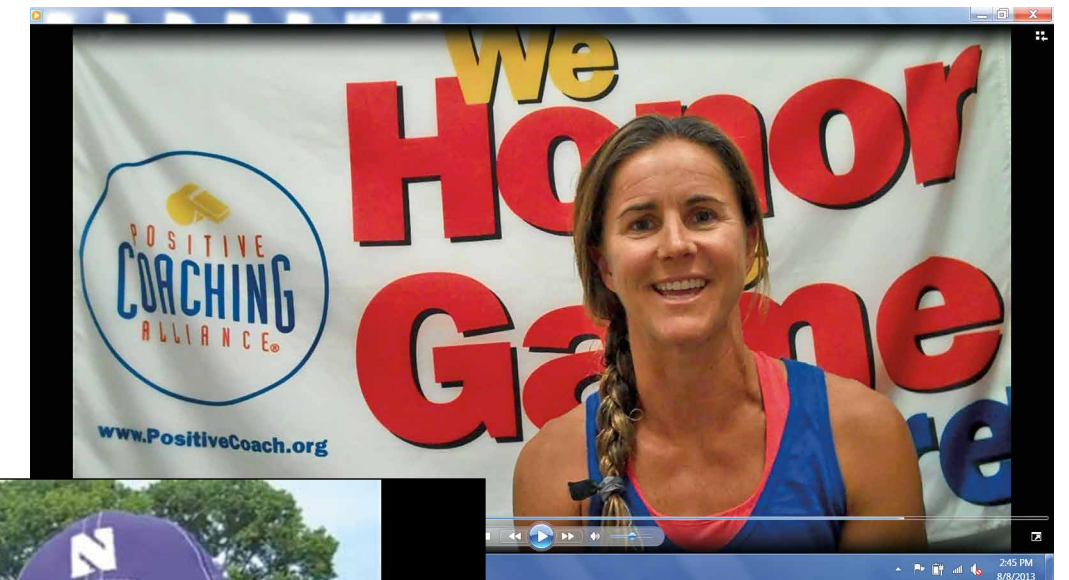
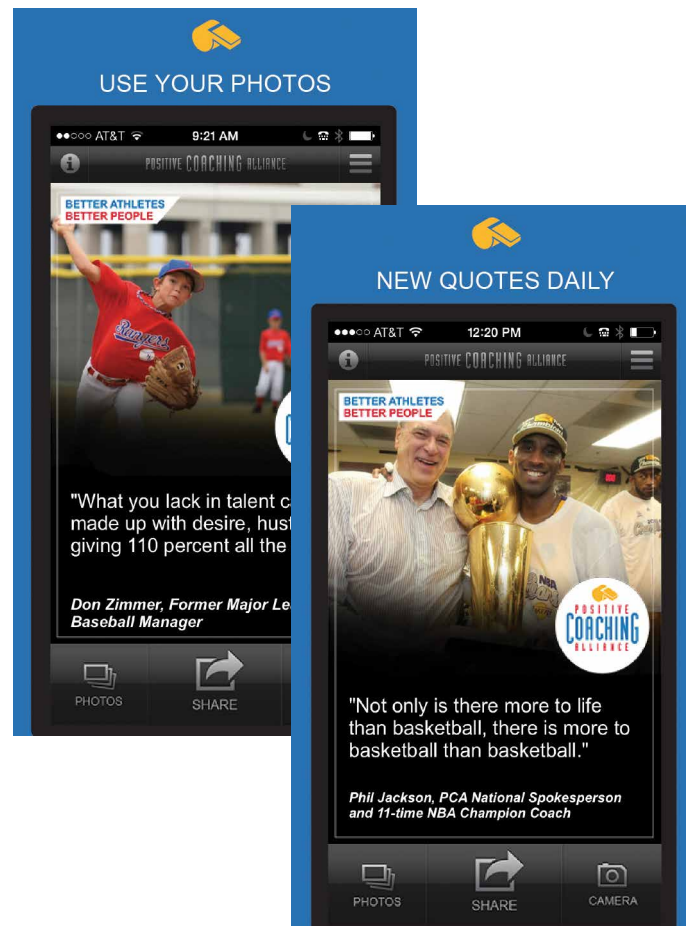
Pocket Sports Quote™ App. PCA’s first iPhone app delivers a daily quote and photo from a National Advisory Board Member (and some other sources) meant to inspire youth and high school athletes, coaches and parents, as well as leaders in all walks of life from the ballfield to the boardroom. Recipients 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 Bowsby, 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.



NATIONAL YOUTH SPORTS AWARDS A HUGE HIT

PCA'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

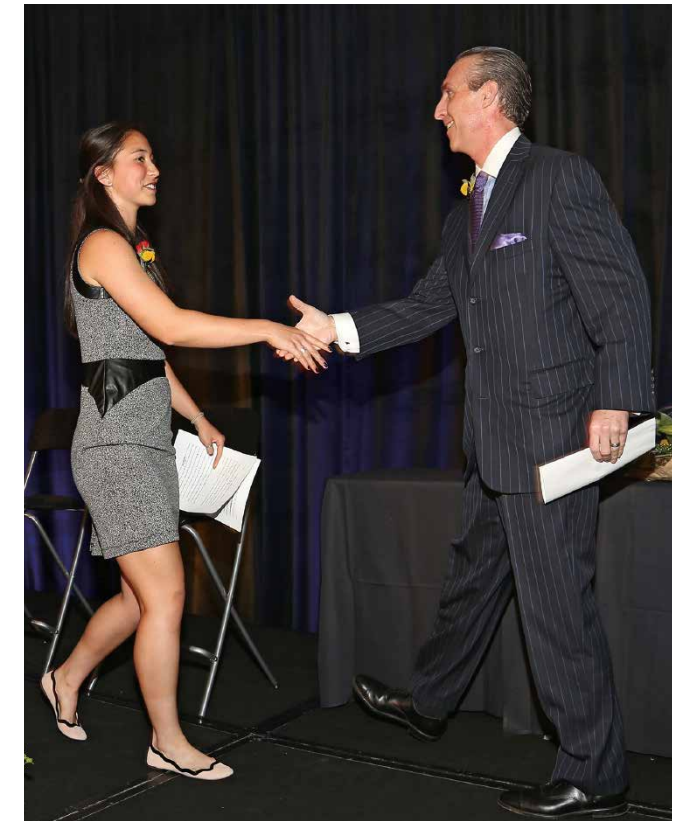
- **PCA National Student-Athlete Advisory Board Member Eden Epner and Marc Compton of US Trust** leading the Fund-a-Cause component of our live auction, adding to the \$75,000 in matching funds contributed by US Trust, Franklin and Catherine Johnson Foundation, and Ted Dintersmith
- **The VIP reception sponsored by First Republic**, featuring several PCA National Advisory Board Members, including Jennifer Azzi, Dusty Baker, Ruthie Bolton, Brandi Chastain, Dick Gould, Lionel Hollins, Blair LaCorte, Ted Leland, Charlie Maher, Becky Morgan, Kim Oden, Heather Petri, Ted Robinson, Jerry Smith, Irene van der Zande, and Brenda Villa.



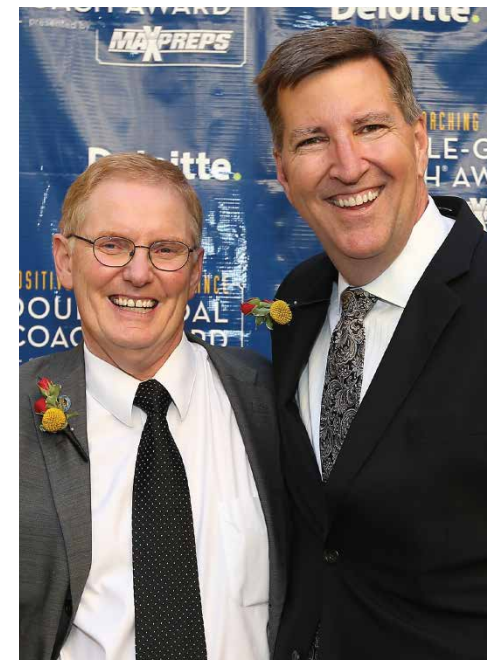
National Advisory Board Members join PCA friends and family. L. to R.: Brenda Villa, Heather Buddie, Julie Foudy, Ruthie Bolton, Tina Syer, Ian Sawyers, Heather Petri.



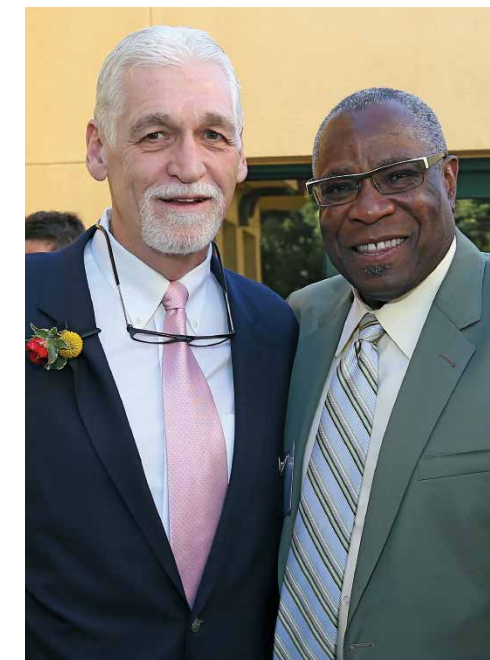
Panel moderator Julie Foudy (second from right) joins winners of PCA's Double-Goal Coach Award Presented by MaxPreps (from left) Rene Ayala, Venessa Barnard, Bob Baxter and Chris Lindstrom.



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



PCA's Jim Thompson and MaxPreps' Andy Beal.



National Advisory Board Members Dusty Baker (right) and Joe Ehrmann, recipient of the Ronald L. Jensen Award for Lifetime Achievement.



Teresa Briggs of event sponsor Deloitte.

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 organization – PCA’s first National Partner – augmented its Coaching Education

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.

- **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 Competitor Scholarship Program sponsored by Deloitte for the first time accepted applications from throughout the U.S. and topped more than 3,700 entries. In Fall 2014 PCA will award scores of scholarships, ranging from \$1,000-\$2,000.

The Double-Goal Coach Award presented by MaxPreps fielded 1,700+



nominations, nearly four times the previous record. MaxPreps placed calls to action for each program on every high school sports team web page within MaxPreps.com, driving the huge increases in participation and adding to the prestige of the awards.

More information appears under the “Our Awards” section of www.positivecoach.org.

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.



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 non-profit 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.

The SureID Program will help PCA-partner schools and youth sports organizations vet coaches and other volunteers, verifying they are

PCA’s Trusted Resources for Services to Schools and Youth Sports Organizations

- American Public University**, provider of online degree programs for coaches, athletic directors and others
- CoachUp**, Official Private Coaching Partner of PCA
- Hudl**, an online tool that helps coaches teach and players learn by making the most of their video
- Kidpower**, a nonprofit leader in abuse- and violence-prevention for children and adults
- SportsSignup**, provider of online sports-management solutions for organizers
- TeamSnap**, provider of online sports-management solutions for coaches and parents
- Zepp Labs**, whose wearable technology helps athletes analyze and improve their performances.

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

- Dr. Joseph Donahue**, Orthopedic Surgery/Sports Medicine, SOAR
- Chris Eyre**, Managing Director, Legacy Venture
- Shelly Goldberg**, Director of Mac Product Design at Apple
- Steve Harrick**, General Partner, Institutional Venture Partners (IVP)
- Corey Mulloy**, General Partner, Highland Capital Partners
- DeRonnie Pitts**, Financial Advisor, Morgan Stanley
- Tim Ranzetta**, Founder, Center for Financial Capability
- Brian Regan**, CFO, Shutterfly
- Alan Resnikoff**, Principal at Shamrock Capital Advisors
- Amir Rosenbaum**, Land-Speed Racer
- Taylor Smith**, Director of Operations, Grupo Palo Alto
- Steve Westly**, Founder, The Westly Group
- Brian Wood**, Director, SportsHouse.

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 Childers, 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.



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-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.

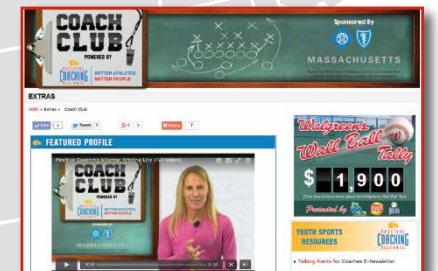


Jeaney Garcia rejoined PCA to become executive director of **PCA-Hawaii** and help launch PCA's 12th Chapter. Garcia brings to her role the same energy, enthusiasm and local knowledge that keyed her success in growing PCA's Southern California presence from 2000-2006.



PCA-Minnesota's "Breakfast with the Champions" sponsored by Fox Sports North drew 200-plus PCA supporters to a panel discussion among KARE Anchor Randy Shaver, Gophers Football Coach Jerry Kill, Lynx Coach Cheryl Reeve, NFL High School Football Coach of the Year Mike Grant, and PCA Founder Jim Thompson.

PCA-New England, Entercom Communications and Blue Cross Blue Shield of Massachusetts launched The Coach Club, a series of vignettes about youth sports on WEEI radio, featuring such prominent figures as World Cup star and PCA National Advisory Board Member Kristine Lilly.



PCA-Cleveland 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-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.



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.

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

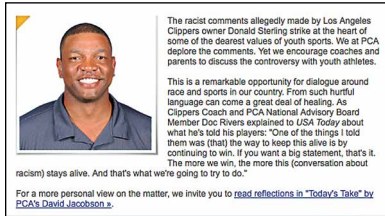
Because media coverage exposes youth athletes, parents and coaches to issues and incidents at all levels of sport from pee-wee to pro, PCA responds with perspective, inspiration and advice. We respond through:

- “Today’s Take” – the first item in the news-ticker crawling across www.positivecoach.org, features frequent updates with PCA’s “take” on events and trends;



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.

- Rapid Response E-mails to our subscribers about the most high-profile issues (Donald Sterling, Incognito/Martin, the deadly assault on youth soccer referee Ricardo Portillo, etc.);
- Media Appearances by PCA leadership, including Chapter Executive Directors.



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.



New this year we have developed a tool on how to have the sportsmanship conversation with your youth athlete. You can download this tool plus many more at ResponsibleSports.com/Tools.

Liberty Mutual Insurance Responsible Sports powered by PCA is committed to promoting good sportsmanship in youth sports so that our kids have the fun and positive experiences they deserve.

Visit ResponsibleSports.com after August 1 for more exciting news!

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

INDIVIDUALS, CORPORATIONS & FOUNDATIONS THAT HELP PCA IMPACT YOUTH 2013

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. We also impact millions more through our books, events, websites, e-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

\$500,000 and above
S.D. Bechtel, Jr. Foundation and Stephen Bechtel Fund

\$200,000 and above
Daniels Fund
David Weekley Family Foundation
Robert H. Graham

\$100,000 and above
Deloitte
Morgan Family Foundation
Peery Family Foundation

OLYMPIAN

\$75,000 and above
T.W. Lewis Foundation
Triad Foundation, Inc.

\$50,000 and above
Tom and Jodi Cassutt
DDR Corp.
Maverick Foundation
Payne Family Foundation
Tamar and Patrick Pichette
The Boston Foundation
Dan and Katharine Whalen

\$35,000 and above
Murry Bowden
Cleveland Cavaliers
Cleveland Indians
Rays Baseball Foundation
Tampa Bay Lightning
U.S. Trust, Bank of America

ALL-PRO

\$25,000 and above
Anonymous donor
Baxter Trust
Blue Cross Blue Shield
Boston Celtics Shamrock Foundation
CFP Foundation
Scott and Celeste Chapman
Franklin and Catherine Johnson Family Foundation

Hanover R.S. Limited Partnership
Blair and Jill LaCorte
Rodger Rickard and Diane Talbert
The Fondren Foundation
The MST Foundation
Pat Wiley

\$15,000 and above
Anonymous donor
Eric Aafedt
Tony Avila
Rick Beleson
Mark and Michelle Edmunds
Bryan Funkhouser
Goldman Sachs
Mr. and Mrs. Brian B. Hogan
Wendy Fenton McAdam and Tim McAdam
Dennis and Gloria O’Brien
Ralph S. O’Connor
Tim Ranzetta
Leo and Nancy Redmond
Separovich/Domich/Ravel Rasmussen
Larry and Robyn Varellas

MOST VALUABLE PLAYER

\$10,000 and above
Anonymous donor
Bank of America Foundation
Michael Bannon
Beverly Hills Basketball League
Jon Biotti
Robert and Candice Bowlsby
William V. Campbell
Colorado Rockies
Don and Sandra Craighead
Tim Cronin
Aaron Finch
John Graham
Steve Harrick and Jennifer Min
Daniel and Eleanor Hurwitz

Phil Jackson
Chris Kelly
Koret Foundation
Mark and Karen Koulogeorge
Lana Vento Charitable Trust
Roger Lang
Patricia Leicher
Warren Lichtenstein
Jeff Lucier
Matt McWright
Minnesota Vikings Children’s Fund
O’Brien Construction, Inc.
Nancy Olson
Paramount Equity Mortgage
Mark Pitchford
Jack Sebastian
Security Benefit
Scott and Pamela Shimamoto
Greg Spiers
Michael Stanley
Sullivan & Cromwell LLP
The David Winton Bell Foundation
The Tapeats Fund
Jim Thompson and Sandra Hietala
Peter and Deb Wexler
Jason and Robyn Wheeler
Paul Yatkowski

ALL-STAR

\$5,000 and above
Anonymous donor
Amegy Bank Of Texas
Arizona Diamondbacks Foundation
Tom and Deb Barnds
Tracey and Ed Benford
Boston Bruins Foundation
Boston College Athletics
Boston Scholar Athlete Program
Jeb and Lane Bowden
Bryan Cave LLP
Kevin and Kathryn Burns

Jeanie Buss
Cargill Incorporated
Clelland Family Foundation
Mike Clouthier
Jim Coffman
Marc and Jody Compton
Elizabeth Conlisk
Cooley Manion Jones LLP
Nancy Critchfield
Todd Crockett
Cumberland Gulf Group of Companies
Dan D’Armond
Chris and Hedy Eyre
Fenway Sports Management
Finegan Family Foundation
Fortress Investment Group, LLC
Karen Francis DeGolia and Rick DeGolia
John Frisch
Doug and Suzy Galen
John Garibaldi
Kate and Steve Gibson
Gregory and Kelly Golub
Green Bay Packers
Hunter Greene, M.D.
Guggenheim Partners, LLC
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Krista Howard
Bill and Margaret Hussey
Dr. and Mrs. Ross A. Jaffe
Kurt Jagers
Jones Day
Steve Kaye
Shane Kim
Bruce and Amy Langer
Ginny and Dan Lee
JoEllen and Steven Leturno
Los Angeles Lakers
Mark Melito
Jeb and Kitsy Morrison
Corey Mulloy
Kevin Nagle
John Nash
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Pabian Law LLC
Palmetto Partners, Ltd.
Gary and Kitty Petersmeyer
Wendy Petersmeyer and Dave Bagshaw
Phoenix Suns
Keith Presher
Pyramid Financial + Tax PLLC
Reliant Energy Charitable Foundation
Albert and Jackie Richey
Jeff Robinson

Ronald McDonald House Charities
Rotary Club of Sacramento Foundation
San Jose Earthquakes
Sand Hill Foundation
Santa Clara University
Skadden, Arps, Slate, Meagher & Flom LLP
Taylor and Koryne Smith
Elizabeth Snell
Teresa Soloman
Glenn and Lisa Solomon
Square Two
Robert Stansky
Mary and Mark Stevens
Paul and Melissa Stewart
John Stone
Jeremy Styles
Sweeney Charitable Foundation
Jordan Taylor
The Lee and Joseph D. Jamail Foundation
Jeffrey W. Tocci
TPG Capital, L.P.
Brian W. and Lisa Dawn Tuite
TYCO Integrated Security
Chip and Courtney Wadsworth
Scott Wegmann
WePay
Steve Westly
Richard and Anne Westnedge
WTA Tour, Inc.
Steve Zuckerman and Debra Meyerson

TEAM CAPTAIN

\$2,500 and above
Anonymous donor
Michael and Christy Akatiff
Lon and Ellen Babby
Bald Eagle Sports Camps
Kathy Benning
Lacey Books
Shona Brown
Bryan Family Fund
Richard Cody
Comerica Bank
Alanna Cotton
Cox, Castle & Nicholson LLP
Coyotes Charities
Gillian Darlow
Joe Donahue and Kat Alford
Howard and Vicky Dyer-Smith
John and Laura Fisher

William H. Forney
Chin Goh
Marrtije and Jamie Greene
Greentree Fund
Patrick and Ronnie Hee
Rick and Suzanne Herrero
High Five Marketing (H5M)
Hildebrand Fund
Indumar Products, Inc.
Rich and Gina Kelley
Joe Kubic
Dorothy Lazier
Jeff and Anne Maggioncalda
Ross Malinowski
Mechanics Bank
Mark Murphy
Oates Family Foundation
Pacific Outreach Foundation
Chris Perry
Gregg and Julie Petersmeyer
John Phillips and Ann O'Donnell
Rainbow Waterproofing & Restoration Co.
Andrew K. Rayburn
Karri Rozario
Safeway Foundation
San Francisco Giants
John Sauerland
Ed and Chris Schweitzer
Charles G. Seivers
Jenny Shimizu Risk and Gerald Risk
Speramus Foundation
Stanford University Department of Athletics
Kimberly Sterling
Anne and John Syer
Stephanie Tolleson
United Way California Capital Region
Keith Van Horn
Tobias Welo

PLAY MAKER

\$1,000 and above

20/30 Benevolent Fund
A. Teichert & Sons, Inc.
Cynthia Aafedt
Daniel Abrams
Paul Alexander
Robert M. Anderson
Harvey L. Armstrong
Nikesh Arora
Brian and Kalyn Baer
Jim and Lisa Bailey
John Bailey
Hayes Barnard
Bill Bartholomay
Ellen Basilico
Andy Beal
Benefits Done Right, Inc
James and Nancy Better
Beverly and Staman Ogilvie Family Fund
Ajalb and Sukhinider Bhardare
Big 10 Network

Carol and Bruce Bilger
Bob Sparre Guide Services
Boldt Company
Michael Borislow
Will Bowen
William Brennan
Shawn Britton
Samuel Bronfman II
Stephen and Shelby Butterfield
Alison Carlson
David and Julia Carver
Central Valley Fund Capital Partners, Inc.
Norman and Noriko Chen
George Cogan and Fannie Allen
Jerry Colangelo
Coldwell Banker
Chris and Linda Coleman
Jeffrey and Catherine Colin
Collins Electrical Company Inc
Steve Compagno
Kathleen Correia
Mitch and Shelley Cox
James and Molly Crownover
Gary and Sylvie Crum
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Eric Curry
Cytosport Inc.
Gregory and Beth Daniel
Tony DeNicola
Direct Technology
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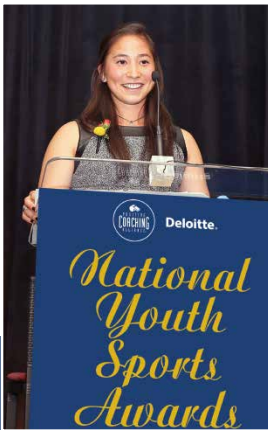
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"PCA and its core values embody everything I have grown up believing. In fact, PCA means so much to me that I'm missing my Senior Prom to be here tonight."

Edén 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.