PCA has always been about the Power of Positive, from the very beginning.

As a young teacher aide working for Shirley Pearl and Don Challman – who were way ahead of their time – I saw how kids with few advantages in life blossomed when they were treated to relentless doses of positive reinforcement to fill their Emotional Tanks. As a youth coach, I saw how kids with every advantage did poorly when they received negative feedback. The result of those two experiences was Positive Coaching Alliance.

Mary Fry of the University of Kansas and PCA’s National Advisory Board, summed it up, “Many coaches don’t realize how much good they could do if they supported athletes, built them up, and believed in their incredible potential. It especially saddens me to see kids dealing with hardships in life (e.g., parents going through a divorce; having a sick sibling; families with financial difficulties), treated harshly by coaches who don’t realize the damage they do by being too critical, too negative, and by dealing with athletes only in terms of their sport performance and not as people.”

The single most harmful aspect to youth sports is rampant negativity. And the most crying need in youth sports is to make positive coaching the keystone of the youth sports culture. Consider:

The research is clear. As Alex Wolff wrote in “The Last Days of the Abusive Coach” – the Sports Illustrated article for which I was interviewed – “Study after study shows the benefits of a more positive approach.”

Barbara Fredrickson, of the University of North Carolina and PCA’s National Advisory Board, describes the problem and the solution: “...there’s a perception that the best way to get what you want out of employees or players is by negativity or threats...But...negativity doesn’t work as well as positivity.”

Barbara coined a term I love, “Upward Spiral,” which every coach and leader needs to understand. “Positive emotions are especially contagious and a leader’s positive emotions are more contagious than anyone else’s.”

Great Coaches Exploit the Power of Positive. When we honored San Francisco Giants’ Manager Bruce Bochy with our Ronald L. Jensen Award for Lifetime Achievement several years ago, he addressed the need for resilience in baseball’s long season. “You are going to have slumps and the key to resilience is to remain positive.” Bruce has used that positivity to win three World Series Championships in the last few years.

Phil Jackson, PCA’s national spokesperson, attributed some of his amazing success to PCA: “I became a better, more positive coach because of my association with Jim and PCA...” He especially appreciated what Professor John Gottman calls the Magic Ratio. “About that time, Jim’s book shows up and Positive Coaching becomes an influence in my life, the 5:1 ratio, five praises to one critique...and of course the rest we know is that these Bulls won three championships in a row.”

The plus-minus ratio is such a powerful tool that we believe that the single most important action most coaches can take to become more effective is to up their own ratio to get closer to the Magic Ratio of five pieces of positive feedback for every criticism.

Sport Psychology Practitioners Agree. PCA benefits from the advice and involvement of some of the top sport psychology practitioners in the world such as Ken Ravizza and Charlie Maher of the Cleveland Indians (podcasts with both Ken and Charlie are within PCADevZone.org, and it is time well spent to listen to them!). Charlie has a great phrase, “mind in the moment,” which is what athletes need in order to excel in their sports. And what does negativity do? It distracts! It takes your mind out of the moment!

Negativity distracts athletes from devoting their full attention to the task they are trying to accomplish. Ohio State’s Ben Tepper, a member of PCA’s National Advisory Board, says, “We all have a finite amount of energy. You’re concerned with whether your coach will yell at you rather than doing your job, so it impairs your executive function.”
The Key. So I am excited that PCA is making a renewed commitment to vigorously promote the Power of Positive as the key to making youth sports the valuable and impactful experience it can (and needs to) be. When youth athletes feel they are connected to their coach and teammates, they will commit to giving their best effort to the team. And the reverse is also true. Kids will not commit to a team until they feel connected to their coach and teammates. It is the relentless filling of Emotional Tanks that connects athletes and unlocks all the wonderful benefits that sports can convey to kids. You’ll see how this works at a grassroots level in the adjacent Impact Snapshot.

Remember this phrase: The Power of Positive. You’ll be hearing it a lot as PCA makes it a rallying cry in our mission to develop Better Athletes, Better People!

Erik Hove
Head Coach Peewee B, Tri-Valley Blue Devils

THANKS FOR A STATE CHAMPIONSHIP
That was the subject line of an e-mail sent to PCA Founder and CEO Jim Thompson. The rest of the message illustrating PCA’s impact on a coach is excerpted below.

Jim,

Just want to say thank you for all that you do and how you have changed my coaching life. I religiously listen to your podcasts when traveling or on the road to hockey games all over California. I always look forward to getting back on the ice and using what I have learned with the kids at practice. Listening to several podcasts this past weekend made me want to share a story with PCA.

I coached a 10U travel hockey team in the East Bay Area last year. I have always taught the kids to respect the game, and sportsmanship is what we are about. There were times last year that I wondered when I would see the payoff for sticking to my ethics. There were several times where teams would board our kids, swear at them incessantly on the ice, hit them late after whistles and generally get away with things that I taught our kids not to do. I had to explain to the kids after those games that we are above that behavior and in many games admit it wasn’t fair that we held a standard that our opponents didn’t. It was very difficult at times, and I kept reassuring the kids that we were better people for it.

We also lost several tournament championship games during the season, including our own NorCal tournament. It was hard each time to go into the dressing room and explain how proud I was of the kids because of the effort and the tremendous amount of learning we gained from those losses. It seemed like we just couldn’t get over the hump in big games.

Well, I was fortunate to have the ultimate payoff for our sportsmanship and tough losses during the season. We won the California State Squirt A Championship game over a team that won 95 percent of their games all year and had beat us the day before 8-1 in round-robin play.

The reason we won? Resiliency and sportsmanship. We were down 2-0 going into the second period, but the kids stayed with it, pushed back and tied the game 2-2. Once we pushed back, the other team started taking ill-advised penalties and lost focus. We scored the next three goals and held on for a 5-4 win against a “superior” team.

We learned that sportsmanship pays off, and that losses – even tough ones – are great teachers. I am the luckiest coach around to have the opportunity to drive these points home in the biggest game of our year.

PCA drives my coaching, and it works. It seems so simple that if you commit to the process, the results follow. Unfortunately, there are many who don’t realize this, and it’s an uphill battle many times when you tell coaches, club administrators and parents that winning is way down on the priority list over true player development.

Thanks, Jim, for all that your organization does.

Erik Hove
Head Coach Peewee B, Tri-Valley Blue Devils
The preceding year was marked by quantum leaps in how and where PCA reaches and impacts youth and high school coaches, sports parents, administrators and student-athletes. The largest single advance came in the form of FOX Sports selecting PCA as a beneficiary of its FOX Sports Supports program for 2016-2017, delivering the PCA Movement its greatest mass media exposure to date.

The program’s widespread efforts will include FOX Sports producing and airing multiple PCA public service announcements across their national and regional networks. Other efforts to raise PCA’s profile include the PCA logo appearing on-screen during portions of FOX Sports broadcasts of games, as well as drop-in mentions of PCA by FOX Sports announcers sporting PCA-branded lapel pins. FOX Sports’ Joel Klatt and Molly McGrath are serving as co-Masters of Ceremonies for PCA’s 2016 National Youth Sports Awards Dinner and Auction sponsored by Deloitte.

“We couldn’t be happier to have FOX Sports Supports as a partner,” said PCA Chief Impact Officer Tina Syer. “The extra reach we gain from this relationship will make tens of millions more people aware of PCA and our efforts to develop Better Athletes, Better People. We are grateful to FOX’s Chris Hannan for bringing PCA this opportunity.”

PCADevZone.org Draws 1.2 Million+ Visits

Another huge advance in the way PCA communicates stems from the maturation of PCADevZone.org. Our website of more than 1,200 free audio-video and printable tips and tools drew more than 1.2 million visits in 2015. The wealth of educational and inspirational content there led many more people seeking youth sports solutions to discover PCA and investigate further.

Many of the videos featuring PCA National Advisory Board Members also find their way into PCA’s live and online workshops, bringing even greater credibility and liveliness to our dynamic PCA Trainers’ presentations. Finally, some of the most-viewed resources, such as those featuring Doc Rivers and Erin Chastain (insets) turn into social media hits.

Impact Snapshot

The following came in e-mail reply to an edition of our PCA Development Zone™ Newsletter:

I’m a person who coached youth sports from t-ball to college. I now own a baseball-softball Academy. The articles you are offering should be mandatory for all families. The damage done to young people is avoidable. I thank everyone involved with your publications. I recommend them to all of our participants.

We stress parental participation. We teach the family. The family develops realistic expectations and a passion for the sport. I sit with them during games. We preach age-appropriate and skill-appropriate development. Oh yeah, we have a lot of fun. Your info makes what we do easy.

Dale Herb, Owner, Herb Baseball Academy, Parkersburg, WV
The amassing of advice in PCADevZone.org over the last year also fed into a new e-mail series, *Sports Parent Conversation Starters*. The weekly e-mail series suggests topics for sports parents to discuss with their youth athletes and provides links to related PCADevZone.org content.

*Sports Parent Conversation Starters* are fashioned after PCA’s popular weekly e-mail series *Talking Points* (for coaches), which itself received an update in design and content. Thanks to the in-kind technology work of SportUp, a PCA Trusted Resource, all adults who complete a PCA online course or who sign into a live workshop via text message now automatically receive a subscription to the appropriate e-newsletter series.

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**Excerpt from a Conversation Starter**

“The team that makes the most mistakes will probably win...The doer makes mistakes, and I wanted doers on my team – players who made things happen.”

John Wooden, 10-time NCAA Champion Basketball Coach at UCLA

Consider the following questions:

When a team makes a mistake, it often benefits the opponent. How could Coach Wooden think that making more mistakes would lead to more wins?

What would it feel like to play on a team where it was okay to make a mistake? How do you think that would affect the way you play? Why?

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**Impact Snapshot**

As part of PCA’s ongoing assessment of our impact, and with generous support from The John Templeton Foundation and the S.D. Bechtel, Jr. Foundation, PCA teams up on multiple research projects with Richard M. Lerner, a professor of child study and human development at Tufts University, currently occupying the Bergstrom Chair in Applied Developmental Science and directing the Institute for Applied Research in Youth Development. PCA uses the insights gained from these studies to continually improve our programs.

Pictured from left are Tufts’ Kaitlyn Ferris, Richard M. Lerner, Lily Konowitz, Andrea Vest Ettekai and Jun Wang, and PCA’s Tina Syer, Beth Maloney, David Mahery, Leanne Trytko, and Eric Eisendrath.
2015 saw extreme acceleration in the PCA Movement. We conducted more than 2,200 live group workshops, a single-year record by a long shot. Including our online course usage, and the addition of a full year of sharing information, inspiration, tips and tools through PCADevZone.org, PCA reached 3.2 million youth. Addition of PCA Chapters in Hawaii, Los Angeles and Portland, rapid maturation of the Tampa Bay Chapter added the year before, and steady progress in all Chapters fueled growth in both our reach and in the expansion of sources of funding. All that accrued to a balanced budget and continued progress toward a positive, character-building youth sports experience throughout the U.S.
FUNDRAISING 16%

MANAGEMENT/GENERAL 8%

CONTRIBUTIONS

TOTAL COMBINED REVENUE

WORKSHOP REVENUE

REVENUE

$8.9 MILLION

$6.1 MILLION

$2.8 MILLION

$4.5 MILLION

FY2010

FY2015

EXPENSES

PROGRAMS 76%

FUNDRAISING 16%

$8.9 MILLION

$6.1 MILLION

$2.8 MILLION

$4.5 MILLION

FY2010

FY2015

Positive Coaching Alliance | MOMENTUM | 7
Corporate Partners, Trusted Resources and National Partners

Corporate Partners

In a unique relationship, PCA teamed up with Dove Men+Care Deodorant and the College Football Hall of Fame on the Caring Coach Curriculum. The 10-page curriculum draws heavily from resources within PCADevZone.org and is available in its entirety at that site.

Deloitte.

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

Dove Men+Care Deodorant

Designating PCA as a FOX Sports Supports Partner for 2016-2017, the network produces and airs PCA public service announcements and other media exposure.

Liberty Mutual Insurance

PCA’s exclusive insurance partner, whose podcasts, videos and other content co-developed with PCA are at PCADevZone.org

In a unique relationship, PCA teamed up with Dove Men+Care Deodorant and the College Football Hall of Fame on the Caring Coach Curriculum. The 10-page curriculum draws heavily from resources within PCADevZone.org and is available in its entirety at that site.

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Liberty Mutual Insurance

PCA’s exclusive insurance partner, whose podcasts, videos and other content co-developed with PCA are at PCADevZone.org

Trusted Resources

Gives suite owners at pro sports events the option to donate suites to PCA for use in local fundraisers and recognition events

SureID

Provides background checks and identity-as-a-service solutions to keep everyone involved in youth sports safe

Online team sports management tool and sponsor of PCA’s Double-Goal Coach® Awards Presented by TeamSnap
For the second straight year, PCA is partnering with Major League Baseball (MLB) in an expanded program to bring a positive, character-building experience to youth baseball programs across the country. PCA will conduct leadership and coach workshops for RBI (Reviving Baseball in Inner Cities) programs, as well as supporting PCA programming for other national youth baseball organizations, including USA Baseball.
New Chapters Added Throughout the U.S.

PCA steadily continues its drive toward establishing enough local Chapters to ensure we reach 20 million youth in the year 2020. Since the last issue of *Momentum*, we launched the PCA-Hawaii, PCA-Los Angeles and PCA-Portland Chapters for which we had raised the seed funding by Spring 2015, and we launched PCA-New York City thanks to the seed funders recognized within these foldout feature pages.

Next our sights are set on Chapters in Atlanta, Central Texas and Seattle, with an eye toward starting three new Chapters per year until we reach at least 26 Chapters in 2020.

In recent years, Chapter seed funding and other forms of support often have come from pro sports teams in the metropolitan areas PCA enters, as seen below:

**PCA resources have reached more than 8.6 million youth nationwide through partnerships with schools and youth sports organizations, comprising live workshops, online courses, books and e-communications containing tips and tools, such as the 1,000+ free resources within the Development Zone Resource Center at PCADevZone.org.**

In addition to a major partnership with Major League Baseball, PCA’s allies in pro sports include:

**National Advisory Board**
- Brad Ausmus – Detroit Tigers
- Dusty Baker – Washington Nationals
- Shane Battier (retired)
- Bruce Bochy – San Francisco Giants
- Herm Edwards (retired)
- Tony Granato – Detroit Red Wings
- Curtis Granderson – New York Mets
- AJ Hinch – Houston Astros
- Sam Hinkie – Philadelphia 76ers
- Allan Houston – New York Knicks
- Phil Jackson – New York Knicks
- Dave Kaval – San Jose Earthquakes
- Steve Kerr – Golden State Warriors
- Tony La Russa – Arizona Diamondbacks
- Ronnie Lott (retired)
- Jerry Manuel (retired)
- Mark Murphy – Green Bay Packers
- Cheryl Reeve – Minnesota Lynx
- Jerry Reinsdorf - Chicago Bulls & White Sox
- Claudio Reyna – New York City FC
- Doc Rivers – Los Angeles Clippers
- Mark Shapiro – Toronto Blue Jays
- Brad Stevens – Boston Celtics
- Steve Young (retired)

Visit our website for the full list of National Advisory Board Members

**Seed Funders**
- Boston Celtics
- Cleveland Cavaliers
- Cleveland Indians
- Los Angeles Clippers
- Los Angeles Galaxy
- Los Angeles Lakers
- Minnesota Twins
- New York City Football Club
- New York Knicks
- Portland Trail Blazers
- Portland Timbers
- Tampa Bay Lightning
- Tampa Bay Rays

New York Yankees (New Chapter Program Funding)

**Chapter Board Members**
- Ken Babby – Akron RubberDucks
- Lon Babby – Phoenix Suns
- Mike Golub – Portland Timbers & Thorns
- Derrick Hall – Arizona Diamondbacks
- Tim Harris - Los Angeles Lakers
- Joe Januszewski – Texas Rangers
- George Killobraw – Dallas Mavericks
- Chris Klein – Los Angeles Galaxy
- Kirk Lacob – Golden State Warriors
- Steve LaCroix – Minnesota Vikings
- Mark Lev – Boston Red Sox
- Chris McGowan – Portland Trail Blazers
- Jed Mettee – San Jose Earthquakes
- Steve Mills – New York Knicks
- Jared Muela – San Francisco 49ers
- Jeff Munneke – Minnesota Timberwolves
- Wayne Petersen – Minnesota Wild
- Claudio Reyna – New York City FC
- John Rinehart – Sacramento Kings
- Matt Silverman – Tampa Bay Rays
- Christine Simmons - Los Angeles Sparks
- Brian Smith – New York Yankees Foundation
- Dave St. Peter – Minnesota Twins
- Shawn Sullivan – Boston Celtics
- Bob Sweeney – Boston Bruins
- Neil Weiss – Cleveland Indians
- Nichol Whiteman – Los Angeles Dodgers

If you can help us meet individuals, foundations, companies or other influencers please contact PCA’s National Director of Business Development, Jason Sacks at Jason_Sacks@positivecoach.org or 872-208-7608.
PCA-Portland – just months after launching with seed-funding from the Trail Blazers, Timbers, Thorns FC, SureID, and the King-Guffey Family Foundation – partnered with Portland Public Schools and the Portland Interscholastic League to train all of its roughly 1,000 coaches who coach 11,000-plus PPS-PIL student-athletes.

PCA-Sacramento partnered with the Rancho Cordova Athletic Assn. – representing every youth sports organization and school in town – to certify every youth coach in the city as a Double-Goal Coach by the end of 2016, per a measure for the City of Rancho Cordova to fund the partnership.

PCA-SF Bay Area, via a $50,000 grant from the Golden State Warriors, added Oakland Unified School District (Oakland Athletic League) to an already strong roster of partners among public schools and underserved communities, including Blossom Valley Athletic League, City of San Jose, Monterey Bay League and San Francisco Unified School District. Here, Chapter Executive Director Brian Watson joins OAL officials Alphonso Powell and Dwayne Taylor.

PCA-Los Angeles is launching a new partnership with the Los Angeles Unified School District, and The LA84 Foundation is underwriting 40 workshops throughout Los Angeles, Orange, Riverside, and San Bernardino counties, impacting such school-based programs as Beyond the Bell and LA’s Best.

PCA-Colorado, with support from the Daniels Fund, is impacting Denver Public Schools-Middle School Athletics. Workshops for 25 of the schools’ athletic directors created a “focus on what really matters, provided them with tools and resources to increase their skill set when coaching kids, and helped them understand more the impact they can make on kids’ lives,” said Ellen Grosso, DPS Middle School Athletic Director.

PCA-Hawaii – on the strength of primary funding from The Wallace, Elizabeth, and Isabella Wong Family Foundation – has reached 24,877 students delivering 58 workshops for 30 public schools, including the neighbor islands of Hawaii, Kauai, Lanai, Maui, and Molokai. Overall attendance comprises 1,927 athletes; 1,727 coaches; and 4,422 parents.
PCA-Phoenix – thanks to a combined $100,000 in grants from the Arizona Super Bowl Host Committee and Fiesta Bowl Charities, covering a total of 60-plus workshops for Phoenix Union High School District coaches, parents, athletes and administrators – has delivered 34 of the workshops, impacting more than 4,000 youth. “We are convinced that the PCA program and messaging will not only influence our athletes in the short time we have them, but will create an impact that can last a lifetime,” said Dr. Zachary Munoz, Director of Athletics.

PCA-North Texas re-energized its partnership with Dallas Independent School District, fueled by this comment from District Director of Athletics, Gil Garza: “We look forward to continuing the partnership we have with PCA to provide our coaches with the tools they need to maximize the opportunity we have before us. We realize that winning and losing is secondary to helping our kids succeed academically and socially. The workshops they go through remind us of how important we are in a student’s eyes.”

PCA-Houston’s long-standing partnership with Houston Independent School District (HISD) grows ever stronger and deeper, thanks to funding from Bob Graham and leadership from HISD Athletic Director Marmion Dambrino. In the last year, HISD held 21 workshops for coaches and 24 workshops for student-athletes, in a system of 9,419 youth.
PCA-New York City launched with seed funding from Warren Lichtenstein (Executive Chairman of Steel Partners Holdings LP and founder of Steel Sports), Mary and Ted Dardani, Head Family Foundation, Paul Huchro, and Glen Matsumoto. The New York Knicks and New York City FC also were seed funders, and their launch event representatives included PCA National Advisory Board Members Claudio Reyna and Phil Jackson (right with PCA’s Jeff Dale and Heana Simpson).

PCA-New England reached 42,000 youth, among them student-athletes at long-standing partner Needham High School. In 2015, under the leadership of Athletic Director Micah Hauben (far left, with one of his athletes), Needham netted three state titles, three Coach of the Year Awards, The Boston Globe Ames Award for Overall Excellence in Athletics, two MIAA Sportsmanship Awards and recognition for community service activities, ranging from Breast Cancer Awareness to support for another PCA partner, the Boston Celtics Shamrock Foundation.

PCA-Minnesota launched workshops at seven low-income high schools within the Minneapolis Public School District, thanks to funding from the Carlson Family Foundation. That work reached 425 coaches and 50 high school sports team captains.

PCA-Chicago is reaching youth – many in underserved communities – via 20 workshops for Chicago Public Schools, plus an impact study on the workshops’ effectiveness, all funded by IMC Financial Markets, and another 27 workshops, plus access to online courses for the Chicago Park District funded by The Pritzker Traubert Family Foundation.

PCA-Cleveland takes special pride in working with the Cleveland Indians to provide Double-Goal Coach workshops to Cleveland Baseball Federation coaches and administrators, who serve more than 3,500 Cleveland youth in free baseball programs.

PCA-Tampa Bay expanded its partnership with Hillsborough County Public Schools (HCPS), to serve 635 student-athletes nominated by athletic directors and coaches for PCA’s Character and Leadership Development Program. “As leaders amongst their peers, participating student-athletes take the skills they learn in the program back into their schools, and the ripple effect of positive culture creation moves beyond playing fields into classrooms, hallways and the broader community,” said HCPS Superintendent Jeff Eakins.
As the PCA Movement continues its growth, we are astounded at the generosity of our donors and sponsors – both our newer friends and longtime supporters. Clearly, our mission to develop Better Athletes, Better People through youth and high school sports resonates nationwide. Millions recognize the potential for youth sports to produce the future leaders our society needs. PCA extends its deepest gratitude to the corporations, foundations and individuals listed here.

### Hall of Famer

**$500,000 and above**
- Daniels Fund
- S.D. Bechtel, Jr. Foundation and Stephen Bechtel Fund

**$200,000 and above**
- David Weckley Family Foundation
- Robert Graham
- John Templeton Foundation

**$100,000 and above**
- Deloitte
- The Wallace, Elizabeth, and Isabella Wong Family Foundation
- Triad Foundation, Inc.

### Olympian

**$75,000 and above**
- SureID

**$50,000 and above**
- Arizona Super Bowl Committee
- Fiesta Bowl Charities
- Golden State Warriors
- Franklin and Catherine Johnson Family Foundation
- Cynthia King-Guffey and Alan Guffey
- Warren Lichtenstein
- New York Yankees Foundation
- Mindy and Jesse Rogers
- San Francisco 49ers
- T.W. Lewis Foundation
- The William V. Campbell Family Foundation

**$50,000 and above**
- CFP Foundation
- Cleveland Cavaliers
- DDR Corp.
- IMC Financial Markets
- Lisle and Roslyn Payne
- Rays Baseball Foundation
- RGK Foundation
- Tampa Bay Lightning
- TeamSnap
- Dan and Katharine Whalen

### All-Pro

**$25,000 and above**
- Anschutz Foundation
- Blue Cross Blue Shield
- Tom and Jodi Cassutt
- Dennis and Gloria O’Brien Foundation
- Wendy and Tim McAdam
- Tamar and Patrick Pichette
- Rodger Rickard and Diane Talbert
- Mark Sakalosky
- The Spurlin Foundation
- The SZ Foundation
- Jason and Robyn Wheeler

**$15,000 and above**
- Beverly Hills Basketball League
- Murry Bowden
- Davisco Foods International, Inc.
- IBM
- Jacob Green Charitable Foundation
- Lance Killian
- Los Angeles Galaxy
- New York Knicks
- Gary and Kitty Petersmeyer
- Mark and Laura Pitchford
- Leo and Nancy Redmond
- Sacramento Children’s Home
- Sagicor Life Insurance Co.
- San Jose Earthquakes
- Laura and Gregory Spivy
- Brian and Yvonne Strom
- The Community Foundation for the National Capital Region
- The MST Foundation
- Jim Thompson and Sandra Hietala
- U.S. Trust, Bank of America/Wells Fargo – SF Bay Area

### Most Valuable Player

**$10,000 and above**
- Bank of America Foundation
- BMC Software
- Boston Bruins Foundation
- Bob and Candice Bowlsby
- Peter and Devon Briger
- Centene Management Company LLC
- Don and Sandra Craighead
- Nancy Cronin
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- Fenton Family Foundation
- Aaron Finch
- FOX Sports
- Goldman Sachs & Co.
- Goodwin Procter
- Steve Harrick and Jennifer Min
- Hill Ward Henderson
- Brian Hogan
- Paul Huchro
- Brock and Carolyn Hudson
- David Hull
- Kenneth Leikam
- Jeff Lucier
- Matt McWright and Anne Morrical
- Jonathan Meltzer
- Minnesota Vikings Children’s Fund
- New York City Football Club
- Mark Newman
- Greg Nortman
- Orthopaedic & Spine Center of the Rockies
- Peter Grauer
- Portland Timber
- Portland Trail Blazers
- Ellen Robbins
- Richard Scudellari
- Jeff Serota
- Scott and Pamela Shimamoto
- Smikis Foundation

**Greg Spiers**
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- The Tapests Fund
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- VF Services, LLC
- Chip and Courtney Wadsworth
- Peter and Deb Wexler
- Windward Health Partners Inc
- Andrew and Emily Wright
- William Wynder

### All-Star

**$5,000 and above**
- Ardean and Colleen Aafedt
- Eric and Jill Aafedt
- Arizona Diamondbacks Foundation
- Avison Young (USA) Inc.
- Lon and Ellen Babby
- Barcode Properties
- Tom and Deb Barnds
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- Tracey and Ed Benford
- Bill and Susan Oberndorf Foundation
- Robert Brown and Kirsten Hoefer
- Sandy and Bill Bryan
- Bryan Cave LLP
- Chris Bryant
- Cargill Incorporated
- Terry Clark
- Mike Clouthier
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- Eli Cohen
- Coldwell Banker
- Colorado State University
- Elizabeth Conlisk
- Brendan Cullen
- Greg Dalton and Lucia Choi-Dalton
- Edward Dardani
- Kathleen and Ken Diekroeger
- John Donahoe
- Fenway Sports Management
- John and Laura Fisher
- Fox Sports Net North LLC
- Laurel and James Fredlake

### Bryan Funkhouser
- Doug and Suzy Galen
- Brian Garrett
- Eric Gill
- Shelly Goldberg and Ryan McCauley
- Golden State Warriors
- Stephanie Harman
- Rick and Suzanne Herrero
- Carole Huntsman
- IMUA Orthopedics, Sports & Health
- Kurt Jaggers
- Jones Day
- Jones Lang LaSalle Americas, Inc.
- Andrew Karamouzis
- Rich and Gina Kelley
- Pat and Stephanie Kilkeney
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- Dorothy Lazier
- Ginny and Dan Lee
- Mike Lesage
- Joel and Steven Leturmo
- Jonathan Levy
- Mark Linton and Susan Ellis
- Los Angeles Lakers
- Gary and Julie Luckasen
- Paul Martin
- Trygve Mikkelson
- Minnesota Wild Foundation
- Karen Munk
- Dean Munro
- Park Nicollet Health Services
- Wendy Petersmeyer and Dave Bagshaw
- William Price III
- Chris and Michele Ray
- Pam Rogers and Mark Dickey
- Karri Rozario
- Cynthia Safford and Scott Mulcahy
- San Jose Sharks, LLC
- Sand Hill Foundation
- Don Sanders
- Terry Schallich
- David Seberan
- George Seward
- Simon Osborn
- Skadden, Arps, Slate, Meagher & Flom LLP
- Taylor and Koryne Smith
- Glenn and Lisa Solomon

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Stanford Department of Athletics
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Linda Stern
John and Ladawn Stone
Sweeney Charitable Foundation
Anne and John Syer
Jordan Taylor
The Roles Family Foundation
The WMN Foundation
Larry and Robyn Varellas
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Meg and Dick Weekley
Jack and Sheila Weinberg
Steve Westly
Warren Woo and Carolyn Suda
Gina and Brian Wood
John Woodward

**Team Captain**

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Anonymous
Michael and Christy Akatiff
Dave Ament
Athletico
Tony and Jackie Avila
Jim and Lisa Bailey
Bald Eagle Sports Camps
Kim and Tom Beckett
Benesch, Friedlander, Coplan & Aronoff LLP
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California Family Fitness
Matthew Cole
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Brad Ehikian
Paul Furlow
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Craig and Nikki Johnson
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Pat Leicher
Sue Levin
John and Nancy Lindahl
Josephine and Daniel Lisowski
Clint Magnussen
MassMutual Financial Group
Holly McKinney
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Mark Melito
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NetSuite Inc.
Omnova Solutions
Periscope
John Phillips
Billy Pieper
Pinecrest Capital Partners
Polk Bros. Foundation
PolyOne Corp
PricewaterhouseCoopers LLP
Punahou School
Kenny and Sonja Randle
John Rinehart
Robertson, Griese & Thoelde
Walter and Maryjane Scherr
Ryan Schluenz
Colleen Snyder Affeldt and Eric Affeldt
Social Venture Partners of Sacramento
Speramus Foundation
STACK Media, Inc.
Steel Sports
Paul and Melissa Stewart
Darren Stowell
Lisa and Ron Sturzenegger
Summit Orthopedic
Mark and Maria Evelina Taber
Texas Rangers Baseball Foundation
The Adcom Group, Inc.
The Brian Henninger Foundation
Brister Thomas
Mark Thompson
TPG Capital, L.P.
Mark Tricoli
Trinity Technology Group
Brian and Lisa Tuite
Winston & Strawl LLP
Laura Yamamoto
Rich Young

**Play Maker**

$1,000 and above
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Kenneth and Susan Abrams
Acacia Property Corporation
Rick Aguirre
Akron RubberDucks
Daniel Alberti
Paul Alexander
Glen Andresen
Dawn and Gary Angelo
Anonymous Donor
Arp Family Foundation
Brian and Kalyn Baer
Banks-Baldwin Foundation
Harris Barton
Ellen and Chad Basilio
Be Youth Sports Foundation
Andy Beal
Lee and Leila Beckelman
Peter Bell
Ben E. Keith Company
Kathy Benning
Heather and Tim Bergeson
David Bicknell
Bruce Bilger Sr. and Carol Bilger
Bob Sparre Guide Services
Eileen Bocci
Boston Celtics Shamrock Foundation
Scott Bradley
Bill and Laurie Brennan
Teresa Briggs
Travis Bryan
Burke, Warren, MacKay & Serrittella, P.C.
Matthew Cary
Chris Casalena
CBS Interactive
Jeffrey Chambers and Andrea Okamura
Michael Chang
Robert Chapman
Brandi Chastain and Jerry Smith
Chicago Sky
Carol Cloud
George Cogan and Fannie Allen
Chris and Linda Coleman
Jeff and Catherine Colin
Colorado Rockies
Brett Comolli
Nancy Critchfield
Robert Crosby
Rick and Margie Crump
Eric Curry
Alison Davis
Allan Davis
Roger and Marjorie Davison
Michael Dement
John Denninston
James Disch
DNA Communications LLC
Dickin Embrey
Nick Epstein
Ernst & Young
Robert Eustace
Chris and Hedy Eyre
Farmers Insurance
John Finegan
Robert and Noreen Fisher
Diane Flynn
William and Carolyn Forney
Julie Foudy
Fredrikson and Byron P.A.
Frost Bank
Frys.com
Patricia and Richard Gibbs
Carl and Laura Giesler
Seth Goldman and Julie Farkas
Jason Gonella
Hunter Greene
Eric Hamilton
Patrick and Ronnie Hee
Robert Hellman
Tom and Bonnie Herman
Jeffrey Heyman and Jane McConnell
George Hicker
Hilton Waikiki Beach
Urs Hoelzel
Honolulu Marathon
Gary Hornbeek and Susan Miller Hornbeek
Teena Hostovich
Melissa Houser
Nancy Huang
Idea Formativa Escalante Y Asociados SA de CV
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Karen Johnson
Albert Johnson III
JT Law Firm PLLC
Ron Katz and Libby Roth
Steve Knaebel
Dave Kostecki and Elizabeth Ignacio
Mike Krulfeld
Joe Kubic
Lisa Kunkle
LA Lakers Foundation
Blair LaCorte
Lanier Family Fund
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Michael and Catherine Lee
Laura Liang
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Los Angeles Clippers
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Connie and Robert Lurie
Doug and Shawn Mackenzie
Jeff and Anne Maggioncalda
Margaret Mahery
Dave and Shelley Malcolm
William Maloney
Lynda and John Marren
Maxx and Jay Mills
Jeffrey May
McGuire Woods LLP
Marc Messina
Edith and Henry Meyer
Midwest Orthopedics at Rush, LLC
Scott Miller
Robert Milward
Minnesota Timberwolves Basketball
Minnesota Twins
Minnesota Youth Athletic Services
Morrison Sund PLLC
Harold Mottet
Michael Namba
Andrew Neuharth
Lawrence and Kathleen Nibbi
Sheila Nielsen
David and Janet Nolan
Nordby Signature Homes, Inc.
Northside Basketball League
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Paul and Debbie Olschwanger
Kevin Oneill and Roberta Oneill
Open Door Foundation
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Gregg and Julie Petersmeyer
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Steven Raney
Thomas Rash
RGT Capital Management
Doug Roberts and Ginelle Sakima Roberts
Jeff Robinson
Steve Rochlin
Rocklin Youth Baseball Inc.
Russell Reynolds Associates
Sacramento Kings
Community Foundation
Sacramento Rivercats
Sandwich Isles Communications
SBL Charitable Trust
Richard Schmidgall

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Jon and Deb Secret
Charles Seivers
Greg Shannon
David and Amy Shapiro
Mark Shapiro
Heana Simpson
Wade Smith
Elizabeth Snell
Byron Spruell
St. John’s School
Erika Stein Rosenhagen and Kerry Rosenhagen
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Donald and Erica Sweeney
Hal Tease
The Gift Foundation of Hawaii
The Ludwick Family Foundation
The Streight Family
The Walton Family Foundation, Inc.
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Jaco Van Delden and Jennifer Raams-Van Delden
James Van Horne
Robin Varon
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Sandra Williams Smith
Wolverine Execution Services
Donna Yamagishi
Nikki Zollar

Circle of Service Foundation
Coddington Valero & Subway
Colorado High School Activities Association
Mark and Jen Conley
Kathleen Correia
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David and Linda Crum
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Gillian Darlow and Christopher Jones
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Erik Didrikson
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Disneyland Foundation
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Peter Fischer
David Fleming
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James Freedman
Bill Frieder
Jessica Goff
Cathy and Marshall Goldman
GolfTec
Dick and Anne Gould
Kirsten and Eldridge Gray
Monty Greek
Green Bay Packers
Gordon Hammond
Mark Hartig
Tim Hasler
Blake Hastings
Lucy and Jeff Heegaard
Michael and Braeda Heffernan
Tom Heimsoth
Rodney Herenton
Glen Higa and Edie Nakashima
Alan Hirsch
Anne Holloway
Sarah Horner
Jeffrey Huber
Erin Hubert
Stacey Huff
Bill Hussey
Invision LLC
Brian Iwashita
June Jackson
Marisa Jacoby
Joe Januszewski
Jason Kidd Foundation
Chip Johnson
Martin Kandes
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Kenneth Lee
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Michael Metz
Mico Mechanical Corporation
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Ruben Nieves
Nordby Construction Company
Janeen Olds
Matt Payne
Jon Petersmeyer
Gary Pinkus
Portland General Electric
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Mike Ralston
Rangers Baseball
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Laurie Rood
Ben Rose
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Sacramento Republic FC
Sacred Hearts Academy
San Francisco Giants
Katie Sarau
Mike Schonenberg
Schwab Charitable Fund
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Trent Smith
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Dave St. Peter
Tony Stayner and Beth Cross
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SwizzleSticks Lacrosse, LLC
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Ed and Beth Anderson
Scott Anderson
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Howard Berkes
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Kirsten Biondi
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Deborah Boccia
Amy and Scott Bokker
Brett Bonthron
Lydia Borbin
Peter and Sarah Boskovich
John Bowen
JeanJean Bower
Paige Bowie
“When Eden turned three, she was too shy to say her name and age when it was her turn to wear the glittery birthday crown. I had rushed to record this moment with my huge, Sony camcorder and my heart sank. Fast forward to Eden as a high school senior, when she addressed a crowd of 500 in Palo Alto at PCA’s National Youth Sports Award Banquet.

“I was not present. What was the key to this transformation from shy toddler to confident teen? The answer is definitely NOT her sports-challenged mom! The answer is in fact: Sports and Positive Coaching!

“Eden at a very young age was exposed to every imaginable sport by her Stanford alum and sports-fanatic dad, Danny. Danny played with her, coached her and told her ‘Just play hard, have fun, and don’t worry about the scoreboard!’

“When she arrived at St. John’s School, Coach Angie Kensinger did the same. Eden played multiple varsity sports for “the love of the game.” Angie introduced her to PCA.

“Sports and PCA taught Eden life’s most important lessons, giving her the confidence and leadership skills to succeed. Perhaps, then, it is no surprise that Eden is now at Johns Hopkins, a Dean’s List Division 1 Student-Athlete, playing lacrosse for the winningest coach in Hopkins history, Head Coach Janine Tucker. Coach Tucker truly embodies PCA’s coaching tenets; so much so that she herself has joined PCA’s National Advisory Board this year!

“The neat thing about PCA is Eden’s story is hardly unusual. It is the story of millions of youth impacted by PCA. PCA invests in the very best our country has to offer: Our Kids! The short- and long-term returns on this investment, I submit, are priceless. I hope you will join me in supporting PCA.”

**More TV Airplay for PCA**

Recently, PCA has gained great resources from supporters who want to ensure the PCA Movement spreads as far and wide and fast as possible.

For example, PCA-Colorado’s recent $350,000 grant from the Daniels Fund earmarked $150,000 for production of public service announcements for TV, radio and social media, targeting youth sports parents to create additional awareness of PCA, adoption of PCA sports-parenting tools and demand for more schools and youth sports organizations to partner with PCA.

Separately, PCA-Minnesota recently created a 30-second TV spot (right) that ran on School Sports Media’s streaming coverage of the Minnesota State High School Girls’ Basketball Tournament and will soon be seen throughout the region on TV. Scott Dahl – PCA-Minnesota Board Member and VP/Creative Director for ad agency Periscope – was instrumental in the initiative. Best of all, the spot is adaptable for creative tweaks to make it suitable for running anywhere in the U.S.
Positive Coaching Alliance develops BETTER ATHLETES, BETTER PEOPLE through resources for youth and high school sports coaches, parents, administrators and student-athletes. In addition to 1,000+ free audio-video and printable tips and tools at www.PCADevZone.org, PCA has partnered with roughly 3,500 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 positive, character-building youth sports culture.

PCA resources, which have reached more than 8.6 million youth, strive to transform high school and youth sports into a Development Zone™ culture, 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.

www.PositiveCoach.org

www.PCADevZone.org  Toll-free 866.725.0024  PCA@PositiveCoach.org  Facebook.com/PositiveCoachingAlliance  @PositiveCoachUS