Positive Coaching Alliance (PCA) develops BETTER ATHLETES, BETTER PEOPLE through resources for youth and high school sports coaches, parents, administrators, and student-athletes. In addition to 1,500+ free multimedia 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.
As a non-profit social entrepreneurship, Positive Coaching Alliance is in the culture change business. We partner with thousands of schools and youth sports organizations, helping them transform their cultures to better serve millions of youth. We want to replace the prevailing win-at-all-cost entertainment sports culture with the Development Zone culture and its laser focus on developing youth into Better Athletes, Better People.

PCA defines culture as “The way WE do things HERE.” But almost all the emphasis is typically put on the “way” things get done at the expense of considering the “we” who do them. Leaders in sports and beyond can align the “we” – the collection of individual teammates – with the desired team culture. The key is to define the identity of the person that each team member can become within a positive, supportive culture.

Once teammates have an identity to which they aspire, they try to live up to what they think “a person like that” does in challenging situations. This often leads to a virtuous cycle of identity and culture.

PCA prepares youth coaches to assume the identity of a Double-Goal Coach, striving for wins and the more important goal of teaching life lessons through sports. We ask student-athletes to aspire to be a Triple-Impact Competitor, exerting impact by improving oneself, teammates, and their sport as a whole. Those coaches and athletes who most strongly identify are “Elevaters” (not elevators, which provide passive rides to passengers, but people who actively elevate every situation they face).

The demands of that identity require a supportive environment from coach, team, and the larger school or organization, as well as access to important role models. That is where organizational culture comes in. A youth or high school sports program whose culture honors the identity of a Triple-Impact Competitor provides much of the social support needed to encourage youth to become Elevaters.

Our mission of Better Athletes, Better People will then be fulfilled if athlete Elevaters grow up to become citizens who look to elevate our society. That is why PCA is so intent on helping our school and youth sports organization partners help the youth who are their “we” learn “how” to “do” things “here” on our planet.

Jim Thompson
Founder & CEO
The massive gathering shown above was just one of 2,500 live group workshops PCA held over the last year in partnership with roughly 1,000 schools and youth sports organizations. PCA Trainer Ray Lokar facilitated this workshop for 600 student-athletes at the Los Angeles area’s La Canada High School.

All the student-athletes were equipped to become a Triple-Impact Competitor, impacting sport on three levels by working to improve themselves, teammates, and their sport as a whole. Also highlighting the last year for PCA-Los Angeles, one of 17 local Chapters throughout the U.S., was a thriving partnership with LA84 Foundation that delivered resources reaching 20,000-plus children primarily in underserved communities.

Beyond delivering workshops, PCA also continuously improves and innovates every component of its partnerships, including print and electronic resources that reinforce the core training curriculum for youth and high school sports coaches, parents, student-athletes, and leaders. All resources comprise research-based sport and educational psychology, organizational culture practices, and accumulated wisdom and experience from 100-plus top athletes, coaches, academicians, and leaders on the PCA National Advisory Board.

Among the greatest innovations within the last year was PCA’s first release of Spanish-language materials (right) in the translation of PCA Founder Jim Thompson’s book, Positive Sports Parenting.
Not only does PCA innovate, but so do the schools and youth sports organizations that partner with PCA to provide workshops and other resources. For example, Wisconsin’s Neenah Soccer Club helps the youth athletes they serve through an essay contest, in which players explain how their coaches embody the Double-Goal Coach® approach of striving for wins and the more important goal of teaching life lessons through sports. NSC President Marti Coan, Coach Andy Zeigert, and essay-writer/soccer player Ashley Zachar are all winners!
PCA IN THE MEDIA

Our touchdown play at the Super Bowl

PCA had a record year for media reach, starting a second year of FOX Sports Supports partnership during the Super Bowl with a 20-second public service announcement (PSA). FOX Sports Supports covered the cost of production and airtime, placing PCA in a sweet spot between the end of Lady Gaga’s halftime show and the start of the second half. The Patriots broke records in that second half, but here are even more meaningful stats.

WATCH OUR SPOT
positivecoach.org/our-super-bowl-spot

Up to 111 million Super Bowl viewers saw this image as part of the PCA PSA.

85,000+ views of the PSA on social media.

Unlimited opportunities are arising in the form of inquiries from other media outlets and potential donors and partners.

One partnership commitment arriving via email during the game from a parks-and-rec department.
Do sports parents Dare to Chill?

The Daniels Fund, a long-time PCA supporter, underwrote PCA-Colorado’s “Dare to Chill” video. Created in conjunction with Boulder-based social change agency Fearless Unlimited, the sports parenting satire drew 276,000 Facebook views in its first month. To view, visit positivecoach.org and search for Fearless.

Boston Store ad features PCA’s work in Milwaukee Public Schools

Department store chain Boston Store melded its Green Bay Packers sponsorship with funding for 20 PCA workshops for MPS. Packers star Micah Hyde co-led a workshop at this Riverside University High School kick-off event, highlighted in Boston Store TV ads during Packers coverage. CBS EcoMedia brought Boston Store and PCA together. To view, visit positivecoach.org and search for EcoMedia.

Heard PCA on the radio?

A Twitter exchange and resulting phone call with @MichaelHaake in response to a FOX Sports Supports PSA featuring PCA National Advisory Board Member and FOX Sports soccer analyst Alexi Lalas prompted Michael to use his position at the Total Traffic and Weather Network to offer PCA free radio time! The radio PSAs have run nationwide since Summer 2016!
Extending reach through national and corporate partnerships

The most important word in our organization’s name is “alliance.”

—PCA Founder
Jim Thompson

CORPORATE PARTNER SUREID HELPS KEEP SPORTS SAFER

As a Corporate Partner, SureID supports PCA financially and supports our mission by providing high-assurance identity solutions that help make youth sports safer and more secure. PCA is introducing the SureID Certified Edge™ solution for identity-assurance needs to partner schools and youth sports organizations. Below, SureID representative “Rudy” Ruettiger – the inspiration for the film “Rudy” – announces the recipient of a SureID-sponsored scholarship at PCA-Chicago’s Triple-Impact Competitor Scholarship Awards Celebration.

PCA’s reach to millions of youth each year depends heavily on partnerships with corporations and national sports organizations. This year PCA made huge strides with SureID (box at left) in a program to protect children by keeping predators out of youth sports. PCA carefully aligns with companies that contribute to the greater good and actively support PCA’s mission. That is most evident at PCA’s National Youth Sports Awards Dinner and Benefit Sponsored by Deloitte, a partnership entering its second decade, due largely to our organizations’ shared commitment to ethics.

PCA and the youth we serve also benefit from the depth and breadth of our partnerships with national sports organizations, including major advances in the past year with the NBA and Major League Baseball.

The NBA partnership entails PCA delivering live group workshops for coaches within Jr. NBA programs throughout the U.S., including recipients of the Jr. NBA Program of the Month award. PCA also gains a presence at NBA events throughout the season. For example, during the NBA All-Star Game Weekend, PCA National Director of Business Development Jason Sacks moderated a
Corporate partners

MAJOR LEAGUE BASEBALL PARTNERSHIP IS A HOME RUN

Thanks to PCA’s partnership with Major League Baseball, star outfielder and PCA National Advisory Board Member Curtis Granderson joins PCA National Director of Business Development Jason Sacks in addressing sports parents at an MLB Play Ball event before Game 4 of the World Series. Granderson, a Chicago-area native, upped the ante on supporting PCA even further, announcing from the stage at PCA-Chicago’s scholarship awards celebration that his Grand Kids Foundation would fund $15,000 in PCA student-athlete scholarships.

For profiles on all of PCA’s Corporate Partners, visit positivecoach.org/corporate-partners.

For profiles on all of PCA’s National Partner sports organizations, visit positivecoach.org/national-partners.

panel on inclusiveness at the Jr. NBA Coaches Forum. Additionally, PCA assists with the Jr. NBA’s Coach of the Year program and provides educational content for Jr. NBA coaching manuals, practice plans, websites, and social media channels.

PCA’s NBA work also extends to local levels, such as the San Antonio Spurs’ Silver and Black Give Back program (pictured above), a signature partner of PCA-Central Texas, one of our newest Chapters. Also for PCA-Central Texas, R.C. Buford – President of Sports Franchises for Spurs Sports and Entertainment, Silver & Black Give Back Board Member, and PCA National Advisory Board Member – recently led a chalk talk for Chapter supporters before an Austin Spurs D-League game.

Meanwhile, work with Major League Baseball includes joint event appearances (box at right) and an extensive series of workshops for MLB’s Reviving Baseball in Inner Cities (RBI). Plans call for a combination of PCA, MLB, and the Major League Baseball Players Association to train and certify every RBI coach as a Double-Goal Coach over the next two-plus years.
A whirlwind tour of PCA Chapters reaching youth

PCA AND TRAIL BLAZERS CO-CREATE CUSTOM CURRICULUM

PCA-Portland has partnered with Portland Trail Blazers and their Rip City Academy, a community-driven program serving youth basketball programs throughout Oregon and Southwestern Washington by providing kids the opportunity to grow their love of the sport and have a positive early experience playing in organized leagues. PCA-Portland’s unique partnership with the Trail Blazers has led to co-creation of a custom “Trail Blazers” version of PCA’s Double-Goal Coach Workshop.

PCA-Tampa Bay’s partnership with Hillsborough County Public Schools (HCPS) served 2,700 student-athletes nominated by coaches or ADs for PCA’s Character and Leadership Development Program. The launch at C. Leon King High School brought together student-athletes, HCPS Superintendent Jeff Eakins, Triad Foundation Board Member Troy Fowler, Caspers Company/McDonald’s CEO Blake Casper, mascots from the Rays and Lightning, and a camera crew from FOX Sports Sun/FOX Sports Florida.
PCA-Phoenix participated in the Fiesta Bowl Charities Youth Football Clinic, a free, non-contact clinic for 9-to-14-year-olds led by PCA-trained coaches. The day’s skills-and-drills sessions helped players learn and grow in the areas of confidence, work-ethic, and positive motivation.

PCA-New England’s partnership with the Boston Celtics enabled Scott Markovich, a 2016 winner of PCA’s Double-Goal Coach Award Presented by TeamSnap, to bring his players to the Garden for a special pre-game access event.

PCA-New York City partners with the Public Schools Athletic League (PSAL) to train all 2,500 coaches in the nation’s largest school system. Funds from the New York Yankees Foundation enable workshops for PSAL coaches, ADs, and student-athletes. Spearheaded by Chapter Board Member Brian Smith – the Yankees’ SVP, Corporate & Community Relations – this innovative partnership has impact on the playing fields, as well as the classrooms and hallways of New York City public schools.

The tour continues on pp. 14-15
2016 SNAPSHOT

50% GROWTH IN VISITORS TO PCA’S DEVELOPMENT ZONE RESOURCE CENTER

1.5 MILLION TOTAL VISITS

1,500+ FREE MULTIMEDIA RESOURCES

CHAPTER GROWTH

REACH & IMPACT

3.2 MILLION YOUTH REACHED THROUGH LIVE, ONLINE, AND PRINT RESOURCES THROUGHOUT THE U.S. AND BEYOND

KEEPING KIDS IN THE GAME

A study involving more than 4,300 coaches found that athletes coached by PCA-certified coaches are more likely to return to their sport the following season than those playing for non-PCA trained coaches.
Whirlwind tour of PCA Chapters continued...

**PCA-North Texas** Chapter Executive Danielle Moorman injects immense energy into the Dallas area. When she is not handing out Triple-Impact Competitor Scholarship awards, she is generating impact in other ways, such as overseeing a Dallas Independent School District partnership that in the last year trained nearly 900 middle-school and high school coaches.

**PCA-Minnesota** said goodbye to its original Chapter Executive Director Deborah Edwards, promoted to director of field operations, and hello to her successor, Amy Sinclair. A Chapter highlight was the Impact Awards Celebration at US Bank Stadium during its inaugural season, honoring these Triple-Impact Competitor Scholarship winners.

**PCA-Seattle** is the organization’s newest Chapter, launched in October 2016. Dan James, Chapter Executive Director, brings to his role coaching and sports management experience honed throughout his career at the United States Tennis Association, including a stint as National Manager of Wheelchair Tennis. The Chapter launched with seed funding from the Seahawks, Sounders, and Mariners, as well as several individuals.

**PCA-Houston** hosted its 8th Annual 7-on-7 Football Camp and Tournament, drawing 16 teams from the Houston area for a free competition among public, private, and charter schools. Student-athletes thrived on the unique opportunity to compete against teams they would generally never have the chance to interact with in their regular football seasons. The event also includes a Triple-Impact Competitor workshop for the student-athletes.
PCA-Sacramento’s highlight from the last year was its Girls in the Game event, featuring Olympic Swimming Gold Medalist and PCA National Advisory Board Member Summer Sanders (near right) with Chapter Board Member Jen Enos—who spearheaded the event—and several of the young women the event inspired. In addition to meeting an Olympic hero, female student-athletes gained education and empowerment to be the voices and leaders of the future.

PCA-San Francisco Bay Area honored the San Jose Jr. Sharks Youth Hockey Organization with the Humanitarian Award at the Chapter’s Triple-Impact Competitor Scholarship and Awards Dinner. The 340 PCA supporters in attendance sat riveted by a video focusing on the Jr. Sharks’ impact on the Nguyen family’s joy in the sport as a respite from economic hardship.

PCA-Hawaii was a beneficiary of The John Henry Mile, a run named for John Henry Felix, Chairman and CEO of Hawaii Medical Insurance Association and former Chief of Staff to the first Governor of the State of Hawaii. Chapter Executive Director Jeaney Garcia (near right) provided an inspirational opportunity for youth by coordinating activities between the run and a companion World Record Camp loaded with Olympians.

PCA-Cleveland’s Conversation with the Cavs event provided a precious father-son moment, the opportunity to pose with the Larry O’Brien Championship Trophy that the Cavaliers earned during their historic 2016 title run. The event also included a panel discussion among Cavs executives so that attendees could learn about the inner workings of an extraordinary team.

You can find story updates from PCA-Los Angeles on p. 4, PCA-Colorado on p. 7, and PCA-Chicago and PCA-Central Texas on pp. 8-9.
Thanks to the individual donors and foundations listed here for the support necessary to fuel PCA’s impact on youth over the past year. Our ability to impart information and inspiration on the power of positive to youth and high school sports coaches, parents, leaders, and athletes would not be possible without these generous gifts.

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Access Data Supply, Inc.
Daniel Alberti
Alexander & Baldwin
Paul Alexander
Harvey Allen
Stephen Ames
Arizona Business Bank
AXA Foundation
Karlene Beck
Bel-Air Country Club
Joan Bennett
Krishna and Alan Berkes
Thomas Bethel
Freeman Blade
Eileen Bocci
Steve and Sarah Bourdow
Denyce Boyle
Kelly and Samuel Bronfman
Joel and Lorraine Brown
James Brown
Emila Bullock
Mike Burbank
John Burnham
Krista Canfield
James and Michelle Catalano
Arthur Chase
Stephanie and Brian Cipresse
Peter and Lynda Clark
Bill and Mary Ellen Coffey
Comcast Sports Network
Bay Area
Constellation
Kathleen Correia
Marisa and Chris Cozort
Terri and James Crocilla
David Crosby
Christopher Culp
Philip Cussen
Dan J. Epstein Family Foundation
Michael Davis
Allan Davis
Joseph Deery
Dan Dematteo
Abbie Dorosin
Manish Doshi
Jonathon Dues
Shalyn Eason
Eric Eisenhardt
Shirley Ely
Dino Ewing
Peter Fahey
Thomas Faye
Robert and Noroten Fischer
Dave and Linda Flower
John Fowler
Brad and Robin Fox
Jen Fraisl
Rich and Jeaney Garcia
Carl and Laura Giesler
Martha Gilmore
Edward Glassmeyer
Peter Goddard
Goddard School Lakeville
Jessica Goff
Greg Goldfarb
Kenneth Goldman
Cathy and Marshall Goldman
Richard Goldsmith
Gregory Gordon
Dick and Anne Gould
Kylie Grenier
Michael Grossman
Wati and Michael Grossman
GU Energy Labs
Dr. John Gulon
Half Moon Bay Golf Links
William Hallidin
Scott Harkey
Brett Harris
Sarah Hartley
Peter and Teresa Hartman
Tamako Hayashi
Tom Heimloth
Chad Henke
Hillday Public Relations
Stephen Hilton
David Hines
David and Martha Ho
Dan Holt
Robert Horn
David Hornik
Beau Hurtig
Ward Huseth
IBM - Sacramento
Intel Corporation
Brian Iwashita
Richard and Ann Jaffe
Cindy Jameson
Richard Jenkins
Christian Johnson
Trennis Jones
Tim Jorden
Ed Kageyama
Julie Kahn
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Linda Abraham
Adam Abramowitz
Ace Charitable Foundation
Darren Acheson
Kathleen Aertker
Leilani Agena
Mark Agnew
Geoff Akers
David Albrecht
Jay Alexander
Barbara Alhouse
All Over Media
All Pro Classics, Inc.
Benjamin Allen
Aloha United Way
Aloha Youth Lacrosse
Association Inc.
Stephen Alpert
Salem AlSudairy
Judith and Israel Alter
Lisa Alumkal and Paul
Markovich
AmazonSmile Foundation
Bassem Amrou
Paul Amos
J. Carter Andersen
Carole Anderson
Jason Anderson
Amy Anderson
John Anderson
Marina Andreeva
Coleman Andrews
Coral Andrews
Katharine Andrews
Dawn and Gary Angelos
Susan Antrobius
Dana Apana
John and Kathy Apostol
Chris Apostol
Jamie Appel
Applied Materials
Foundation
Brian Archibald
Thomas and Lisa Archie
Janelle Argiros
Arizona United Soccer Club
LLC
Fred and Romana Arnold
Jennifer Arnold
Dan Aronson
Brian and Dana Asher
Jennifer Atkinson
Lisa Austin
Matthew Avery
Ari Resort & Casino
Bridge Baird
Albert Bandura
Vincent Bantilan
Michael Barbaro
James Bargon
Doug Barker
Barney's Meats
Jeremy Barnicle
Sandra Bartosh
Regina Basdavanos
Pouria Bastani
Jason Battle
Robert Baxter
David Baxter
Chase Beeler
Kathryn and Walter Begley
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Belkin International, Inc.
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Bonnie Belshi
John and Virginia Beman
Kelly Berman
Rich and Kathleen Berra
George Berry
Kristin and Michael Bicocca
Roger and Linda Bishop
Steve Bishop
Andrew Blachman
Shelley Blanton-Stroud
Dennis Block
Ricardo Boggs
Amy and Scott Bokker
Lydia Borbin
Megan Bowen
John Bowen
Paige Bowie
Jason Boyer
Brian and Susan Bradley
Chris Bradley
Leslee and Patrick Brady
Anne Breckenridge
Amanda Breckenridge
Brenda Bredermeier and
David Shields
David Brekke
Michael Brennan
Derek Brenner
Daniel Bress
John Brew
Robert Britton Jr.
John and Theresa
Brockelman
Michael Broderick and
Maile Meyer
Mike Brody
Nancy Brown
Michael Brown
Kristin Brown
Daniel Brown
Bert Brown III
David Bruni
Robert Bruno
Frank and Marijane Brush
Travis Bryan
Robert Buccola
Elizabeth Buchner
Karen Buckenheimer
Trevor Bukstein
Ward Bullard
Brad Buller
Robert Buono
Elisabeth Bunch
Kevin Burke
Eric Burkhard
Catherine Burr
Frank and Ruth Butler
Tim and Jacqueline Butler
Paula Butts
Lisa Byington
Thomas Cadden
Nicole Cadwell
Gary Caine and Lori
Feldman
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Marjie and Bill Campbell
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Kari and Jon Canfield
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Michele Carr
Craig and Lisa Ciesi
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Caroline Casiano
Lillian Cassatt
Roger and Marlene Castle
Geoffrey Chait
Victoria and David Chang
Johnny Chang
Jayne Chapman
Charles D. Gooden
Consulting
Pat Chavez
Tom and Leah Cheli
Spencer and Sharyn Chen
Travis Childs
Gary Chiles
Kathy and Tom Chou
William Christopher
Nikki Chung
Robert Clark
Gary Clayton
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James and Linda Clever
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William and Kathi Closs
Carol Cloud
Ronald Cohen
Phyllis Cohen
Martin Cole
Justyn Cole
Shawn Collins
Terence and Elizabeth
Collins
Karen Collins
Trip Conant
Catherine Conover Covert
Michael Conte
Bruce Cooley
Tom and Diane Copeland
Katherine Cowan
Ryan Craig
Edward Craig
Kevin Craig
Blair Crawford
Shirley Crawley
Crest Theater Sacramento, Inc.
Patricia Crone
Michael Cronin
Monica Cullis and Howard
Shiroma
George Curry
Thomas Cusick
Scott Dahl
Jeff Dale
Elizabeth Zupfer

TEAM MEMBER

UP TO $99

Karin Abel
Douglas Abrams
Raj Abuhlousn
Jessica Adams
David Akers
David Allen
Carin Anderson
Wade Anderson
Glen Andreisen
Gerald Anthony
Bernard Arfin
Theresa Arist
Seshadri Avatharam
Vanessa Ayers
Bill Ayooob
Randy Babb
Joe Bagliere
George Baldwin
Mary Banker
Joel Bard
Josie Barnard
Scott Barmum
Tina Barr
Dominic Barranco
Bruce Barton
Dino Battaglini
Karin Bauer
Dorothy Bauman
Brian Baxter
Michelle Bazzini
Robert Bellumoni
Andrea Benzschawel
Barb Bergseth
Herold Berkess
Dan Berve
Emily Best
Danny Bialosky
Mark Biery
Ronald Billett
Melissa Bilsky
Steve Birker
Mary Bitter
Kari Bjorhus
Jonathan Bodow
Kenneth Boese
Folke Boman
Brandi Bonkowski and
Bradly Smith
Melissa Boucher
Alyssa Boule
Jack and Jessica Bowen
Janet and A. Bower
Lisa Brady
Mike Brady
Elaine Breeze
Jeffrey Brekas
Jeremy Brodovsky
Steven Broudy
Evans Brown
Jordan Brown
Michael Buchholz
Lori Burdett
Tyrre Burks
Russell Burnett
Lisa Burrows
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Rebecca Busselman
Jeffrey Bye
Keith Byron
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Danielle Campbell
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John Carr
Phil and Mary Carragher
John Carrillo
Jeremiah Carter
Margaret Carton
John Caruana
Joe and Joyce Catalano
Kevin Cate
Joseph Cavanaugh
Melanie Chavez
Susan Chermon
t
Chris Cherwin
Robert Chodosh
Rakesh Chopra
Shambica Christian
Cindy Chuang
Julie Clark
Bruce Clark
Hollie and George Clay
Sandi Cleveland
Paul Cochrun
Jon Cohn
Rogg Collins
Kathleen Conrad
Marvin and Nancy
Copeland
Susan Corbin
Karl Costello
William and Lynn Costello
Steve Cox
Dan Crane
Nicole Cremona
Kim Cristofoli
Jeffrey Croke
Andrew Crossley
Michael Curran
Bob Cwalina
Jon Dale
Brian Danishesky
Elizabeth Davies
Davisco Foods International, Inc.
Richard Day
Ashley Dean
Meredith Dedolph
Jenene Delongh
Steve Denison
Fred DePalm
Sarah Demoroy
Sarah Desmond
Pam and Sandy Deutsch
Jon Deveaux
Jasjit Dhanoa
Barry Diamond
Marie Annette Didier
Steve Dobin
Charlotte Dolan
Jessica Dolan
Susanna Donahue
Bryan Donaldson
David Dorsch
Diane Dowdy
David and Melanie Downey
Bill Drayton
Kristin Duffy
Mark and Diane Edwards
Lora Elinoff
Keeje Ell
Donald Ellenberger
Tom Elsner
Chris Estreicher
Alexis Fama
Brett Farver
Christopher Fay
Michal Fee
adam feller
John and Beth Fensterwald
Alicia Fernandez and Carlito
Lamer
Ben Finkenbinder
Anne Finney
Abigail Fitzgerald
Douglas Flynn
Kathleen Foley
Alison Fraga
Angela Frame
Keoki and Jana Fraser
Bruce Freeman
Greg French
Poutoa Fuega
Morgan Fuller
Carli Gallagher
Timothy Gallagher
Bruce and Pamela Gallagher
Steve Garrett
Marney Gellner
Leanna Geolson
Nico Gibbs
James Gielen
Kevin Gilbride
Peter Giles
Josh Gilmore
Geoff Girot
Nathan Gist
Sean Glaze
Latoya Glenn
John Glogowski
Georgia Godfrey
Angela Goes
Shari Goldberg
Joshua Goldfarb
Veronica Gomez
Marisela Gonzalez
Joseph Gouveia
Karly Grace
Keir Graft
Fenix and Malachi Grange
Devin Gray
David Gray
Blair Greimann
Kassen and Christopher
Gunderman
Katherine Haag
Scott Hales
Anson Hall
Stephen Hamano
Jonathan Hamblett
Amy Hamilton
Julia Hamilton
William Hansen
Charles Hansen
Theodore Hanson
Todd Harding
William Hart
Diana Harvey
Tara Haskell
Amy Hatch
Maggie Hatcher
Mary Haugen
Matt Hayden
JoAnn Hee
Eric Heegaard
Jen Heger
Ian Heimbegner
Williams Heinzerling
Barbara Hemberger
Thomas Henry V.
Roth Herrlinger
Julie and Neil Hershberger
Reggie Higashi
Bruce and Valerie Hironaka
Mitchell Hocket
Paige Holm
Alex Horsman
Laura Horstkamp
Chris Howell
Kenneth Hunt
Ryan Hunter
Thomas Huntington
Peter Hurley
Michael Hyde
Diane Inman
Glenn Inouye
Sigrid Jacobsen
David Jacobson and Valerie
Liberty
Stan Jagodziński
Emily Jensen
Roseanna Jerves
Lisa Joel
Johnson and Johnson
Donald and Yvonne Johnson
Sally Johnson
Steffond Johnson
Susan Johnston
Richard Jones
Michael Jurkash
Kelley Kahn
Ward and Lenn Kanowsky
Janine Karas
Roger Kastner
Leanna Kauwenaoe
Kelly Keefe
David Keller
James Kelley
Catherine Kelliher
Daniel Kellogg
Arthur Kennedy
Marwan Khalaf
Deborah Kimes
Roch King
Jeff King
Diane Kirueshkin-Stepanoff
Nora Kletter
Lindsay Knight
Rustam Kocher
Andrew Koehler

p. 22 // Positive Coaching Alliance: Momentum Spring 2017
Billie Jean King – tennis legend, social pioneer, and winner of PCA’s Ronald L. Jensen Award for Lifetime Achievement in 2016 – enjoys a laugh with her protégé in activism, Julie Foudy. The two took the stage at PCA’s National Youth Sports Awards Dinner and Auction Sponsored by Deloitte to bring the successful fundraising event to a rousing finish.