



POSITIVE
COACHING
ALLIANCE

MID-ATLANTIC

MOMENTUM

YEAR IN REVIEW 2020

#LifeisaTeamSport

WHO WE ARE

The Positive Coaching Alliance mission is to transform the youth sports culture into a Development Zone® where all youth and high school athletes have a positive, character-building experience that results in **Better Athletes, Better People.**

WHAT WE DO

We Support Coaches, Parents, Athletes, and Organizational Leaders

We Provide:



TOOLS & RESOURCES



LIVE WORKSHOPS



ONLINE WORKSHOPS

WHY WE DO IT

40 MILLION KIDS PLAY SPORTS NATIONWIDE.

We help maximize this Positive Youth Development opportunity by impacting sport on three levels: **YOUTH, COACHING & CULTURE.**

resulting in increased...

RESILIENCE

GROWTH MINDSET

TEAMWORK

EMPATHY

LEADERSHIP

CHARACTER

FUN

LIFE LESSONS

GRIT

PERSERVERANCE

DONE RIGHT,
SPORTS TEACH

IMPACT



OF PARTNER ORGANIZATIONS
3,500



OF YEARLY WORKSHOPS
3,400



OF KIDS REACHED
20+ MILLION

RESULTS

96% OF PCA TRAINED COACHES

BELIEVE PCA TRAINING GIVES THEM THE TOOLS TO HELP THEM IMPROVE THEIR PLAYERS AS INDIVIDUALS AND AS TEAMMATES.

72% OF PCA TRAINED ATHLETES

BELIEVE THEIR SPORTSMANSHIP IMPROVED AFTER TRAINING.

70% OF PCA TRAINED COACHES

FEEL PCA PROGRAMMING REINFORCED THEIR DESIRE TO TEACH LIFE LESSONS.

60% REDUCTION IN ARGUMENTS WITH OFFICIALS, REPORTED BY PCA PARTNERS.

LETTER FROM THE VICE PRESIDENT

As I reflect on the last year of work for PCA Mid-Atlantic, so many wonderful stories come to mind. The success of our Partnership with Baltimore City Public Schools, which saw every coach in BCPS complete PCA's Double-Goal Coach training and BCPS Athletic Directors dive deeply into creating a positive high school sports culture. The launch of our Chapter's inaugural Honor the Game Awards and Benefit celebrating outstanding high school student-athletes with college scholarships and an afternoon of fun and games at the Washington Mystics home arena. The enjoyment of watching the kids of the Francis Scott Key Elementary Summer Camp in Prince Georges County learn to fill each other's "Emotional Tanks" during our weekly Camp Character & Leadership Development workshops.

Of course, it is impossible to reflect on the past year without thinking of the Coronavirus global health pandemic. The negative consequences of the outbreak are far reaching with the youth and high school sports communities being no exception. As I write this letter, we still do not definitively know when we will be getting back to sports. However, when the time comes, I am drawn to the idea that this break from youth sports presents a once in a lifetime opportunity to do things better upon its return. To quote Joni Mitchell, "don't it always seem to go, you don't know what you got til it's gone."

Because youth sports are now gone, many people are starting to understand their true value as tools for social, emotional, and physical development. No one misses screaming at referees, treating their opponents poorly, or complaining about playing time. They miss the chance to compete, the feeling of pride when watching their kid take the field, the emotional boost from being a part of a team, coaches who believe in them more than they believe in themselves. This break from sports has sharpened our vision and has allowed us to see what is important.



In a book called *The Power of Moments*, Chip and Dan Heath talk about the power of creating a defining moment that marks a dividing line between Old You and New You. I am drawn to the idea of using "getting back to sports" as a defining moment for the youth sports ecosystem.

Getting back to sports is an opportunity to reimagine why we play, why we sign our kids up, and why we coach. It is a chance to say, "from now on, we choose to do this better." It is a chance to recognize that youth and high school sports teach character and valuable life lessons to kids. We now know this opportunity is not a given - it is a privilege.

Getting back to sports is an opportunity to refocus on the Positive Coaching Movement!

Honor the Game!

- Jake Wald,
Vice President, East Territory

READ PCA'S STATEMENT ABOUT HOW SPORTS CAN BATTLE RACISM ON THE NEXT PAGE: As a force in education through sports, we vow not to stop at condemnation...





SPORTS CAN BATTLE RACISM

As a force in education through sports, we vow not to stop at condemnation, but to strive to be a force for reconciliation, through the collaborative actions with coaches throughout our country.

George Floyd was murdered. Our hearts mourn for not only his family, but for those of Ahmaud Arbery, Breonna Taylor, Tony McDade, and every other Black family that has experienced the devastating loss of a loved one due to senseless police violence and anti-Black racism. These past few weeks have succeeded in shining a light on a deadly and destructive crisis we have endured for centuries: the ugly and undeniable truth of systemic anti-Black injustice. We hope the rest of the sports community will join us in fighting anti-Black racism.

PCA has openly and decisively condemned all forms of bigotry, hatred, and violence. Black Lives Matter. Sports has the intrinsic power to transform lives and unify communities. When sports are done right, they cannot fix anti-Black racism alone, but the positive and inclusive actions of coaches, parents, student-athletes, organizational and school leaders throughout the country can start to reverse an age-old trend of systemic racism.

As a force in education through sports, we vow not to stop at condemnation. PCA will instead strive to be a driving force for reconciliation by partnering with coaches and leaders across the country, providing them with tools needed to foster a culture of diversity, equity and inclusion. We know that athletes and coaches can play a substantive role in furthering racial equality and social justice. The successful development of ANY athlete includes parallel development of courage, resilience, and character not limited to a field, court, pool or rink.



Hear from PCA's Trennis Jones



Hear from PCA's Val Whiting



Hear from PCA's Marti Reed



"Sport has the power to change the world, it has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand."

- NELSON MANDELA

Read PCA's Commitment to Change



#LifeisaTeamSport

“Now more than ever, we need to be good teammates to one another.”

Our most meaningful achievements are defined by how well we succeed with others. It's up to us to use the skills learned on the playing field to work together as a team, especially now!

While sports were on hiatus, it was important for us to be intentional about the ways in which we all work together to build the character that fulfills potential and develops leaders—across the globe, across the country and in every way we can. Spectator, parent, coach, and athlete, everyone has a role to play.

**And that's why we're an alliance.
A Positive Coaching Alliance.**

Because we believe life is a team sport, PCA, through our evidence-based curriculum, cultivates a positive, character-building environment that actively involves youth's social and emotional growth to ensure they take away the many life lessons that can be learned from sports done right.

Visit positivecoach.org/team-sport to learn more...

As we return to Youth Sports, it is critical Coaches have the skills to deal with the social and emotional needs of our athletes as they emerge from the trauma of COVID-19.

SUSAN CROWN EXCHANGE GRANT

PCA Partners with Susan Crown Exchange to Train 400,000 Coaches in Youth Development

Mountain View, CA, July 7, 2020 – Over the next four years, Positive Coaching Alliance (PCA), the leading national non-profit dedicated to providing a positive, character-building experience for youth athletes, will partner with Chicago-based foundation Susan Crown Exchange (SCE) to train over 400,000 youth coaches to foster the social and emotional needs of youth athletes.

After seven years of funding initiatives in social and emotional learning (SEL), this partnership marks SCE's largest investment yet into youth sports. Combining physical activity, play, and collaboration, sports have near-limitless potential to help young athletes develop social and emotional skills like teamwork, empathy, and problem solving. These foundational skills boost young people's academic, career and life outcomes; they help young athletes succeed, both on and off the field.

Since late February, youth across the country have endured unprecedented challenges: virtual learning, racial injustice, and the health and economic impacts of COVID-19, to name a few. Many of those young people feel powerless and hopeless, and express both a desire for structure and uncertainty around the future. The magnitude of the impact this has had on kids is yet to be measured—but as young people return to play, coaches will need the tools to meet kids' social and emotional needs as they process this tumultuous time.

"Across the United States, forty million young people play sports each year. The coaches that make youth sports possible have a major impact on those young people's lives," says Haviland Rummel, Executive Director of the Susan Crown Exchange. "This partnership will help coaches across the country promote positive youth development, changing the lives of young athletes. As young people return to play after an incredibly tumultuous few months, this work will be more important than ever."

For more than two decades, PCA's mission has been to create a positive, character-building youth sports environment that results in "Better Athletes, Better People." It's clear that social and emotional development is critical for young people, and it's equally clear that coaches are important role models for the athletes they serve. By bringing training on SEL and youth development to coaches across the country, we can help them transform the lives of the millions of kids who play sports.



"Regardless of zip code or socioeconomic status, our children need and deserve all the support they can access during this incredibly complex and confusing time," said Chris Moore, CEO of PCA. "We've known for years

that PCA's social and emotional training empowers coaches to develop athletes of character who will be good teammates to one another. With this partnership, and in this moment, we're looking to leverage PCA's partnership with coaches across the country to provide the training they need to support young people as they return to schools and youth sports."

In keeping with the organization's core belief that life is a team sport, PCA is actively looking for like-minded organizations and individuals to join its mission of addressing the social and emotional needs of youth athletes everywhere. To align with both organizations' commitment to ensuring a level playing field for the rising generation, regardless of access to resources, at least 50% of this training will support coaches in underserved communities.



Learn about ways to support and help grow this initiative.

PCA ZOOM VIDEO WORKSHOPS



During the last three months of the COVID-19 pandemic, PCA pivoted to host **over 150 Zoom Workshops!** If you represent a school or youth sports organization or are interested in bringing PCA to your community with Zoom during these uncertain times, please click below for more information. PCA is here to help serve all communities during this time of school closures and sports cancellations.

Visit positivecoach.org/zoom

- [Double-Goal Coach®: Coaching for Winning and Life Lessons](#)
- [Developing The Triple-Impact Competitor®](#)
- [Positive Motivation: Getting the Best from Athletes](#)
- [Mastery: Coaching for Peak Performance](#)
- [Leading Your Organization: Developing a Positive Coaching Culture](#)
- [Second-Goal Parent® Developing Winners in Life Through Sports](#)



"This was an online format and from what I understand, one of the first with this training team. They made the workshop very interactive, fast paced and also relevant given the circumstances of our season. I think it went really well. It was well organized, interactive, well paced, and I believe my guys got a lot of out of it. It focused on good teammates, preparation, positive mind set and how to overcome adversity." - *Joe Christie, Severn School Lacrosse (Washington D.C.)*



"The PCA zoom workshop far exceeded my expectations. I am still on a high from the whole event. You delivered the best vision of PCA I could ever imagine; experienced passionate trainers who brought true engagement in a virtual way making my coaches eager and willing to learn and share. Every organization should have a collective goal of making "Better Athletes, Better People!" Thank you for keeping us inspired with all the new tools and ideas and the motivation to continue to make an impact." - *Neil McNab Jr., Executive Director, Chiefs FC (Atlanta, GA)*



"The Positive Coaching Alliance Zoom workshop was an amazing experience! We were so impressed with the interaction the online platform provided and the energy the PCA leaders created. The zoom workshop allowed for all players and families to be involved through voice and chat features. This gave it a real interactive experience and help tie in the PCA principles with real-life experiences. I would highly recommend a PCA zoom workshop to any organization that's looking for a fun and informative interactive experience." - *Paul Esdale, Chief of Hockey Operations, Junior Reign Hockey Club (Los Angeles)*

FREE ONLINE COURSES

To serve the sports community while they were at home, PCA opened up our athlete and officials courses to be free. Nearly 7,000 athletes and more than 200 officials completed these free courses.

FOR OFFICIALS

Honoring the Game: The Official's Role in Creating a Positive Youth Sports Culture

FOR YOUTH ATHLETES

PCA's online Triple-Impact Competitor® course included Doc Rivers, Julie Foudy, Shane Battier and other top coaches, athletes, and experts.



Doc Rivers



Julie Foudy



Shane Battier

SUMMER CAMP IMPACT STORY

This past summer, PCA Mid-Atlantic, in Partnership with Maryland-National Capital Parks and Planning Commission, piloted a Character Development Program for the 7-week long summer camp located at Francis Scott Key (FSK) Elementary in Prince George's County, MD.

"The Leadership at M-NCPPC, Prince George's County, Maryland Parks and Recreation recognized a unique opportunity to further orient our summer camp programs around positive youth development," said Stephen Mackle, Youth Services Coordinator. "Having Partnered with PCA Mid-Atlantic in the past, we felt like they were the perfect organization to bring a character education curriculum to our staff and the children we serve."

Prior to the camp's first week, FSK Summer camp staff were certified in PCA's Double-Goal Coach® curriculum focusing on PCA's key principles of:

- 👉 Emotional Tanks
- 👉 ELM Tree of Mastery
- 👉 Honoring the Game through ROOTS.

Every Monday the campers were visited by PCA Trainer, Monica Livingston, for a workshop focused on that week's "Character Lesson." These interactive workshops used play, games, and guided discovery discussion groups to help the campers learn vital life lessons like growth mindset, teamwork, and resilience.



The end of each camp day finished with a "Positive Circle" discussion. This allowed the staff to facilitate a conversation with the kids around the weekly "Character Lesson" and how that lesson applied in various aspects of the kids' lives.

"Positive Circle provided a great opportunity for our staff to connect with the kids on a different level, both figuratively and literally, as we would sit in a circle on the floor so everyone was seeing eye-to-eye," said

"It was fantastic to see the camp staff's excitement for the Character Development Program. They really internalized the PCA principles quickly and were speaking the language of positive youth development with the kids on day one,"

- Jake Wald, PCA Mid-Atlantic Executive Director





MOMENTUM: SUMMER 2020

Antwan Dessausure, Camp Director at FSK. "The goal of Positive Circle was to help the kids envision how the weekly character lessons could extend beyond Camp FSK and carry into their actions at school, in their homes, and in the community."

PCA principles were brought to life through a variety of activities, including the campers creating a physical ELM Tree of Mastery during their arts and crafts time and using the Emotional Fuel Tank poster to indicate how they were feeling in the moment.

Highlights from the Character Development Program included field trips to Washington Mystics and Washington Nationals games and a "Graduation Day" when each Camper was called up in front of their peers to receive a certificate of completion for the Character & Leadership Program.

Of course the biggest highlight was watching the "Character Lessons" take hold with the Campers.



"Rules are there to keep the game positive and safe. Because if there are no rules, then what's the point of the game?"

-FSK Camper, Eddie, 12 years old



PCA MID-ATLANTIC HOSTS INAUGURAL HONOR THE GAME AWARDS AND BENEFIT

On February 29th, 2020 PCA Mid-Atlantic held its inaugural Honor the Game Awards & Benefit at the WNBA Champion Washington Mystics' home arena in Washington, DC. With more than 170 guests in attendance, PCA celebrated our Triple-Impact Competitor (TIC) Scholarship Finalists, 12 outstanding high school student-athletes from DC, Maryland, and Virginia, our Triple-Impact Executive, Deloitte's Tamika Tremaglio, and our Excellence in Leadership Award winner, Mystics star player Elena Delle Donne.

Honor the Game Awards & Benefit began with fun for the whole family with games on the arena floor. Families had the chance to compete in a pop-a-shot challenge provided by the Mystics, kick field goals and play quarterback with the Redskins, hone their accuracy with the National's bean bag toss, work on their short game with the First Tee, and sharp shoot hockey pucks with Montgomery Youth Hockey. Not to mention, shoot some hoops on the very same floor on which the Mystics won the WNBA Championship just a few months before.

“What an incredible honor to receive the Triple-Impact Executive Award. At Deloitte, we champion the ‘Business of Kindness’, which is all about treating others with respect.”

- Tamika Tremaglio, Deloitte

The PCA Mid-Atlantic TIC Finalists enjoyed an extra special experience through a meet and greet in the Mystics' locker room with other honorees. Finalists also received gift bags with items generously provided by the Redskins and Mystics!

Following the floor games, PCA Mid-Atlantic Executive Director, Jake Wald, welcomed the event guests to kick-off the Awards program. The program was turned over to event emcee and PCA Trainer, Monica Livingston. Monica promptly energized the crowd by having everyone sing along with Aretha Franklin's *Respect* in keeping with the theme of the afternoon – Honor the Game!



“Honoring the Game is all about Respect. When we respect the rules, opponents, officials, teammates, and self, we are Honoring the Game,” explained Monica.

The program continued with recognition of the TIC Scholarship Finalists. These student-athletes distinguished themselves from a pool of applicants from all across DC, Maryland, and Virginia by demonstrating the characteristics of Triple-Impact Competitors:

- Making themselves better through personal mastery
- Making their teammates better by filling emotional tanks
- Making the game better by respecting for the rules, opponents, officials, teammates, and self

Thanks to the generosity of the PCA Mid-Atlantic Chapter Board, each TIC Scholarship Finalists will receive money to put toward their college education.

The excitement continued with the presentations of the Triple-Impact Executive Award to Tamika Tremaglio and the Excellence in Leadership Award to Elena Delle Donne.

The program concluded with the moment everyone was waiting for, the announcement of the four TIC Scholarship Winners. Kamren Walton (Eastern Technical High School), Nadia Chichester (Benjamin Banneker High School), Sanjana Jha (Governor Thomas Johnson High School), and Wayne Cochran (Nansemond River High School) were named this year's PCA Mid-Atlantic TIC Scholarship Winners!

FACEBOOK LIVE SERIES

In an effort to connect with our community while we were home during the Coronavirus pandemic, PCA launched a [weekly Facebook Live series](#) with National Advisory Board Members. To serve the sports community while they were at home, PCA had **over 250,000 views** of our Facebook live sessions!



Thank you to **Lindsay Gottlieb, Greg Dale, Dr. Colleen Hacker, Julie Foudy, Herm Edwards, R.C. Buford, Steve Smith, Lionel Hollins, Steve Stenersen, Brad Stevens and Aja Evans** for already going Live. Thank you also to **Ted Robinson** for doing a [voiceover for this video](#), to **Barry Mano** for helping spread the word about our [free officials course](#), and to Kristine Lilly for participating in our [#High5Challenge](#).

"I'm gonna develop that whole person into a superhero, into this amazing human being."

- Miss Val Kondos Field, Former UCLA Gymnastics Head Coach

"We control nothing except our attitude. That's all we control every day we wake up."

- Herm Edwards, PCA National Advisory Board Member, Head Football Coach, Arizona State

"We learn more from mistakes than we do from executing perfection."

- R.C. Buford, PCA National Advisory Board Member, CEO – San Antonio Spurs



**TRIPLE-IMPACT
COMPETITOR®
SCHOLARSHIP**

We are proud to have awarded over 150 student-athletes from the class of 2020 with scholarships to assist them with college expenses. Each year, PCA awards scholarships ranging from \$500-\$2,000, depending on the region, to high school athletes based on their responses to questions pertaining to how they meet the standard defined in *Elevating Your Game: Becoming a Triple-Impact Competitor* by PCA Founder Jim Thompson.

PERSONAL MASTERY:
Making oneself better

LEADERSHIP:
Making one's teammates better

HONORING THE GAME:
Making the game better

Meet a few of our 150 Scholarship Winners:



**Alicia
Ing**
WA



**Olivia
Mas**
OH



**Kyle
Perkins**
OR



**Sinead
Henry**
NY



**Oluwatobi
Alagbe**
TX



**Sanjana
Jha**
MD



**MeiLing
Milgrim**
AZ



**Joseph
Nizich**
OR

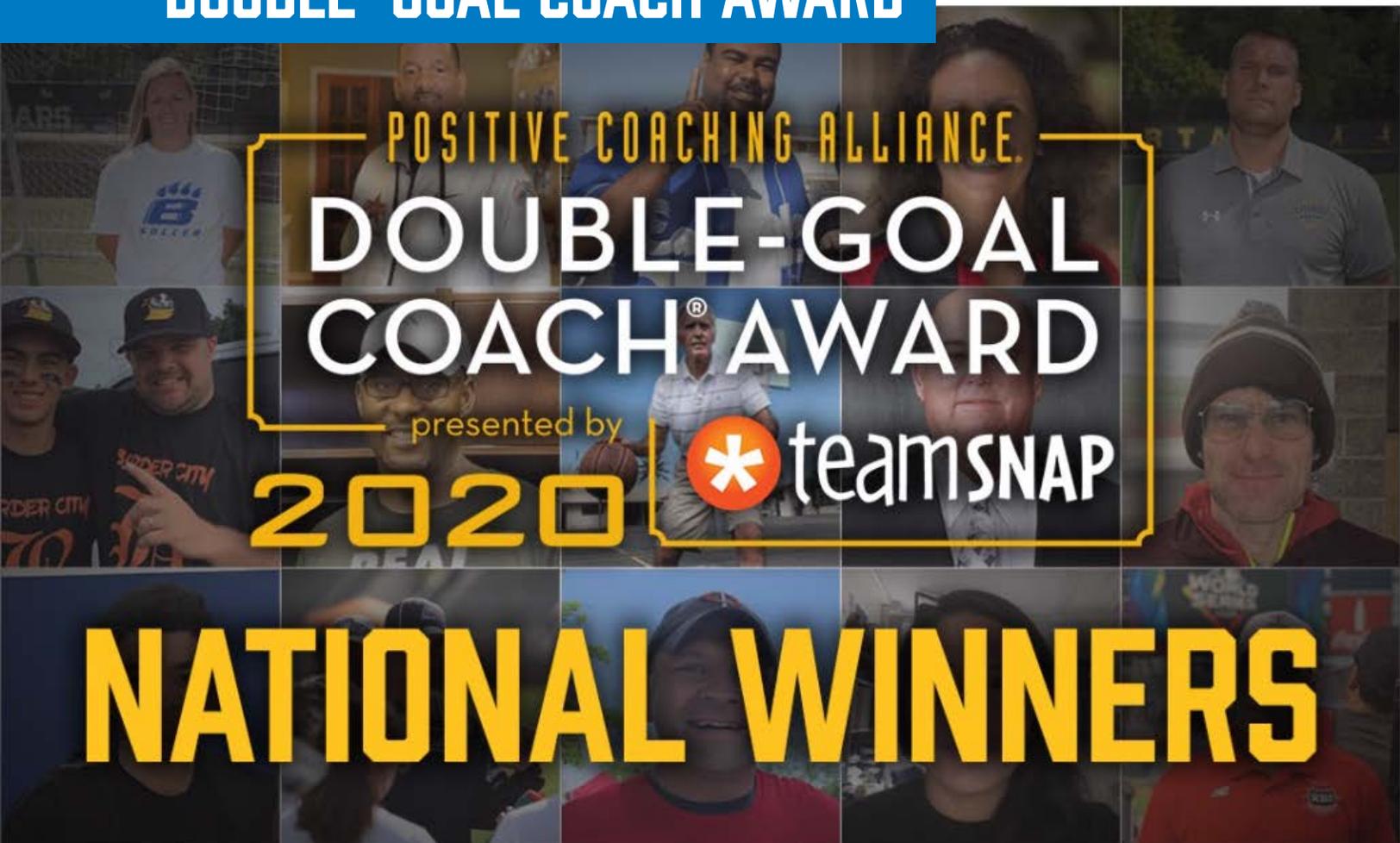


**Chelsi
Bridgewater**
FL

This year, the recipients will be attending these colleges and universities, thanks in part to support from Positive Coaching Alliance!

Cornell University US Naval Academy University of Iowa University of Nevada - Las Vegas
 University of Alabama Lehigh University Harvey Mudd College New Mexico State University
 University of California - Davis University of California- Santa Barbara San Diego State University
 Embry-Riddle Aeronautical University Vanderbilt University University of California-Merced
 Chowan University James Madison University Georgia Tech LaSalle University
 University of Pittsburgh-Johnstown University of Maryland-Baltimore County Spelman College
 University of North Carolina University of Maryland Norfolk State University Bates College
 Rhode Island School of Design Nixon College Union College University of Massachusetts-Amherst
 Rice University University of Leeds Florida International University Lindenwood University
 Eastern Oregon University Point Loma Nazarene University Air Force Academy Carroll College
 Linn-Benton Community College University of Washington Saint Mary's College of California
 University of California-Los Angeles University of Southern California University of Rochester
 Brown University University of Miami Yale College Florida State University
 University of South Florida Valencia College Florida Gulf Coast University Nova Southeastern University
 University of Florida University of North Florida Webber International University Covenant College
 Baylor University Trinity University Texas Tech University University of Houston
 Louisiana State University St. Edward's University Texas A&M University University of Texas-San Antonio
 United States Military Academy University of Michigan East Texas Baptist University
 University of Findlay The Ohio State University Clemson University

DOUBLE-GOAL COACH AWARD



Each year PCA recognizes coaches from across the US who embody the ideals of a Double-Goal Coach® who strives to win, but more importantly, teaches life lessons through sports. This year, we named 25 National Winners who all received \$1,000 thanks to the generosity of TeamSnap and Taube Philanthropies. One PCA National Coach of the Year was selected and awarded \$10,000 for the Taube Family Prize in Recognition of Excellence in Coaching.

Please see our outstanding winners below.

The National Scholarship program is available in all 50 states



Becky Alcox
Hilliard Bradley H.S. (OH), Soccer



Jorge Buret
Hoops & Sports 4All (NY), Basketball



Chris Cutcliffe
Oxford School District (MS), Football



Antonio DelVecchio
Tittletown Wrestling Academy (GA), Wrestling



James Ford
LA's Best After School Program (CA), Basketball/
Football/Soccer/Softball



Heather Frushour
Empire H.S. (AZ),
Track & Field



Justin Georgacakis
Glenbrook North H.S. (IL), Lacrosse



John Hallead
Columbia H.S. (WA),
Baseball



Maurice Henriques
R.E.A.L. Training Colorado (CO), Track & Field



Charles "Chic" Hess
Little Dribblers (HI),
Basketball



Shirley Hinton
Owings Mills Track Club (MD), Track & Field



Devon Holmes
The Cindy Platt Boys & Girls Club of Transylvania County (NC), Multiple Sports



Savannah Linhares
Chowchilla H.S. (CA),
Basketball



Thomas McPherson
Katy High School (TX),
Baseball



Jacob Michaels
Franklin H.S. (OR),
Cross Country, Track & Field



Brad Murphy
West H.S. (WI),
Football



Antonio Rosito
Wildcats Midlothian TX AAU (TX), Basketball



Josh Saunders
T.R. Robinson H.S. (FL),
Girls' Flag Football/Volleyball



Bill Tantillo
Leigh H.S. (CA),
Football



Cory Tennison
Langford Park Rec Center (MN),
Baseball, Basketball, Soccer



Christina Urbina
McCullum H.S. (TX),
Soccer



Patty Waldron
Charlotte Latin School (NC), Swimming



Richard Ward
Red Sox Foundation
RBI (MA), Softball



Eryk Watson
E33 Eagles (GA),
Basketball



Monia Wong
Sacramento Soccer Alliance
Girls Soccer (CA), Soccer

NATIONAL COACH OF THE YEAR

Taube Family Prize in Recognition of Excellence in Coaching

Devon Holmes

The Cindy Platt Boys & Girls Club of Transylvania County, NC

Positive Coaching Alliance is proud to announce our 2020 Double-Goal Coach® National Coach of the Year and winner of the \$10,000 Taube Family Prize in Recognition of Excellence in Coaching, Devon Holmes, from the Cindy Platt Boys & Girls Club of Transylvania County.

Holmes came to coaching after a college football career at Brevard College in North Carolina where the team often volunteered at the Boys & Girls Club. He grew up in Conyers, Georgia, 20 minutes east of Atlanta, where he was a standout football player on the Heritage High School football team. He received his Bachelor's Degree from Brevard in 2014 majoring in Political Science & Education with a minor in Business & Organizational Leadership.



\$10,000 PRIZE!

"We are proud to recognize DeVon Holmes with the National Coach of the Year Award for his tremendous impact on the youth of his community. Now, more than ever, we need coaches who help educate, mentor and positively impact youth and Holmes is doing his part to ensure that sports helps bring people together. It is coaches like DeVon who help youth succeed in and out of sports, creating better athletes and better people."

- Chris Moore, CEO of Positive Coaching Alliance

"Boys & Girls Clubs of America is thrilled to learn that DeVon Holmes, an employee, and coach with the Cindy Platt Boys & Girls Club of Transylvania County, has been selected as Positive Coaching Alliance's National Coach of the Year. DeVon leads by example for all youth sports coaches, making sure kids and teens are learning competencies and gaining confidence while having fun playing sports. Community heroes don't always get recognized; we are proud Positive Coaching Alliance is highlighting him and his work at the Club. We thank DeVon for the time and energy he gives to the youth in his community and to the Boys & Girls Club."

- Heather Campbell, Senior Director, Youth Development Programs, Boys & Girls Clubs of America

HEAR FROM HIS SUPPORTERS:

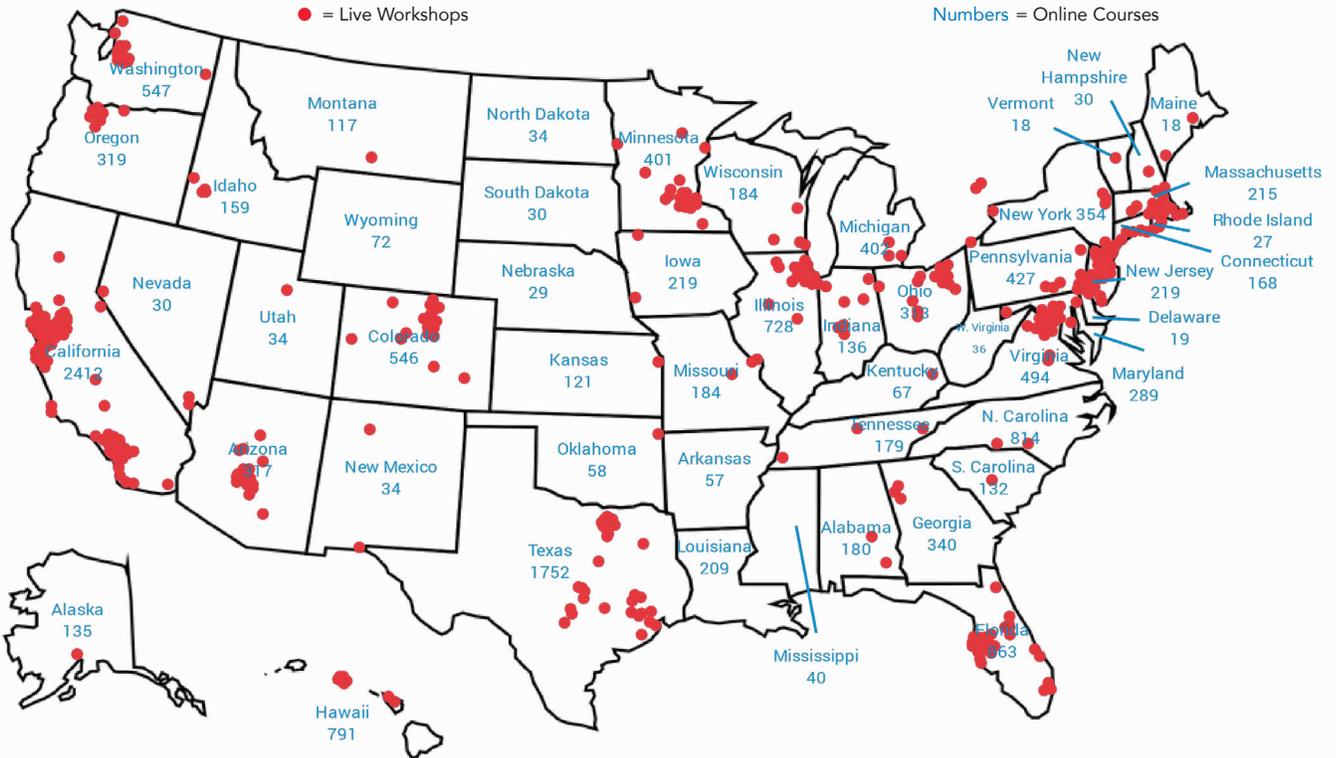


PCA's Coach of the Year is made possible thanks to the generous support of Taube Philanthropies.

PCA PROGRAMMING IS AVAILABLE IN ALL 50 STATES

2019 LIVE WORKSHOPS COMPLETED: 3,338

2019 ONLINE COURSES COMPLETED: 16,334



PRO TEAMS THAT SUPPORT PCA

PCA is proud to partner with the National Hockey League, National Basketball Association, Major League Baseball and over 35 professional teams across the United States.



NATIONAL PARTNERS



NATIONAL CORPORATE PARTNERS & TRUSTED RESOURCES





BETTER ATHLETES
BETTER PEOPLE

PCA Mid-Atlantic Board Members as of July 2020

Positive Coaching Alliance
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Nigel Adams Area Chair, C12 Group

Livingston Cheng President, HEAT Sports Sciences

Rory Coakley President, Coakley Realty

Joe Del Guercio President and CEO, The Clark Charitable Foundation

Courtney Geduldig EVP, Public Affairs, S&P Global

Mari Hern VP, Asset Management, USAA

Kristie Helfrich CFO, The Benchmarking Company

Polly Middleton Community Philanthropist

Alex Mistri VP, Government & External Affairs, Hess Corp

Andrew Niebler Co-Founder and Executive Vice President, Karner Blue Capital, LLC

Darryl Nirenberg Partner, Steptoe & Johnson

John Nolan Co-Chair, Smithsonian Postal Museum

Ken Spain Founding Partner, Narrative Strategies

Rebecca Valentino Partner, Alston Bird

Joe Wall Managing Director, Office of Government Affairs, Goldman Sachs

“Youth sports and coaching had an enormous impact on my growth, development and discipline. I still believe that youth sports offer an amazing opportunity to teach, mentor, and build individual character in our future generations.

But we may have lost sight of some of the most important reasons to play sports – to build community, develop lifetime habits of fitness, and most of all, the emphasis on teamwork. This is why PCA has been so important to our communities for the last 20 years and why moving forward, it will be even more important as we embrace this opportunity to ‘reset’ sports.”

- Dr. Kevin Shea,

PCA Leadership Council Member, M.D.,
Stanford University Medical Center &
Lucile Packard Children’s Hospital



Stanford
Children’s Health

Lucile Packard
Children’s Hospital
Stanford

