



SEATTLE

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.

ONE TEAM WASHINGTON



We truly are one team. As I am writing this, we are in the middle of a global pandemic and we are all at home. All youth sports have been put on pause. It doesn't

matter what sport you play, where you live or how old you are. We are all in this together competing against the same opponent. We are all on the same team – One Team Washington.

I hope by the time you are reading this, we are back out there competing, cheering and playing. Youth sports, as with so many other things, will likely change forever due to this global pandemic, however, I believe the power of youth sports will become even greater. Our youth, now more than ever, need the life lessons sports have the unique power to teach.

The Positive Coaching Alliance mission is to create a more positive, character-building youth sports environment that results in **BETTER ATHLETES, BETTER PEOPLE**. When youth sports are done right, sports have the opportunity to teach life-long skills and values such as character, grit, resilience, teamwork, commitment and

leadership. To truly **HONOR THE GAME** and unlock the power of sports, PCA focuses on coaches, organizations, parents and athletes.

Coaches are a powerful influence and our **DOUBLE GOAL COACH** methodology ensures we are balancing our desire to win while also building character. The club's board owns their organization's culture and our **LEADING YOUR ORGANIZATION** framework ensures we are creating the right **DEVELOPMENT ZONE** for kids. Parents are key to creating this development zone and our **SECOND GOAL PARENT** program provides parents practical information and tips to help them support, encourage and empower their child. Finally, we look to develop **TRIPLE-IMPACT COMPETITORS** by focusing our youth athletes to improve themselves, teammates and their sport as a whole.

Join us, as we go **ALL IN** to develop life lessons and positively impact our children's lives forever through the power of sport!

Game On Washington!

Scott Leber
Chair, PCA Seattle Chapter Board

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](#)



"Positive Coaching Alliance's new online webinars have the same powerful impact for coach development. The online experience was seamless with multiple prepared presenters, clear slides, individual and breakout room chats. We appreciate PCA's rapid evolution to provide a safe method and experience for coach development." - *James Charette, Black Hills FC*



"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

IMPACT STORY

Coaches at Seattle Gymnastics Academy are passionate about sharing and instilling the benefits of gymnastics with their athletes, and that doesn't mean just learning how to do the splits or a flip.



Gymnastics is a sport like no other – it requires physical discipline in strength and flexibility, power and control, balance and style.

It also requires mental fortitude, confidence in yourself and trust in your coaches. It is both an individual and team effort. It is at times frustrating, but more often filled with satisfying accomplishments, both big and small.

SGA is not in the business of collecting medals, or obsessed with finding the next Olympian. We're here to create a positive sports experience for the betterment of our kids, and with that comes strong, hardworking athletes of whom we are immensely proud. The breadth of what is possible in gymnastics is vast, and that's why SGA is focused on the process vs. the outcome – cultivating three main areas of focus: strength, skill and character. Strength, both of body and of mind; skill, both of gymnastics elements, but also skills for life; and character, building grit and perseverance, handling disappointment, and fostering a respect for the sport and each other. These core values offered us a perfect partnership with the Positive Coaching Alliance, which we started three years ago.



Over 80% of gymnasts at SGA are recreational, not competitive. On average, most of these athletes practice once a week. They are here for the love of the sport, and they work hard at each practice. To us, these recreational athletes embody the PCA mantra of ELM:

EFFORT: 100% effort every turn, every-time

LEARNING: Gymnasts who learn new skills, are en-route to mastering the sport

MISTAKES: It's okay to make a mistake. Pick yourself up and try again!

Meanwhile, our competitive teams (Girl's Junior Olympic, Boy's Junior Olympic, Trampoline & Tumbling, and XCEL) also add PCA's ROOTS to their tree of mastery: respecting Rules, Opponents, Officials, Teammates and Self. Competitive gymnastics is demanding and rewarding, and we are so thankful to have built an incredible group of coaches, gymnasts and parents on our teams that create an environment that fosters growth and decreases burnout. Along with this support system has come a level of success from our teams that we can't help but celebrate and be proud of. In any competitive sport, winning is the desired outcome and why we compete, but we know it's not everything. We believe that focusing on the process allows us to have successful outcomes, and the success comes organically; our teams and gymnasts win because they work hard and understand the process. But they aren't fixated only on winning or their score.



For all of our gymnasts, we focus on positive first language - we work to give constructive corrections, instead of telling them what we don't want – the how instead of just the what. For example, saying “squeeze your knees and thighs” instead of “don't bend your legs!”

SGA is committed to exuding positivity and safety in the gymnastics world, and developing the full potential of our athletes and coaches through this sport that we love. PCA has helped keep our staff, coaches, parents and athletes focused on our big-picture goals, and helped strengthen

our sense of community. In our three-year partnership, we've held 5 workshops together; for both our competitive and recreational coaches, and for

parents of competitive gymnasts. We always include one PCA article in both our staff and customer monthly newsletter, and the breadth of material - from interviews with superstars like Steph Curry, to pieces from legendary coaches - helps expose our community to a multitude of different ideas.

We hope that when our gymnasts grow into adults, they will apply what they learned at SGA to life – and no, we don't mean walking on their hands at family parties (though, that might come up from time to time!) – it means having the confidence in yourself to take a step that seems scary, and remembering that sometimes you will fall, but when you do, you have to get up, make a correction, and try again. ■

LIST OF CURRENT PARTNERS

206 Volleyball
Annie Wright
Baden Sports
Baseball Beyond Borders
Bellevue Boys and Girls Club
Cascade Volleyball
Deloitte and Touche
DiscNW
DY Sports
Eastside Catholic
Eastside Travel League
Fenix Basketball Seattle
Gonzaga Prep
Hazen HS
KB Fastpitch

Kirkland National LL
Magnolia LL
Magnolia United Lax
Mariners
Mt Si HS Girls Soccer
North Bothell LL
North Central LL
North Lake Little League
Northshore LL
Northwest Girls Magic Basketball
Northwest JR Football League
Oak Harbor Football and Cheer
Queen Anne LL
Rat City Roller Derby Brats
Redmond West LL
Sammamish Rowing Association

Seahwaks
Seattle Gymnastics Academy
Seattle PONY Baseball
Seattle Youth Soccer Association
Shoreline LL
Skyhawks Sports Academy
Snoqualmie Valley LL
Snoqualmie Valley Youth Soccer
Sounders FC
Southside Revolution Roller Derby
Sports in Schools
Steel Sports
Vashon Island FC
WA JR Football League
Washington Youth Soccer
Woodinville LL

SPORTS LEADERSHIP PROFILE

Jane McGillivray,

Senior IT Manager, Enterprise Data Warehouse-
Kaiser Permanente, Board of Directors/Secretary,
Washington Youth Soccer Association

What is your background in youth soccer and why are you so passionate about it?

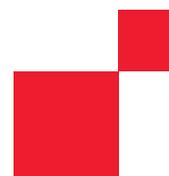
I became a part of WYS in 2009 when my son joined Ballard (Seattle) Youth Soccer as a 1st grader. At first I was an over-involved parent on the sidelines doing all the wrong things to coach my son to be his “best.” The fact that I have not actually even played on a soccer team myself didn’t stop me. My son also played Little League baseball and it was through them that I received my first PCA Better Athletes, Better People book written by Founder Jim Thompson.. Thankfully, I read it and the coaching of myself to be a better sideline parent began. I also had begun to coach my daughters recreational soccer team and reading that book was the best thing I ever did for those players. Coaching is tough work sometimes and at the same time the privilege of facilitating positive growth is incredibly rewarding. My personal missions in life are 1) to bring out the best in myself and others and 2) to bring joy where I can, and working with youth allows me to do both of those with a large impact that will carry forward to the next generation.

How did you get involved in the leadership at WYSA?

As part of a Leadership course I was taking, I had to run a project in a community I felt passionate about. I chose my soccer community as both of my kids were now playing soccer and I was coaching



my daughter’s Recreational team, As my project developed, I landed on my mission statement which hasn’t changed from that day, and is to create a positive space, where kids can play soccer with their friends, gain some skills, and become their best selves. When my project started I was Secretary of the Board for Ballard Youth Soccer, and then I became VP of Competition at Seattle Youth Soccer Association. While at SYSA I ran the “Hearts and Cleats” Task Force that brought PCA in for a three year partnership. Our goal was to change the culture around recreational soccer and make it more fun and positive, especially the parents sideline behavior.



Jane McGillivray

Not long after that I met Terry Fisher (CEO/ Washington Youth Soccer) while checking my son's team in for USYS Regional Championships. I shared my project with him, as I was hoping to enlist his help in my project. He turned to me at one point and asked me, "Why aren't you on our Board?" We have been working together ever since then!

How has the partnership with PCA benefitted your organization?

70% of the players in WYS are recreational level. While all of our players need their coaches and parents to show up positively, Select and Premier players have the benefit of club funding to aid in their coach development. Changing our culture from one that is scoreboard driven to one that is focused on the Development Zone is critical to us. The training many of our clubs and associations have had has been reported back to us as some of the best training sessions they have engaged with. We have been able to make anecdotal impact on our sideline behavior, and our clubs are beginning to bravely take on their parents through PCA-Parent partnership courses. All of our member associations and their clubs are free to take advantage of the workshops that WYSA has pre-paid for, and we actively encourage them to participate in these sessions. PCA Seattle staff attend our annual membership meetings to engage with our members and register workshops. Our members are also free to use the PCA materials on their websites, in partnership with PCA, to make parents aware that as a club and association we use positivity and have trained our coaches in using positive methods.



What advice do you have to sports parents?

These six words need to become part of your vocabulary: "I love to watch you play." And variants that are age and situation appropriate; for example, when my 17 year old son's team loses, if I just say I love watching him play it can sound inauthentic or worse, sarcastic. Instead, I'll say something like, that was a little brutal out there today, but even so, I still loved watching you play." I usually get a thank you.

What is your favorite PCA Tool that all coaches should use?

5-1 magic ratio! I use it at work all the time. I have a team of 4 Principal Engineers, 2 Senior Engineers, and 5 Engineers. My only female Principal Engineer was having difficulty with the staff receiving feedback from her as she was told she is "too direct." I gave her my copy of the Double Goal coaching book. We talked about focusing on development and not the scoreboard. She has been practicing this with the staff, and also with her young son at home, with better results!

What Life Lessons can be taught on the pitch?

- How to work as a team
- How to make decisions
- Builds Self-Confidence
- Builds strength and coordination
- Develops a life-long love of fitness and movement
- Develops mental toughness/grit
- Develops resilience

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
Titletown 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:

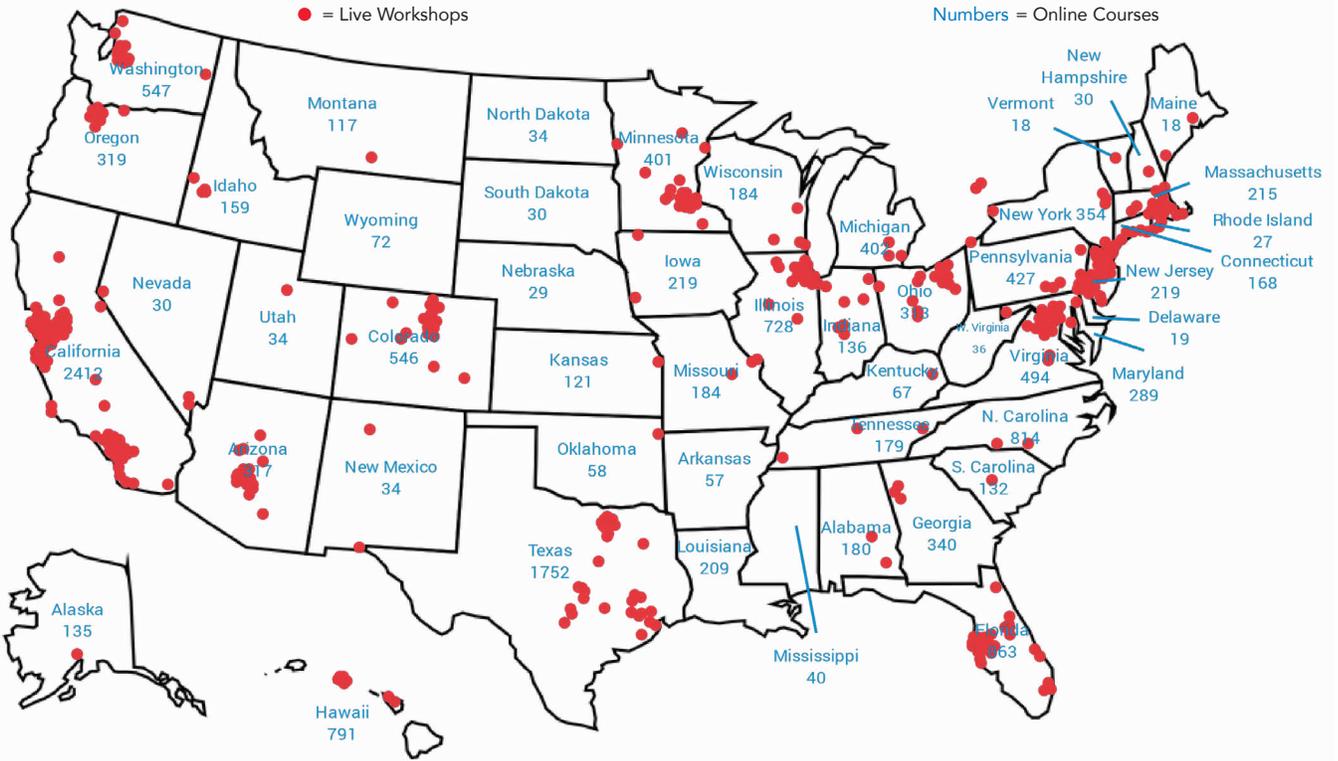


PCA's Coach of the Year is made possible thanks to the generous support of Taube Philanthropies.

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 Seattle Board of Directors

as of July 2020

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@PositiveCoachUS

866-725-0024 (toll-free)

Partnership Manager, Amanda Kostic
amanda_kostic@positivecoach.org
206-465-2294

Orlando Ashford Youth Advocate

Paul Johns Director of Youth Football & Legends Project, Seattle Seahawks

Jon Jones Co-Founder & CEO, Brighton Jones LLC

Scott Leber Chief Strategy Officer, Brighton Jones LLC Board Chair

Jake Licht Chief Operating Officer, Baden Sports

Dave Malcolm Youth Advocate

Julie McCleery Research Associate & Lecturer, University of Washington, College of Education

Jill Samuelson Senior Manager, Deloitte

Lauren Sato CEO, ADA Developers Academy

Steve Schiro Founder, Choose Your Own Playbook, LLC

Kimberly Aigner Director of Community Outreach, Seattle Sounders FC

Sara Mosiman Associate Director, The Sports Institute at UW Medicine

Emily Neighbors Director of Development, Seattle Operations Washington State University Athletic Department

Kevin Smith Principal, Traner Smith & Co. CPAs

“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



Lucile Packard
Children's Hospital
Stanford

