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.

We Support Coaches, Parents, Athletes, and Organizational Leaders

We Provide:
- Tools & Resources
- Live Workshops
- Online Workshops

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
- Perseverance

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.

40 Million kids play sports nationwide.

This year’s cover photo features Coach Tawanna Flowers, Trinity Valley School (Fort Worth, TX), who won PCA’s 2018 Double-Goal Coach Award Presented by TeamSnap.
LETTER FROM THE CEO

Every summer, PCA publishes Momentum Magazine, giving us an occasion to celebrate the impact the organization has made over the previous 12 months. And while PCA managed to surpass nearly every goal set for the first nine months of the year, this most recent four-month period has truly been uncharted territory given the COVID-19 crisis and the Black Lives Matter Movement.

It is virtually impossible to overstate the devastation this pandemic has had on our sports community. It is also equally impossible to ignore the Black Lives Matter movement and the role that sports play in battling racism. As the sports world is impacted by the pandemic and the Black Lives Matter movement, so is PCA, as sports are embedded in the culture and fabric of America. It has been heartbreaking to witness youth sports organizations call off their spring seasons, including the Little League World Series. Professional sports leagues, tournaments, games and other sporting events have also been canceled or suspended. Never before have we seen the NBA and NHL suspend their seasons, the NCAA cancel its remaining spring and winter championships or the PGA postpone the Masters. And while COVID-19 continues, we must also turn our attention to the deadly and destructive crisis we have endured for centuries: the ugly and undeniable truth of systemic anti-Black injustice. This has all resulted in an unprecedented level of anxiety in young people, as they find themselves grounded at home without sports, cut off from their friends, having spent the rest of the academic school year remotely with the worry of how this economic downturn may impact their families.

Because we understand that life is a team sport, it is my belief that what Positive Coaching Alliance provides to our community has never been more relevant or more needed than it is today, in order to maintain a healthy mindset for our children and work to give them a better world, one in which bigotry, oppression, hatred, and violence are truly unacceptable. Our program teaches athletes the value of being a good teammate; it builds strong character and develops leaders into something that matters. These lessons provide the fundamental social and emotional learning skills that are just as relevant to managing anxiety in life, as they are on the field, the court or the ice. During these stressful and uncertain times, PCA provided and will continue to provide support for our communities most impacted by these crises.

As we evolve towards what will be a “new normal” throughout sports, we at PCA believe there will be a tremendous opportunity to build a better future for youth, regardless of neighborhood, race, zip code or socioeconomic status. In this country, there has always been a huge divide due to anti-Black racism and between kids in low-income communities and those who come from families with greater financial means, in terms of access to sports. We intend to renew our focus on play equity by ensuring that PCA training reaches kids in underserved communities. This is a great passion of mine, and as you will read throughout this magazine, is something PCA has only started to pursue.

I am thrilled to be a part of this organization and proud to see every member of the PCA team rally together over the last few months to help our community make it through these crises. Soon, once parents feel reassured from the public health community and sports providers that the environment is safe for their kids to return to play, youth sports will be back with a vengeance. And while we return to play, we cannot ignore the anti-Black racism that has long plagued our nation. While we return, coaches in our country will need to use their platform to teach their athletes that they have innate value and dignity that are neither defined nor limited by their race, color, creed, gender, sexual orientation, or resources.

Chris Moore, CEO

"Because we understand that life is a team sport, it is my belief that what Positive Coaching Alliance provides to our community has never been more relevant or more needed than it is today, in order to maintain a healthy mindset for our children." Pictured here: Chris Moore with his family.
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.

“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
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.
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 cancelations.

Visit positivecoach.org/zoom

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

“PCA delivered one of the best workshops my coaches have ever experienced. That’s impressive in and of itself. What’s more impressive, though, are the circumstances under which PCA gave that workshop. When the workshop was over, I had coaches asking whether they could take another PCA workshop right away. I had athletic directors asking about student workshops. My program wanted to be involved with PCA whether it was in person or via Zoom.”  
- Don Collins, Commissioner of C.I.F. - San Francisco

*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 YOUTH ATHLETES

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

FOR OFFICIALS

Honoring the Game: The Official’s Role in Creating a Positive Youth Sports Culture
FIRST TEE PARTNERSHIP

Since fall of 2019, PCA - Bay Area and The First Tee of Silicon Valley (TFTSV) have been collaborating on developing combined training presentations to coaches, parents, and players participating in TFTSV’s youth golf programs. The results of this work could potentially become a national model for partnerships between First Tee and PCA chapters across the country.

PCA Senior Trainer, Peter Wood worked with TFTSV Program Director, Chris Moreno-Hunt to develop lesson plans and agendas for trainings that were conducted on March 7, 2020 (right before sheltering orders were announced) for TFTSV instructors, mentors, and parents of TFTSV participants. Chris and Peter seamlessly incorporated PCA principles, including Mastery and Filling Emotional Tanks into TFTSV’s own character development instruction. Feedback from participants on the trainings was very positive. As TFTSV President & CEO, George Maxe notes, “Collaborating with PCA has significantly strengthened TFTSV’s training and resources for our parents, participants and coaches. PCA content seamlessly reinforces and complements our First Tee content making TFTSV a better youth serving organization for the long haul.”

TFTSV is in dialogue with the national office of First Tee about the possibility of incorporating some PCA content into First Tee’s curriculum refresh that is currently under way. This could provide opportunities to formally incorporate PCA content into First Tee’s training curriculum and provide collaborative opportunities for other PCA and First Tee chapters.

In the words of David Bartoshuk, President of the SAGA Foundation (and PCA Leadership Council member), which funded this collaboration,

“Collaborating with PCA has significantly strengthened TFTSV’s training and resources for our parents, participants and coaches. PCA content seamlessly reinforces and complements our First Tee content making TFTSV a better youth serving organization for the long haul.”

- George Maxe, President & CEO, TFTSV
“This pilot program could be enormously beneficial in delivering services to coaches, parents and supporting sports organizations at the local level and beyond. Interestingly both organizations have new leadership at the national level focused on taking their operations to even greater heights,” as observes David Bartoshuk, President of the SAGA Foundation (and PCA Leadership Council member), which funded this collaboration. David concludes that “the timing of this collaborative effort has been impactful and fun to watch. It just proves that on the field, as in life, there are no limits to what can be accomplished through teamwork and the notion that there is always room for improvement.”

LIST OF CURRENT PARTNERS

Marin Academy
Fit Kids Foundation
San Domenico School
Mustang Soccer League
Sequoia High School
Cupertino High School
San Rafael Youth Soccer Club
Fremont High School (South Bay)
Milpitas High School
Fremont Union High School District
Santa Cruz City School District
Half Moon Bay High School
KidToPros
Lynbrook High School
Saint Ignatius College Preparatory
The Nueva School
Dublin Unified School District (Dublin High)
Alameda Soccer Club (JLYSL)
Castilleja School
Mercy High School (Burlingame)
Salinas Union High School District
California Magic Soccer Club
Mountain View High School
Serra High School
Los Gatos High School
Menlo-Atherton High School
The Bentley School
Los Altos High School
Monterey High School
The Hamlin School
Castro Valley Soccer Club
Jewish Community Center of San Francisco
San Ramon Soccer Club
Palo Alto High School
Kings County Soccer Club
Piedmont High School
NorCal Premier Soccer
Saint Francis High School
Pleasanton Rage Girls Soccer Club
City of Menlo Park
Sonoma Valley High School
The Bay School of San Francisco
Piedmont Soccer Club
east bay flag football
SAN CARLOS UNITED
Presentation High School
Carmel High School
San Francisco Golden Gate Rugby-High School
Santa Clara Aquamaids Synchronized Swimming Club, Inc.
The Girls Middle School
Woodside Priory School
Healdsburg Little League
Sacred Heart Prep
Livermore Aquacowboys Swim Team
Sunnyvale Alliance Soccer Club
Union Little League
Monte Vista High School (Danville)
San Lorenzo Valley High School
San Francisco Sabercats (Youth Hockey)
Evergreen Little League
San Mateo American Little League
Almaden Little League
Gunn High School
Napa Junior Girls Softball League
City of Dublin
Belmont Redwood Shores Little League
Pleasant Hill Baseball Association
Santa Cruz Little League
Stuart Hall and Convent of the Sacred Heart
San Francisco Little League
Los Gatos Rowing Club
Campbell (CA) Little League
Orinda Baseball Assoc - PONY
Novato South Little League
Half Moon Bay Little League
Piedmont Baseball Foundation
Borel Middle School
Menlo Atherton Little League
Castro Valley Little League
Santa Clara Westside Little League
Mountain View Little League
City of Palo Alto
Homestead High School (CA)
Redwood City Girls Softball League
Castro Valley Independent Sports League
Palo Alto Girls Softball
Fremont Youth Soccer League
Mill Valley Little League
california sports center
Millbrae Lions Youth Baseball Association
Artemis Rowing Club
Rea2ch Athletic League
Livermore Girls Softball Association
Immaculate Conception Academy
Los Gatos Little League
San Jose Jr. Sharks
El Cerrito Youth Baseball
Granada Little League
Giants Community Fund (Jr Giants)
North Oakland Little League
South Oakland Little League
On Jan. 12, the Golden State Warriors again hosted the 2020 Silicon Valley Shootout (SVS), PCA Bay Area’s annual 3x3 basketball tournament, this time at their stunning new home, the Chase Center.

24 teams competed in 4 divisions for both bragging rights and to benefit PCA’s Bay Area programming. Teams came from companies, professional firms, sports clubs and community organizations. For the first time, the SVS included a women’s division composed of 8 teams.

In addition to the Warriors as our generous host sponsor, 20 Bay Area organizations and some of our chapter board members sponsored teams. Also, in-kind sponsorships were provided by Score Sports (jerseys & shirts), Nybll (lunch), Albert Lee (duffle bags), Heather McGill (physical therapy), Noah Graham Photography and the Warriors video team.

The following winners of the 2020 Silicon Valley Shootout exhibited not only superior basketball skills, but also the values of sportsmanship, teamwork, and the ELM Tree of Mastery that PCA brings to all youth sports.

The Division Winners are:

Men's Open: Olympic Club
Women’s Open: Olympic Club Red
Men’s "G League" (recreational): Boys & Girls Club of San Leandro
Women’s "G League": The Ballers
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
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

Mei Ling 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
While our annual gala to celebrate and award scholarships to our 2019 Triple Impact Competitor winners was cancelled due to the Coronavirus, we are still thrilled and proud to recognize these TIC winners from across the S.F. Bay Area:

**Kalyn Chang**
San Mateo
*Swimming, Water Polo*

**Tevah Gevelber**
Castilleja
*Track, Cross Country, Swimming*

**Kaitlyn Lyle**
Ann Sobrato
*Diving, Gymnastics*

**Graciana Paxton**
Presentation
*Field Hockey, Lacrosse, Soccer*

**Ariam Semere**
Oakland Tech
*Lacrosse*

**Carson Essabhoy**
Miramonte
*Football, Lacrosse*

**Ishaan Jain**
Dublin
*Cross Country, Track, Soccer*

**Elizabeth Mendoza**
Notre Dame Belmont
*Golf*

**Jackson Reed**
Redwood
*Baseball*

**Kyle Tsujimoto**
Monta Vista
*Basketball, Cross Country, Track*
Please see our outstanding winners below.

Richard Ward  
Red Sox Foundation  
RBI (MA), Softball

Eryk Watson  
E33 Eagles (GA), Basketball

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), Basketball

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  
McCollum 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

The National Scholarship program is available in all 50 states
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.

“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
PCA PROGRAMMING IS AVAILABLE IN ALL 50 STATES

2019 LIVE WORKSHOPS COMPLETED: 3,338

2019 ONLINE COURSES COMPLETED: 16,334

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

[Logos of various national partners]

NATIONAL CORPORATE PARTNERS & TRUSTED RESOURCES

[Logos of national corporate partners and trusted resources]
“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

Tony Avila Managing Principal, Encore Housing Opportunity Fund
Bobby Evans Former General Manager, S.F. Giants
Jon Gustafson SVP, SAP Center and Sharks Ice, LLP
Gary Hornbeek DFO, Quicken, Inc.
Mark Kahn General Counsel, Segment
Dr. Emily Kraus Clinical Assistant Professor, Orthopaedic Surgery,
Stanford Children’s Orthopaedic and Sports Medicine Center
Kirk Lacob EVP, Basketball Operations VP, GSW Sports Ventures Golden State Warriors
Albert Lee Technology Entrepreneur
Ken Lombardi Co-Chair, Founder, Bay Area Land Company
Jed Mettee EVP, San Jose Earthquakes
Jared Muela Director, Fan Engagement & Youth Football, San Francisco 49ers
Michael Namba CFO, San Francisco Credit Union
Ross Revenaugh Co-Chair, Partner, Avalon Capital Management
Taj Tashombe V.P., External Affairs, Oakland Athletics
Ari Warmerdam V.P., Client Advisor, Whittier Trust
Larry Wong Applications Services Advisory, DXC Technology