



POSITIVE
COACHING
ALLIANCE®

SF BAY AREA

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

PERSISTENCE

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 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,



"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.

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

Chris Moore, CEO

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.



"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



Hear from PCA's Trennis Jones



Hear from PCA's Val Whiting



Hear from PCA's Marti Reed

[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](#)



"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 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

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

2020 SILICON VALLEY SHOOTOUT BRINGS BAY AREA TOGETHER FOR PCA AT CHASE CENTER

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), Nybill (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



**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

2019 SCHOLARSHIP WINNERS

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:



Kalyng Chang
San Mateo
Swimming, Water Polo



Tevah Gevelber
Castilleja
*Track, Cross Country,
Swimming*



Kaitlyn Lyle
Ann Sobrato
Diving, Gymnastics



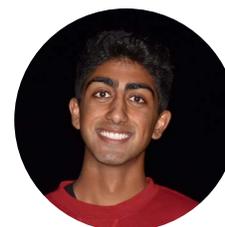
Graciana Paxton
Presentation
Field Hockey, Lacrosse, Soccer



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.

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:

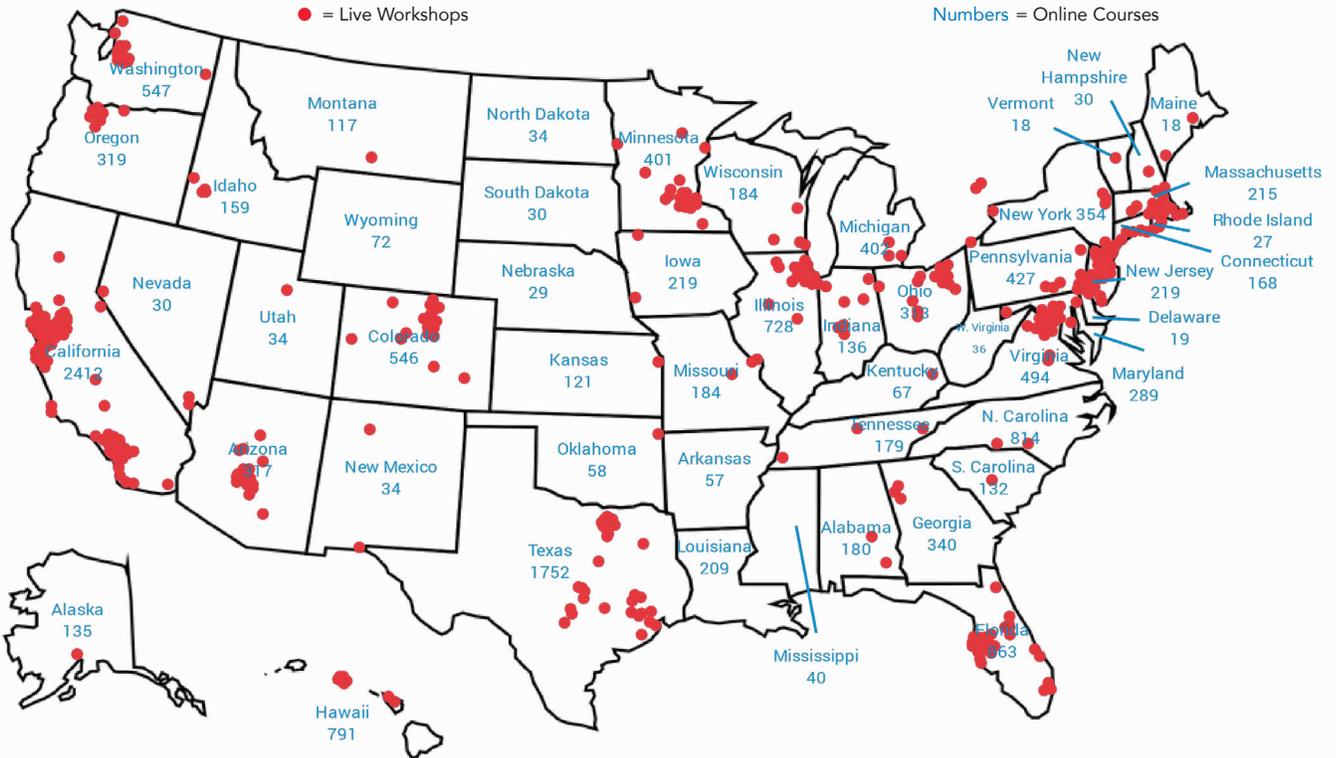


PCA's Coach of the Year is made possible thanks to the generous support of Taube Philanthropies.

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 SF Bay Area Board Members as of July 2020

Positive Coaching Alliance
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Mountain View, CA 94043

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 /PositiveCoachUS

 @PositiveCoachUS

 @PositiveCoachUS

 866-725-0024 (toll-free)

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 Labob 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

“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

