



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...





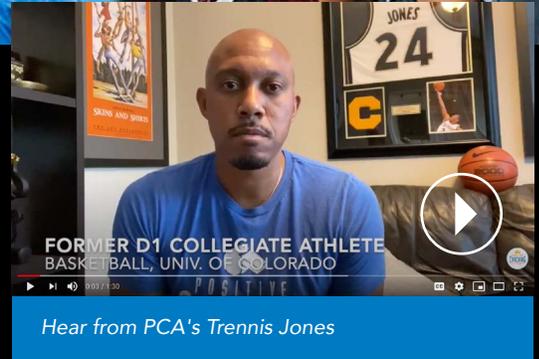
SPORTS CAN BATTLE RACISM

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

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](#)

"Our trainer was very prepared and even willing to modify the day of the workshop. Overall, we were very pleased with the resources and staff that PCA-MN had in place to conduct the ZOOM meeting. Having PCA-MN in place for the next 3 years is a rewarding assurance the WBA has a partner supporting our efforts to provide a quality youth basketball program, where we are enriching lives."

- Lisa, Waconia Basketball Association President

"I thought they were great! I loved the polls. I loved the breakout sessions in the parent workshop. Parents who have taken the courses before said, 'It's great to hear these reminders again.' Thank you again for organizing these via Zoom!"

- Coach Erich, Minnetonka Swim Club

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

PCA-MN #DEARSPORTS LETTER CAMPAIGN

It seems odd to think modern-day students enduring a global pandemic could find encouragement and direction from a pair of 19th century poets, but they have... even if they don't know it.

Lord Byron said: "Letter writing is the only device for combining solitude with good company." And Georges Rodenbach penned: "The act of writing a letter itself is like an act of love..."

So amidst Covid-19-related cancelations and confusion, Positive Coaching Alliance (PCA) started the **#DearSports** initiative.

As a part of PCA's #LifelsATeamSport campaign, the **#DearSports** venture invites school-aged young athletes to draft a letter to their "sport" expressing their love for the game and feelings on the loss of playing. "We are seeing the impact of the loss of sports on young athletes", said PCA-MN Executive Director, Troy Pearson. "It is important that we let them express themselves during this time."

Just as Lord Byron wrote, the letter writing is allowing students who find themselves in solitude, separated from normalcy, to connect with the "good company" of athletics.



One parent recently detailed the impact **#DearSports** had in her home: "I watched my children write their letters the other night; it was such a reflective time for them! It stirred some genuine emotions as they laughed and cried together sharing their thoughts! And speaking directly to their sport was something I assure they hadn't ever done before!"

Pearson contends the letter-writing exercise is not only cathartic for the student and their families by providing an outlet for their current feelings, but also by encouraging forward thinking. "There is a therapeutic aspect to being able to express their feelings of loss and frustration," he says. "But it is also a great chance for us all to realize all of the positive aspects of sports that really matter...that we may want to focus on once they return."



Pearson continues saying PCA-MN is receiving many comments highlighting how children are recognizing just what it is they love about sports. And, much like Rodenbach wrote, the letter writing is turning into a true “act of love.” “**#DearSports** is showing that kids miss the camaraderie even more than the competition,” Pearson explains. “They miss using their skills and having fun even more than they do keeping score.”

He adds that perhaps a new perspective will be an unexpected result of this virus and venture. “I think people are starting to see the heart of what sports ought to be,” Pearson says. The initiative is spilling out of family homes and even finding its way into e-learning opportunities as teachers are using the letter-writing exercise as part of their distance education efforts.

It is extending beyond youngsters and encompassing all types of athletes. This therapeutic campaign hasn’t even been limited only to children. Collegiate athletes who are missing their spring sports — or are even uncertain about their upcoming seasons — are writing. Coaches are having their players write a letter and share it with their teammates as a team-bonding activity. The #LifelsATeamSport idea isn’t just a slogan explains Pearson. It is a truth he believes is much bigger than PCA. “Now more than ever, we’re finding just how connected we are — and want to be,” he says. “When sports do finally return — and they will — we hope things like **#DearSports** will have us not only ready but also rededicated to making them a positive experience.”

Students can post their letters to social media platforms for PCA-MN with the **#DearSports** hashtag or can submit them by visiting: Minnesota.PositiveCoach.org/DearSports. Entries are eligible for drawings of Minnesota sports prizes. [KARE11 TV is making this a weekly segment](#) for the next few weeks during their Monday, 6pm sports portion of their newscast.



- PCA-Minnesota’s #DearSports Campaign launches [PCA-MN DearSports First on-air segment](#)
- PCA-Minnesota had their [second #DearSports segment run](#)
- PCA-Minnesota DearSports third segment on KARE11 TV [MN- DearSports segment 3](#)
- [Troy Pearson was featured on the radio](#) about #DearSports campaign was featured on the local news [here](#).
- Troy Pearson was a guest on TeamGenius Youth Sports Community Roundtable Webinar [PCA-MN- TeamGenius](#)

CURRENT PARTNERS

Alexandria Area Hockey Association	Minneapolis Hockey	Roseville Youth Basketball Association
Annandale High School	Minneapolis R.B.I. Baseball and Softball	Shakopee Youth Hockey Association
Anoka Area Hockey Association	Minnesota River Conference	Sibley-Ocheyedan High School
Armstrong Cooper Youth Hockey Association	Minnesota State University, Mankato	Special Olympics Minnesota
Blaine Soccer Club	Minnesota Timberwolves & Lynx	Spring Lake Park Youth Hockey Association
Brooklyn Center High School	Minnesota Twins	St. Michael - Albertville Youth Hockey Association
Cambridge-Isanti Hockey Association	Minnesota Twins Community Fund	St. Paul Capitals Hockey Association
Chaska/Chanhasen Hockey Association	Minnetonka Aquatics	St. Paul R.B.I. Baseball and Softball
Delano High School	Minnewaska Area High School	St. Michael-Albertville Girls Fastpitch
Fargo Angels Youth Hockey Association	Minnesota United Soccer Club	Totino-Grace High School
Fargo Public Schools	Moorhead Youth Hockey Association	Tri-City United High School
Fargo Youth Hockey Association	Mound-Westonka Hockey Association	USTA Northern Region
Hastings Sharks Special Olympics Team	Osseo Maple Grove Hockey Association	Waconia Basketball Association
Hermantown Amateur Hockey Association	Plymouth Wayzata Youth Softball Association	West Fargo Stampede
Hudson Basketball Association	Princeton High School	White Bear Lake Area High School
Hudson Boosters Inc.	Prior Lake Athletics for Youth	White Bear Lake Community Services Department
Hudson High School	Rochester Community Youth Basketball Association	Woodbury United Lacrosse
Lacrosse Monkey	Rosemount Area Athletic Association	
Lake of the Woods High School		
Minneapolis Edison High School		

GOOOAAAAL!

On November 17th, 2019, with the Minnesota United FC's beautiful home – Allianz Field in St. Paul as the backdrop, Positive Coaching Alliance – Minnesota (PCA-MN) netted an exhilarating goal with its' 2019 Impact Awards Celebration.

PCA-MN honored six high school student-athletes from around Minnesota & North Dakota as 2019 Triple-Impact Competitor® Scholarship Award recipients. 170 guests enjoyed an active social hour, an exceptional meal, an exciting sports memorabilia silent auction, a competitive live auction of incredible local sports experiences, were motivated by a pair of local sports heroes and inspired by some phenomenal high school athletes.

This scholarship program awards high school athletes who exemplify the positive contributions of a Triple-Impact Competitor®, which includes making oneself better (personal mastery), making teammates better (leadership) and making the sport better (Honoring the game). From 100 local applicants and more than 3,500 applications nationwide, these six were selected based on personal essays and recommendations from coaches, school administrators, and teammates, familiar with attested to how they embody the Triple-Impact Competitor® principles.

2019 RECIPIENTS:

- **Eleanor Craig** – Minneapolis Edison H.S.
- **Sydney Eckhoff** – Henning H.S.
- **Emily Henderson** – Jordan H.S.
- **Abigail Klamann** – West Fargo (ND) H.S.
- **Jacob Kuemmel** – Park H.S. (Cottage Grove)
- **Jackie Lynn Taffin** – Clearbrook-Convick H.S.



The celebration also featured the honoring of a pair of Minnesota sports heroes.

Chris Wright, CEO – MNUFC received the esteemed PCA-MN Sports Business Executive of the Year Award. **"It's important for young people to understand you need people around to help you. Who is on your personal board of directors? My challenge to you is can you pull on the "PCA jersey" and take it to the players, coaches, and neighborhoods and make it a little bit better of a place for these young athletes' lives?"** – Chris Wright

Coach Larry McKenzie, Head Boys Basketball Coach – Minneapolis North High School received the prestigious PCA-MN Community Impact Award. **"I teach my kids that basketball is so much more than a game. It is a microcosm of life. You have a responsibility to leave this earth better than you found it."** – Coach McKenzie

A guest, Anna who learned of PCA-MN for the first time that evening, summed up the impact of the event, **"What a fun celebration!" she said. "I had goose-bumps the entire evening hearing from all of the award winners and speakers. I am so impressed and motivated to hear about PCA's mission, impact and reason for existence. The work they are doing is so needed, and so appreciated."**

HONOR THE GAME HOCKEY TOURNAMENT

On November 1-3, Positive Coaching Alliance – Minnesota and Minnesota Hockey collaborated for a unique Honor the Game (HTG) Hockey Tournament. Hosted at the Minnesota Wild's practice facility, TRIA Rink.

The tournament featured eight Peewee 'A' hockey teams – Armstrong-Cooper, Anoka, Bloomington Jefferson, Cambridge-Isanti, Le Sueur-St. Peter, New Ulm-Sleepy Eye, St. Michael-Albertville and St. Paul Capitals – in a round robin tournament.

The HTG tournament had a dual focus.... competing to win AND sportsmanship/playing the game the "right way" – honoring the game. The HTG tournament offered a unique twist to the standard youth sports tournament with a focus on sportsmanship and camaraderie practiced by players, coaches, and required spectators to concentrate on respecting and honoring those who make the game possible including the players, coaches and officials.

The focus was not just on the action on the ice, but significant emphasis was placed on the conduct and interaction of the fans in attendance. Some of the distinctive required elements included:



Watch the Fox Sports North coverage



- Parents/fans hand shake before and after each game with the opposing teams' parents/fans
- Parents/fans from opposing teams sat together during their respective games on Saturday
- Officials introduced themselves to spectators prior to each game, stating why they officiate and asking fans to honor them, players, each other, etc.
- Parents were encouraged to cheer for BOTH teams during each team's 3rd pool play game on Saturday
- Coaches were encouraged to refrain from bench minor penalties
- PCA-MN & Minnesota Hockey staff addressed each team in locker rooms pregame regarding honoring the game and making themselves, teammates and the game better

MINNESOTA CHAPTER DONORS

Minnesota Wild
Minnesota Twins
Minnesota Vikings
Minnesota United FC
Minnesota Timberwolves &
FastBreak Foundation
Minnesota Hockey

TRIA Orthopedics
Salesforce
SportsEngine
Morris Sund LLC
Morsekode
American Business Solutions

Burr Oak Group
Carson Family Foundation
Smikis Foundation
David Winton Bell Foundation
Deborah Olson
Adam Morris

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

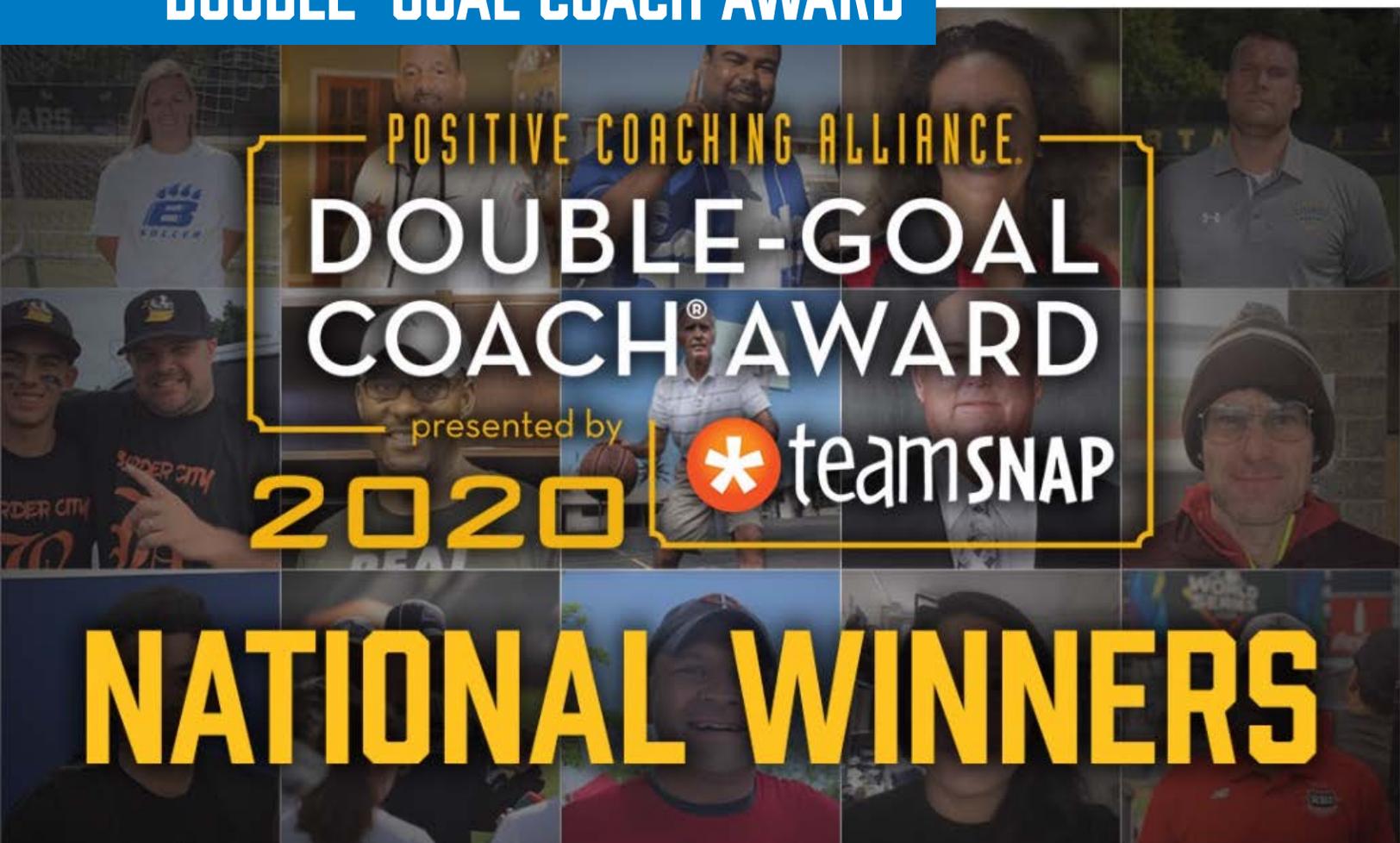


**Chelsi
Bridgewater**
FL

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



NATIONAL WINNERS

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

Please see our outstanding winners below.

The National Scholarship program is available in all 50 states



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



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



Chris Cutcliffe
Oxford School District (MS), Football



Antonio DelVecchio
Tittletown Wrestling Academy (GA), Wrestling



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



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



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



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



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



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



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



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



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



Thomas McPherson
Katy High School (TX),
Baseball



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



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



Antonio Rosito
Wildcats Midlothian TX AAU (TX), Basketball



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



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



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



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



Patty Waldron
Charlotte Latin School (NC), Swimming



Richard Ward
Red Sox Foundation
RBI (MA), Softball



Eryk Watson
E33 Eagles (GA),
Basketball



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

NATIONAL COACH OF THE YEAR

Taube Family Prize in Recognition of Excellence in Coaching

Devon Holmes

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

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

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



\$10,000 PRIZE!

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

- Chris Moore, CEO of Positive Coaching Alliance

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

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

HEAR FROM HIS SUPPORTERS:



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

MINNESOTA COACH OF THE YEAR



POSITIVE COACHING ALLIANCE
**DOUBLE-GOAL
COACH AWARD**
presented by
2020 

Winner: Cory Tennison

"From the sidelines during the games I hear Cory helping his team encouragingly as they face the challenges of competing with older kids that are stronger and faster than them. Cory Tennison is the coach we all hope our kids will have."



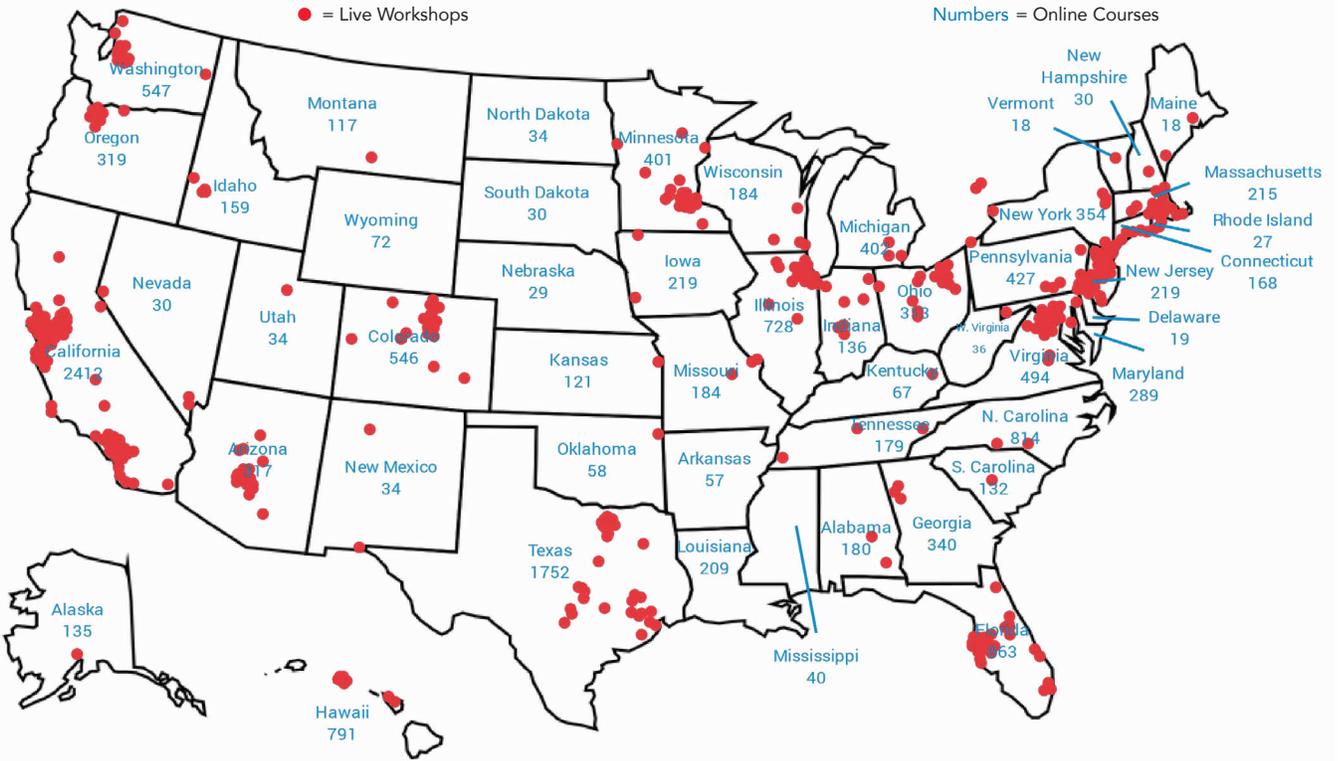
Organization: Langford Park Recreation Center
Sports: Baseball/Basketball/Soccer
Minnesota

BETTER ATHLETES, BETTER PEOPLE

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



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**BETTER ATHLETES
BETTER PEOPLE**

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Mountain View, CA 94043

www.PositiveCoach.org

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