



TAMPA BAY

MOMENTUM

YEAR IN REVIEW 2020



BETTER ATHLETES, BETTER PEOPLE

WHO WE ARE

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

WHAT WE DO

We Support Coaches, Parents, Athletes, and Organizational Leaders

We Provide:



TOOLS & RESOURCES



LIVE WORKSHOPS



ONLINE WORKSHOPS

WHY WE DO IT

40 MILLION KIDS PLAY SPORTS NATIONWIDE.

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

resulting in increased...

RESILIENCE

GROWTH MINDSET

TEAMWORK

EMPATHY

LEADERSHIP

CHARACTER

FUN

LIFE LESSONS

GRIT

PERSERVERANCE

DONE RIGHT,
SPORTS TEACH

IMPACT



OF PARTNER ORGANIZATIONS
3,500



OF YEARLY WORKSHOPS
3,400



OF KIDS REACHED
20+ MILLION

RESULTS

96% OF PCA TRAINED COACHES

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

72% OF PCA TRAINED ATHLETES

BELIEVE THEIR SPORTSMANSHIP IMPROVED AFTER TRAINING.

70% OF PCA TRAINED COACHES

FEEL PCA PROGRAMMING REINFORCED THEIR DESIRE TO TEACH LIFE LESSONS.

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

LETTER FROM THE 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.



Hear from PCA's Trennis Jones



Hear from PCA's Val Whiting



Hear from PCA's Marti Reed



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

- NELSON MANDELA

Read PCA's Commitment to Change

#LifeisaTeamSport

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

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

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

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

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

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

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

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](#)



"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



Doc Rivers



Julie Foudy



Shane Battier

FOR YOUTH ATHLETES

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

TAMPA BAY'S 3RD ANNUAL INSIDE THE LINES

On November 13, 2019, PCA-Tampa Bay hosted its 3rd-annual "Inside the Lines" fundraiser. The event was held this year at the Bryan Glazer Family JCC and the venue was packed with Board members, partners and donors, mascots, scholarship qualifiers, and amazing support; talk about a great night!

The evening was chaired and sponsored by three members of our local Board – Jon Levy (Redstone Investments), Chip Reeves (Beach Community Bank) and Bryce Kenny (Morgan Stanley) – and they contributed to a very personal touch on the evening. A local high school band welcomed guests and specialty craft cocktails from Dark Door were made specifically to kick-off the evening.

A drumline escorted guests to their seats while Gabrielle Atkins, a PCA Triple-Impact Competitor® scholarship finalist, sang the national anthem. A video, made for the evening and featured on page 15, played and highlighted PCA's mission of developing youth through sports by teaching the critical character and leadership skills necessary to succeed in life. The video showed the positive impact a coach can have on a student-athlete from high school and even further into life.

During dinner, an interactive panel entertained all 220 attendees with thoughtful stories from their childhood, meaningful examples of life lessons learned through sports from their athletic and coaching perspectives, and they mentioned goals for what's ahead in their careers. The panelists on stage included Kevin Cash, manager of the Tampa Bay Rays, Dave Andreychuck, Hall of Famer from the Tampa Bay Lightning, local softball coach, Robin Kopp, and another PCA scholarship qualifier, Madison Hill.

Thanks to the Rays, the Lightning, and our Board members who donated major auction items. In addition, we hosted a silent auction and a wine wall auction where we saw 50 bottles fly off the shelf!



Frank Permy, left to right, was honored with a PCA Lifetime Coach Award and was joined by his son, Rick Permy, Tampa Bay Rays Coach Kevin Cash, and PCA trainer, Jessica Perez.

The most impactful part of the evening was the incredible generosity demonstrated during our "Bid from the Heart" appeal. Thousands of dollars were donated to our organization so that we can continue to partner with local organizations and work with coaches, parents, student-athletes, and summer campers.

The event raised over \$300,000 and is being used to positively impact youth and high school sports in our community.

A major thanks again to all that invest in PCA-Tampa Bay and help our community thrive with Better Athletes, Better People.



PCA-Tampa Bay Board members, left to right, Todd Buchanan, Troy Fowler, and Joel Stevens (pictured with his wife, Jennifer Stevens).



The night was a great opportunity **"to expand our reach and to educate our community about the great things that we're doing in the hopes that we can continue to expand our programs."**

- Matt Silverman, President of the Tampa Bay Rays and chairman of the PCA-Tampa Bay Board





CHARACTER & LEADERSHIP DEVELOPMENT

for High School Student-Athletes

The Tampa Bay chapter's Character & Leadership Development Program continues to grow, providing high school student-athletes with an opportunity to develop their leadership skills and foster a more positive sports culture among their teammates.



Trainers (from left to right): Carmyn Samuel, Jayne Chapman, Jessica Perez, Sherman Armstrong, and Missy West

The program, which was originally created in partnership with Lanness Robinson and Hillsborough County Public Schools several years ago, has since been adopted by Pasco, Manatee and Pinellas County Public Schools – as well as school districts served by other PCA chapters around the country. Mastery, respect, SMART goal setting, emotional intelligence, bullying and hazing, personal brand,

positive use of social media and leadership are among the topics that our certified trainers use to emphasize how participating student-athletes can make themselves, their teammates, and their sport better.

Participants are selected by coaches and school athletic directors based on their ability to share what they're learning with their teammates and influence the behavior of other athletes. With seven workshops spread throughout the year, students have time to put what they learn into practice and to share their experiences with others participating in the program.

Pasco County takes their program to another level, introducing the topics of Emotional Tanks, the ELM Tree of Mastery and Honoring the Game through ROOTS, to their middle school student-athletes. By the time these students reach high school, they're already practicing PCA principles.

As we move into the 2020-21 school year, our partners remain committed to the Character & Leadership Development Program and we're working with them to create an effective product that can be delivered via Zoom. We're excited to see what the coming year brings and to keep these student-athletes engaged!

When participants answered the evaluation question, "What was the best part of the workshop?", here's what they had to say:

- **"Learning about SMART goals."**
– Gaither high school student
- **"Learning what it takes to be a leader and the best way to influence your team."**
– Armwood high school student
- **"Learning new ways to help my teammates."**
– Plant high school student
- **"Learning how to be a better teammate."**
– Bloomingdale high school student
- **"Sometimes you win, sometimes you learn."**
– Durant high school student

"I definitely learned a lot...the biggest was Goal Setting. To be able to really set tangible goals, and to visualize them every single day – that is such an important thing not only in sports, but in life in general."

- Program participant

"The value is they're learning things that are going to help them not just with their teams, but they can take beyond their teams. The intangible things you learn in athletics – you're going to take with you for life."

- Ken Ansbro, Palmetto High School in Manatee County

BOARD SPOTLIGHTS



Karen Francis DeGolia, New PCA Board Chairman

Karen Francis DeGolia is PCA's newest National Board of Directors Chairman, having served on the board since 2009. In 2019, Karen led PCA's CEO Search Committee, which resulted in the hiring of Chris Moore in September. Karen has always been a champion for women in board rooms, being the first female on many of the corporate boards on which she serves. PCA is extremely grateful to have Karen's leadership in 2020, as she helps lead the organization through the challenging times brought on by COVID-19 and racial injustices in our country. In addition to making the first gift to the new Jim Thompson Legacy Fund (in honor of PCA's Founder and longtime CEO), she helped coin the phrase "Life is a Team Sport", which PCA has used to better serve our partners and supporters during these challenging times.

Claire Lessinger, PCA-Tampa Bay Board Member and Mentor

Vice President of Events, Tampa Bay Sports Commission

Claire Lessinger is the Vice President of Events for the Tampa Bay Sports Commission and is currently serving as the Chief Operating Officer for the Tampa Bay Super Bowl LV Host Committee. Lessinger and the TBSC are responsible for driving economic and social impact by identifying, bidding on, and ultimately hosting sporting and entertainment events in Tampa Bay. Recognized as one of the most influential women in Tampa Bay sports by the Tampa Bay Times, Lessinger has been instrumental in helping lead the major event hosting efforts in the community. Lessinger is also responsible for helping integrate, execute and pilot successful legacy initiatives that leave a lasting impact on the community long after the confetti falls.

"As a former volleyball player at the University of Florida, former Head Volleyball Coach at the University of South Florida and now a mother of two sports-oriented young boys, the overall mission of PCA is one I greatly value and support from every angle. The PCA Tampa Bay team is implementing ground breaking initiatives to help positively impact the culture of youth sports and I just hope I can play a small part in helping move the needle, impact our future leaders and ensure that sport participation is as positive of experience for others as it was for me."



GAMEDAY. EVERY DAY.

 **iHeartRADIO**

[Listen Here](#)

BOARD SPOTLIGHTS

Chip Reeves

**PCA-Tampa Bay Board Member
CEO & President, Beach Community Bank**

Charles "Chip" Reeves has spent 27 years as a banker and corporate leader with an extensive background in strategic planning. His track record in financial services includes serving as President & Chief Operating Officer of Bank of the Cascades and 22 years of experience with Fifth Third Bank.

"My wife and I support PCA as we, and our children, have directly benefited from coaches who made us better individuals and better parents. The values taught by PCA are life long and life-changing."



Morgan Stanley

PRIVATE WEALTH MANAGEMENT

Bryce Kenny

**PCA-Tampa Bay Board Member
Executive Director, Morgan Stanley
Private Wealth Management**

Bryce draws on his nearly two decades of experience with respect to management of equities, fixed income, alternatives, and lending. He and his team work with high net worth individuals and families that fall into three categories: family offices, entrepreneurs/business owners, and individuals that have a concentrated position in a public company. Bryce prides himself on building strong personal relationships with his clients and delivers a high touch service model.

"I support PCA and serve on the Board because I have seen the extraordinary impact that sports can play in the lives of youth. As a father (and coach) of two children that love sports, I am passionate about the organization's mission and purpose. I believe PCA teaches kids life-long lessons and values that will serve them well on and off the field and into their adult lives."

PCA-Tampa Bay thanks Bryce and Chip for their co-title sponsorship of our chapter's 2019 fundraiser, Inside the Lines.

FACEBOOK LIVE SERIES

In an effort to connect with our community while we were home during COVID-19, 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!



NHL PARTNERSHIP

PCA proudly partners with the NHL. This past season, PCA-Tampa Bay worked with the Lightning High School Hockey League in a campaign titled "Check Yourself" to help support the league and the Declaration of Principles the NHL introduced in 2018 at its All-Star Game in Tampa Bay. The principles include the values of teamwork, respect, perseverance, integrity, courage, acceptance, passion, and humility. Along with other local organizations, the campaign specifically reached the players, coaches, and parents within the league's 18 teams. PCA looks forward to continuing its partnership with the NHL.





TAMPA BAY'S SCHOLARSHIP CLASS OF 2020



PCA-Tampa Bay's Triple-Impact Competitor® Scholarship program continues to recognize many deserving high school student-athletes across the Tampa Bay region. The chapter aims to show the student-athletes how to use their athletic leadership status to benefit others. Selected finalists participate in a year-long program, gaining professional skills by interviewing with business leaders and mentors, completing phone, video and personal interviews, and giving back to their athletic communities.



Forty-seven finalists were recognized by PCA-Tampa Bay in the fall of 2019 through the generous support of Sagikor Life Insurance Company, which solely underwrites the program.

Due to COVID-19, the chapter was unable to host its annual scholarship awards night with the Tampa Bay Rays at Tropicana Field. However, the twenty-five winners were highlighted on WFLA News Channel 8 with Stacie Schaible; received a recognition yard sign delivered by PCA and Rays staff; and participated in a Zoom call hosted by PCA, Sagikor Life, and Tampa Bay Rays pitcher, Ryan Yarbrough!

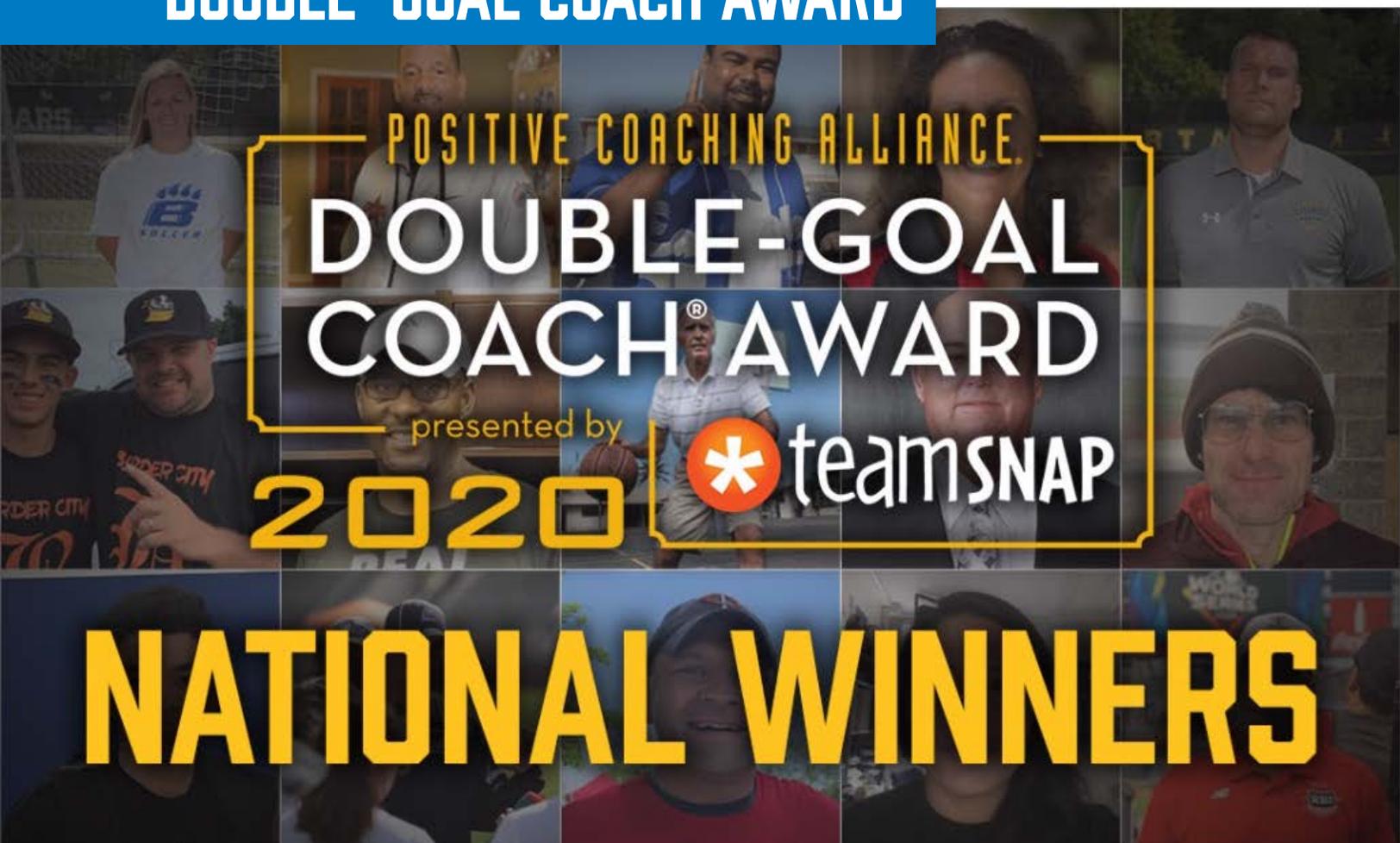
“Each year, I am continually amazed by the extraordinary student-athletes and their commitment to their sport, academics and community – and this group is no exception. Over the years, I’ve watched these young adults develop into such active contributors in their communities, and they inspire me to make what we do matter even more.”

- Bart Catmull, President of Sagikor Life Insurance Company

The 25 winners from the Class of 2020 each received \$2,000 towards college expenses. Sagikor Life is in its fourth consecutive year of solely underwriting PCA-Tampa Bay's scholarships, currently having awarded over \$200,000 to Tampa Bay-area student-athletes.



DOUBLE-GOAL COACH AWARD



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

Please see outstanding National Winners below



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.

GROWING OUR DOUBLE-GOAL COACH® AWARDS PROGRAM



Coaches help educate and mentor the athletes they serve and they play a vital role in the development of youth sports. The growth

and success of our student-athlete scholarship awards program sponsored by Sagico Life Insurance has fueled our fire to expand our local Double-Goal Coach® awards and recognition program. This program has been active in the Tampa Bay community for the past few years and we've had some incredible coaches win the award; now it's time to take it to the next step!

Being a Double-Goal Coach means teaching athletes to strive to win and also focusing largely on the important goal of teaching life lessons.

One of this year's five local winners was famed football coach, Earl Garcia from Hillsborough High School. "It's important for players to see coaches set goals even if you don't achieve them exactly as you originally set forth. The journey is just as valuable as reaching the end goal."

This year's program in Tampa Bay was supported by both the Rays and the Lightning.

Tampa Bay Regional Winners



Alex Delgado
TBU Rowdies Soccer Club



Damian Goderich
Brandon Elite Volleyball



Earl Garcia
Hillsborough High School



Matt Hernandez
Alonso High School



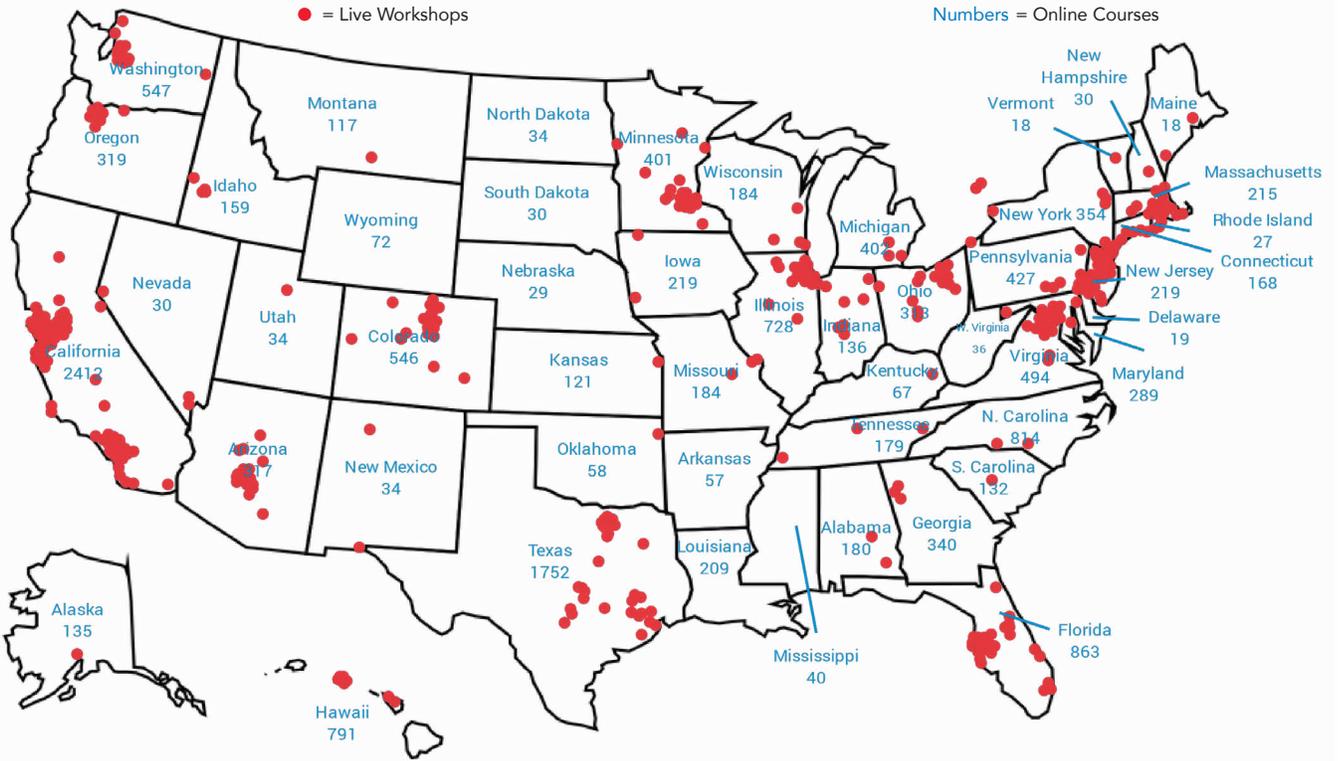
Josh Saunders
Robinson High School



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



LOCAL PARTNERS





BETTER ATHLETES
BETTER PEOPLE

Positive Coaching Alliance
1001 N. Rengstorff Ave., Suite 100
Mountain View, CA 94043

www.PositiveCoach.org

/PCATampaBay

@PCA_TampaBay

@PCA_Tampabay

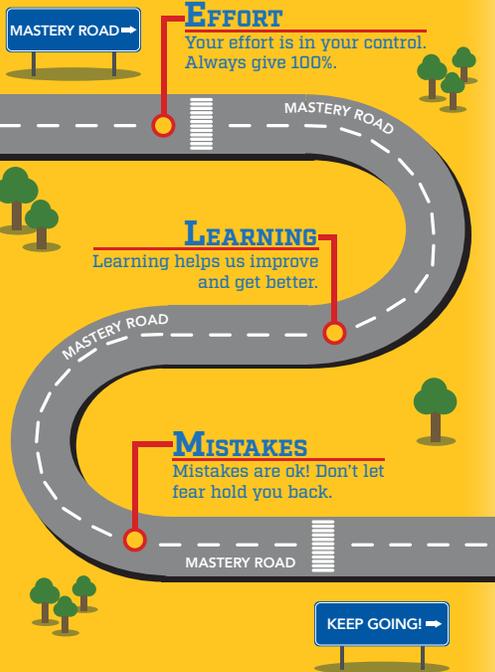
866-725-0024 (toll-free)

PCA Tampa Bay Board of Directors as of July 2020

- Matt Silverman** Chairman & President, Tampa Bay Rays
- Todd Buchanan** Senior Regional Vice President, AIG Retirement Services
- Bart Catmull** President, Sagikor Life Insurance
- Naakesh Dewan** Vice President, Florida Blue
- Troy Fowler** Director, Triad Foundation
- James Graff** Managing Director, Raymond James
- Nick Hess** Wealth Management Advisor, Fifth Third Bank
- David Hull** Chief Executive Officer, CoLabs
- Neil Keifer** Chief Executive Director, Hooters Management Group
- Bryce Kenny** Private Wealth Mgmt Executive Director, Morgan Stanley
- Ken Leikam** U.S. Managing Partner, Deloitte Global Tax
- Claire Lessinger** Director of Special Events, Tampa Bay Sports Commission
- Jonathan Levy** Managing Partner, Redstone Investments
- Charles (Chip) Reeves** President & CEO, Beach Community Bank
- Mark Sakalosky** Managing Director, Bay to Bay Partners
- Lex Smith** Senior Vice President, SunTrust Bank
- Trey Starkey** Chief Executive Officer, Starkey Family Real Estate Inv.
- Joel Stevens** Senior Managing Director, Bernstein Private Wealth Mgmt
- Drew Weatherford** Partner, Weatherford Capital
- Bill Wickett** Executive Vice President, Tampa Bay Lightning
- Andrew Wright** CEO & Managing Partner, Franklin St.

MASTERY

ELM PUTS YOU IN THE DRIVER'S SEAT!



Character Development

PCA-Tampa and Hillsborough County Parks and Recreation (HCPR) continue to work together and offer innovative programs during the summer and in after-school programs. PCA provides hands-on support and customized curriculum that's unique to HCPR's operational needs and is specific to the community. Through PCA's Character Development Program, a program for children 5-12 years old, the county's staff teach and interact with 3,500 kids annually through weekly and monthly lessons that focus on PCA's principles of filling Emotional Tanks, the ELM Tree of Mastery, and Honoring the Game by Respecting ROOTS. Lessons are taught and also reinforced through interactive visuals and positive messaging located throughout the parks.



"Our organizations share similar missions and values and our partnership will provide large benefits to all the children participating in the Program. Positive is powerful."

– Rick Valdez, Director at Hillsborough County Parks and Recreation Department

