

★ OUR 2025 HIGHLIGHTS!



OUR MISSION

PCA – Tampa Bay’s mission is to transform the youth and high school sports culture into an environment where everyone - including coaches, parents and families, and athletes - has a positive, character-building experience that results in **BETTER ATHLETES, BETTER PEOPLE.**

To do this, we partner with community leaders and organizations to deliver workshops and programs and we support everyone with the tools and resources they need in their roles.

PROBLEM:

Currently, many youth sports environments exhibit a win-at-all-cost mentality, where the opportunity for positive youth development is lost.



PCA

SOLUTION:

PCA programming with school teams and youth sports organizations ensures sports done right has the ability to teach kids life skills such as resilience, how to think with a growth mindset, and teamwork. This type of culture sets up a positive sports experience that keeps kids coming back to practice. Kids learn how to use life skills in the classroom and later in life.

*WHAT HAS BEEN YOUR EXPERIENCE WITH SPORTS?
WHAT LIFE LESSONS AND LIFE SKILLS DID YOU LEARN?*

Some of my takeaways from middle school, high school, and college team sports have been learning the values and life skills of persistence, consistency, and delayed gratification plus building friendships built on common goals, trust, and spending time together!



Middle School Team



High School Team



College Team

GO JAGUARS!

GO CRUSADERS!

GO GATORS!

- Mason Cathey Brady
- Executive Director, PCA – Tampa Bay



FB/ PCATampaBay



Twitter/ PCA_TampaBay



Instagram/ pca_tampabay

We provide research-based training workshops, resources, and programs for coaches, parents, athletes, and leaders to improve the sports culture and ensure a positive youth development experience for kids.

★ OUR HIGHLIGHTS AND WINS

★ Scholarship Program is ACTIVE for the Class of 2026!

Our local Triple-Impact Competitor® Scholarship Awards Program is accepting applications August 21 - October 7, 2025. High school senior student-athletes who excel in improving **themselves**, bettering their **teammates**, and honoring the **game** are encouraged to apply. Last year we had 25 winners with the support of our local Board. Open the QR code to see what it's all about and share with a high school senior!



★ Coach Awards Program for 2026 OPENS SOON for nominations:

Youth sports coaches who focus on not only teaching kids to **compete** and **strive to win**, but also focus on teaching **life lessons and life skills** help ensure sports are done right. Thanks to Weatherford Capital for their ongoing support of this program - they know that great coaches are winners!

★ We closed out FY25 in August and **exceeded our workshop goal** in part due to our partnership with Hillsborough County Parks & Recreation and the support we've received from The Spurlino Foundation and BayCare Health System. We hit a new record by providing our **Character Development Program** in all 20 of the County's traditional summer camp parks. Over 2,000 kids learned the difference between a growth mindset versus fixed mindset, what bullying is versus a conflict, and the power of focusing on what's in their control versus what is not. That's powerful and that's character development they can use in sports and in life!

★ "Mastery: The Pursuit of Peak Performance" – 2025-2026:

Our staff and our partners collaborated to develop our new annual workshop for coaches across **Hillsborough, Pasco, and Pinellas County** school districts. This workshop expands upon PCA's skill development principle, the ELM Tree of Mastery, and provides coaches with the research-based Pursuit of Peak Performance Framework which will help them guide athletes towards performing at their highest levels.

Coaches who attend this workshop, will be equipped to:

- Utilize effective goal setting with athletes;
- Provide athletes mental tools to lessen stress and anxiety;
- Establish dynamic physical training methods;
- Reinforce strategies to help athletes overcome setbacks; and
- Deliver feedback that motivates athletes

THIS FEEDBACK FROM COMMUNITY LEADERS IS A WIN!

Lanness Robinson, Hillsborough County Public Schools, County Director of Athletics

"Through our long-term partnership, Hillsborough County Public Schools has seen the impact on our coaches directly. That impact has been able to be seen with some of our inexperienced coaches having a toolbox to draw from and some of our most veteran coaches being able to find ways to be different because working with student-athletes today and developing the culture of student-athletes is different now than maybe when some of our veteran coaches started."

Matt Wicks, Pasco County Schools, County Director of Athletics

"This is what our county needs. This is what our student-athletes need to take our sports, our mental preparedness, our leadership, and take it to the next level. We've only benefited from it....This program continues to build. It continues to thrive."

CONTACT US. GIVE. OR VISIT!

1211 N Westshore Blvd, #305, Tampa, FL 33607

TAMPABAY.POSITIVECOACH.ORG



LOCAL STAFF

Mason Brady
Beth Brown
Eddie Moralobo
Ahmad Kebe
Jessica Perez

2025 BOARD MEMBERS

Dr. Chris Bucciarelli Nick Hess
Dr. Antonio Castellvi Tina James
Casey Cobb Bryce Kenny
Dr. Kevin Elder Neil Kiefer
Scott Fink Chrissi Laxer
Troy Fowler Jason Licht
Elizabeth Frazier Brian Riley

Mark Sakalosky
Kim Selph
Matt Siegel
Matt Silverman
Trey Starkey
Joel Stevens
Andrew Wright



POSTAGE
HERE

Jackie Lucal
17513 Marsh Rd
Lutz, FL 33558