



POSITIVE  
COACHING  
ALLIANCE®



BETTER ATHLETES  
BETTER PEOPLE

# 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](https://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](https://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.



# PCA AND PROFESSIONAL LEAGUES

Over the years, PCA has developed strong relationships and alignment with professional sports leagues as we share an interest in working together to improve the culture of youth sports. The work we do through our national partnerships with professional leagues entails a wide range of activation from sharing content, to co-creating educational resources, to hosting and presenting at cornerstone events and more. Here's a recap of the work and the impact we've had this year with the NBA, NHL and MLB.



PCA has been a proud partner of the Jr. NBA since 2017. Our partnership includes workshops at Jr. NBA events, Respect the Game Coach and Parent forums, PCA tips & tools in the Jr. NBA's instructional curriculum, Coach of the Year programming, and the WNBA's Her Time to Play Initiative.

In February 2020, PCA was a key contributor to the league's historic All-Star Weekend events in Chicago. PCA led off-court discussions with NBA superstars like James Harden (Houston Rockets), Wendell Carter (Chicago Bulls), Nate Mitchell (assistant coach, Charlotte Hornets), and Gary Zielinski (NBA veteran referee). PCA helped facilitate the Respect for the Game Coaches Forum that included NBA and WNBA legends Glen Rice and Renee Montgomery, led workshops to introduce PCA principles to local coaches and league leaders, and shared tangible tools for coaches, administrators and parents to



PCA's Marti Reed sits for a panel with All-Star James Harden and NBA Veteran Referee Gary Zielinski

implement with their athletes. 2020 also marked the fourth year of PCA's partnership in the Jr. NBA Coach of the Year Program, which highlights coaches who strive to win while also pursuing the more important goal of teaching life lessons through sport.

**“Thank you for the incredible energy, passion and insight PCA brought to our events...Thanks for all you do, not just for the NBA, but for so many kids, parents and coaches around the country.”**

- David Krichavsky, Senior VP & Head of NBA Youth Basketball Development





PCA has been partnered with Major League Baseball since 2015, providing PCA workshops for RBI (Reviving Baseball in Inner Cities) programs to impact youth across the country. In 2019, PCA and MLB launched the first RBI Coach of the Year Program, recognizing coaches across the country who embody the Double-Goal Coach model of striving to win while also teaching life lessons through baseball and softball. We announced the first winners of the RBI Coach of the Year Program (Richard Ward of Red Sox Foundation RBI, Boston, MA and Veronica Laquier of Base Play RBI, El Paso, TX) on the field before Game 4 of the 2019 World Series between the Houston Astros and the Washington Nationals. The Coach of the Year winners and PCA were introduced via the in-stadium public address announcer and on the scoreboard.



Veronica Larquier - Base Play RBI, El Paso, TX



Richard Ward - Red Sox Foundation RBI, Boston, MA



PCA is a proud partner with National Hockey League to help support the league's youth hockey initiative, the Declaration of Principles which includes teamwork, respect, perseverance, integrity, courage, acceptance, passion and humility. As part of the legacy of the league's 2018 All-Star Game in Tampa Bay, the NHL teamed up with PCA-Tampa Bay to roll out the "Check Yourself" Campaign with the Lightning High School Hockey League. The campaign helped further the implementation of hockey's Declaration of Principles, and the Lightning High School Hockey League hosted its Medical Day for incoming athletes and families and PCA workshops were presented at the League's Jamboree.



## DONOR 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.

### Lionel Hollins, PCA Donor, Assistant Coach Los Angeles Lakers

Lionel Hollins has served on PCA's National Advisory Board for years, and also supports PCA financially year after year, attending events, and supporting the ongoing efforts of PCA programming. Beyond his service in advocating for PCA philosophies, and the way he's coached for years in the NBA, Hollins is a prime example of someone who not only lends his voice, time, and advocacy to our mission but goes the extra mile by lending his financial support.

*"I support PCA because their goal is to develop athletes with positive reinforcement that values the individual who gives maximum effort, is a good teammate, displays sportsmanship, and honors the game. PCA teaches athletes, parents, and coaches that winning has its place, but I'm more impressed with how they teach continued learning and improvement without fear of making mistakes!"*



# DONOR SPOTLIGHTS

## Robert L. Brown, Encore Consumer Capital, PCA Leadership Council Member

Robert is a multiyear Leadership Council Member. This year, he went the extra mile and showed support by bringing a PCA zoom workshop to his company, Encore, during COVID-19. Here is his testimonial about the experience:

“Huge shout-out to Positive Coaching Alliance for the high-impact zoom session on Positive Leadership for the Encore Consumer Capital portfolio leaders. PCA's leadership in training youth sports coaches, parents, and athletes on the value of positive leadership has never been more relevant to building successful workplace teams than it is now. The PCA team flawlessly lead a zoom session with nearly 40 leaders, effectively utilized "breakout rooms" to engage us in small group discussions, and helped us with techniques to apply in these challenging times. I am more convinced now than ever that there is a business model here for PCA, not just to help stay busy during COVID-19 sheltering, but going forward. We are so fortunate to have had PCA with us today—I was blown away by how seamlessly you all worked together, how well you drew out team into the discussion, and how you made it relevant for everyone.”

Robert’s passion for coaching and youth sports began when he coached youngsters in sailboat racing at the national and international level through college. He remains a competitive sailboat racer, passionate baseball fan, and devoted follower of Stanford athletics. Today Robert and his wife Kirstin Hoefer live in Marin County, California where enjoy cheering (positively!) for their three children in their various sports endeavors.



# SUPPORTING FOUNDATIONS





# 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



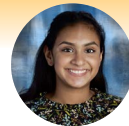
**Kyle  
Perkins**  
OR



**Sinead  
Henry**  
NY



**Oluwatobi  
Alagbe**  
TX



**Sanjana  
Jha**  
MD



**MeiLing  
Milgrim**  
AZ



**Joseph  
Nizich**  
OR



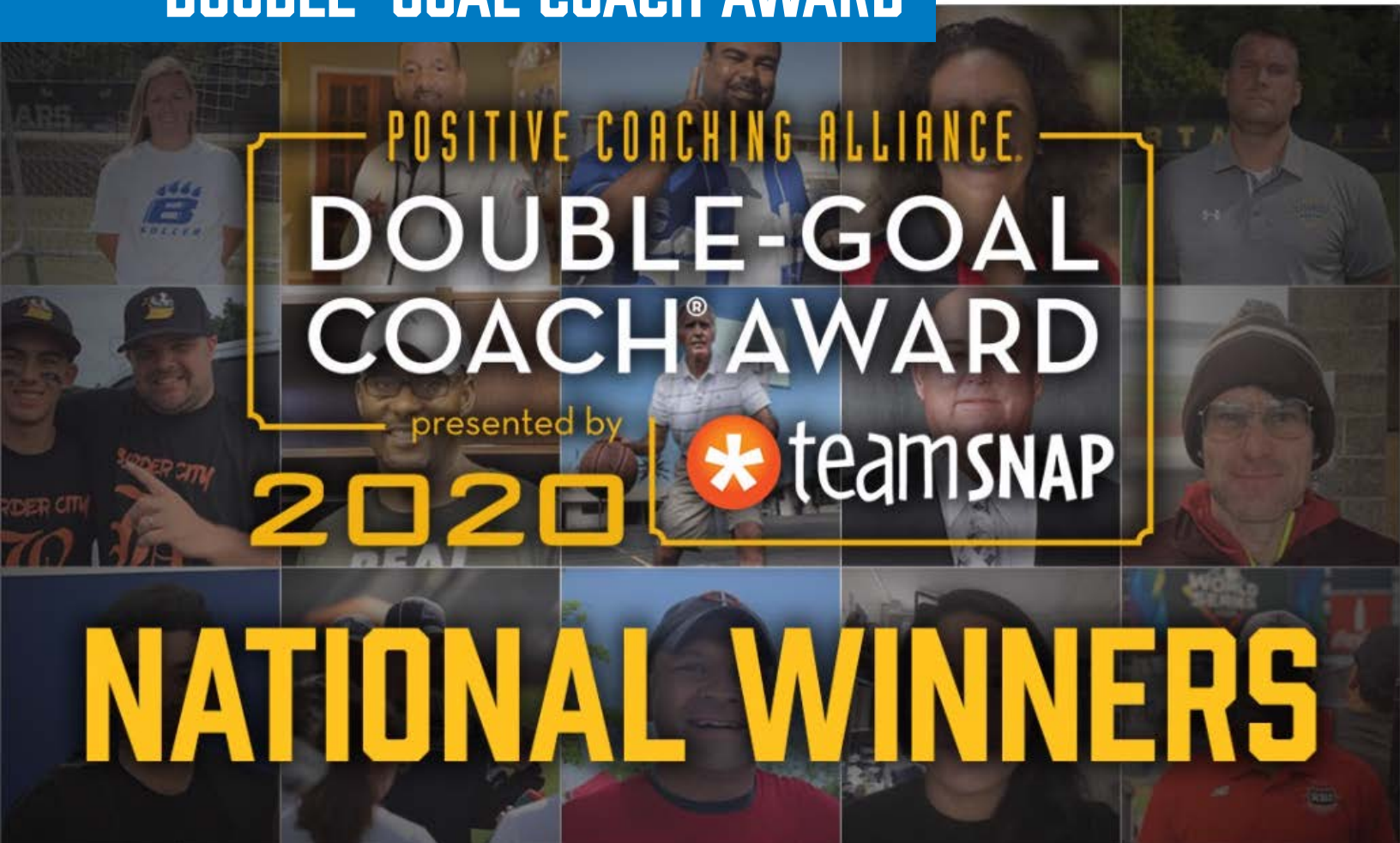
**Chelsi  
Bridgewater**  
FL

**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



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.



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



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



**Chris Cutcliffe**  
Oxford School District  
(MS), Football



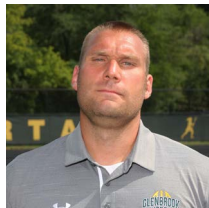
**Antonio DelVecchio**  
Titletown Wrestling Academy  
(GA), Wrestling



**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



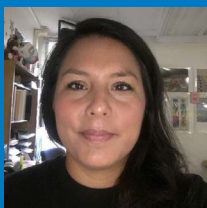
**Josh Saunders**  
T.R.Robinson H.S. (FL),  
Girls' Flag Football/Volleyball



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



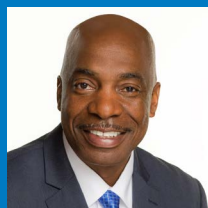
**Cory Tennison**  
Langford Park Rec Center (MN),  
Baseball, Basketball, Soccer



**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:

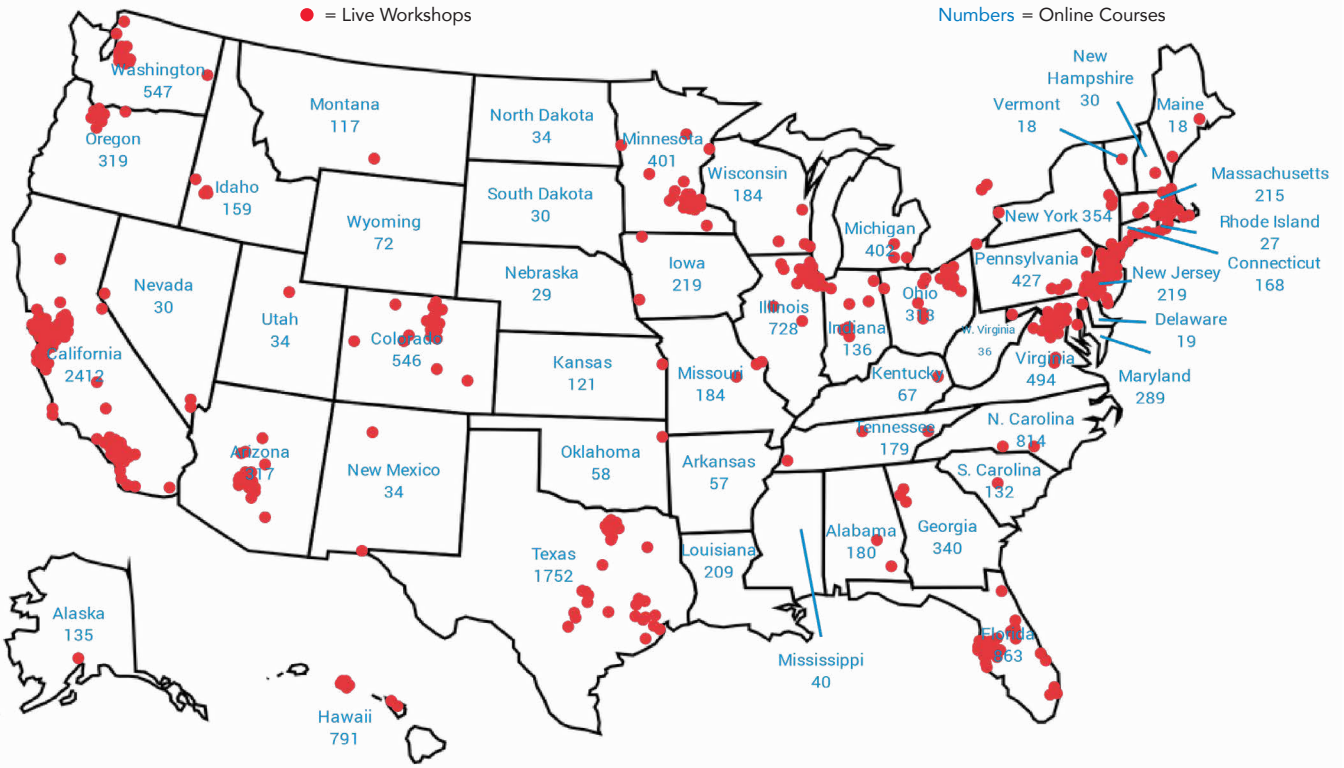


PCA's Coach of the Year is made possible thanks to the generous support of Taube Philanthropies.

# 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



# CORPORATE PARTNERS & TRUSTED RESOURCES





**BETTER ATHLETES  
BETTER PEOPLE**

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

[www.PositiveCoach.org](http://www.PositiveCoach.org)

/PositiveCoachUS

@PositiveCoachUS

@PositiveCoachUS

866-725-0024 (toll-free)

## PCA National Board of Directors as of July 2020

**Amy Brooks** President of Team Marketing & Business Operations and Chief Innovation Officer, NBA

**John Butler** Founder & CEO, Skyline Advisory

**Tom Cassutt** CFO, American Security Products Company

**Scott Chapman** Founder/CEO, Chapman Investment Management

**Karen Francis DeGolia** (BOARD CHAIR), Corporate Board Director & Technology Investor

**Troy Fowler** Director, Triad Foundation

**Laura Hazlett** COO/CFO at Klamath River Renewal Corporation

**Glen Matsumoto** Partner and Head of Infrastructure, Actis

**Wendy McAdam** Independent Consultant

**Chris Moore** PCA Chief Executive Officer

**Rick Osterloh** Senior Vice President, Hardware, Google

**Lisle Payne** Principal, Jackson Street Partners

**Gary Petersmeyer** Owner, Gary Petersmeyer Consulting

**Rodger Rickard** (EMERITUS) Retired CEO, Cornish & Carey Residential Real Estate

**Mindy Rogers** Community Volunteer

**Pulin Sanghvi** Speaker, Author, Consultant

**David Shapiro** President of US Youth Division & Head of USA Sales, Pixellot

**Linda Verhulp** Executive Director, Morgan Family Foundation

**Dan Whalen** President, The Whalen Family Foundation

**Steve Zuckerman** Managing Director, Self-Help California

“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**

