



OACA Newsletter

FALL 2009

LETTER FROM THE PRESIDENT

Welcome to the 2009-2010 school year!

I hope everyone's year has started off well and that all of you and your coaches are members of our association. Please be reminded that we are an organization of coaches from throughout the state of Oregon and represent you in various aspects of the coaching world. Also our webpage, www.oregoncoach.org can be a valuable resource for all of you.

We have great relationships with the OSAA, OADA and the OAOA which makes for a very cohesive group of adults caring and working with the student-athletes of Oregon.

As we embark on yet another year of coaching high school athletes – let's all try to take some time and “smell the roses” and try not to forget we are in the “memory” business. We have the ability to lead and influence many people through high school athletics. It is through this leadership position that our influence is most prominent. All of our lives are busy and full, yet we still find the time to follow our passions and coach high school “kids” with great caring and courage – for that I would like to thank all of you!

Also, I would like to thank our two Executive directors, Marv Heater and Dave Johnson, who have worked endlessly to make the OACA what it is today – a first class organization – one we should all be very proud to be a member.

In closing, be reminded to ***“love what you do and do what you love”***.

Have a great school year and an even better season !!

Cindy Anderson
Wilsonville High School

WE'RE ALWAYS ON THE COACHES FOR YOU

DIRECTOR'S CORNER

Dave Johnson, Co-Director

I am sure most of you who are active in coaching this late fall are attempting to find the time to do most of anything, especially taking time to read an OACA newsletter. We attempt to give you some good information that may help you understand more of the total picture of what the OACA is doing for coaches. We appreciate all of the coaches who serve on our Executive Board or Sport Chairs as they help provide input for all sports and classifications. A special THANKS to Mark Henderson-Junction City, our OACA Vice President, who has represented our OACA on the OSAA Re-Classification Committee. He has spent many hours on this challenging committee. Tony Koontz, our OACA Secretary/President Elect, will serve on the recently formed OSAA Championship Committee. This group will meet this year with some big challenges ahead of them.

The daily coaching world certainly has some new challenges in our modern media/tech era. One's personal highs and lows and everyday happenings can often be viewed with a touch of a key. Not all is fair, but this is the modern media world. We coaches have always been held to a higher standard in regard to positive modeling for our players/students. Good people in all professions make mistakes and consequences are given and served. Most coaches understand and accept this concept better than most people in our society as we live it everyday in the coaching world. As we move forward, we are thankful for the great opportunities that coaches have to work with many good young people, parents, schools and communities.

Coaches...remember to take the time to *"stop and smell the roses"* in your busy journey and do something good for yourself each day.

Thanks for all you do for all!

Dave Johnson

"Publicity is like poison; it doesn't hurt unless you swallow it."

DIRECTOR'S CORNER

Marv Heater, Co-Director

It is hard to believe that we have already completed six weeks of our Fall sports season and that we are already looking at the playoff picture. The start of the new school year is always an exciting time, students back in school, athletic contests in full swing, and the excitement that goes with it all. One of very best times of the year.

Our first clinic event of the year was the **OACA Second Annual Basketball Coaches Clinic** held at Westview High School on In-service Day. The clinic was a great success with over 150 coaches in attendance. A special thanks to **Pat Coons and Jerry Hauck** for their work in planning and directing the event.

Membership is good, we are at the same level we were at year ago at this time and it looks as if we will reach 3000 plus members for the 5th consecutive year. Of course, our Gold Card Membership continues its popularity. We are so very appreciative that the OSAA continues its partnership with this program. The benefit of the million dollar liability insurance program is most important after hearing of the negative results of a failed membership renewal. Keep in mind the many other benefits which include a Coaches Directory, Newsletter, eligibility for scholarships for sons and daughters, Coach of the Year Banquet and free or reduced admission to many college events.

Once again a special thanks to our OACA Executive Board members for their time, work and dedication to helping make our organization run smoothly. And welcome to **Cindy Anderson, Wilsonville HS** as our 2009-10 president, **Kyle Cowan, E. Linn Christian HS**, 2A Member at Large and **Pat Coons, Westview HS**, 6A Member at large.

A special thanks to **Brandon Bowling and MaxPreps** for the fine support and excellent program they are giving to Oregon Coaches. If you have not taken advantage of their programs take a look at their website and see what they have to offer. www.maxpreps.com

Thank you also to all of you who are members of this great organization. Without your support it would be difficult for us to operate as we do. Please remember we are here to support you so feel free to contact our office at any time if there is anything with which we can be of help to you.

Best wishes to all for a fine year ahead.

MaxPreps Oregon Update, by Brandon Bowling

Well Coaches we would first like to thank many of you for jumping onboard with CBS Sports MaxPreps www.maxpreps.com. The fall has been a fantastic time for us and I would like to let everyone know we are at right around 50% of Oregon Football Coaches using the site for stat entry! Volleyball has been full of highlights as we have over 100% growth in the sport this fall! I wanted to leave all of you a few quick facts about MaxPreps and some of our most recent accomplishments that are quite exciting. This fall we had the opportunity to give back to Oregon Football. Bend, Thurston and Aloha High Schools were awarded over 350 tickets to attend a very motivational event in Tony Dungy's Redzone! I would like to thank Craig, Justin and Chris for being so supportive of MaxPreps and our efforts in Oregon. If it wasn't for guys like you MaxPreps wouldn't be what it is today in the state. We appreciate the coaches finding a way to showcase their programs.

New Accomplishments:

MaxPreps becomes the exclusive high school content provider for **Sports Illustrated "Faces in the Crowd"**.

Check out MaxPreps on the SI website at <http://sportsillustrated.cnn.com/> and click the High School link.

MaxPreps partners with the **AVCA (American Volleyball Coaches Association) State Player of the Week Awards**.

Congratulations to Brookings Harbors Nichole Watterson, Crook County's Casey Loper and Salem Academy's Lauren Devries thus far. Awards given each Monday based on stats entered into MaxPreps.

Over 100% Growth in Volleyball this Season! Great work Coaches it's great to see you showcasing your girls and getting your high school onboard.

Nearly 50% of Oregon High School Football Coaches have jumped onboard! That means we have over 110 Schools putting stats in each week. Great Support.

OACA Basketball Coaches had the opportunity to get a run through on MaxPreps last week at the OACA basketball Clinic in Westview High School. Thank you very much to Coach Pat Coons and Jerry Hauck!

If you have not jumped onboard we would love to have your team. There are many features that coaches have come to love in the state and we hope you take advantage this Fall, Winter and Spring! The OACA Winter Letter and Launch Kits will be coming to all the Winter basketball Coaches. If you need your login to MaxPreps please email me at bbowling@maxpreps.com.





Oregon Athletic Directors Association

www.oada.8m.com

The Oregon Athletic Directors Association (OADA) is celebrating our 40th anniversary in 2009. Working closely with the OSAA, OAOA and the OACA, the OADA is committed to providing leadership to athletic administrators at each of the 293 OSAA member schools.

The specific role each AD serves at their school may be as different as winter is to spring. Approximately 43% of the AD's in Oregon are administrators who may be Superintendent, Principal, and Assistant Principal in charge of curriculum, discipline, facilities manager as well as overseeing the athletic department. The remaining approximate 57% are teachers on special assignment (TOSA's). Many of these administrators (without the entitlement of the name – Administrator), still function in many ways and have job descriptions similar to any of those at the Administrative level. Similar to teacher/coaches in the complexity of their jobs, AD's wear many hats and often changing roles and hats, numerous times throughout the course of one day. The overseer of all sporting events and programs, (and in many cases the Activities program as well), AD's will be charged with enforcement of OSAA rules and policies, which include but are not limited to: grade and academic eligibility; collecting or monitoring the pay to play fee collection; scheduling not just the contest or games at all levels, but also ordering buses, officials and setting up event sites; dealing with the ever increasing questions raised by parents or guardians who want a very active role in their children's life.

Athletic directors ultimately make many "tough calls" in the course of any one day. This may include player eligibility issues, budget requests from coaches, or rescheduling contests due to inclement weather. When this occurs it will require the AD to contact commissioners, the transportation department, newspaper and other media outlets, as well as many posting the changes to the school's web site.

The end of the typical class schedule day often is only the beginning of the real job an AD as they transition to game/event manager, site supervisor, bus driver, trainer and some even pop popcorn in the boosters concession stand. The job description to become an AD is never ending. Many AD's at some schools still find time to both teach in the classroom as well as perform the previously mentioned duties.

Like many coaches, the AD surely does do the job for the hourly rate of pay they receive for compensation. AD's are often the first to arrive at school and just as likely to be the last to leave the building at night. Add in some of games over the weekend, and it can become very demanding of ones time. The rewards come from knowing that coaches and participants have the best available resources, equipment, and facilities available to successfully provide a quality experience for all who participate and attend the contest. While many AD's go unnoticed, they truly represent the backbone of the schools athletic program.

During the past ten years here in Oregon we have experienced a huge turnover rate (in some years, exceeding 15%), of athletic directors. This creates challenges for schools and programs unto themselves, but also is reflected in the community as many times the AD is the face of the school. Having to hire and recruit new AD's is a challenge for district human resource departments. Continuity in the position of the athletic director is as important as any other position within the school community. The opportunity to serve as an AD is very worthy, but often times busy, but yet a very satisfying professional opportunity.

Bill Bowers is the Executive Director of the OADA.



OREGON ATHLETIC OFFICIALS ASSOCIATION

The **Oregon Athletic Officials Association, OAOA**, was formed in 2003 to advance high school officiating in Oregon.

Sports officials are often viewed as the “police officers” of athletic contests. After all, we’re there to enforce the rules! We assess penalties for fouls and violations! More appropriately, however, our role is to facilitate and manage games, to keep the playing field level to provide equitable competition for both teams.

Providing training to Oregon officials is a major part of the OAOA mission. Our motto, “One Rule, One Mechanic, One Interpretation.” means games should be called the same way in Medford as in Salem as in Pendleton. Getting all officials on the same page is no easy task. Over the past 6 years, with the assistance of local officials associations, OAOA has sponsored over 65 regional clinics providing rules and mechanics training to over 4000 Oregon sports officials in the 7 sports OAOA is involved with.

Part of the OAOA role involves recruiting new folks to the officiating profession. We are seeing an increase in the number of folks wanting to become an official. I’m sure some folks look at officiating as a way to make a few extra bucks, but others join our ranks because they want to stay connected to high school sports. OAOA provides training to these new officials to help them develop their own “officiating personality” and gain confidence as they start their officiating career.

Recognizing officiating excellence is another role OAOA plays. We acknowledge an Official of the Year in each of our 7 sports, and an Association of the Year. We recently initiated a new award that recognizes a Coach of the Year for his or her positive and professional conduct as viewed by contest officials.

Educating officials about the role of coaches and athletic directors is another duty OAOA has. We sometimes overlook the fact that we’re all in the same boat, even if we row with different oars.

We appreciate the opportunity to work together with the OACA and OADA to provide the best experience possible for Oregon’s student athletes.

Jack Folliard, Executive Director
Clark Sanders, Associate Executive Director

CLINIC INFORMATION

OACA Basketball Clinic

We completed our 2nd annual OACA/Nike Basketball Clinic October 9th at Westview High School. It was a successful clinic with over 150 coaches attending. We had outstanding high school speakers that represented basketball and their schools very well. Jerry Hauck serves as our Basketball Clinic Chair assisted by Pat Coons from Westview High School. We really appreciate the efforts of Jerry and Pat with the clinic and serving on our OACA Executive Board. We are looking forward to next year and if you have any speaker suggestions contact Jerry or Pat.

Volleyball Clinic

Last summer the OACA worked with Oregon State University as they presented their "Winning Edge" volleyball clinic on campus. They had some outstanding speakers which included Oregon high school coaches Kim McLain-Santiam Christian HS and Carl Neuburger-West Linn HS. We will inform our members of future volleyball clinic information.

Nike/OACA Football Clinic

We are in the process of assembling our football clinic speakers for this upcoming March 5-7, 2010. As many of you know, this football clinic is our major fund raiser for the OACA. The clinic profits have allowed us to keep our OACA membership fees at a lower cost and provide the many benefits of membership.

Our clinic is one of the largest annually held football clinics on the west coast with over 1000 coaches attending the 3 day clinic. Nike provides us with some outstanding college football speakers and we add other great small college and high school speakers. This year we are excited about having Pete Carroll-USC, Mike Riley-OSU, Greg Schiano-Rutgers, Derek Dooley-Louisiana Tech, Steve Sarkisian-UofW, and Paul Wulf-WSU. Additional clinic information is now listed and will be updated monthly with final information in mid-December on our web site of www.oregoncoach.org. We will mail out clinic information in November and January to all schools in Oregon and Washington. We hope football our coaches will attend and support the clinic and the OACA.



FOR YOUR INFORMATION

RULE OF 2 COMMITTEE

Last year a committee from the baseball coaches proposed to change the current OSAA Practice Limitation Rule of 2. They had some good suggestions regarding some additional coach contact time in the off-season. The process to modify/change any OSAA rule is not simple and a change for one sport most often has an impact on other sports.

Our office began the process of receiving more input from the Athletic Directors at the OADA conference last April with a survey. The process continues as the OSAA has formed a committee chaired by **OSAA Assistant Director Cindy Simmons** and includes **Executive Directors from the OACA (Dave Johnson) and OADA (Bill Bowers)**. The committee includes four members of the **OACA Executive Board (Cindy Anderson-Wilsonville, Kyle Cowan-East Linn Christian, Tony Koontz-Harrisburg, Greg Letts-Centennial)** and four Athletic Directors representing the OADA. Our future options may include the modify/change rule, including individual sports, deleting the rule or leaving it as is.

This is not a simple rule as is demonstrated in the OSAA Handbook where there are 27 questions/answers related to Practice Limitation. The good news is that we are in the process with the **OSAA, OADA and OACA** to review and discuss this specific rule.



“Every great player has learned the two C’s: how to concentrate and how to maintain composure.”

The Disciplined Athlete Bruce E. Brown *The following article is an excerpt from the DVD presentation "Redefining the Term Athlete" and from the booklet entitled, Life Lessons for Athletes. It is also part of one the presentations from the Captains and Coaches Workshop provided by Proactive Coaching.*



If an athlete enters your program with unacceptable athletic behaviors and actions, that is someone else's responsibility; if they play for you and exit your program with those same unacceptable behaviors, that is entirely the responsibility of the coach. Young people can change and are more likely to do it for someone they respect – the coach. Confronting and changing incorrect behavior is not a choice that great coaches have. If you truly love your players, you will establish, teach and hold them to standards higher than victory. These behaviors are ones that every player has complete control over, behaviors that will enhance both individual lives as well as teams.

Building your teams around athletes of character will give you a better chance for longevity in the coaching profession. In our society, too often being called a "great athlete", only requires a high level of physical skills. It is often a person who moves fluently, scores goals, or is able to make a major contribution to defeat an opponent on the scoreboard. Coaches who only have these requirements for an "athlete" while overlooking a less than best effort or attitude are doing the player and the team a disservice, and settling for less than the young person is capable of being. Often acceptance of this view of being an athlete, promotes the feeling that being athletic serves as a guarantee of special privileges.

If your definition of "athlete" includes choices of athlete-owned behaviors rather than "accidental characteristics", young people will meet those standards and do whatever a coach requires to be included in the category of "athlete". I encourage coaches to save the term athlete for young people who consciously make choices that involve personal character and integrity. Young people are capable of changing and the profession of coaching has the inherent power to create positive changes.

In this article, I will focus on one character trait and what it looks like on a true athlete and conversely, what it looks like on a person who hasn't learned to be an athlete yet. One of the responsibilities an athlete has to themselves and to their team is discipline.

Discipline

"You can forgive lack of ability, but you cannot ever forgive lack of discipline"
-Forrest Gregg

For the Athlete

Discipline should not have a negative connotation to the athlete. Discipline is simply focused attention and effort, and when balanced and done through love, discipline is involved in all successes. All other factors being equal, athletes tend to see the bigger picture when it comes to discipline. They understand that in order to be successful individually or collectively, sacrifices of discipline must be made.

Athletes not only accept discipline, they embrace it for the benefit of the team. The disciplined athlete has the strength of character to overcome the temptations and pressures and do what is right for their team and themselves at the moment of truth. The following examples illustrate the positive discipline that can be seen on a true athlete:

- The discipline of attentiveness
- The discipline of enthusiasm and being energized
- The discipline of sportsmanship – doing what is right for your team and the game, regardless of what others are doing
- The discipline of respecting authority
- The discipline of personal responsibility Disciplined athletes accomplish more, have a greater sense of pride, and tend to be better teammates. They are reliable and trustworthy. Discipline involves learning to respect the game, their teammates, the coach, and most of all, themselves. For a team, discipline is the characteristic that sets them apart and gives them an edge. Coaches should demand discipline from their players in direct proportion to the amount of love that they have for their athletes and the game they coach. **The person who hasn't learned to be an athlete yet:**For the person who is not yet an athlete, discipline is normally a dirty word, often associated with a form of punishment. For the non-athlete, this attitude usually results in the player feeling sorry for him or herself or resisting the intention of the discipline. Lack of discipline is often seen in people who choose self-indulgence over self-control. For many young players, this process involves learning what fun really is. For them, having fun is being silly. They haven't learned to distinguish the difference between discipline as punishment and positive discipline that allows focus and improvement. At some point in the growth of an athlete, having fun, becomes being good (skilled) at their particular role. Another sign of a player who lacks discipline is displaying temper. Players should not confuse temper and frustration with being competitive. Temper and frustration are wasted energy. Visible anger can discourage your teammates and give your opponent strength. Emotion, when used in a positive manner, is great, but temper is emotion out of control and eventually will result in damage to both the individual player and the team. Controlling your emotions is not easy; it takes inner strength to redirect your thoughts and actions toward positive attitudes and behavior. Great competitors and true athletes can focus and channel their emotions to help their own performance as well as their teams. Accepting discipline is a positive form of teamwork, and it is a choice. Are your players disciplined enough to be called an athlete? *In the booklet, Life Lessons for Athletes - ten different character traits are defined by what they look like on an athlete and on a "non athlete". Confidence – Teachable Spirit – Pride/Humility – Discipline – Integrity – Mental Toughness – Accountability – Selflessness – Work Habits – Academic Responsibility* For more information on books, presentations or Captains and Coaches Workshops: Email – bbrown8164@aol.com Website – www.proactivecoaching.info

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YEARS OF SERVICE

We will be honoring those coaches who have coached for 25, 30, 35, 40, 45 or 50 years at our May 29, 2010 Award Banquet. We need to hear from you if you fall into one of these above categories. Please check for your name at www.oregoncoach.org under *Coaches Award*. Email us at: suzette@wvi.com if your name is not on the list. We receive this information from our member's application form he/she submits.

SCHOLARSHIP INFORMATION

The OACA annually awards eight scholarships to sons and daughters of OACA members. Completed scholarship applications, including a copy of the student's transcript and two letters of recommendation, are due April 1, 2010. Scholarship applications will be reviewed by the OACA Executive Board, who will evaluate applications in the areas of academics, athletic participation, honors, school activities and out-of-school activities. Online applications can be found at www.oregoncoach.org under *Scholarships*. If you have any questions, please call the office at 503-399-9132 or email: suzette@wvi.com.

The following is a Nomination Form to be used for either **OREGON ASSISTANT COACH** or for **JUNIOR HIGH/MIDDLE SCHOOL COACH OF THE YEAR**. If you would like to nominate someone please fill out the enclosed form and mail it to: OACA, 3295 Triangle Dr., Suite 100, Salem, OR 97302

ASSISTANT or JR. HIGH/MIDDLE SCHOOL COACH

Deadline: April 1, 2010

Name: _____

Nomination by: _____

School: _____

Name: _____

Address: _____

School: _____

City/St./Zip: _____

Position: _____

Nominee Information:

Years in coaching: _____ Years at current: _____ Sports Coached: _____

- Should not previously have been a head coach in the past 5 years.
- Should have a minimum of 10 years experience as an assistant coach.

Please include one letter of recommendation from an athletic director, principal or head coach.

RETURN TO:

Oregon Athletic Coaches Association
3295 Triangle Dr., Suite 100
Salem, OR 97302

THANK YOU TO OUR SPONSORS

Sponsors are a very important part of our organization. They provide funds for us to keep our membership at a lower rate, which includes liability (\$1 million) and other important benefits. MaxPreps, Gatorade and Neff are our 3 financial top sponsors. We also appreciate the support of Prime Time Sports, Wilson/OSAA and the vendors that display at our clinics.

GATORADE does a wonderful job of contributing funds to our Oregon Athletic Coaches Association and offers many reduced purchase programs through our web site at www.oregoncoach.org. Please support Gatorade by using their products.

PRIME TIME SPORTS owned by **John McCallum and Gerrit Wood** also contribute funds to the OACA and do a great job in management of the Les Schwab Bowl. This game features 5A/6A football All-Stars from Oregon High Schools. The OACA is involved in the selection of the coaches who in turn select the players. Prime Time Sports manages the game/teams while the players/coaches stay in the Portland area.

We also appreciate the support of **WILSON ball** products and the **OSAA** as they provide the many door prize gifts at our annual OACA Coach of The Year Banquet.

MaxPreps joined us last year as an excellent sponsor. **Brandon Bowling** has worked hard to get schools involved in an outstanding athlete and team recognition program. Most all high schools in California and several other states are now using this site. We would like to encourage all Oregon coaches to get involved with this program. They provide significant funds to us (OACA) so that we can offer 8 \$1000 each year to graduating children of our members along with many other benefits. Look at the web site at www.maxpreps.com and contact Brandon Bowling, bbowling@maxpreps.com. This technology is the way to enhance your teams stats and highlight your team and players.

Neff Company with **Steve Hunker** provided all of our plaques for our 2008-09 annual Coach of the Year Banquet held again in Eugene this past May. The plaques were outstanding and added to the class of our banquet. We appreciate Steve and Neff for stepping forward to help support our Oregon Athletic Coaches Association. Please consider Neff for your needs. www.neffco.com You can reach Steve at shunker@neffco.com.



OACA MISSION STATEMENT

The OACA is committed to serve its members by promoting:

- Education through athletics and coaching which will enhance a positive experience for coaches and athletes.
- Coaching Profession certification.
- Enhancement and support of the Coaching Profession.
- Current and pertinent information regarding the Coaching Profession.
- Affordable liability insurance to coaches.
- Recognition of outstanding individuals in coaching and athletics.



OREGON ATHLETIC COACHES ASSOCIATION

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