



# OACA Newsletter

Fall/Winter 2014

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*"Your first and foremost job as a leader is to take charge of your own energy and then help to orchestrate the energy of those around you."*

~ Peter F. Drucker

## DIRECTOR'S CORNER

### *Rob Younger, Executive Director*

As I reflect back on my forty years in the coaching profession, I realize how truly blessed I have been to be associated and influenced by so many outstanding individuals: coaches, student/athletes, support staff, officials, and parents. What has become clear is that coaching is not an easy assignment. It is not for the faint-hearted. It is for those with courage, ethics, conviction, and skill. The best coaches have the most to share with others. The following *"Food For Thought"* comes from studying those who have influenced me over those forty years. Each is unique and designed to present a memorable thought to help you in your development as a coach and as a person. They can be applied to all sports, all levels of competition, and all levels of experience.

1. Coaching is seldom fair. Work on the things you can control. Gracefully accept the rest.
2. Coaching demands a high ethical standard. Your actions must be above reproach. Don't give a reason to have your motives questioned.
3. Each day of work is an audition. Look the part in your dress, demeanor and discipline. You only have once to make a first impression.
4. Impersonations don't work! You coach who you are. By the way, who are YOU?
5. 80% of coaching is managing people. Being superior at the remaining 20% won't cut it. Learn the art of influencing people and the science of its application.
6. Criticism comes with the territory. Plan on it!
7. Participant safety is a primary responsibility. Your Practice and Game decisions should always err on the side of safety.
8. Bad body language will silence good words. Learn how to deliver the message, especially when they won't like what you have to say.
9. I heard you twice the first time. Be clear, concise and coherent. Minimize the chance of misinterpretation.
10. Good Coaches learn to be good listeners. Listen to Learn!
11. It takes extraordinary restraint to get the job done. Learn to use your emotions and focus to bring calm out of chaos.
12. Mistakes are made and we as coaches make them most days. If you make one, make it for the right reason; and if you clearly make one, own up.
13. Pour no gasoline! You are prohibited from making things worse.
14. It takes a support team to reach higher levels. Remember where you came from and who broke the trail for you.
15. Never let the pressure of competition overcome the pleasure of competition. Have Fun! Don't ever let things get so serious that enjoyment cannot be expressed and sincerely humorous situations can't be enjoyed.

\*Some of the above material comes from a presentation that I give to official associations around our state titled, "The Art of Officiating." In this presentation I use material from the pamphlet "The 23 Most Powerful Lessons of Officiating."

## **LETTER FROM THE PRESIDENT**

***Kyle Cowan, Portland Christian***

Greetings, fellow coaches! I hope that each of you are enjoying your time either prepping for your upcoming season or wrapping up another season with your teams. What a great profession we have to be coaches and mentors to our student athletes. There have been numerous coaches who coached and mentored me along the way and what a joy it is to be giving back to our students as a way to appreciate not only our experiences but the games we represent.

I would like to thank those coaches who inspired me and laid a great foundation for my progression into the coaching profession. I had some great coaches who taught me the value of appreciation, work ethic, and servant leadership that I take with me everywhere I go. I know that my love for the games I coach and the athletes I help mentor would not have been possible without the leadership that I received from my coaches.

I also would like to thank all the coaches around the state for the countless hours you spend working with our students. The time you spend with them and the hours you spend working on your craft do not go unnoticed. Your players see the time and energy you invest into making them, the school, and the community better. In my years of coaching I have learned very quickly that purposeful intentions are key to developing programs, athletes, and people. Be purposeful in all that you do.

Lastly, I would like to thank the great organizations that govern our athletics in Oregon. The OSAA, OAOA, OADA, and OACA contribute greatly to the success and structure that allow us to coach and compete each season. Their leadership provides purpose into so many lives across the state. The OACA is here to help coaches, in particular. We are here to listen to your suggestions and make changes that produce a positive impact on the game and our students. Rob Younger does a phenomenal job leading our organization to implement quality change. My time on the board has definitely opened my eyes to the big picture that encompasses all of high school athletics. I love seeing coaches propose change and watch the process as it goes through the organization. Truly the best way to make a change in our state is through the OACA.

I know that we are all busy and already work extremely hard to make sure we are providing the best opportunity for our students, but I would encourage you to be involved somehow and see the great things that people are doing in their schools. Each year the OACA recognizes coaches across the state for their accomplishments and I cannot tell you how great it is to see the coaches who have contributed 30+ years to the coaching profession or assistants who have contributed countless hours to the students in Oregon. I am truly blessed to work alongside so many quality coaches in Oregon.

Remember your job is extremely important and our students need your mentorship and guidance beyond the field of play. Have a great year and remember a true coach knows it's not about being better than one another, but making one another better.

## NFHS Coach of the Year Nominations

Each fall, the OACA is honored to nominate outstanding Oregon High School Coaches for State, Sectional and National “Coach of the Year” Awards. The National Federation of High Schools (NFHS), which has been recognizing coaches through an awards program since 1982, honors coaches in the top 10 girls sports and top 10 boys sports (by participation numbers), and in one “other” category that is not included in these 20 categories. Winners of NFHS awards must be active coaches during the year in which they receive their award. The Oregon Athletic Coaches Association (OACA) selects and contacts the potential state award recipients to complete a coach profile form that requests information regarding the coach’s record, membership in and affiliation with coaching and other professional organizations, involvement with other school and community activities and programs, and coaching philosophy. To be approved as an award recipient and considered for sectional and national coach of the year consideration, this profile form must be completed by the coach and then approved by the Executive Director of the state athletic/activities association.

The next award level after state coach of the year is Sectional Coach of the Year. The NFHS is divided into eight geographical sections. They are as follows: Section 1 – Northeast (CT, ME, MA, NH, NJ, NY, RI, VT); Section 2 – Mideast (DE, DC, KY, MD, OH, PA, VA, WV); Section 3 – South (AL, FL, GA, LA, MS, NC, SC, TN); Section 4 – Central (IL, IN, IA, MI, WI); Section 5 – Midwest (KS, MN, MO, NE, ND, SD); Section 6 – Southwest (AR, CO, NM, OK, TX); Section 7 – West (AZ, CA, HI, NV, UT); and **Section 8 – Northwest** (AK, ID, MT, **OR**, WA, WY). The NFHS Coaches Association has an advisory board, composed of a chair and eight sectional representatives, which considers the state award recipients from the states in their respective sections and selects the best candidates for the sectional award in each sport category. The advisory board forwards those recommendations to the NFHS national office in Indianapolis, Indiana. The NFHS Coaches Association advisory committee considers the sectional candidates in each sport, ranks them according to a point system, and determines a national winner for each of the 20 sport categories, plus one “other” category.

The OACA enlists nominations each year from members of their Executive Board, Sport Chairs, Athletic Directors and OSAA staff. Nominee selections are based on the following criteria: nominees must exemplify the highest standards of sportsmanship, ethical conduct and moral character. They are not only winners in their respective sports, but as individuals in their schools and communities as well. **Longevity in coaching is also an important criteria.**

**We are pleased to announce the 2014 Oregon NFHS “Coach of the Year” Award nominees:**

Football:	Ken Potter, Jesuit HS
Boys Track & Field:	Chris Johnson, Siuslaw HS
Boys Basketball:	Jeff Clark, Oakland HS
Baseball:	Jon Strohmaier, Sherwood HS
Boys Soccer	Dennis Flenner, Phoenix HS
Wrestling:	Kary Hadden, Sprague HS
Boys Cross Country:	Dave Frank, Central Catholic HS
Boys Tennis:	Josh Cordell, Summit HS
Boys Golf:	Nels Nelson, Pendleton HS
Girls Track & Field:	Dan Petersen, Cascade HS
Girls Basketball:	Teresa Humphrey, Condon HS
Volleyball:	Kelly Darden, Dufur HS
Softball:	Tony Campos, Roseburg HS
Girls Cross Country:	Dan Neeway, Sunset HS
Girls Tennis	Colleen Davis, Oregon Episcopal School
Girls Swimming:	Kim Phillips, McNary HS
Girls Golf:	Patricia Mortenson, Tualatin HS

**All of Oregon’s NFHS Coach of the Year Award Winners will be honored on May 23rd, 2015 at the annual OACA Awards Banquet.**



## **Oregon Athletic Directors Association**

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

The Fall Sports seasons are coming to a close along with another chapter in the lives of our student-athletes, but the experiences will last a lifetime. It has been over 25 years since I played high school sports, but the memories that I have are as fresh today as they were my senior year of high school. Okay maybe a little bigger and more extravagant than reality, but no one can take those away from me. My high school offensive line coach helped me get into college at Willamette University where I had a mediocre career, but met my wife of 21 years. My head football coach helped me through a very difficult family situation during my junior year that has impacted me even today. The coaches that I had were a big influence on me growing up, and helped mold me into the person I am today. This is one of the main reasons why I am in the position I am as an Athletic Director. Being a 3-sport athlete in high school and a 2-sport athlete in college helped prepare me for the dealing with the successes and failures throughout my life. I became a coach to give back, just like most of you.

I am currently in my 23<sup>rd</sup> year as an education and 15<sup>th</sup> year as an Athletic Director. I believe you have one of the most important jobs and beneficial careers in the world today. You are making a difference in their lives that will last them a lifetime. Keep up the great work, you are the bloodline to each athletic department. We know the demands of your profession are increasing even more, not only with fund-raising, but also with all of the certifications necessary to coach in this great state. I realize that there are several highs and lows in your seasons, but at the end of the day please know you are making a positive difference in the lives of your student-athletes. You may be the one person in their lives that keeps them coming to school because of the positive relationship you build with your athletes. Kudos to all of you for making the commitment to become a coach. I realize you don't hear this enough, but we want to **thank you** for all you do working with the student-athletes and helping create productive citizens in society.

Kris Welch, CMAA  
Athletic Director  
Century High School  
Executive Director  
Oregon Athletic Directors Association





## **Clark Sanders, OAOA Associate Executive Director**

### **Your Officiating Image – Part 1**

This past September, OAOA began our 12th year of serving Oregon's sports officials and associations. Jack and I want to thank the OACA and all coaches for your support during our first 11 years.

As part of our Officials Certification and Education Program, training for officials goes beyond rules and mechanics and looks at other issues designed to help each official develop his/her own style of officiating – your “officiating personality”.

In the next two newsletters I'll share some material that we use to help officials create a positive image of themselves as an official.

We've all heard, “A good official is invisible before, during and after games.” We've also heard, “If you work a good game, you won't be noticed.”

Is this really true? Are officials really invisible? **Not a chance! No such luck!**

In reality, officials seem invisible until they get the attention of the fans or coaches. And this attention usually means criticism.

Before the game, once you are at the game site, you must adopt a new personality. The night, or afternoon, has 1,000 eyes. Many of them are narrowed in distrust. Everyone.....players, coaches, trainers, fans, maintenance people, even concession stand operators take in what you do and especially what you say.

You can't do much about that. But....you can reduce conflict and controversy, and you can minimize tension.

**It all boils down to your image. Your image is vital. Your image will sell you.**

*\* Stay tuned for Part 2 in the next OACA newsletter*

***We are inclined that if we watch a football game or baseball game, we have taken part in it.***

*~ John F. Kennedy, 1961*





## News from the Les Schwab Invitational

The Les Schwab Invitational presented by Express Employment Professionals – one of the most prolific holiday high school basketball tournaments in the country – returns to Liberty High School this December for four days of entertaining basketball games and fun for the entire family. The 19th annual holiday basketball tournament will take place on **December 27th – 30th** and will once again feature future college and NBA stars that the tournament has been accustomed to showcasing to local basketball fans for nearly two decades.

The #1 ranked team in the country and two-time defending national champion **Montverde Academy** (Montverde, Fla.) will make its LSI debut; Montverde will have three players from the ESPN Top 100 recruiting list - including **the nation's No. 1 ranked player and LSU commit Ben Simmons**. **Wheeler High School** (Marietta, GA), ranked #11 in the country, features **the nation's overall No. 2 player Jaylen Brown**. Brown, holds offers from nearly all of the country's top collegiate programs including North Carolina, Kentucky, Kansas and UCLA. The Les Schwab Invitational has showcased over 20 NBA Players, but has never seen both the county's top two recruits participate in the same year!

**Rainier Beach (Seattle, WA), currently ranked #33 in the country**, returns to the LSI looking to become the first team in tournament history to repeat as Champions. Rainier Beach will bring their frantic up-tempo style, led by fan favorite and University of Washington commit **DeJounte BabyBoy Murray**.

**West Linn**, the two-time 6A champion, and **Jefferson**, winner of the last two 5A championships (now in 6A) will pose the biggest threats to knock off the out of state teams. West Linn took third place in the 2013 tournament, defeating nationally ranked Whitney Young on a buzzer beater by standout junior point guard **Payton Pritchard**. Jefferson, who is no stranger to wins over nationally ranked teams at the LSI, has the size to compete with anyone. The Demos will feature the towering frontcourt of **Isaiah Robinson** and **Greyson Smallwood**, both 6-10.

**Liberty** will make their first ever appearance in the LSI, having hosted the event since 2004. Nine other Oregon schools and one school from Washington round out the 2014 field. (2013-14 season results):

**Central Catholic** (17-11, 10-0 Mt. Hood – 6A quarterfinals)

**Grant** (13-13, 4-4 6A Special Dist. 2 – 6A Round 2)

**Jesuit** (19-8, 8-2 Metro League – 6A semifinals)

**Lake Oswego** (13-12, 4-6 Three Rivers – 6A Round 2)

**Lakeridge** (17-9, 4-6 Three Rivers – 6A Round 1)

**Oregon City** (13-12, 3-7 Three Rivers – 6A Round 1)

**Peninsula** – Gig Harbor, WA (15-8 Washington 3A)

**Reynolds** (16-8, 7-3 Mt. Hood – 6A Round 2)

**South Salem** (26-4, 10-0 Central Valley – 6A Third Place)

**Westview** (12-12, 3-6 Metro League – 6A Round 2)



*Kyle Stanfield, OSAA Assistant Executive Director*

The OSAA Foundation has been honored to provide clothing, shoes and gear to its member schools through its Student Assistance Program. Through corporate grants and donations, the OSAA Foundation has been able to put new shoes on the feet of students, get needed gear for their upcoming season of participation, or simply help less fortunate students get new clothes to feel more comfortable in the school hallways. Since its inception in 2005, the goal of the OSAA Foundation has been to provide programs and resources for schools who are unable to provide them in their normal budgets. Through its history, the Foundation has supported initiatives including: supplying concussion management tools, anti-hazing information, Automated External Defibrillators (AED) within school buildings, and steroid/healthy lifestyle education; but the most worthwhile program that has a direct effect upon students has been the Student Assistance Program. Find out more at **[www.osaafoundation.org](http://www.osaafoundation.org)** or if you wish to donate to the program you can at **[www.osaafoundation.org/donate/](http://www.osaafoundation.org/donate/)**.

***“A candle loses none of its light by lighting another candle.”***

***~ Author Unknown***





## *The Value of Participation*

The value of participation in high school activities cannot be measured. For many of us, this is the highest level of organized competition that we will reach. We develop lifelong friends, learn the value of hard work and recognition, and acquire skills that enable us to be successful in the future. The OSAA is committed to providing opportunity for every high school student to participate in high school activities. Whether it is on the field, court or in performing arts, our mission is to serve our member schools with opportunities to enrich the education experience of high school students. Providing opportunity in our schools, however, goes beyond a traditional high school student-athlete. To fully embrace the idea of providing opportunity to students, we must look at those individuals who are not being served.

The OSAA has partnered with Special Olympics Oregon (SOOR) for over 5 years in providing an opportunity for students with intellectual disabilities to participate at OSAA State Championships. Currently we hold exhibition games during the soccer, swimming and basketball state championships where students with and without intellectual disabilities are able to compete against each other and experience a “championship” environment. Fans cheer, officials officiate, and recognition is given to these athletes for their desire to compete. Despite this, however, we are still behind. We are missing an opportunity to provide a group of participants the ability to contribute to high school activities.

The Unified Sports® program through SOOR is a program that combines students w/intellectual disabilities (Special Olympics athletes) with students who do not have intellectual disabilities (Unified Partners). These Unified Sports® High School teams practice together and represent their high school. They then compete against other Unified Sports® teams in a variety of different team sports. They practice and compete together; giving both the athlete and partner an experience they will never forget. The value of being a part of a Unified Sports® team goes beyond the experience on the field. These partner students learn to appreciate the value of teamwork, embracing the differences among their peers, and what it means to truly be accepted. Coaches of the Unified Sports® teams gain a different perspective of what it means to coach. The focus is less on winning and more on the invaluable measure of participating in high school activities.

The OSAA and SOOR are committed to helping schools provide an opportunity for students with disabilities to participate on a Unified Sports® team. Through education and networking, we hope to greatly increase the number of Unified Sports® teams within our schools in order to provide an opportunity for these individuals. In partnership with SOOR, the OSAA has formed a committee dedicated to help increase the number of teams, enhance the current program and enable schools to provide this opportunity for their students. This is a necessary step in the direction that high school activities should go and therefore reinforces the spirit of sportsmanship, participation and appreciation for what competition provides in our society.

If you are interested in learning about the Unified Sports® Program and how to get a team started at your school, please contact Jean Hansen with Special Olympics Oregon at [jhansen@soor.org](mailto:jhansen@soor.org).

## MESSAGE FROM MAXPREPS

We are thrilled to announce that we have made it easier for all coaches to handle their MaxPreps tasks on mobile devices – and that the Android lovers out there can now use our MPcoach app.

It took up until October, but we now have this handy app available for iOS and Android platforms. Now you can easily enter game scores immediately following the game plus you can manage your team's roster and schedule from any mobile device. We've made small improvements since the last newsletter, but the big news is that it can now be found in the Google Play store as well.

Furthermore, you can add mug shot photos to each player's roster spot using pictures from your phone camera, and keep all your team contact info in one spot, which will help when sending a mass text or email to athletes about games, practices or other events.

Our partnership with Hudl has enabled us to get our hands on loads and loads of video from football teams all across the nation, and we have been cutting up highlights and adding to some team walls. While that by itself is exciting, we have optimized our video player to work on mobile devices, so now you can check out video highlights on your phone or tablet.

For those of you who prefer the desktop videos, those are in an enhanced player as well.

We've experienced success with football video and we look forward to finding ways to enhance our video coverage in other sports as well.

With winter sports arriving, we want to encourage all coaches to upload rosters and schedules as soon as possible, and if there are any questions or issues to reach out to us. We look forward to all your game results and full stats – and have all the support you need to get it done.

If you have any questions related to anything about MaxPreps, don't hesitate to reach out to me at **lgordon@maxpreps.com**.

*Leland Gordon, Editor*



## YEARS OF SERVICE

We will be honoring those coaches who have coached for 25, 30, 35, 40, 45 or 50 years at our May 23, 2015 Awards Banquet. We need to hear from you if you fall into one of these categories. Please check for your name at **www.oregoncoach.org** under *Awards*. Email us at: **melissa@oregoncoach.org** if your name is not on the list. We receive this information from the membership application/renewal form submitted by our members each year.

## SCHOLARSHIP INFORMATION

The OACA annually awards eight \$1,000 scholarships to sons and daughters of OACA members. **Nike/Lids Team Sports** is the sponsor of 2 scholarships, and the **Oregon Army National Guard**, **MaxPreps**, **Hudl**, **Sports Authority**, **Prime Time Sports** and **Fundraising.com** each sponsor 1 scholarship.

Completed scholarship applications, including a copy of the student's transcript and two letters of recommendation, are due April 1, 2015. Scholarship applications will be reviewed by the OACA Executive Board, who will evaluate applications in the areas of academics, athletic participation, honors, and extra-curricular activities. Online applications can be found at **www.oregoncoach.org** under *Scholarships*. If you have any questions, please call the office at 541-928-2700 or email: **melissa@oregoncoach.org**.

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The following is a Nomination Form to be used for either **OREGON ASSISTANT COACH** or **JUNIOR HIGH/MIDDLE SCHOOL COACH OF THE YEAR**. If you would like to nominate a coach, please fill out the following form and mail it to the address below.

### **ASSISTANT *or* JR. HIGH/MIDDLE SCHOOL COACH**

Deadline: April 1, 2015

Name: \_\_\_\_\_

Nominated by: \_\_\_\_\_

School: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

School: \_\_\_\_\_

City/St./Zip: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Email: \_\_\_\_\_

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, 222 First Avenue West, Suite 220, Albany, OR 97321

## OACA CLINICS



### *Nike Football Clinic - Portland*

You may have been at our football clinic in the past and know that we are the largest football-only clinic on the West Coast with approximately 900 football coaches attending our 3-day event at the Portland Airport Holiday Inn. This coming year, our clinic will feature 54 presentations given by 37 speakers from all over the U.S.

Our clinic is much more than football X's and O's as we have speakers presenting on topics ranging from strength training to character education. You will experience a great weekend of networking with high school and college coaches from throughout the Northwest.

Our confirmed Nike college speakers are: James Franklin—Penn State, Todd Graham—Arizona State, Mike Leach—Washington State, Mike MacIntyre—University of Colorado, Tim DeRuyter—Fresno State, and Paul Rhoads—Iowa State.

We have many other outstanding speakers from other colleges and high schools. Our clinic begins on Friday, March 6th and ends Sunday, March 8th at the Portland Airport Holiday Inn. You can register for our football clinic beginning January 1st on our Oregon Athletic Coaches Association (OACA) website, [www.oregoncoach.org](http://www.oregoncoach.org).

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### *7th Annual OACA/Nike Basketball Clinic*

We recently completed our 7th annual OACA/Nike Basketball Clinic held at Westview High School. The clinic was a great opportunity for professional development and networking for the 300 basketball coaches who attended. A special thank you goes out to **Pat Coons** - Westview Head Boys Basketball Coach, and his staff for the use of their beautiful clinic site and on-site organization. We would also like to thank **Tony Dorado** - Nike Basketball Rep, for securing some top college and high school speakers for our clinic.

We are also thankful to the many coaches who took part in our clinic. Presenters at our clinic included Kelly Graves—University of Oregon, Ernie Kent—Washington State University, Herb Brown—Retired NBA Coach, Larry Doty—Retired Linfield Coach, Nick McWilliams—South Salem HS, Dan Munson—Central Catholic HS, Ashley Broesch—Hudl, and Brian Baxter—Sports Psychology NW. We are excited for the positive future of our clinic next year as it will be conducted on the same School In-Service day: Friday, October 9th, 2015.



## THANK YOU TO OUR SPONSORS

Sponsors are a very important part of our organization as they provide funds for the **Oregon Athletic Coaches Association (OACA)** that allows us to continue to offer membership at an affordable rate as well as support our eight \$1,000 scholarships.



### **GOLD SPONSOR**

We are proud to have the **Oregon Army National Guard** as a Gold Sponsor of the Oregon Athletic Coaches Association. The ideals and lessons taught by coaches to their student athletes are in direct correlation with what the National Guard expects in their recruits. A goal of both groups is to mold the youth of our state into productive citizens. We are pleased that the Oregon Army National Guard is partnered with the OACA. Together we can build bright futures for Oregon's student athletes.



### **SILVER SPONSOR and The Official Statistician for the OACA**

We would like to encourage your school's athletic programs to get involved with **MaxPreps**. MaxPreps is a great FREE stat management provider, schedule, roster and overall tool for coaches. It provides maximum exposure for your teams and student athletes. In addition to the weekly selection of the Football "*Player of the Week*" using MaxPreps leader boards as one of the criteria, this winter the OACA will also begin selecting a Basketball "*Player of the Week*". Results will be posted on the OACA website. We appreciate MaxPreps as a Silver Sponsor of the OACA as they are helping support the many services we provide for the coaches of our state.



### **SILVER SPONSOR and The Official Video Company for the OACA**

The OACA would like to welcome **Hudl** as our newest Silver Sponsor. Funds provided by Hudl will help keep membership costs low as well as fund an annual \$1,000 scholarship. Hudl will also become an active part of our basketball and football clinics. Hudl's innovative and unique video software technology can give your team full access to video analysis tools from any computer or mobile device. In addition to improving core service features such as uploading, sharing, exchanging film, and creating highlights, Hudl has updated additional tools to make sure coaches have everything they need to dominate on the field and in the film room. Please support Hudl as they are taking an active role in supporting the coaches of our state.



We are appreciative of our continued partnership with **Sports Authority**. In addition to the annual \$1,000 student scholarship, Sports Authority also provides numerous opportunities for our membership to receive discounts for coaches, players, schools and families. Please consider Sports Authority for all your sporting good needs.



We are also pleased by our continued partnership with **Fundraising.com**. Fundraising.com provides fun and varied fundraising opportunities for our members to raise funds for their programs and is a premier fundraising resource site. Don't miss Fundraising.com's informational write-up on page 16!



## COACH OF THE YEAR BANQUET SPONSOR

**Neff Company** with **Trent Ellis** provide the plaques for our annual Coach of the Year Banquet. The plaques are outstanding and add to the class of our banquet. We appreciate Trent and Neff for their continued support of the Oregon Athletic Coaches Association. Please consider Neff for your awards and apparel needs: [www.neffco.com](http://www.neffco.com). Trent can be reached directly at [trent.ellis@neffco.com](mailto:trent.ellis@neffco.com).

**PRIME TIME SPORTS**, owned by **John McCallum**, contributes funds to the OACA and is responsible for the 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.



**NIKE** and **Lids Team Sports** have partnered with the OACA to sponsor two \$1,000 student scholarships in honor of **Bill Bowerman**, co-founder of Nike and OACA President in 1938-39 and 1947-48. We also appreciate their annual sponsorships of our NIKE/OACA Football & Basketball Clinics.



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.



**Jostens** is the Official OACA Souvenir & Championship Rings Sponsor. We appreciate the Executive Board President's Rings they supply annually.



## OACA & Hudl Partnership



Hudl is proud to partner with the Oregon Athletic Coaches Association in an effort to bring better stats and video breakdown to coaches in every sport at any level. Whether you've been with us for nearly five years, or just signed on for your first season, we're ready to do whatever it takes to make sure you're getting the most out of your game film. Our football solutions are proven to help teams improve on a weekly basis, by studying not only the opponents' tendencies, but their own. By putting offensive and defensive playbooks online, tracking individual player stats, and creating custom highlights as keepsakes, the season becomes more than a series of games – it becomes an experience for coaches and players.

Basketball coaches are seeing improvements of their own with our brand new tools available for the 2014-2015 season. By putting everything on iOS, we've made live uploads possible and real-time stat tracking easier than ever before. The video and data merge automatically, giving you access to the full breakdown within minutes of the final buzzer. Studying is also a breeze, with the option to filter out events, like turnovers, rebounds and free throws, for quicker browsing. Notes and comments to share with coaches and players can be added at any time.

If you're not on board already, don't hesitate to reach out and we can get a demo started – you could have a Full School discount at your disposal! I've been lucky enough to work with 800+ coaches at more than 8 clinics since joining Hudl just last year, and can't wait to make the rounds again in 2015. Hopefully our paths cross at least once.

Jon Meier  
Hudl | Territory Manager  
402-578-3413 cell  
[jon@hudl.com](mailto:jon@hudl.com)  
@joncmeier

## 2014-2015 OACA & Fundraising.com Partnership

Have you met Fundraising.com yet? We've been super proud partners of OACA for some time now, and we wanted to touch base with you all to ensure that you're taking full advantage of this lovely (and ever-so-beneficial) partnership.

If you remember us from our previous letter in June, we told you about our custom tees, hoodies, jerseys, caps and other sports apparel. These are great for sports teams, since athletes can always use some apparel to train or play in. They're low cost, they can be customized with your team colors or logo, or you can let us design something for you—free of charge, of course!

Looking for something different? We've also got an online fundraiser, EFundraising.com: it's free and allows you to quickly create a dedicated page for your group or team and easily share it via social media and email. Supporters can then shop from a variety of thousands of magazines and gift items on your "online store", WITH 40% of the proceeds going back to your group—how about that?!

Not interested in an online fundraiser? That's alright—we've got a classic that happens to be a team favorite: Scratchcards. Crunched for time AND funds? How about a fundraiser that will give you 90% profit? Introducing the game of Scratchcards. These badboys can be customized with your team logo or image of choice (at no extra charge!) and all your participants have to do is find willing supporters to scratch a dot or two, and donate the uncovered amounts hiding under those dots! What does the supporter get out of it all? An awesome coupon sheet of course!

Have we piqued your interest? Pay us a visit at <http://www.oregoncoach.org/fundraising.htm>. Once there, you can request a Fundraising Guide (sent to you via snail mail or as an instant download—your choice!) with info on all our hot products, as well as tips to make your fundraiser a big hit. Want to talk to us right now? Call us at 1-800-443-5353—we're super nice!

OREGON ATHLETIC  
**OACA**  
COACHES  
ASSOCIATION

FUNDRAISING

WHY DO ALL THESE FUNDRAISERS SEEM SO BORING? THEY ALL HELP MAKE THESE THINGS A REALITY

SAY GOODBYE TO  
**BLAH**  
FUNDRAISERS  
& SAY HELLO TO THE NEW  
FALL FUNDRAISING GUIDE

CALL US - WE'RE NICE!  
1.800.443.5353

With the new season on its way, we're willing to bet you're tired of the same old chocolate bar fundraiser. Lucky for you, we've got a few **FRESH** and **UNIQUE** fundraisers that everyone will get excited about! (No really - they truly are that **AWESOME**)

**SEE MORE**

**REQUEST OUR FREE FUNDRAISING GUIDE**

**GET SOCIAL WITH US!**

f t p WE BLOG

## 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.
- Representation of Oregon coaches at the local, state and national levels.



Below is a list of our 2014-2015 OACA Staff and Executive Board. If we can be of assistance, please contact us. Email addresses and phone numbers can be located on our website [www.oregoncoach.org](http://www.oregoncoach.org) or in the Coaches Directory:

President: Kyle Cowan, Portland Christian HS  
President Elect/Secretary: Jeff Stolsig, Lebanon HS  
Vice President: Jennifer Teeter, Imbler HS  
Past President: Kim McLain, Santiam Christian HS

#### Members At Large:

1A Aimee Goss-Esplin, Adrian HS  
2A Kevin Moffatt, Kennedy HS  
3A Thomas Grimes, Riverside HS  
4A Howard Rub, Astoria HS  
5A Chris Roche, Wilsonville HS  
6A Shawn Stanley, West Salem HS  
Women's Leadership Rep: Joan Kintz, Gladstone HS  
OACA/OSAA Rep: Tony Koontz, Harrisburg HS  
OADA Liaison: Barry Bokn, Willamette HS  
OAOA Liaison: Jack Folliard/Clark Sanders  
Past OACA Executive Director: Marv Heater  
Football Clinic & Les Schwab Bowl Team Advisor: Larry Knudsen

#### OACA Staff

Rob Younger, Executive Director  
Dave Johnson, Consultant/Football Clinic Co-Director  
Melissa Chambers, Office Manager

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