

OACA Newsletter

FALL/WINTER 2017



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DIRECTOR'S CORNER

Rob Younger, OACA Executive Director

We have had a great start to the 2017-18 school year and fall sports. This school year, the OACA is celebrating its 83rd year of serving high school coaches in our state. Membership has kept us busy this fall and at the December OSAA Executive Board meeting we presented them with a check for \$43,920. \$15 per OACA Gold Card is reimbursed to the OSAA for admission into all OSAA-sponsored events. Since the 1999-2000 school year when the Gold Card partnership was established between the OACA and the OSAA, over \$760,000 has been sent to the OSAA. The Gold Card is definitely a win/win for our membership and the OSAA.

Bigger Is Not Always Better:

Every sport season that I have had the pleasure to coach, I have observed that not only student/athletes learn valuable life-long lessons but we as coaches do also. I have come full circle in coaching high school football. I started my coaching career coaching running backs at Crescent Valley HS in 1975. As a young assistant coach, I was eager for the opportunity to rise to the level of coordinator. Once achieved I set my sights on becoming a Head Coach. For twenty-two years I had the pleasure to be a head football coach responsible for a program of 75-90 players & 20-25 coaches as I also oversaw the middle school and youth football programs. As any Head Coach will tell you, your responsibilities do not stop there as working with your school staff, parents and community are important parts of the job also. I often tell coaches today, they are CEO's of a company of over 200 individuals. I always felt that I had a great impact on our players as a head coach and would not trade those years for anything. But I discovered there were some unanticipated downsides to the job, the most fundamental one being that I could not develop relationships and remain as close to a small group of players as when I was a position coach. This past season, I once again was a running back coach at South Albany HS and was responsible for 8 Varsity/JV players. Having a small group of players, I developed a close personal relationship that I could not experience as a head coach. Society dictates success for us by telling us that bigger is better. More is preferable. Image over influence. This year I was reminded that **bigger** is not always **better**, and as Frosty Westering said, "Make The Big Time Where You Are." You don't need to think big when you are coaching. Think good! Think love! Then put the two together!

We are excited to share this edition of our newsletter with you. There is a wide range of excellent articles that will not only update you on what is occurring in our state but also many that will provide professional development opportunities.

Anti-Hazing Campaign:

The Oregon Athletic Coaches Association (OACA) along with the Oregon School Activities Association (OSAA), the Oregon Athletic Directors Association (OADA) and the Oregon Athletic Trainers' Society (OATS) have joined forces this school year to promote an Anti-Hazing Campaign in our state. **High School Coaches and Athletic Trainers share a unique role in providing a culture where all student athletes can experience a hazing-free environment.** We plan on providing to our coaches and athletic trainers monthly articles throughout the school year that will give schools the specific resources to prevent hazing in their athletic programs. The articles are written by Diana Cutaia, who is the founder of Coaching Peace Consulting. Coaching Peace is an Oregon-based consulting firm that works with teams, coaches and athletic departments to help develop and sustain positive cultures. You can find the first two articles at the following link: <http://www.osaa.org/health-safety/resources> under the Student Wellness tab.

Keeping Your Front Porch in Order

This is a guest article written by Darin Boysen who is the Executive Director of the Nebraska High School Coaches Association. Darin is a good friend and colleague who shares some wisdom on the values of coaching.

If we can ever be of assistance, please contact us. We are here to serve the coaches of Oregon.

**We were not designed to
get our identity from our job!**

**We were designed to
express our identity through our job!**

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 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 2017 Oregon NFHS “Coach of the Year” Award nominees:

Football:	Jon Wolf , Milwaukie HS
Boys Track & Field:	Mac McIntosh , Marshfield HS
Boys Basketball:	Pat Coons , Westview HS
Baseball:	Matt Nosack , Santiam Christian HS
Boys Soccer:	Eric Johansen , South Salem HS
Wrestling:	Guy Takahashi , Century HS
Boys Cross Country:	Justin Loftus , Crater HS
Boys Tennis:	Kurt Lindner , Aloha HS
Girls Track & Field:	Garrett Parks , Astoria HS
Girls Basketball:	Joy Lease , Mazama HS
Volleyball:	John Kertchem , Delphian School
Girls Soccer:	Chris Dorough , Catlin Gabel
Softball:	Steve Baker , Centennial HS
Girls Cross Country:	Chris Vancauteran , South Albany HS
Girls Tennis:	Susan Branam , Lake Oswego HS
Girls Golf:	Katie Williams , Jesuit HS

**All of Oregon’s NFHS Coach of the Year Award Winners will be honored on May 19th, 2018
at the annual OACA Awards Banquet.**



OSAA UPDATE

Kyle Stanfield
Assistant Executive Director



The OSAA has had a busy start to the 2017-18 school year. The Classification and Districting Committee finished up their work in October and now the State Championship Committee dives in to set the structure for state championships in each classification for the next four years. The final recommendation from the State Championship Committee will be reviewed/adopted by the OSAA Executive Board at their February meeting. Just like in Classification and Districting, it's vitally important that the State Championship Committee receives feedback before making their final recommendations. They have three remaining meetings scheduled (December 11, January 8, January 22). To submit input in writing, please contact krisw@osaa.org.

This time of year is always a very exciting one for the OSAA Foundation because it's when the Student Assistance Program takes off. On the week of November 13, the OSAA Foundation reached out to every school's athletic department to submit names of students who could use a little help this holiday season. In working jointly with their coaching staffs, athletic departments returned names and information for 200 students across the state who will be individually shopped for in December. We are grateful to our corporate partners for their support and those schools who participate in Endowment Games throughout the year. This program is a direct result of those games being played. If you're interested in donating to the program, please visit <http://www.osaafoundation.org/donate/>.

Thank you for your continued support of Oregon High School Activities!

*"Don't worry about the individual level of prominence you have achieved;
worry about the individuals you have helped become better people."*

- Clayton Christensen



“I’m Not a Bully!”

By Debi Hanson, Associate Executive Director, OAOA

When I talk to people about becoming an official the number one reason they turn me down is they do not want to take verbal abuse from coaches and fans. Who can blame them?

This past October I spent an evening traveling to a series of volleyball matches. At my second stop I landed at a school where the varsity match was in the 5th set and the score was tied. Needless to say, it was a very heated contest.

Sitting back to watch this exciting match I noticed a group of men sitting not too far from me that were constantly yelling at the lines people. Everything in me wanted to go over and offer since they were such experts from this vantage point would they be interested in officiating? (Ironically, later I met one of the men and he shared with me his wife would no longer sit with him after his behavior at that match!)

At the next school, heading toward the gym, I walked down a hallway that was covered in student designed anti-bullying posters. As I read the posters I thought about the behavior I had just witnessed and realized what I had been watching amounted to the same behaviors represented on these posters. I realized that no one thinks twice about treating sports officials in this manner although it’s completely unacceptable in any other arena.

NASO (National Association of Sports Officials) recently did a survey in which 17,487 officials of all sports across the nation responded. One important fact that came out of the survey, *“Although about 40% of officials believe that parents cause the most problems with sportsmanship, over half of respondents believe that coaches are responsible for improving sportsmanship.”*

Coach, ask yourself, how often when you disagree with a call do you get your parents (either overtly or covertly) riled up to start in on verbally attacking the officials as well? If a component of bullying is “aggressive behavior involving unwanted, negative actions” how often would you say this characterizes you or your spectators? If 86.98% of survey respondents stated they have suffered verbal abuse in their officiating roles chances are many of you have acted as a “bully” and didn’t even think twice about it.

Next time you are tempted to “bully” an official please take a moment and think before you speak. Your thoughtful response may just help retain one more official in Oregon!

For further information, contact Jack Folliard or Debi Hanson at the OAOA at 503-682-6722 or check us out at www.oreofficials.org.

Unified Sports® Programs Continue to Grow in Oregon High Schools



OSAA Unified Championship Semi-final game between Bend and Wilson

This year 51 Oregon high schools will have Unified Sports teams participating in Unified Soccer, Unified Basketball or Unified Softball during the 2017-2018 school year.

Unified Sports® combines approximately equal numbers of athletes with and without intellectual disabilities on sports teams for training and competition. Special Olympics Oregon provides assistance and resources to schools to get teams started, but all teams represent their high schools. Unified Sports teams play by high school association rules and practice prior to league games and regional tournaments.

The goal of Unified Sports® is to create more inclusive school communities through sport and to give students with intellectual disabilities the opportunity to feel the same thrill and excitement on the court and field as other high school athletes.

Robert Tadjiki coaches teams for Unified Soccer and Unified Basketball at Bend High School. According to Tadjiki, “Unified Sports is a great way to include students who have traditionally never participated on school athletic teams. It’s great to see the Unified teams compete and also receive the same recognition as our other high school athletic teams.”

Congratulations to the following high schools for having Unified Sports® programs: Bend, Central Medford, Century, Cleveland, Corvallis, Crater, Douglas, Elkton, Elmira, Forest Grove, Grant, Grants Pass, Glencoe, Hillsboro, La Salle, Liberty, McMinnville, McNary, Milwaukie, Mountain View, Newport, North Douglas, North Medford, North Valley, Oregon City, Parkrose, Philomath, Phoenix, Rainier, Redmond, Ridgeview, Roseburg, Roosevelt, Sherwood, Silverton, Sisters, South Albany, South Medford, South Salem, Stayton, Sutherlin, Taft, Tigard, Tualatin, West Albany, West Linn, Wilson, Wilsonville, Wilsonville Art and Tech, Woodburn and Yoncalla.

If you would like to coach a team or begin a Unified Sports® team at your high school, contact either your Athletic Director or Jean Hansen, VP of School Engagement and Outreach for Special Olympics Oregon: jhansen@soor.org or 503.248.0600 ext. 16.



Wilson Unified Basketball



Forest Grove Unified Soccer

YEARS OF SERVICE

We will be honoring those coaches who have coached for 25, 30, 35, 40, 45, 50, 55 or 60 years at our May 19, 2018 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**. If you have reached one of these milestone years and your name is not on the list, please email us at: melissa@oregoncoach.org. We receive this information from the membership application/renewal form submitted by our members each year.

SCHOLARSHIP INFORMATION

The OACA will award nine \$1,000 scholarships to sons and daughters of OACA members this year. We greatly appreciate the following OACA sponsors who generously fund these scholarships: **Nike/BSN Sports, Hudl, MaxPreps, Oregon State Credit Union, Prime Time Sports and Dave Dowling.**

Completed scholarship applications, including a copy of the student's transcript and two letters of recommendation, are due April 1, 2018. Scholarship applications will be reviewed by the OACA Executive Board, who will evaluate applications in the areas of academics, athletic participation and honors, extracurricular activities, and community service. 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 High School 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 JUNIOR HIGH/MIDDLE SCHOOL COACH OF THE YEAR

Deadline: April 1, 2018

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  
- or - [oacarob@gmail.com](mailto:oacarob@gmail.com)

# OACA CLINICS

## ***NIKE FOOTBALL CLINIC, PORTLAND - MARCH 2-4, 2018***

The Portland Nike Football Clinic is the largest football-only clinic on the West Coast. Held at the Portland Airport Holiday Inn, over 900 football coaches attend this 3-day event. This clinic will feature over 50 presentations given by 30+ speakers from all over the U.S.

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



Our confirmed Nike college speakers are: **Dabo Swinney** - Clemson University, **P.J. Fleck** - University of Minnesota, **Bob Davie** - University of New Mexico, **Troy Calhoun** - United States Air Force, **Jeff Tedford** - Fresno State, and **Jonathan Smith**—Oregon State University.

We will also feature many other outstanding speakers from various colleges and high schools. Our clinic will begin on Friday, March 2nd and end Sunday, March 4th at the Portland Airport Holiday Inn.

You can register online to attend our football clinic at: [www.nikecoyfootball.com](http://www.nikecoyfootball.com).

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10TH ANNUAL NIKE/OACA BASKETBALL CLINIC

We recently completed our 10th annual Nike/OACA Basketball Clinic, held at a new venue this year—Liberty High School. The clinic was an excellent opportunity for professional development and networking for the 300-plus basketball coaches who attended. Many thanks to **Brian Martin** - Liberty Head Boys Basketball Coach, and his staff for the use of their wonderful 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 **Scott Rueck** - Oregon State University, **Steve Smith** - Oak Hills Academy (VA), **Dave Severns** - Los Angeles Clippers, **Jim Shaw** - Western Oregon University, **Kelly Bokn** - Churchill HS, **Blake Conley** - Union HS (WA), **Greg Griffin** - Rex Putnam HS, **Ron Hop** - Dayton HS, **Mike Lowry** - Dallas HS, **Jason Maki** - Sandy HS, **Andrew Vancil** - Beaverton HS, **Tal Wold** - Silverton HS, and **Doug Davis** - Davis Investment Strategies, LLC.



We look forward to the continued success of our basketball clinic, and invite you to attend next year on the same statewide school in-service day: Friday, October 12th, 2018.



Prime Time Sports | 503.482.5744 | fax: 971.224.4394

John McCallum, President – jmac@primetimepdx.com

Reggie Walker, Director – rwalker@primetimepdx.com

Portland, OR – 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. This year marks **The 22nd Anniversary** for the holiday basketball tournament and it will once again feature future college and NBA stars that the tournament has been accustomed to showcasing for over two decades. The tournament will take place **December 27th – 30th** at Liberty High School in Hillsboro, Oregon. Since the events inception in 1996 over *\$1.4 million has been raised for Oregon schools*.

Returning to the 2017 Les Schwab Invitational presented by Express Employment Professionals is six-time tournament champion **Oak Hill Academy** (1997, 2001, 2004, 2006, 2011, and 2015). Also returning to the event for the first time since 2000 is **Mater Dei High School** (Santa Ana, CA). Both powerhouses are ranked in the Top 5 of the preseason national polls. Making their LSI debut will be **Crespi (Encino, CA)**.

With another banner year for both individual and team talent in the LSI, the 2017 field will be headlined by Oak Hill's **Keldon Johnson**. The 6'6" Kentucky commit is the No. 7 ranked senior in the country and one of the premier scorers in all of high school basketball. Joining Johnson in the Oak Hill backcourt is the smooth 6'4 Point Guard and University of Oregon commit **Will Richardson**. Oak Hill will also feature Top 100 seniors **David McCormack** (Kansas) and **Keonte Johnson** (Florida). Both California schools feature two of the best point guards in the country. Mater Dei is led by one of the best floor generals in 6'1 guard **Spencer Freedman**. Crespi will rely heavily on University of Arizona commit **Brandon Williams**, an aggressive primary guard capable of leading his team in points, rebounds and assists.

Headlining the list of Oregon teams is **Jefferson High School**, the defending 6A State Champions, who return three starters including consensus Top 40 National Player and University of Texas commit **Kamaka Hepa**.

Twelve other Oregon schools (League and State Classification) round out the 2017 field:

Barlow (Mt. Hood Conference – 6A)

Beaverton (Metro League – 6A)

Clackamas (Mt. Hood Conference – 6A)

Grant (Portland Interscholastic League – 6A)

Jesuit (Metro League – 6A)

Lakeridge (Three Rivers League – 6A)

Lake Oswego (Three Rivers League – 6A)

Oregon City (Three Rivers League – 6A)

Southridge (Metro League – 6A)

South Eugene (Southwest Conference – 6A)

West Linn (Three Rivers League – 6A)

West Salem (Greater Valley Conference – 6A)



www.facebook.com/LesSchwabInvitational



@LSInvitational

Fans are encouraged to visit www.LesSchwabInvitational.com for additional event information



The Les Schwab Invitational presented by Express Employment Professionals is marketed and managed by Prime Time Sports. Based in Portland, Oregon, Prime Time Sports is a premier sports and corporate event marketing company dedicated to creating elite events for athletes, participants, fans and sponsors.





WHO? OACA, OADA & OSAA
WHAT? COACHES VS. CANCER
WHEN? JANUARY/FEBRUARY 2018

coaches vs cancer

The Coaches vs. Cancer program is a statewide collaboration between the Oregon Athletic Coaches Association (OACA), Oregon Athletic Directors Association (OADA) and the Oregon School Activities Association (OSAA), that empowers coaches, their teams, and local communities to make a difference in the fight against cancer by participating in awareness efforts, advocacy programs, and fundraising activities to help people with cancer today and to find cures to end the disease tomorrow. The program leverages the personal experiences, community leadership, and professional excellence of coaches statewide to increase cancer awareness and promote healthy living.

Because cancer has touched so many in our coaching community, Coaches vs. Cancer offers a unique opportunity to fight the disease. Through integrated fundraising activities and public awareness campaigns, participating schools can truly make a difference in the fight against cancer and raise awareness in their communities about the importance of cancer prevention, early detection, and making healthy lifestyle choices.

The OACA, OADA & OSAA would like for schools to choose a week during the winter sport seasons, January or February, to promote Cancer Awareness throughout their community. There are various ways you can use your voice and leadership to help fight cancer. Each school's Cancer Awareness Week would be structured to best fit their individual needs.

Goals would include:

- Increase awareness of the importance of cancer prevention, early detection, and healthy lifestyle choices.
- Raise funds in the fight against cancer to help support individuals in their community or local/state/national organizations that work toward the fight against cancer.
- Share the importance of nutrition and physical activity in reducing one's risk of the disease.

School Activities could include but limited to:

- At home athletic events (Boys/Girls Basketball, Wrestling, Swimming) during the week raise awareness & raise funds.
- A school assembly to raise awareness and an all school fundraising activity.
- Have your coaching staff participate in Coaches vs. Cancer Suits & Sneakers.



Coaches vs. Cancer Suits & Sneakers

Coaches vs. Cancer Suits & Sneakers is where coaches across the country unite for a common cause – saving lives from cancer! Coaches and their staff are encouraged to wear sneakers with their suits while coaching games to raise awareness about the fight against cancer.

With funds raised the local school can donate to a local cancer program or send the funds to the OACA office and all monies would be donated as a lump sum from the OACA, OADA & OSAA to Doernbecher Children's Hospital in Portland.

Join the fight against cancer and support Coaches vs. Cancer Week!



Keeping Your Front Porch Open

Darin Boysen, Executive Director Nebraska Coaches Association

Most coaches have gone through or will go through the process of purchasing a home during their lifetime. The process can be long and painful. Most of us looked very carefully at the kitchen, the living room and the bedrooms—the areas where we would spend much of our time. But like many, when my wife and I purchased our current home in Lincoln, Nebraska, the first impression was critical. There was that factor that brought us to, “let’s take a closer look, or no way, that looks like a mess.” That factor was the *front porch*.

Your community’s support towards athletics programs and for your team can be viewed much like the *front porch* of a home. We may not spend a great deal of time on the *front porch*, but when people drive by your house, the *front porch* is what they see. They don’t see our kitchen, living room or bedrooms; they see the *front porch*.

Is your team’s front porch in order?

I recently had the pleasure of traveling across the state of Nebraska with Proactive Coaching speakers Rob Miller and Lori Thomas to administer the Nebraska Leadership & Sportsmanship Summits. Many of you in Oregon are familiar with Proactive Coaching, created by Bruce Brown from the state of Washington. Rob and Lori challenged student-athletes, coaches and athletic directors to examine what their *front porch* looks and feels like. What are the impressions of your community and opponents when it comes to athletics or your team?

Rob Miller posed three vital questions that should be carefully reviewed on a regular basis by coaches and athletic directors:

- What are your personal standards as a coach?
- What does your school and team stand for?
- Do your school and team’s standards match your community’s standards?

Athletics and activities are essential to the high school experience. You as the coach are the keepers of the *front porch*. We all want success on the scoreboard, but the life-long lessons you teach intentionally, will go a long way towards how your community embraces your teams and the school.

To be called “Coach” is not only an honor, it carries extremely important responsibilities. I strongly urge you to be a student of the coaching profession. Look for resources that will keep you on a path of growth with not only X’s and O’s, but on strategies of building relationships. This will ensure your *front porch* is in order.

From the coaches of Nebraska to the coaches of Oregon, we wish you the best—keep your *front porch* in order while growing every day. Young men and women are counting on you to give them your very best each and every day.

Darin Boysen is in his seventh year serving the Nebraska Coaches Association. Boysen was a teacher and coach for 16 years and also served five years as an assistant director at the Nebraska School Activities Association. He and his wife Tina have two daughters, Jordan (16) and Hailey (14).



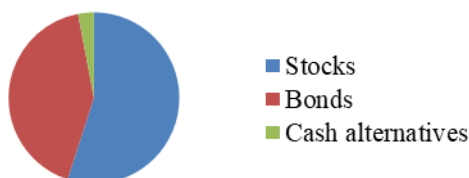
Coaches: Build Your Finances on a Solid Foundation

By Doug Davis, Davis Investment Strategies, LLC

Asset allocation is to investment planning what the foundation is to a house ... or a solid offensive line is to putting touchdowns on the board. It's what successful outcomes are built upon. And just as important as having a firm foundation, having the right asset allocation mix can be vital to helping you work toward your financial goals.

Although the name may sound intimidating, asset allocation is just a technical term for a rather simple concept. Asset allocation is merely how your portfolio is divided up among different types of investments, such as stocks, bonds, and what are called "cash alternatives."

What a Sample Asset Allocation May Look Like



How asset allocation works

Using asset allocation to build a portfolio designed to help you reach your long-term goals requires taking three primary factors into consideration:

Your Goals. These are simply "why" you're investing. For many of us, a major goal is to enjoy a financially secure retirement. If you have younger children or grandchildren, helping them afford higher education without building a mountain of debt is likely another goal. Or maybe you'd also like to make a "some day" purchase – such as buying a vacation home or taking an out-of-the-box vacation – down the road.

Your Time Horizon. One reason why knowing your goals is important is because it helps determine your time horizon (how long you have until you need to tap into your investments). If you're 28, for example, and want to retire at 68, your time horizon is 40 years. Simple as that.

Your Risk Tolerance. This is the amount of volatility in your portfolio's value you're comfortable with. If you find you can't sleep because you're worried about your investments – especially when there's market volatility – you probably need to adjust your asset allocation to suit your risk tolerance.

(continued on next page)

Putting the pieces together

With those factors in hand, you can begin to piece your asset allocation together. The primary building blocks, at least to begin with, are likely to include:

Stocks. Historically, stocks have offered attractive returns, but along with those returns, there have also been periods of volatility. If you're young, you should have a long time horizon – especially when it comes to retirement. That may allow you to have a larger allocation to stocks because you have longer to ride out any short-term market volatility that occurs.

Bonds. One reason investors like bonds in a portfolio is because their prices have historically been relatively stable. By owning bonds, an investor's aim may be to help manage his or her portfolio's overall value when there's volatility in the stock market. The larger the proportion of bonds, the more steady the portfolio's overall value should remain. Keep in mind, however, that bonds' returns have been significantly less than stocks.

Cash alternatives. These are relatively lower-risk, lower-return investments. On the upside, they can be easily be converted into cash when it's needed. On the downside, their returns may not even keep up with inflation.

Get help if you need it

Although asset allocation is a relatively simple concept, you can see it has lots of “moving parts.” That's one reason why many investors opt to work with a professional advisor. If you decide to seek help, look for an advisor who will first get to know you and then help create an investment plan that's built around an appropriate asset allocation.

Asset allocation cannot eliminate the risk of fluctuating prices and uncertain returns.

Doug Davis is Managing Principal of Davis Investment Strategies, LLC, in Lake Oswego, OR. He has been a guest speaker at the AFCA Convention, the Nike Football "Coach of the Year" Clinic, and at university athletic departments providing investment & retirement education. Doug has written articles for "This is AFCA", "AFCA Weekly", and "Inside Pitch" (American Baseball Coaches Assoc.) magazines. For more information, please visit his website at www.davisinvestmentstrategies.com. Email: doug@davisinvestmentstrategies.com. Phone: 503-534-3690 work / 503-805-2997 cell.

*This article was written by Wells Fargo Advisors Financial Network and provided courtesy of Doug Davis, Managing Principal, in Lake Oswego, OR at 503-534-3690. **Investments in securities and insurance products are: NOT FDIC-INSURED/NOT BANK-GUARANTEED/MAY LOSE VALUE.** Investment products and services are offered through Wells Fargo Advisors Financial Network, LLC (WFAFN), Member SIPC. Davis Investment Strategies, LLC, is a separate entity from WFAFN. WFAFN uses the trade name Wells Fargo Advisors. © 2017 Wells Fargo Advisors Financial Network, LLC. All rights reserved. CAR#: 1117-02192*





MaxPreps is a proud partner of the Oregon Athletic Coaches Association. We make it easy for you to manage your team's statistics and provide recognition for your athletes! Here are a few benefits of stat entry on MaxPreps:

- Athletes are included in league, state and national stat leaderboards so their achievements are easily visible to fans, media, college recruiters and more
- Create historical records for your athletes to look back on their high school athletic careers
- Take advantage of MaxPreps' automated averages and stat percentages for all stat categories in your sport – no need to do your own calculations

In addition, by entering stats athletes are automatically eligible for several national coach association awards! We've partnered with the following groups to recognize national or regional players of the week throughout their sport season based on weekly stat performance entered on MaxPreps:



Athletes who win the Player of the Week award receive a printed certificate, an embroidered lettermen's patch and recognition on MaxPreps and the association's website. This award is not necessarily going to the best player on your team, but can honor any athlete who has an outstanding week of play! Simply enter your stats on MaxPreps by Sunday night each week.

HOW TO ENTER STATS

MaxPreps is partnered with dozens of stat app companies and provides the free MaxStats iPad basketball app. These stat apps allow you to stat your game and simply import those stats into MaxPreps after the game – **no manual entry!** Some stat apps, like Hudl or GameChanger, will automatically import into MaxPreps with no additional work! To learn more about what stat companies are compatible with MaxPreps, visit this link: http://www.maxpreps.com/utility/stat_import/partners.aspx

HELP & SUPPORT

For questions about MaxPreps or how to get started, please reach out to MaxPreps Support at support@maxpreps.com or 800-329-7324 x1, visit support.maxpreps.com or email Josh Taylor, MaxPreps/OACA representative, at jtaylor@maxpreps.com. MaxPreps and the OACA are happy to continue this great partnership for its member schools, coaches, student-athletes and communities!



Data and Downtime: Assist Is Giving Coaches of All Sports a Dose of Both

Coaches across the country are enjoying insightful breakdowns with less work

There is one common thread between coaches of all sports — there just isn't enough time in the day. Between scouting opponents, evaluating your own team, setting up practices, game planning and so much more, coaches' schedules are jam-packed.

Allow us to help. [Hudl Assist](#) is the ultimate time-saving solution. Available for football, basketball, soccer, volleyball and lacrosse, Assist has our analysts break down your games and supply you with the critical data you need to help your team improve. It takes busy work off your plate, allowing you to [dive deeper into the video](#) or get [some well-deserved personal time](#).

No coach would turn down more information with less work, but don't take it from us. We talked to coaches across sports to find the different benefits Assist provides them.

Save Yourself Some Time

Time is among the world's most limited resources, but Assist gives some back. Within 24 hours Hudl drops a complete breakdown into your inbox, giving you all kinds of insights you might not have otherwise realized.

"Tagging games myself, literally I do not have time," Michael Adams, the director of the Princeton Volleyball club (N.J.), said.

"Running a volleyball club, coaching a team, if not multiple teams, and then having a full-time job on top of that, there's no time. And having a wife and four kids, there's only so much time in a day. Having someone else break that down has been fantastic for us. We're able to take a look and see where we are and what's going on."

We've heard dozens of horror stories from coaches about staying up until 2 or 3 a.m. to prepare for practice and/or video review with the team the next day. With Assist, those days are gone. Our analysts do the work for you so you can get a jump start on next



It saves us hours on the weekend. It's like having a graduate assistant, to be honest with you.

Jeffrey Vlk

Head football coach at Buffalo Grove High School (Ill.)

week's scout or [catch up on some much-needed rest](#).

"I'm not sitting there for three or four hours dissecting the film and making comments," Mike Taylor, the soccer coach at Saint Viator High School (Ill.), said. "With Assist, I can go straight to my goals, straight to a couple of positions that I want and put my comments in. I can go in and say, 'Look what happened on this goal here. Let's look at it.'"

Dig Deeper into Actionable Data

The information in these reports can shine light on some previously-unnoticed insights. One basketball coach [compared his data to what NBA teams receive](#), and a football coach [discovered an opponent tendency](#) that changed his play calls during the game.

"I think the use of data really helps us do that in giving our kids the best chance for success," Keith Riggs, an assistant football coach at Jenks High School (Okla.), said. "Ultimately they have to execute when they're on the field, but if we can keep them out of bad situations and put them in the best possible situation, that is to our advantage."

And the data is incredibly easy to share. Simply clicking on a stat populates a playlist of all plays associated with that number, whether that's your shooting guard's 3-pointers from the left corner, your libero's digs or every corner kick defended.

This makes the video incredibly easy to [share with your athletes and fellow coaches](#). Throw in some [notes and drawings](#), and the points you're teaching really come to life.

Foster Individual and Team Development

With more time and statistics at your disposal, you can truly improve your team in meaningful ways that could change the season. Whether it's breaking down your own team or exploiting holes in your opponent's game plan, Assist could be the game changer you've been searching for.

Don't let the opposition get a leg up on you. See what the buzz is about and [give Assist a shot yourself](#).

More Information:

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(402) 219-1969 | jake.wesch@hudl.com



Oregon State Credit Union

December 1, 2017

Dear OACA Members:

Oregon State Credit Union is proud to be in its 3rd year as an OACA sponsor and provider of a \$1,000 college scholarship to a deserving OACA family member!

Through my decades-long association with Rob Younger and, through many of you within the OACA during my 25 years with Oregon State University Athletics, I have come to respect what the OACA achieves in developing today's well-rounded youth into our future leaders.

Now in my 14th year as Assistant Vice President here at Oregon State Credit Union, we have a similar commitment to youth and education. Further, devoting our community investment dollars toward recognizing the coaching profession and the involved families is a perfect fit.

We are a member-owned, not-for-profit financial cooperative, open to anyone who lives or works in 24 western or central Oregon counties. In addition to this OACA scholarship, we annually award \$2,000 scholarships to ten Oregon high school seniors within our membership and more than 65% of our community investment dollars are dedicated to education and youth-related donations and grants.

Additional information about 108,000-member, \$1.2 billion Oregon State Credit Union is available at oregonstatecu.com or by calling me at (541) 714-4286.

Best of all seasons, athletic and otherwise, to you and yours,

Mike Corwin
Asst. Vice President-Public Relations and Business Development
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THANK YOU TO OUR SPONSORS



MaxPreps is a valued Silver Sponsor and The Official Statistician for the OACA. They have worked hard to get schools involved in an outstanding athlete and team recognition program. We highly encourage school athletic programs to get involved with MaxPreps. We appreciate MaxPreps' sponsorship as they help support the many services we provide for the coaches in our state. Please see their write-up on page 14.

We are excited by our continued partnership with **Hudl**, Silver Sponsor of the OACA and the OACA's Official Video Software Company. Funds provided by Hudl help keep membership costs low as well as fund an annual \$1,000 scholarship. We urge teams to explore Hudl's innovative and unique video software technology. Don't miss their article on Hudl Assist: Data and Downtime on page 15.

We are proud to have **Oregon Sate Credit Union** as a partner and provider of a \$1,000 college scholarship to a deserving family member of the OACA. Oregon State Credit Union is an 96,000 member-owned, \$1.1 billion not-for-profit financial cooperative that serves an expanded coverage area of 24 western and central Oregon counties that includes a majority of Oregon. Membership with the credit union is open to anyone who lives or works in these counties. For more information, please visit oregonstatecu.com or call Mike Corwin at (541) 714-4286. Please see Mike's letter to our members, which is featured on page 16.

Neff Company with Kendra Lindemuth provided all of the plaques for our 2016-2017 annual Awards Banquet. The plaques are outstanding and add to the class of our banquet. We appreciate Kendra and Neff for their continued support of the OACA. Please consider Neff for your needs: www.neffco.com.

Prime Time Sports, owned by **John McCallum**, also contributes funds to the OACA and does a great job in management of the Les Schwab Bowl and Les Schwab Invitational. The Les Schwab Bowl features 6A/5A football All-Stars from Oregon high schools. The OACA is involved in the selection of the coaches who in turn select the players. The Les Schwab Invitational is one of the most prolific holiday high school basketball tournaments in the country that features future college and NBA stars. Don't miss Prime Time's write-up about this exciting event on page 9.

Nike and **BSN 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 and Basketball Clinics.

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



2017-18 OACA EXECUTIVE BOARD

President: Shawn Stanley, West Salem HS
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Dave Johnson, OACA Consultant & Football Clinic Co-Director
Melissa Chambers, Office Manager

Executive Board and Sports Chair contact information is available on our website:
www.oregoncoach.org



Thank you to our 2016-2017 Executive Board

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.



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