

# OACA Newsletter

## SUMMER 2018



### TABLE OF CONTENTS

2-3	Director's Corner, Rob Younger
4-8	2018 OACA Awards Banquet
9	Membership Information & Professional Development Opportunities
10	OAOA Summer Update by Debi Hanson
11	A Message from Adrenaline Fundraising
12	Letter from Mike Corwin, Oregon State Credit Union
13	MaxPreps: Touchdowns Against Cancer Initiative
14-15	Hudl: 3 Ways Video Helps Players Understand Their Roles
16	Our Sponsors
17	2018-19 Executive Board
18	OACA Mission Statement & Contact Information

*"Really, coaching is simplicity. It's getting players to play better than they think they can."*

- Tom Landry

## DIRECTOR'S CORNER

*Rob Younger, OACA Executive Director*

This past school year, the OACA has been celebrating its 83rd year of serving high school coaches in our state. It has been a busy and productive year. The OACA was founded during the 1935-36 school year. Gene Eberhardt was the first President of the organization. Bill Bowerman, co-founder of Nike and former track coach at the University of Oregon, was the OACA President in 1938-39 & 1947-48. The OACA was led by active coaches until the hiring of Marv Heater as Executive Director in 1987. The OACA office was in Marv's basement until we rented our first office space in Salem in 1989. In 1998, Dave Johnson joined the staff as Associate Director, then as Co- Executive Director with Marv in 2005. Upon Marv's retirement in 2010, I had the opportunity to join Dave as Associate Director. And with Dave's retirement in 2014, I became the present Executive Director, moving our office to Albany. I am excited to announce that Chris Knudsen, longtime (32 years) coach at Centennial HS will be joining our leadership team as Associate Director starting this summer. We are all fortunate to have someone with his willingness and experience partner with Melissa and myself in the OACA office.

This year we had over 1,900 coaches participate in OACA sponsored coaching clinics. Clinics were held in Basketball, Golf, Tennis, Baseball, Softball and Football. This summer we will be involved with numerous All-Star Games, including the Les Schwab Bowl Football Game, a Volleyball All-Star Series at EOU, separate Boys and Girls Basketball Games, a Softball All-Star Series at the UO, and a Baseball All-Star Series at Goss Stadium. We are excited to be working with the OSAA, OADA and OATS in providing a new professional development opportunity for our coaches and athletic directors with the 2018 Coaches Symposium. It will be held August 11<sup>th</sup> at Wilsonville HS. Unlike the sport-specific clinics that are normally provided, this is an opportunity to provide information concerning many concepts that our coaches deal with beyond the X's & O's. Some of the scheduled topics include presentations on Team Building, Nutrition, Social Media, Dealing with Parents, Title IX & Athletics, Coach/Officials Relationships, Hazing Prevention, and Suicide Awareness/Prevention. Keynote presenters will be Scott Rueck, Oregon State Women's Basketball Coach, and Brian Kight of Focus 3. We will also have presentations from Positive Coaching Alliance, our Athletic Trainers Society and the Oregon Women's Sports Leadership Network. You can find registration information and a complete Conference Schedule on our website, [oregoncoach.org](http://oregoncoach.org) under the Clinic/Camps tab.

Last month, we honored over 300 coaches and family members at the 33<sup>rd</sup> Annual OACA Awards Banquet. In 1986 the first OACA "Coach of the Year" Banquet was held with 50-60 coaches in attendance. 1986 also marked the year when the OACA began recognizing and honoring graduating senior student/athletes of our association members. From 1986-1996 the Executive Board chose four \$1,000 scholarship award winners, two boys and two girls. Since 1997, eight \$1,000 scholarships have been given annually. This year we had 50 quality applications for our scholarships. For a complete list of all the scholarship award winners, see page 6 of the newsletter. With the scholarship award winners this year, a total of \$230,000 has been awarded to OACA families over the 33 years of the scholarship program. We greatly appreciate our Sponsors - BSN Sports, Hudl, MaxPreps, Adrenaline Fundraising, Prime Time Sports, Oregon State Credit Union and Dave Dowling - who provide funds that go directly to our scholar athletes.

*(continued)*

## DIRECTOR'S CORNER (cont.)

We are fortunate to have a dedicated Executive Board and they are committed to representing all sports and all classifications. Shawn Stanley, West Salem HS did an excellent job of leading this year's Board as President, and we look forward to Chris Roche, Wilsonville HS taking over as President for the 2018-19 School Year. Please refer to our website for a complete list of Executive Board members and Sport Chairs.

This year we no longer provided a hard copy of the Oregon Coaches Directory as a benefit with OACA membership. Our Board chose instead to offer an online directory for membership. You can find the OACA directory with School and Athletic Administration contact information and a list of all Head Coaches on our website: [oregoncoach.org](http://oregoncoach.org) under the Contact tab. It is very comprehensive as it is continually being updated.

The OACA is here to help! The OACA has a purpose to improve the professionalism of coaches. Over the years the OACA has worked hard to provide its members with up-to-date professional development offerings, a quality membership benefit package, a professional newsletter, a state and nationwide awards program, and more...

If we can ever be of assistance, please contact us.

Wishing you a GREAT SUMMER!



***“When an athlete is really struggling, coaches and parents need to practice a combination of reality, tough love, confidence building and gentleness. The goal is to restore them and teach them to restore themselves.”***  
- Anonymous

## 2018 OACA AWARDS BANQUET

On May 19th we held our 33rd annual Oregon Athletic Coaches Association Awards Banquet. We had a wonderful turnout this year with over 300 coaches and family members in attendance at this event, which took place in the University of Oregon's beautiful Autzen Stadium Club Level facility. Please see a complete list of award winners on the following 4 pages.

In addition to coaching awards, we also presented certificates to our Years of Service (YOS) honorees. YOS honorees are OACA members who have reached a milestone year in their coaching career. We honored coaches who have reached their 25, 30, 35, 40, 45, 50, 55 or 60th year in coaching. Below is a list of our Years of Service Honorees.

### **25 YEARS**

Dawn Marie Barth  
Mick Bittick  
Bob Boyer  
Tony Broadous  
Angela Capps  
Klel Carson  
Neill Carvalho  
Robert Casteel  
Brent Charles  
Willie Graham  
Brad Harvey  
Chris Jensen  
Deidre Jones  
David Kerr  
Jeff Lierman  
Conrad McKethan  
Chris Meyers  
Tony Miller  
Justin Nesbitt  
Ryan Oliver  
Dan Oswald  
Scott Phelps  
Michael Putnam  
Phil Rodin  
Scott Roth  
David Rouse  
Meghan Shirley  
Don Spidal  
Garylee Syphard  
Julie Taylor  
Rachel Wakefield  
Kent Wieber  
J.J. Winkle  
Kevin Yoss

### **30 YEARS**

Joe Baumgartner  
Mardy Benedict  
Sean Coste  
Lynn Cowdrey  
Manny Crump  
John England  
Sheron Farner  
Jeff Franson  
Tim Hardie  
David Harley  
Everett Hartman  
Ron Hittner  
Jerry Honl  
Marty Hunter  
Gregory Likens  
Steve Luby  
Mike Maraia  
Gary McCulloch  
Ronda McKenzie  
Todd Moore  
Brian Morse  
Matt Nosack  
Chris Parnell  
Steve Paulson  
Brad Pinkstaff  
Steve Pyne  
Erin Regali  
Ron Richards  
Donna Roisom  
Michael Schaan  
Joseph Schmitt  
Perry Sheehan  
C. Terry Shrout  
Gary Smith

Steve Suttich

Patrick Wagner  
Bill Wilson

### **35 YEARS**

John Beck  
Dick Bertelsen  
Barry Bokn  
Evan Brown  
Les Combs  
Glen Dishman  
Kevin Dixon  
Nick Garman  
Terry Graham  
C.S. Little  
Rex Meshelle  
Craig Shimel  
Steve York

### **40 YEARS**

Patrick Bailey  
Lonnie Beach  
Lin Casciato  
Scott Coburn  
Malcolm Doi  
Dan Henderson  
Gordon Jarman  
Mike Jodoin  
Lee Pestana  
Terry Prouse  
Rich Remsburg  
Terrel Smith  
Marty Stallard  
Ray Struve

### **45 YEARS**

Dan Acker  
Mike Bauer  
Larry Black  
Jim Figoni  
John Hamilton  
Rosie Honl  
Sammy Ibarra  
C. Maureen McElligott  
Gerry Tinkle  
Bruce Vogel

### **50 YEARS**

Bob Latham  
Mike Mitchell  
Lester Payne  
Ronald Sutherland  
Robert Thouvenel

### **65 YEARS**

Bobbie Steininger

## 2018 OACA AWARDS BANQUET

### NATIONAL FEDERATION OF STATE HIGH SCHOOL ASSOCIATIONS COACH OF THE YEAR AWARD WINNERS

#### NFHS Section 8 Coaches of the Year

John Wolf, Football - Milwaukie HS  
Patrick Coons, Boys Basketball - Westview HS  
Eric Johansen, Boys Soccer - South Salem HS  
Guy Takahashi, Wrestling - Century HS  
Justin Loftus, Boys Cross Country - Crater HS  
Kurt Lindner, Boys Tennis - Aloha HS  
Joy Lease, Girls Basketball - Mazama HS  
John Kertchem, Volleyball - Delphian School  
Chris Dorough, Girls Soccer - Catlin Gabel School  
Steven Baker, Softball - Centennial HS  
Chris Van Cauteren, Girls Cross Country - South Albany HS  
Susan Branam, Girls Tennis - Lake Oswego HS  
Katy Williams, Girls Golf - Jesuit HS



#### NFHS Oregon State Coach of the Year

Mac McIntosh, Boys Track & Field - Marshfield HS  
Matt Nosack, Baseball - Santiam Christian HS  
Garrett Parks, Girls Track & Field - Astoria HS

#### 2017-18 OACA ALL-SPORTS WINNERS

6A Jesuit HS	4A La Grande HS	2A Kennedy HS
5A Summit HS	3A Oregon Episcopal School	1A Hosanna Christian

## 2018 OACA AWARDS BANQUET

In addition to Years of Service, NFHS Coach of the Year and All-Sports Awards, the following awards were also presented at this year's banquet:

**Janelle Ellis** of Heppner HS, **Cara Grandle** of Country Christian, **Mike Schaan** of Cascade Christian, **Stephen Thomas** of St. Mary's School, **Todd Thompson** of Imbler HS, **Kyle Tucker** of Cottage Grove HS, and **Barry Wilson** of Willamina HS were named **Assistant Coaches of the Year**.

**Ben Boehme** of West Salem Youth Sports was named **Middle School Coach of the Year**.

The **Unified Sports Coach of the Year Award** was presented to **Brandon Kneebone** of Milwaukie HS and **Josh Nordell** of Sisters HS.

**Tad Cockerill** of OSAA Baseball SRI and **John Graham** of Rogue Valley Softball were named **Officials of the Year**.

The **Community Service Award** was presented to **Bill Gooding** of St. Paul HS and **Doug Pitassi** of Pacific Office Automation for their many positive contributions to the benefit of Oregon high school sports.

The **Media Award** was presented to **Pete Belcastro & Joe Brett** of Table Rock Sports and **Brian Rathbone** of Newport News.

**Bob Lamb** of Tillamook HS and **Bill Volk** of Aloha HS were recipients of the **Power of Influence Award**.

The **Dave Johnson Contributor Award** was presented to **Jeff Drumm** of Cottage Grove HS and **Jennifer Teeter** of Imbler HS.

The **Marv Heater Distinguished Service Award** was presented to **Boyd Bjorkquist** of North Bend/Marshfield HS.

The Oregon Athletic Officials Association (OAOA) presented their **Meritorious Sportsmanship Award** to **Dominic Yambasu** of Lake Oswego HS.

New this year, the **Athletic Trainer of the Year Award** was presented to **Marlee Hansen** of South Eugene HS and **Jennifer Krug** of Dallas HS.

The OACA annually awards eight \$1,000 student-athlete scholarships to high school graduating sons and daughters of OACA members. Scholarship applications are reviewed by the OACA Executive Board, who evaluate applications in the areas of academics, athletic participation and honors, extracurricular activities, and community service.

The following are our **2017-2018 OACA Scholarship Winners**:

Kalina Buhler, McMinnville HS	Meghan McGrath, Country Christian
Sophie Grant, Heppner HS	Holden Smith, St. Paul HS
Rylee Karrick, North Medford HS	Triston Stauffer, Sam Barlow HS
Cole Little, Culver HS	Ally Tow, Sweet Home HS

In addition to the eight \$1,000 student-athlete scholarships, the **Coach Dave Johnson \$1,000 Scholarship** was awarded to **Rickey White** of Central Catholic HS. The Coach Dave Johnson Scholarship is awarded to a college-bound student-athlete who has overcome obstacles in his or her personal life in order to reach a level of success, both on and off the field of play, that makes them a credit to their team, school and community. The Scholarship is sponsored by Dave Dowling, South Salem HS graduate, in honor of Coach Johnson's meaningful impact on his life as a young student athlete.



# 2018 OACA AWARDS BANQUET

## 2017-2018 OACA Coaches of the Year

### Baseball

6A John Arntson, Clackamas HS  
5A Kenny Niles, Churchill HS  
4A Parker McKinley, La Grande HS  
3A Sean Gallagher, St. Mary's School  
2A/1A Jeff Miller, Knappa HS

### Basketball, Boys

6A Robert Key, Grant HS  
5A Blaine Liberatore, Thurston HS  
4A Bill Westerholm, Seaside HS  
3A James Broadous II, De La Salle North Catholic HS  
2A Bart Valentine, Columbia Christian  
1A Ben Stallard, Pacific HS

### Basketball, Girls

6A Michael Bergmann, Southridge HS  
5A Terry Harrison, Marist Catholic HS  
4A Bruce Bryant, Marshfield HS  
3A Scott Spink, Dayton HS  
2A Kerry & Peter Hall, Kennedy HS  
1A Russell Halverson, Country Christian

### Cross Country, Boys

6A Tom Rothenberger, Jesuit HS  
5A Justin Loftus, Crater HS  
4A Tracy Smith, Crook County HS  
3A-1A Steve Sheehy, Union HS

### Cross Country, Girls

6A Tom Rothenberger, Jesuit HS  
5A Carol McLatchie, Summit HS  
4A Patrick Zweifel, Tillamook HS  
3A-1A Dan Moody, Enterprise HS

### Football

6A Joe Bushman, Clackamas HS  
5A David Faaeteete, Hermiston HS  
4A Gary Roberts, Cottage Grove HS  
3A Jon Gettman, Cascade Christian  
2A Bill Crowson, Monroe/Triangle Lake  
1A Jack Henderson, Dufur HS

### Golf, Boys

6A Jay Minsker, Jesuit HS  
5A Andy Heinly, Summit HS  
4A Steve Hagen, Scappoose HS  
3A-1A Jerry Johnson, Cascade Christian

### Golf, Girls

6A Patrick Baker, Westview HS  
5A Mike Nichols, Wilsonville HS  
4A-1A Kevin Dixon, St. Mary's School

### Soccer, Boys

6A Jon Fresh, Westview HS  
5A Leroy Sanchez, Woodburn HS  
4A Ollie Richardson, Newport HS  
3A-1A Francisco Velazquez, Riverside Jr/Sr HS

### Soccer, Girls

6A Steve Fennah, Jesuit HS  
5A Jamie Brock, Summit HS  
4A Kayla Gaspardis, Valley Catholic HS  
3A-1A Justan Wolvert, Oregon Episcopal School

# 2018 OACA AWARDS BANQUET

## 2017-2018 OACA Coaches of the Year

### Softball

6A Mike Mayben, North Medford HS  
5A Jon Burke, Marist Catholic HS  
4A Bobby Mick, Henley HS  
3A Jim Knox, Rainier Jr/Sr HS  
2A/1A Jesse Rice, North Douglas HS

### Swimming, Boys

6A Brian Butcher, Jesuit HS  
5A Gus Arzner, Lebanon HS  
4A-1A Angie Sremba, Newport HS

### Swimming, Girls

6A Tabor Waterstreet, Forest Grove HS  
5A Tamas Bessenyei, Bend Senior HS  
4A-1A Sasha Trichler, North Bend HS

### Tennis, Boys

6A Jeff Wood, Jesuit HS  
5A Josh Cordell, Summit HS  
4A-1A Maureen Harwood, Oregon Episcopal School

### Tennis, Girls

6A Sue Branam, Lake Oswego HS  
5A Donna Keim, Corvallis HS  
4A-1A Colleen Davis, Oregon Episcopal School

### Track & Field, Boys

6A Adam Thygeson, Oregon City HS  
5A Dave Turnbull, Summit HS  
4A Mac McIntosh, Marshfield HS  
3A Casey Haslebacher, Salem Academy  
2A Loran Monaco, Weston-McEwen HS  
1A Ben Stallard, Pacific HS

### Track & Field, Girls

6A Nick Davies, Jesuit HS  
5A Dave Turnbull, Summit HS  
4A Garrett Parks, Astoria HS  
3A Gary Bennett, Cascade Christian  
2A Kellen Peters, East Linn Christian  
1A John Roberts, Joseph HS

### Volleyball

6A Carol Lambert, Southridge HS  
5A Kristin Cooper, Bend Senior HS  
4A Rory Rush, Sisters HS  
3A Rob Kleker, Cascade Christian  
2A Shae Speth, Grant Union HS  
1A Janin McGrath, Country Christian

### Wrestling

6A Steve Lander, Roseburg HS  
5A Tony Oliff, Dallas HS  
4A Jake Huffman, Crook County HS  
3A Aariah Fasana, Willamina/Falls City  
2A/1A Mike Day, Central Linn HS

*“Victory or defeat is not determined at the moment of crisis, but rather in the long and unspectacular periods of preparation.”*

- Anonymous



## OACA MEMBERSHIP 2018-2019

We will begin accepting applications and renewals for 2018-2019 OACA Memberships starting August 1st. To register online, please visit our website at [www.oregoncoach.org](http://www.oregoncoach.org). All current OACA members and high school Athletic Directors will be emailed the membership application at the beginning of August. **(We must have your current email address on file.)**



There are many benefits to being an OACA member. Members receive \$1,000,000 General Liability insurance coverage (includes camp insurance and coverage while teaching in the classroom), discounts on OACA-sponsored clinics, OACA E-Newsletters, representation for all sports in all classifications, and eligibility for "Years of Service" awards and scholarships. Our great partnership with the OSAA Gold Card Program allows free admission to regular high school events (most schools participate but are not required) and all OSAA Championship events. Reduced admission for many intercollegiate athletic events are also available for Gold Card members. **Please note:** The Regular Membership gives you all the same benefits as the Gold Card Membership **except** admission into regular or championship events and reduced admissions for eligible intercollegiate athletic events.

\*\*\*\*\*

## PROFESSIONAL DEVELOPMENT OPPORTUNITIES at our OACA-sponsored Coaching Clinics

\*\*\* MARK YOUR CALENDAR \*\*\*

### 1st Annual OACA, OSAA, OADA & OATS Coaches Symposium



**When:** Saturday, August 11th, 2018  
8:00am to 3:00pm  
**Where:** Wilsonville HS

To register for the Coaches Symposium, please visit [www.oregoncoach.org](http://www.oregoncoach.org).

### 11th Annual OACA/Nike Basketball Clinic

**When:** Friday, October 12th, 2018  
State In-Service Day  
**Where:** Liberty High School



Registration information and a list of our clinic speakers will be available in late August.



### 2019 OACA/Nike Coach of the Year Football Clinic *Largest Football Clinic on the West Coast*

**When:** March 1st - 3rd, 2019  
**Where:** Portland Holiday Inn at the Airport

Look for registration information and a list of clinic speakers in November.



OREGON ATHLETIC  
OFFICIALS ASSOCIATION

*One Rule - One Interpretation - One Mechanic*



## *OAOA Summer Update*

by **Debi Hanson, Associate Executive Director, OAOA**

For some of you the school year is winding down and you are looking forward to a much-needed break. We, at the OAOA, are busy preparing for something new coming our way this summer.

June 23<sup>rd</sup>-24<sup>th</sup> the OAOA is hosting its first ever Commissioner's Leadership Conference **"Together in Excellence"** at Eagle Crest. For the first time we are bringing commissioners from all around the state together for a time of training and encouragement.

From NASO (National Association of Sports Officials) our very special guests are **Bill Topp**, COO and Executive Editor for Referee Magazine/NASO, and **Mike Pereira**, Former NFL Director of Officials/Current Fox Sports TV Officiating Analyst. Their contributions, along with the OSAA staff presenters, will make for a full agenda. We are excited about all the presentations we are able to offer our state commissioners to support them in this unique role they have throughout Oregon.

I, myself, am moderating a discussion on *"What Athletic Directors and Officials Would Like Their Commissioners to Know"*. There isn't much time left but if you'd like to email me something you've always wished you could say to a commissioner, do so right away at [gpvoa.commish@me.com](mailto:gpvoa.commish@me.com) and I'll try and include your comments. These will be kept completely confidential of course!

In the spring issue I shared about the new OSAA Sportsmanship program involving officials' nominations from around the state. We, at the OAOA, want to congratulate **Mazama High School Baseball** and **Newberg High School Softball** for their outstanding displays of sportsmanship in their programs.

It was great to see so many nominations come in throughout the state from so many different baseball and softball programs. A big thank you to Kelly Foster at the OSAA for making sure school personnel heard about each nomination.

We are looking forward to extending this program to all team sports in the 2018-2019 school year and getting more officials, sports, and schools involved.

For further information, contact Jack Folliard or Debi Hanson at the OAOA at 503-682-6722 or check us out at [www.oreofficials.org](http://www.oreofficials.org).

# **ADRENALINE**

## **FUNDRAISING**

Another year in the books! We hope everyone has a great summer and gets to spend some quality time with their families. Our Adrenaline Fundraising reps felt very privileged to be able to shake the hands of all the coaches that were a part of the OACA Banquet. When your team starts planning their fundraising efforts for the 2018-2019 school year, please make sure you contact Adrenaline Fundraising. One of our local Adrenaline Fundraising representatives will present what options we have for your program. In 2017-2018 we worked with over 300 teams throughout Oregon, bringing these teams over \$2,000,000. We are very eager to help your team next year!

Your Adrenaline Representatives:

Portland Metro Area -

Michael Braunstein - [mb@afreps.com](mailto:mb@afreps.com)

Brent Boe - [bboe@afreps.com](mailto:bboe@afreps.com)

Southern/Central Oregon Areas -

Rachel Coffin - [rcoffin@afreps.com](mailto:rcoffin@afreps.com)

Jordon Coffin - [jcoffin@afreps.com](mailto:jcoffin@afreps.com)

Thank you,

**Michael Braunstein**  
Adrenaline Fundraising  
*Northern Oregon / SW Washington*  
503-486-5432 office  
503-575-9205 fax  
503-939-6030 cell  
[www.adrenalinefundraising.com](http://www.adrenalinefundraising.com)



**The Official Fundraising Partner of the (OACA) Oregon Athletic Coaches Association**



# Oregon State Credit Union

June 4, 2018

Dear OACA Members:

The highlight of our annual involvement with the OACA Scholarship program is to play a part in making higher education possible for one of the outstanding high school senior recipients who present so well as kin to the OSAA coaching family!

Our selection this year was McMinnville High's Kalina Buhler and her achievements through her time as a Grizzly go well past her 4.0 grade point average, National Honor Society membership and a stellar three sport career in track and field, swimming and volleyball. Her community involvement and volunteerism exude the leadership and ideals that will make her a solid ambassador for MHS and this scholarship program.

We will follow her future successes with George Fox University track and field as a Communication Arts major with minors in French and International Studies. We only aspire to match the pride of her mother in long-time McMinnville coach Wendy Buhler!

Needless to say, Oregon State Credit Union proudly invests its 2018 scholarship in the future of McMinnville's Kalina Buhler, and thank the OACA for this opportunity.

Best of all seasons, athletic and otherwise, to the coaching families of our State,

Mike Corwin  
Asst. Vice President-Public Relations and Business Development  
PO Box 306, Corvallis, Oregon 97339  
541-714-4286 (direct), 541-760-6132 (cell)  
[mcorwin@oregonstatecu.com](mailto:mcorwin@oregonstatecu.com)



*Additional information about 100,000-member+, \$1.2 billion Oregon State Credit Union is available at [oregonstatecu.com](http://oregonstatecu.com) or by calling me at (541) 714-4286.*



In September 2018, high school football teams across America are raising funds to help St. Jude Children's Research Hospital fight childhood cancer with every touchdown scored.

Touchdowns Against Cancer is a national program created in partnership between MaxPreps, Pledge It and St. Jude Children's Research Hospital. In support of Childhood Cancer Awareness Month, this first-of-its-kind high school football program unified communities across the country for a common cause: defeating childhood cancer. Over the last two years, Touchdowns Against Cancer has raised over \$200,000!

Varsity high school football teams can participate in Touchdowns Against Cancer by launching Pledge It campaigns to support St. Jude Children's Research Hospital. Fans can pledge a donation for every touchdown their team scores September 14th through September 30th. Teams, conferences, and states will compete to see whose touchdowns raise the most in the fight against childhood cancer! Sign-up today at [www.touchdownsagainstcancer.com/welcome.html](http://www.touchdownsagainstcancer.com/welcome.html) and let's defeat childhood cancer, together!

### How to Participate:

1. Coaches create their team's Pledge it fundraiser at [www.touchdownsagainstcancer.com/welcome.html](http://www.touchdownsagainstcancer.com/welcome.html)
2. Fans pledge a donation for each touchdown their team scores from September 14<sup>th</sup>-30<sup>th</sup>
3. Teams score touchdowns to beat cancer!

Football Coaches: Look for the



icon in your MaxPreps Coach Admin.

### MaxPreps Help & Support

Athletic Directors and Coaches: To gain access to your MaxPreps account please contact MaxPreps/OACA representative Josh Taylor at [Jtaylor@maxpreps.com](mailto:Jtaylor@maxpreps.com) or [register here](#).



# 3 Ways Video Helps Players Understand Their Roles

**Video is the objective source that helps players and coaches get on the same side of the table to quickly make corrections.**

One of the most important components to team success is having a group of individuals who all clearly understand and accept their role. Not every player is a star, but the better athletes play to their strengths, the more cohesive and successful the team will be.

Upon joining a program, some athletes [struggle in a new role](#) and need a little extra coaching. Every coach has had such a player: the average 3-point shooter who bombs away like Steph Curry, the midfielder that tries to split the defense instead of making the extra pass, or the quarterback who tries to fit a pass throw a tight window instead of taking a checkdown.

Simply lecturing these players isn't the most effective way to iron out their bad habits. Instead, coaches should [use objective evidence](#) and [create a positive learning environment](#) to connect with and teach athletes. Video allows coaches and players to sit on the same side of the table to understand strengths and weaknesses.

## Take control of your video.

It's one thing to tell an athlete what needs to be corrected, but actually showing them takes their learning to another level. A player might think the coach is biased or is being too hard on them, but video provides evidence of a coach's objectivity.

"Sometimes as a coach you can tell the player they have to move the ball quicker or they're dribbling too much," [Kevin Orr](#), head boys basketball coach at Rice Lake High School (Wisc.), said. "But if you can actually show them that they are doing this, I think that really helps."

With video, players learn without feeling they're being singled out or attacked. Coaches can calmly show them why it's beneficial to trade a contested 3-pointer for an extra pass, or accept a three-yard run instead of trying to grab extra yards by bouncing the run outside.



**Saying is one thing, but showing them is hands down the best way to teach. We talk it, we walk it, we show it, and that's how I think they learn. They need to hear, but they need to see it firsthand too.**

Jeremy Beamon  
Middletown HS (N.Y.)

[Simply sitting down with a player one-on-one](#) for five to 10 minutes can make a huge difference. The personal setting helps build the athlete-coach relationship and keeps them from feeling like they're being called out in front of their teammates.

"Players oftentimes don't even realize what their tendencies have become," Greg Ceitham, boys soccer coach at Holland High School (Mich.), said. "By showing them, they know definitively what we're talking about and are much more open to advice and approaching and changing some tendencies."

## Use Reports as a Backup

Even while making mistakes, most players' motivations are pure. They simply might not understand why a shot is ill-advised or how an extra pass would've set up a teammate for better success.

[Shot charts in basketball](#) and [soccer](#) are perfect to show athletes where they're most efficient. If a post player is shooting much higher from the left block than the right, encourage him or her to stay on that side of the lane more. If your striker is taking shots from too far out, encourage them to take an extra dribble or two before firing on the goal.



"We have a player who was not shooting well from the 3-point line and that was their favorite shot," Christian Selich, girls basketball coach at Millington High School (Mich.), said. "I look at her shot chart one day and notice inside the arc she's shooting about 55 percent and outside it's about 17 percent. We brought that up and said, 'You might want to get yourself the ball inside a little more.'"

Video brings stats to life. With Hudl, simply clicking on a statistic will create a playlist of moments relevant to the data, so coaches easily find the exact teaching points they need.

## Show Positive Results Too

**Positive reinforcement is a more effective teacher** than punishment. That's why Nebraska volleyball coach and four-time national champion John Cook shows five good plays for every bad one in his video sessions. Athletes respond positively to seeing what they did well, instead of being reprimanded for mistakes.

"Utilize video to catch them doing good, and to me, that's as powerful a tool as anything," **legendary volleyball coach Terry Liskevych** said. "Let's turn it into a positive. All of us as coaches focus more on the negative than we should."

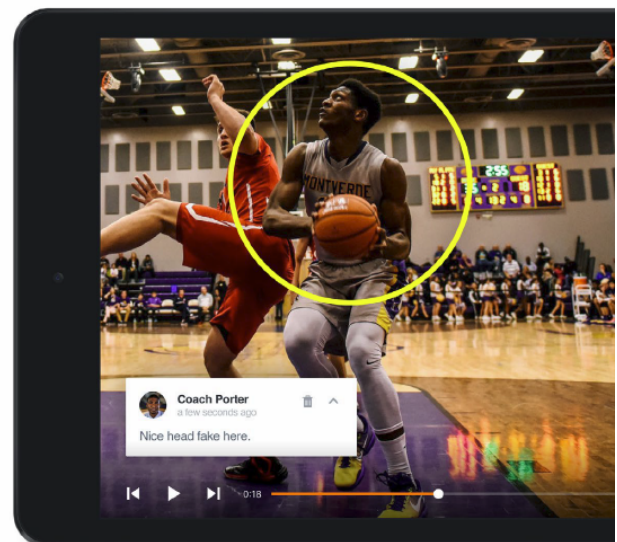
"Positive corrective feedback, especially when linked to video as a visual tool, which is how most people learn, that means you can always do it."

Find plays where the athlete made the right decision or opted for the correct pass and explain why that play was successful. Instead of feeling accused for making a mistake, the athlete will feel encouraged and be more likely to choose that route when the situation arises next time.

Video allows coaches of all sports to get their athletes on the same page, and help everyone buy in to the team concept. Getting every player moving in the same direction will create a **consistent, stable culture** that sets programs up for long-term success.

For more ideas on how to use video to build a formation, check out our [Coaching Resources page](#).

Matches		Side Out Pct			Serve
Season	MP	SO PCT	PW	PL	S PCT
2016-2017	17	49.4%	1,233	1,387	88.5%
By Set	MP	SO PCT	PW	PL	S PCT
1	17	50.3%	327	377	89.0%
			339	384	90.3%
			337	374	85.9%
		Receive			Attack
		SRE	RTG	K	
		87	1.73	552	



## More information:

**Jake Wesch**, Hudl Territory Manager  
(402) 219-1969 | [jake.wesch@hudl.com](mailto:jake.wesch@hudl.com)

# 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. The OACA is proud to partner with MaxPreps on their Touchdowns Against Cancer Initiative that is featured on page 13.

We are excited by our continued partnership with **Hudl**, Silver Sponsor of the OACA and the OACA's Official Video Software Partner. 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. Please see their article on pages 14-15.

We would like to welcome **Adrenaline Fundraising** as our newest Silver Sponsor and the Official Fundraising Partner of the Oregon Athletic Coaches Association. Their sponsorship provides funds that allow us to continue to offer OACA membership at an affordable rate, as well as provide an annual \$1,000 scholarship to a high school graduating son or daughter of an OACA member. Adrenaline Fundraising has also chosen to be the primary sponsor of our annual awards banquet and will be an integral part of our basketball and football clinics. Don't miss their message to coaches on page 11.

We are proud to have **Oregon State Credit Union** as our latest 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](http://oregonstatecu.com) or call Mike Corwin at (541) 714-4286. Don't miss Mike's letter on page 10.

**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.

**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.



## 2018-19 OACA EXECUTIVE BOARD

President: Chris Roche, Wilsonville HS  
President Elect/Secretary: Aimee Esplin, Adrian HS  
Vice President: Tony Smith, St. Paul HS  
Past President: Shawn Stanley, West Salem HS

### **Members At Large:**

1A - Janin McGrath, Country Christian  
2A - Greg Grant, Heppner HS  
3A - TBA  
4A - Levi Webber, Philomath HS  
5A - Jaime Rivera, Hood River Valley HS  
6A - TBA

Assistant Coach Rep - Bill Masei, Dallas HS  
Women's Leadership Rep - Ronda McKenzie, Westview HS  
OSAA Liaison - John Beck, Crater HS  
OADA Liaison - Kyle Cowan, Portland Christian  
OAOA Liaison - Jack Folliard/Debi Hanson  
Past OACA Executive Director, OACA Advisory/Nike Clinic - Marv Heater  
Past President/Football Clinic/ Les Schwab Bowl Team Advisor - Larry Knudsen

### **Staff:**

Rob Younger, Executive Director  
Chris Knudsen, Associate Director  
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](http://www.oregoncoach.org)**



## 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.



### OREGON ATHLETIC COACHES ASSOCIATION

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

Phone: 541-928-2700

Email: [ocarob@gmail.com](mailto:ocarob@gmail.com) Website: [www.oregoncoach.org](http://www.oregoncoach.org)



@ORCoaches



Find us on  
**Facebook**