SCHOOLS SHAPING THE CULTURE OF SPORT

Presented by
Pennsylvania Interscholastic Athletic Association District II & The University of Scranton Bochicchio Sport Character Initiative

In conjunction with the
Pennsylvania State Athletic Directors Association

Tuesday, March 5, and Wednesday, March 6, 2013
Patrick & Margaret DeNaples Center, 4th Floor
The University of Scranton
CONFERENCE MISSION:
This conference seeks to promote the development of exemplary, positive culture of sport in Northeastern Pennsylvania. An integral part of the conference is the Positive Coaching Alliance founded by Jim Thompson at Stanford University in 1998. This conference will provide coaches and administrators with informative learning experiences to assist in their professional development as they shape the culture of their athletic programs and the sport experience of athletes. For student-athletes, the conference will provide learning opportunities to help them better understand how sport participation can enhance their development as athletes, while teaching life lessons that will serve them well as citizens and future leaders. The conference will offer parents with opportunities to gain perspective of their role in assuring a positive and productive sport experience for their children.

With the current high school drop-out rate in sports, the general lack of physical activity, and the rising rate of childhood obesity in our society, it is imperative that our school coaches and athletic administrations take advantage of the best training available in order to meet the demands of their crucial positions. There is no more important time than now to understand the challenge of developing the culture of sport, not only for school programs, but for youth programs in communities.

This year’s conference will be a two-day event. The first day is focused on student-athletes and community members; the second day is tailored to coaches in the region.

About the Bochicchio Sport Character Initiative:
The University of Scranton Bochicchio Sport Character Initiative is a community service project whose mission is to enhance the sport experience of young athletes in NEPA. The Initiative and PIAA/District 2 have partnered to provide educational opportunities for coaches, administrators, parents, and the athletes themselves. The partnership seeks to promote the positive values and coaching practices expressed by the American Sport Education Program, Positive Coaching Alliance, the Institute for International Sport, Institute for Excellence and Ethics, and National Federation of High School Associations. The steering committee maintains that coaching our youth is a privilege and coaches are obliged to pursue opportunities to develop as teachers, mentors, and role models. Our work honors the memory of Joe Bochicchio, a wonderful coach a valued colleague, and a man of impeccable character—the epitome of the “Double-Goal Coach.

Tuesday, March 5
STUDENT CONFERENCE

• 8:00 - 8:25 a.m. Registration
• 8:30 - 10:10 a.m. PCA “Becoming a Triple-Impact Competitor” workshop. Workshop Leader: PCA Trainer Kelly Kratz
This workshop will focus on student-athletes in District II. Anyone who plays on a team is a participant. However, it requires hard work, commitment and personal growth to become what the Positive Coaching Alliance calls a “Triple Impact Competitor.” This interactive workshop defines what it means to be a Triple Impact Competitor, in terms of how athletes can improve themselves, their teammates and the game.
• Break
• 10:20 - 10:40 a.m. Abington Heights High School leadership program for team captains: TJ Murray
• 10:40 - 11:05 a.m. District II Student-Athlete Advisory Committee progress report
• 11:15 a.m. - Noon Keynote Address: Jim Thompson, Founder of Positive Coaching Alliance
• 12:00 - 1:00. p.m. Lunch for student-athletes in the DeNaples Center, 3rd-floor dining hall. Luncheon meeting for Superintendents from District II on the current Coaching Professional Development activities that are available to their school districts.
• 1:00 - 1:30 p.m. “Leadership and Teamwork: Path to Success.” Presented by Steve Vacendak
• 1:30 - 2:00 p.m. “Don’t be a Character, Have Character.” Presented by Amber Jacobs, Head Women’s Basketball Coach at Baptist Bible College
• 2:10 - 3:00 p.m. “Mental Skills for Athletes.” Presented by Kay Porter, Ph.D.

INSPIRATIONAL QUOTES

– “It’s better to light one candle than curse the darkness.”

– “If you look for obstacles, you will find them. If you look for opportunities, you will find them.”

– “We are what we do repeatedly. Excellence, therefore, is not an act, but a habit.”
  – Aristotle

– “I don’t believe in the concept of winning. I always told my players that they should never try to be better than someone else. On the other hand, they should never cease trying to be the best they can be. Get the most out of what you have. When you start defining success as winning, you stop striving for your own perfection. When you try to become the best you can be, you always get better, always improve. Success is having peace of mind and self-satisfaction in knowing that you did the best you could do in any situation. That goes for athletics and any area of life.”
  – John Wooden
Tuesday, March 5
PUBLIC PRESENTATIONS – FREE OF CHARGE -- OPEN TO ALL

- 12:10 - 12:55 p.m. Spirituality and Sport Presentation: “Spirituality of Sport,” Susan St. Sing, Ph.D. (open to the public)

- 1:40 - 2:30 p.m. Spirituality and Sport Presentation: “Making Competitive Play a Spiritual Practice,” Jim Thompson (open to the public)


- 4:00-5:00 p.m. Spirituality and Sport Presentation: “Spirituality and Sport: Elite Athletes’ perspectives.” Kay Porter, Ph.D. (open to the public)

- 6:00 - 6:30 p.m. Registration for Parent Workshop (Brennan Hall 228)

- 6:30-8:30 p.m. Workshop for Parents & Student-Athletes: “The Second Goal Parent: Developing Winners in Life Through Sports.” Workshop leaders: Jim Thompson and Kelly Kratz. This interactive workshop will explore the role of a Second-Goal Parent in a high school setting. It will examine how parents can help ensure their student-athletes’ experience yields healthy, developmental (physical, social, mental) outcomes that will serve them far beyond the playing field. Topics discussed during the workshop will include:
  - Guidelines for developing a positive Coach/Parent relationship
  - Providing scenarios and discussions about academic eligibility, injuries, getting cut from teams, etc.
  - Examining the Double Goal coach model and how it relates to high school sports.

Discussion of the workshop, including a question and answer segment on the qualities and characteristics sought by college coaches in recruiting.

- 6:10-7:10. Spirituality and Sport Presentation: “Spirituality of Sport.” Susan St. Sing, Ph.D. (open to the public)

- 7:30-8:30. Spirituality and Sport Presentation: “Rooting Athletic Programs in Spirituality...and Keeping Them Rooted.” Fr. Ryan Maher, S.J. (open to the public)

Wednesday, March 6
COACHES’ CONFERENCE

- 8:00 -8:30 a.m. Registration for Coaching/School Personnel Participants (DeNaples Center, 4th Floor)

- Welcome: Frank Majikes

- 8:30 - 10:10 a.m. “Tools and Methods for Shaping the Culture of Sport at Your School.” Presented by Matt Davidson, Founder and Director of Training for the Institute of Excellence and Ethics in Athletics

- 10:30 a.m. - Noon. Symposium on Sport & Spirituality – This is an outstanding session from a prior conference that will be repeated and enhanced upon at this year’s conference. Father Rick Malloy, S.J., Susan St. Sing, Jim Thompson, Father Ryan Maher, S.J., and Dr. Kay Porter will be presenting in a panel format to be followed by a question and answer session. This event will run concurrently with the conference. There is no fee for this event and it is open to the public.

- 12:00-1:15 p.m. Luncheon, Remarks and Awards


This interactive workshop introduces the Positive Coaching Alliance Double Coach model and presents research from experts in coaching, education and sports psychology. Every participant gains access to dozens of practical, proven tools to increase success during their next practice or competition. This workshop provides in-depth review of the three principles around which it is built: Honoring the Game, Filling Emotional Tanks and ELM Tree of Mastery.

- 3:40 - 5:15 p.m. How to Implement the Positive Coaching Alliance Program in your School District. Presentation by Jim Thompson. The Positive Coaching Alliance is more than just workshops. This presentation will review the various tools available to school districts through the District II Positive Coaching Alliance and how those tools can be utilized by athletic directors, coaches, parents, and athletes through the PCA website.

- 5:15 - 5:45 p.m. National Sportsmanship Day. Discussion led by Debbie Pepsi, Athletic Director at Old Forge High School and Colleen Murphy, Moderator of the Student-Athlete Advisory Committee at The University of Scranton. Discussions will highlight the various initiatives throughout District II as part of the National Sportsmanship Day observation. Member schools will be asked to share their experiences.

- 5:45 - 6:30 p.m. Dinner on your own

- 6:30 - 8:30 p.m. Panel discussion: “Athletics: The Good, the Bad and the Ugly.” Panelists will include Steve Vacobak, John A. Walsh, Jim Thompson, Scranton Times sports writer Donnie Collins and WNEP TV sportscaster Jim Coles, who will lead a discussion with conference participants on the current status of high school athletics. Audience questions and comments are welcome. (Open to the public)
**JIM THOMPSON**

Thompson is founder and chief executive officer of Positive Coaching Alliance, a national non-profit formed at Stanford University to create a movement to use sports to develop better athletes and better people. He has a B.S. in Elementary Education from the University of North Dakota, a Master’s in Public Affairs from the University of Oregon, and an MBA from Stanford.

Thompson is an educator who has taught and coached at all levels, from grade school to graduate school. For more than 10 years, he was director of the Public and Global Management Programs at the Stanford Graduate School of Business, where he taught courses in leadership and non-profit issues. *U.S. News* named Stanford’s Public Management Program the top nonprofit business management program in the nation in 1992. Jim is a member of the faculty in Stanford University’s Continuing Studies Program, where he teaches courses in coaching, leadership and sport and spirituality.

He has authored eight books on coaching and youth sports, including *The Power of Double-Goal Coaching, Shooting in the Dark and Positive Sports Parenting*. His latest book for high school athletes is *Elevating Your Game: Becoming a Triple-Impact Competitor*, published in April 2011.

In 2004, Thompson was named an International Fellow by Ashoka: Innovators for the Public, an organization that recognizes outstanding social entrepreneurs. In 2011, the Institute for International Sport named Jim one of the 20 living Americans who have made the most significant contributions to the practice of fair play and have enhanced the national consciousness regarding the central importance of sport. PCA was also named one of the top 20 organizations.

**KELLY KRATZ**

Kratz grew up in Audubon, Pa., and attended Methacton High School, where she played varsity field hockey, basketball, and lacrosse. She was awarded an athletic scholarship to Joseph’s University in Philadelphia, where she played Division I field hockey and lacrosse, and was a sprinter and hurdler on the track team. She was awarded Atlantic 10 First Team honors and the NCAA Academic Athletes award in college.

Following graduation, she became a third grade teacher in the Methacton School District. The following year, Kratz coached women’s basketball at Arcadia University. She then went on to coach the high school girls basketball team and was the varsity lacrosse coach at Methacton. She has since earned her master’s degree in guidance and counseling. Her latest coaching assignments have been for her kids in youth soccer and lacrosse. Kratz is still active in sports, and enjoys skiing, running, biking, volleyball and keeping up with her husband and four children.

**TOMM EVANS**

While working as a full-time high school English teacher, Tom Evans coached The University of Scranton men’s and women’s swimming team for 16 years, including 11 as the head coach. During his tenure, Evans led the Scranton women’s program to 11 straight winning seasons and an overall record of 107-26 (.805), including a Middle Atlantic Conference title in 2004 and to the first Landmark Conference Swimming & Diving championship in 2008. His record with the men’s program was 65-46 (.586) during this span. He also oversaw the women’s program earn Academic All American honors for 22 consecutive semesters while the men’s teamed earned the distinction 19 out of the 22 semesters he was at the helm. Evans was selected as conference coach of the year 3 times in his 11 years.

Currently, he is the chairman of the English Department at North Pocono High School, where he teaches 11th grade English and an elective course in Shakespeare. He resides in Clarks Summit with his wife of 19 years, Judy, and their dog, Cooper.

**KAY PORTER, PH.D.**

Dr. Porter is the author of the best-selling sport psychology book, *The Mental Athlete (Human Kinetics)*. She has been a member of the U.S. Olympic Committee Sport Psychology Registry since 1986 and is a certified consultant in sport psychology (AASP-CC 054), having worked with elite athletes in the U.S. and England. She works with athletes of all ages and levels, helping them to find their “mental edge” in competition and practice. She has been a sport counselor and regular counselor in private practice in Eugene, Ore., for more than 25 years. Dr. Porter has run seven marathons and has walked four, and has been the coach of the Spirited Walkers marathon group since 2000. For more information on Dr. Porter, go to www.thementalathlete.com.
FR. RICK MALLOY, S.J., PH.D.

Fr. Richard G. Malloy, S.J. is a native Philadelphian. After graduating from St. Joseph’s Prep, he attended Lafayette College, where he played football, lacrosse and rugby. He then entered the Jesuit Novitiate in Wernersville, PA. While in Jesuit formation, he spent two years teaching High School in Osorno, Chile and one year in Pastoral work in Santiago. He also earned a doctorate in Cultural Anthropology from Temple University. For 15 years (1988-2003), Fr. Malloy lived and worked at Holy Name Church in Camden, N.J., as a member of the Jesuit Urban Service Team (JUST). From 1994-2008 he also taught at St. Joseph’s University in Philadelphia.

In September 2010, Fr. Malloy was assigned to service at The University of Scranton, where he serves as the Vice President of Mission and Ministry, working with campus ministry, community outreach, service learning and international service trips. He also teaches cultural anthropology. Fr. Rick effectively incorporates athletics into his ministry in a number of ways, including conducting a religious retreat at the Baseball Hall of Fame in Cooperstown and organizing a retreat for University of Scranton varsity athletes.

SUSAN SAINT SING, PH.D.

Susan Saint Sing, Ph.D. received her doctorate in Kinesiology from Penn State University. An athlete and member of Berwick High School’s Sports and Academic Halls of Fame, Dr. Saint Sing was a member of the 1993 U.S. World Rowing Team. She has sailed more than 10,000 blue water miles, has been a speaker at national and international sport conferences, and coached college crew for more than 25 years in juniors, masters, and in the D1-NCAA ranks. Her rowing teams have won seven national medals. One of her rowers made the U.S. Junior World Team and another, Patrick O’Dunne, was a Pan American Games gold medalist and represented the U.S. in two World Championships. Dr. Saint Sing has coached at the high school level, Xavier University, the Cincinnati National Rowing Center, and was the head men’s and women’s coach at both Penn State and Stetson University. In addition, she was a volunteer coach for the women’s crew team at the U.S. Naval Academy. She has attended international regattas, the world championships and the Olympic Games, and has written extensively on pain and suffering from a gymnastics accident that broke her neck and back and ironically lead to her rowing career. She is the author of nine books, including The Wonder Crew: the Untold Story of Navy Rowing and the Longest Winning Streak of the Olympic Games; also, Spirituality of Sport, and The Eight: One Season in the Tradition of Harvard Rowing released by St. Martin’s Press, New York. Her most recent book, Play Matters So Play As If It Matters is to be released by Tau Press in February of 2013. In 2010 Dr. Saint Sing received a Vatican Appointment for her work in sport and spirituality. Dr. Saint Sing currently lives in Stuart, Fla.

MATTHEW L. DAVIDSON, PH.D.

Matthew L. Davidson, Ph.D., is the founder, president, and director of education for the Institute for Excellence & Ethics (IEE), a 501©3 non-profit corporation. Previously he was the research director at the Center for the 4th & 5th Rs, at the State University of New York College at Cortland. He has been on staff at the Family Life Development Center at Cornell University and the Values Program at LeMoyne College, and the Mendelson Center for Sport, Character, and Culture at the University of Notre Dame, where he was also an adjunct professor of education. Dr. Davidson has dedicated nearly 15 years to character education research, program development, and dissemination. His publications include Smart & Good High Schools: Integrating Excellence and Ethics for Success in School, Work, and Beyond, which he co-authored with Dr. Thomas Lickona. His current work with IEE, underwritten in part by a grant from the John Templeton Foundation, is focused on the development and dissemination of research-based tools for developing character and culture in school, work, and home. A 1993 graduate of The University of Scranton (B.S. English and Philosophy) Dr. Davidson was captain of the lacrosse team and a four-year assistant coach for Mike Strong and the Lady Royals basketball team. He lives in Fayetteville, N.Y., with his wife, Suzanne, and their four children.
STEVE VACENDAK

Vacendak starred in basketball at Scranton Prep and then Duke University from 1962-1966. He was the captain in 1966 and that year was named the ACC Player of the Year as well as MVP of the ACC tournament. During his tenure at Duke, the Blue Devils finished second and third in the nation, losing in the final game in 1965 to Coach John Wooden's UCLA team. Steve was inducted into the Duke Sports Hall of Fame, and in 1999 he was inducted into the Pennsylvania Sports Hall of Fame. In 2011 he was named an ACC Legend.

Following graduation from Duke, Vacendak played three seasons in the American Basketball Association with teams in Pittsburgh and Miami. While at Pittsburgh, the Pipers won the first American Basketball Association championship.

From 1980-1985, Vacendak was Associate Athletic Director at Duke University, where he handled the daily administrative duties of the Athletic Director's Office and was instrumental in the hiring of Coach Mike Krzyzewski. He then served for 11 years as director of athletics and head basketball coach at Winthrop, where he spearheaded the move to NCAA Division I status. Vacendak also served for two years as chairman of the board of directors of the York County (SC) Boys and Girls Club. Currently he is the executive director of NC Beautiful, a private non-profit organization dedicated to raising the awareness and appreciation of our natural beauty and resources and the importance of environmental stewardship through its various education programs. He is also the chairman of the Advancement Council of the College of Arts and Sciences at Appalachian State University.

AMBER JACOBS

Amber Jacobs is the assistant athletic director and head coach of women's basketball at Baptist Bible College. She was four-year letter winner on the basketball team at Abington Heights High School and a three-time USA Today Honorable Mention All-America selection. She was a member of the Abington Heights team that won the AAAA District 2 championship all four years and advanced to the Eastern Semifinals of the PIAA State Playoffs in 1997-98 and 1998-99.

From 2000-2004 Jacobs played college ball at Boston College. She led Boston College to its first-ever Big East Tournament championship and hit two game-winning buzzer-shots to land BC in its first-ever Sweet Sixteen. She was named to the All-Big East Second Team and All-Tournament Team, was a WBCA Kodak District One All-American, AP Honorable Mention All-American, and Big East Academic All-Star. She played with the WNBA Minnesota Lynx from 2004-2007. Before coming home to Baptist Bible College, she was the assistant women's basketball coach at Division I University of Rhode Island.

FR. RYAN MAHER, S.J.

Fr. Ryan Maher, S.J., is the executive director of the Jesuit Center at The University of Scranton. He holds degrees in linguistics, philosophy, divinity and education. His doctoral dissertation dealt with the place of interscholastic athletic programs in Jesuit high schools in the United States. Father Maher has served as a high school teacher at Jesuit schools in Philadelphia and Washington, D.C., as well as an academic dean at Georgetown University in both the College of Arts and Sciences in Washington, D.C., and in the School of Foreign Service in Doha, Qatar, where he also taught theology to the school's predominantly Muslim student body.

Father's current position at The University of Scranton involves providing resources and education for faculty, coaches and staff who want to understand better the mission and identity of the University and a Catholic and Jesuit school.

TJ MURRAY

TJ, a senior at Abington Heights High School, plays varsity football and basketball. He is vice-president of the student body, a position he has held for the past two years. He is active in student council, SADD, and Interact, and has been involved with Relay for Life for the past two years. He is considering engineering and business as possible majors. TJ plans to play football in college.
It is our hope with this conference to provide coaches and administrators with a number of informative sessions to assist in the professional education of their coaching staffs. The highlight of the conference will be an opening session on Tuesday afternoon aimed at the “student leaders” in your schools. Our hope is that schools will send a representative group of their finest student-athletes to attend this workshop. School administrators and coaches are also welcome to attend the Tuesday afternoon session as a prelude to the Wednesday programs. This year’s conference will feature a free PARENT WORKSHOP on Tuesday evening. All are welcome to attend! The Bochicchio Sport Character Initiative, PASADA, The University of Scranton, and PIAA District II have worked diligently to provide a panel of prominent national spokespersons in the field of coaching preparation, education and certification. We hope you will be able to attend.

FEES: $20/student. Includes lunch
$60/coach/all sessions
$20/coach/per session

TUESDAY EVENING: No Charge

EARN: 15 Act 48 hours by attending entire conference

GROUP PRICING: Register 7 or more adults at the group rate of $300.

HOTEL RESERVATIONS: For reservations, call the Radisson at (570) 558-3926

WAYS TO REGISTER: All registrations must be in by Friday, March 2, 2013
FAX: (570) 278-2426
MAIL: Mike Ognosky, District II Secretary, Montrose Area School District, 273 Meteor Way, Montrose, Pa. 18801

School District

Name of Attendees: __________

Adults: __________

Students: # attending ________

☐ I am enclosing $ _________ to cover the registration fee for _______ adults and _______ students. Make Check payable to PIAA District II.

☐ Bill my school entity.
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