



**NATIONAL COACHING CONFERENCE** 2014  
Washington, DC • June 18-20





# Welcome to the 2014 National Coaching Conference!

We are very excited to have you here in our nation's capital. Your attendance demonstrates your commitment to advancing the coaching profession and for that, we thank you. We hope that you are equally as excited to listen, learn and interact with the program that we've put together this year. We know that what we have in store will help you become a better coach and/or help you better shape your coaching education programs.

In your free time, be sure to check out some of the wonderful things that Washington, DC has to offer like free museums, city tours, the monuments on the National Mall, or fun restaurants and night life. Everything is just a short cab or metro ride away. Below is a list of recommendations for some of the famous, can't-miss attractions. Here's a tip from us locals, Washington, Lincoln and Jefferson are even better at night!

## Museums

National Air and Space Museum  
National Gallery of Art  
National Archives Museum

Smithsonian Museum of Natural History  
International Spy Museum  
Newseum

## National Mall - Monuments & Memorials

Washington Monument  
Jefferson Memorial  
Lincoln Memorial

World War II Memorial  
Martin Luther King Jr. Memorial  
Franklin Delano Roosevelt Memorial

## Other Attractions

Ford's Theatre  
Arlington National Cemetery  
The Capitol Building  
Old Town Alexandria

The Library of Congress  
The White House  
National's Park (the Astros & Braves are in town)  
Twilight Tour of the Monuments

## Restaurants & Night Life

Old Ebbitt Grill - (A DC institution)  
O'Connell's (Old Town Alexandria)  
Birch & Barley (14th St. DC)

Hill Country BBQ (Chinatown/Penn Quarter)  
Crystal City Sports Pub (Crystal City)  
Founding Farmers (Pennsylvania Ave. DC)



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# Notes

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# Wednesday, June 18

## >> Keynote Speaker:

12:00 - 1:30 p.m.

### John Bales, President ICCE Long-Term Coach Development — Time to get Focused!



Coaches play a pivotal role at all levels of sport. By introducing young children to sport, developing their skills, guiding improvement for individuals and teams, and identifying and developing talented players and athletes, sport coaches play a diverse and valuable role across

sports, states and countries. Despite this core role, the development, support and recognition of coaches (paid and unpaid) has only recently begun to receive close attention. Through the publication of the *International Sport Coaching Framework* (ICCE, Association of Summer Olympic International Federations (ASOIF), LMU, 2013), the underpinning concepts for coaching roles, support, recognition and qualifications have been made explicit. This presentation will outline the main elements of the *International Sport Coaching Framework*. It will also examine how the Framework might assist sports at the national and international level by more clearly defining their current provision for long-term coach development (LTCD), and how this might be enhanced in the future in line with the needs of participants and the structures within different sports, states and countries.

John Bales is President of the International Council for Coaching Excellence (ICCE), a not-for-profit organization with the mission of promoting coaching as an internationally accepted profession and enhancing the quality of coaching at every level of sport. First elected to this position in 2005, he was re-elected to a third four-year term in 2013. From 1996 to 2013 John was Chief Executive Officer of the Coaching Association of Canada (CAC), the organization responsible for coaching development in Canada. Prior to assuming that role, he was founding director of the National Coaching Institute-Calgary, and previously worked as a consultant at Sport Canada, the

Canadian government agency responsible for sport. John was a national and Olympic coach in sprint canoeing, and has helped athletes win Olympic and Pan American Games medals in canoeing and athletics. He has an MBA from the Institut Européen d'Administration des Affaires (INSEAD) in Fontainebleau, France, and undergraduate degrees in physical education and mathematics from McMaster University in Hamilton, Ontario.

8:00 - 11:30 a.m.

## NCACE Folio Review Workshop

Lori Gano-Overway

Room: Richmond/Roanoke

*This workshop will introduce participants to SHAPE America's National Standards for Sport Coaches (NASPE, 2006), walk through the steps that organizations take to prepare a coaching education program folio for accreditation, and describe how NCACE readers review submitted folios. This session requires a separate registration.*

12:00 - 1:30 p.m.

## >> Keynote & Lunch Long-Term Coach Development — Time to get Focused!

John Bales, President - ICCE

Room: Virginia Ballroom

1:45 - 2:45 p.m.

## Long-Term Coach Development: A Systems Approach for High School Athletics

Wade Gilbert & David Barton

Room: Richmond/Roanoke

*This presentation will share a conceptual overview and measurement tools used to develop and monitor coach and athlete development across a high school athletics*

# Wednesday, June 18

department. Specifically, attendees will learn how to identify and articulate core program values, how to set realistic and measurable target outcomes, how to monitor progress toward target outcomes and learn how to identify and close athlete and coach development gaps through a process of continuous improvement.

## Coaching with Developmentally Appropriate Practices NSCA CEU APPROVED

Melanie Perreault, & Katherine Wurst

Room: Williamsburg/Yorktown

This presentation will teach sport coaches how to adapt their coaching practices with the developmental changes of their athletes across time. Participants will be introduced to the cognitive, emotional and physical changes of athletes across the lifespan, and then learn to modify practice plans to accommodate these changes. This interactive session will provide hands-

on practice modifications for grassroots, club or high school sport coaches.

## Making a Difference: Competitive Engineering in English Junior Rugby League

David Morley & Paul Ogilvie

Room: Richmond/Roanoke

Session attendees will learn about the premise of competitive engineering, in the context of Junior Rugby League in England, and the rationale for using such an approach. Attendees will also learn about the impact of competitive engineering on the participation of junior players. Finally, attendees will have an opportunity to discuss the implications of the findings on future junior game provision.

# What's Most Important in Coaching?

"There is very little difference in technical knowledge about the game of basketball among most experienced coaches. However, there is a vast difference between leaders in their ability to teach and motivate." - **John Wooden**

"I'd say handling people is the most important thing you can do as a coach." - **Lou Holtz**

"Successful coaches must be able to utilize knowledge and teach; and the best communicate in ways that are appropriate and resourceful for the situation." - NCAA WCA Director of Education, **Ann Salerno**

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## The Glass Ceiling—Where are the Women in Coaching?

Melissa Ferry

Room: Williamsburg/Yorktown

*Currently only 27% of female athletic programs are coached by women, even though female athletes make-up approximately 45% of the athletic population. Why have the numbers gotten so low? As an athletic community, how do we work toward bringing more qualified women into coaching? What developmental opportunities do we have or can we offer young women? And why should increasing women in coaching be of concern for men?*

4:15 - 5:15 p.m.

## Coaching Athletes with Disabilities: Addressing the Office of Civil Rights Dear Colleague Letter

Ron Davis & Mark Mann

Room: Richmond/Roanoke

*On January 24, 2013 the Office for Civil Rights (OCR) issued a Dear Colleague Letter clarifying school's obligations under the Rehabilitation Act of 1973 (Rehab Act) to provide extracurricular athletic opportunities for students with disabilities. There were four key areas within the Dear Colleague Letter that will serve as objectives for this presentation: 1) inform coaches of the Section 504 Requirements related to sport and athletes; 2) demonstrate how coaches can assess performance*

*rather than stereotype individuals by disabilities; 3) inform coaches how to address equal opportunity for participation in sport and athletics; and 4) demonstrate how separate or different athletic opportunities can be created for individuals with disabilities to participate in interscholastic sport and fulfill this mandate.*

## Planning Your Journey in Coaching: Building a Network for Success

Pete Van Mullem & Chris Croft

Room: Williamsburg/Yorktown

*The importance of building and developing a network of coaches for long-term success is a crucial part of planning your journey in coaching. Therefore, the purpose of this presentation is to discuss how to develop and cultivate relationships in athletics to assist coaches in building a network of colleagues for long-term success. Attendees will learn: 1) techniques for meeting coaches, 2) how to develop trust, 3) methods for maintaining your network, and 4) suggestions on utilizing your network for long-term success.*

6:00 p.m.

## Welcome Reception

*Please join us across the street at Crystal City Sports Pub (529 23rd St S, Arlington, VA 22202). Meet, mingle, network and socialize with your fellow attendees. Food and beverage at the guest's expense.*

# Advance coaching knowledge to enhance athletes' experience



## **International Sport Coaching Journal**

**Frequency:** 3x per year (January, May, September)

**Online format ISSN:** 2328-9198

**Print format ISSN:** 2328-918X



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The *International Sport Coaching Journal (ISCJ)* seeks to advance the profession of coaching through research articles, informative essays, experiential accounts, and systematic applications that enhance the education, development of knowledge, leadership, and best practices of coaches. A joint venture of the International Council for Coaching Excellence (ICCE) and Society of Health and Physical Educators (SHAPE America), *ISCJ* will publish a blend of relevant studies, technical insights, examples of coaching methods employed around the world, engaging front-line stories, and thought-provoking commentaries. *ISCJ* extends beyond the research community to all coaches across all facets of coaching.

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# Thursday, June 19

## »» Keynote:

12:00 - 1:30 p.m.

Jean Côté, Ph.D.

### Coaching for Youth Development



Questions surrounding “what constitutes development?” and “how does development occur in sport?” are issues that coaches, parents and policymakers struggle to define and agree upon. Although youth sport has the potential to promote a number of important outcomes in young

people’s development, including Performance, Participation and Personal Development (3 Ps), when programs focus on a sole objective, it limits their potential contribution to overall youth development. Furthermore, specific youth sport programs that focus on one of the Ps will often use specifically trained personnel and intervention programs that can be costly and potentially difficult to sustain. Instead of focusing on one outcome, this presentation will present a global vision for youth sport through a new framework that incorporates the mechanisms necessary for a developmentally sound approach to youth sport involvement.

Dr. Côté is Professor and Director in the School of Kinesiology and Health Studies at Queen’s University at Kingston (Canada). His research interests are in the areas of children in sport, coaching, sport expertise and positive youth development. Dr. Côté holds a cross appointment as a visiting professor in the School of Human Movement Studies at the University of Queensland in Australia and at Northumbria University in England. He has published more than 120 refereed papers on a variety of coaching and sport psychology topics and over 300 scientific presentations and is regularly invited to present his work to both sport governing organizations and academic conferences throughout the world. He has delivered 35 keynote addresses at major national and international conferences and was a co-editor of the International Journal of Sport and Exercise Psychology between 2008-2011. In 2009, Dr. Côté was the recipient of the 4th EW Barker Profes-

sorship from the Physical Education and Sport Science department at the National Institute of Education in Singapore. Dr. Côté, in collaboration with Dr. Ronnie Lidor, recently completed the first comprehensive book on talent development in children’s sport which was published in 2013 by Fitness Information Technology.

7:30 - 8:30 a.m.

### NCAA Breakfast Session – Health Coaching for Coaches: Simple Strategies for Encouraging and Supporting Student-athlete Well-being!

Mary Wilfert & David Wyrick

Room: Virginia Ballroom

*This interactive session will build upon the principles of health coaching - a goal-oriented style of interacting with and providing ongoing support to individuals in a non-judgmental approach that will allow student-athletes to consider taking steps toward better health. Coaches and educators will find this positive approach as a liberating experience as they become facilitators of student-athlete well-being rather than problem fixers. Audience participation will be encouraged through audience feedback, and attendees will be presented with a template to conduct health coaching back home. Breakfast will be served.*

9:00 - 10:00 a.m.

### The Truth About Long-term Youth Physical Development—What Coaches Need to Know

**NSCA CEU**  
APPROVED

Rhodri Lloyd & Rick Howard

Room: Virginia Ballroom

*This presentation will review existing long-term athletic development literature and highlight key issues that must be considered by coaches when planning for pediatric strength and conditioning provision. The presenters will attempt to answer commonly asked*

# Thursday, June 19

questions, such as: What age should start formalized training? Can youth participate in resistance training inclusive of weightlifting? What types of training should be programmed for children? What should be prescribed for adolescents? How to program for multi-sport youth athletes? How would training provision change for early versus late maturing youth? Is there a difference in provision for boys and girls?

## Coach and Player Perspectives of the Developmental Contexts and Features of Elite Academy Football Players

David Morley

Room: Richmond

A recent study (conducted by the presenter of this session) explored how coaches and players perceived the development features of an elite academy footballer and further defined the development contexts in which these features were revealed. The results suggested that players and coaches had differing priorities on the key contexts of player development and these contexts, when seen as a combination of players' and coaches' views, were heavily dominated by training and ability within the game. Personal, social, school and lifestyle contexts featured less prominently. Discipline was also frequently mentioned as an important player development feature, with coaches and players disagreeing on the importance of training. This presentation will provide an in-depth analysis of the significance of these findings with respect to each delegates' own environment.

## The Road to the Rio: A Four-Year Preparation Plan of Paralympic Track and Field F44 Discus Throw Athlete Jeremy Campbell

NSCA CEU APPROVED

Lawrence Judge & David Bellar

Room: Roanoke

This presentation will examine the effect of a comprehensive training protocol on a Paralympic performer that integrated physical capacity develop-

ment and technical interventions based on a quantitative biomechanical analysis. This presentation will describe the preparation for the next Olympiad of a Paralympic discus thrower in which the cooperation between sport science and coaching produced a gold medal and Paralympic record of (60.05) by Jeremy Campbell in the F44 discus throw in 2012. In this presentation, the multi-faceted approach to training a Paralympic gold medalist for the 2016 Paralympic Games will be explained.

## Making the Grade

Jolynn Kuhlman & Kathy Ginter

Room: Williamsburg

Evaluation is essential at every stage in the development of a coaching professional. To date, there is no globally accepted tool or manner in which coaches are evaluated similarly at every level and in every circumstance. But if there were, what would it look like? This session will examine the efforts of the presenters to create a user friendly and globally acceptable evaluation tool for the identification of coaching strengths and weaknesses and ultimately allowing for effective, standards-based remediation and professional development.

10:30 - 11:30 a.m.

## Team Sport Coaching: Learning from the Experts

Graeme Connolly

Room: Richmond

This presentation will synthesize research conducted by prominent scholars (Armour, Jones, Potrac, Straub & Wang) in the field of sport pedagogy and coaching science. More specifically, in-depth interviews with five top-level team sport coaches from the U.S., U.K., and Australia will be reviewed to outline key principles and fundamentals that underpin their practice. The insights and recommendations elicited from the expert coaches' life stories and experiences will provide evidence-based practice that current and future coaches at various levels will be able to immediately apply and add to their "Coach's Toolbox."



## The Development and Impact of US Youth Soccer's National Youth Coaching License

Ron Quinn & Sheri Huckleberry

Room: Roanoke

*The US Youth Soccer's National Youth License (NYL) began in 1995, and educates those individuals who coach children ages 12 and younger. It is also believed to be one of the first large-scale coaching education programs to take a child development approach. This presentation will discuss the development, curriculum, impact and lessons learned from the past 18 years. In addition, the presentation will discuss two studies on coaching efficacy of the NYL candidates, one conducted in 2010 and another using the same cohort two years later to determine the long-term effects of the NYL.*

## Building Strong Teams and Life Skills Through Positive Discipline

Sarah Carson

Room: Williamsburg

*This interactive lecture will orient coaches to the concept of utilizing positive discipline (as opposed to punishment) as a way to manage their athletes, teach essential life lessons (e.g., responsibility, self-control, critical thinking, etc.), and build stronger teams. Coaches will also be provided with practical application tips for integrating positive discipline principles into their team culture. The session will involve small and large group discussions 'case study' analyses, and activities that will help coaches begin to examine and create some of the tools they can use to apply this approach with their athletes (e.g., sample team rules to promote disciplined and responsible behavior).*

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# Thursday, June 19

## Time Under Tension: Cultivating Communities of Practice within Strength and Conditioning NSCA CEU APPROVED

Josh Nelson

Room: Yorktown

*Strength and conditioning coaches play a major role in the athletic and personal development of athletes of every level. Despite such active involvement in athlete development, there exists a limited standardized structure to cultivate the knowledge and practices of strength and conditioning coaches. The primary objective of this presentation will be to explore career long continuing education among strength and conditioning coaches. Fur-*

*ther, informal continuing education will be introduced followed by an examination of how communities of practice within coaching staffs and among colleagues can promote active, career-long learning of coaches.*

12:00 - 1:30 p.m.

## >> Keynote & Lunch Coaching for Youth Development NSCA CEU APPROVED

Jean Côté, Ph.D.

Room: Virginia Ballroom

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1:45 - 2:30 p.m.

## Poster Session Gallery Walk

Room: Washington 1 & 2

### *A Naturalistic Depiction of “True” Competition in a Recreational Youth Basketball Program*

Matthew Vierimaa – Poster #1

*This presentation will describe a naturalistic example of true competition in an exemplary recreational youth basketball league. The structural characteristics and competitive environment of this unique league will be discussed in the context of Shields and Bredemeier’s (2009) conceptualization of competition. The potential implications of this type of youth sport setting will be considered in reference to the healthy personal development of young athletes. This presentation will also provide strategies to effectively apply the strengths of this league and true competition to other sport contexts.*

### *Assessment of Coach Emotions (ACE) Observation Coding System: Development and Preliminary Findings*

Veronica Allan – Poster #2

*Growing interest concerning the role of emotion in sport has led to increasing examinations of athletes’ emotional states in relation to sport performance. Beyond the individual athlete, however, the emotions of other individuals (e.g., coaches) also have the capacity to influence interpersonal conduct and other outcomes. As such, the main objective of this study was to provide the initial steps for the development of a valid and reliable observation-based instrument for the assessment of coaches’ emotions. This instrument will be used to code behaviors and emotions for nine male soccer coaches from various competitive adolescent female teams in southeastern Ontario. Preliminary findings from the coding of these videos will be presented to support the initial categories of this coding system.*

### *The Impact of Athlete Personality on Preferred Coaching Behaviors*

Drew Zwald & Trey Burdette – Poster #3

*If demographic markers provide some, but limited, information to the preferred behaviors of coaches, are there other factors that can be examined to explain the variance in athlete preferences? One such factor may be personality characteristics. The current project seeks to understand the impact between personality and preferred coaching behaviors. If it is determined that athlete personality traits are associated with preferred coaching behaviors, it can help coaches modify their behaviors to positively impact athlete satisfaction and athlete performance.*

### *The Development of the Virginia High School League Coaching Efficacy Survey*

Steven Knott – Poster #4

*This poster will present the development of a coaching efficacy scale that is being used by the Virginia High School League to assess their coaching education program. This scale was based on SHAPE America’s National Standards for Sport Coaches (NASPE, 2006) to aid in the evaluation process of a coaching education program.*

### *The Role of the Team Handball Coach in Developing the Psychological & Social Domain*

Nidal Shahrour & Husam Mansor – Poster #5

*This poster will present research conducted that aimed to investigate the role of the team handball coach in developing the psychological and social domains from the player’s point of view.*



# Thursday, June 19

## Motivation: Adopting a Qualitative Understanding to Enhance Effort

Jessie Daw — Poster #6

*At the conclusion of this session, attendees will have a greater understanding of motivation from a qualitative perspective, understand the differences between adaptive and maladaptive motivational patterns, and will have the introductory knowledge of how to create team climates that help athletes display adaptive motivation (subsequently leading to enhanced effort and persistence), understand the role parents play in creating motivational perspectives in their children, and will have “take-home tips” with suggestions of how to begin dialoguing with parents related to adaptive motivation.*

## The Learning Process of a Coach

Pete Van Mullem — Poster #7

*The purpose of this study was to examine the educational methods intercollegiate and interscholastic coaches in the United States use to obtain coaching knowledge and develop a coaching philosophy. Results indicate that a successful long-term model for coaching education in the United States will be dependent upon feedback from coaches and the ability of the model to meet the coach in a learning environment that mimics the daily activities of a coach.*

2:15 - 2:45 p.m.

## The Future of Education-based Athletics

Robert Zayas

Room: Richmond

*This presentation will discuss the future of education-based athletics and the ways in which high schools and state athletic associations can highlight, promote and bring attention to the true value of their programs. More so today than ever before, high school athletics have increasing competition from club programs and budgetary restrictions. Schools are fighting to save*

*programs and educational leaders have to be convinced high school athletics are still a viable way to spend valuable tax payer dollars.*

## Building Trust, Closeness, and Connection in Coach-Athlete Relationships

Inge Milius, Wade Gilbert & Tim Hamel

Room: Roanoke

*The coach-athlete relationship will forever be a constant variable throughout a coach’s career. Similar to other aspects of a coach’s development, their ability to foster and manage relationships with those around them is a skill that can continually be strengthened regardless of what stage they are at in their professional career. Additionally, their ability to connect with others ultimately allows for a strengthening of their interpersonal knowledge and more effective coaching. The purpose of this presentation is to provide evidence-based suggestions for building trust, closeness and connection in coach-athlete relationships.*

## Integrating Distance Learning to Enhance Long-Term Coach Development

Katherine Wurst, Mollie McCarthy & David McCann

Room: Williamsburg

*The purpose of this presentation is to offer experiential evidence from the perspective of practitioners responsible for integrating distance learning into a coach education program developed by a national governing body. By presenting a case study of USA Rugby’s journey through the process of developing an online learning protocol, participants will gain valuable information that will help them make the virtual leap within their own organizations. Attendees will learn important background information on learning management tools, distance education strategies and be provided examples from higher education settings.*



 #NCC2014

## Developmental Pathways of Mentors in a Structured Mentoring Program

Koh Koon Teck

Room: Yorktown

*The purpose of this study was to examine the developmental pathways of mentors who had served in a structured mentoring program in a Level-One coaching course in Singapore. This presentation will discuss how the study's findings can prove to be useful in planning appropriate programs for long-term coach development through informal learning, in particular, developing experienced coaches to be future mentors. By the end of the session, participants will gain an understanding of how mentors are developed, and be able to plan and provide appropriate training/development programs for potential mentors to promote informal learning, and enhance their knowledge and skills.*

3:00 - 4:15 p.m.

## Coaching with an Athlete-Centered Approach

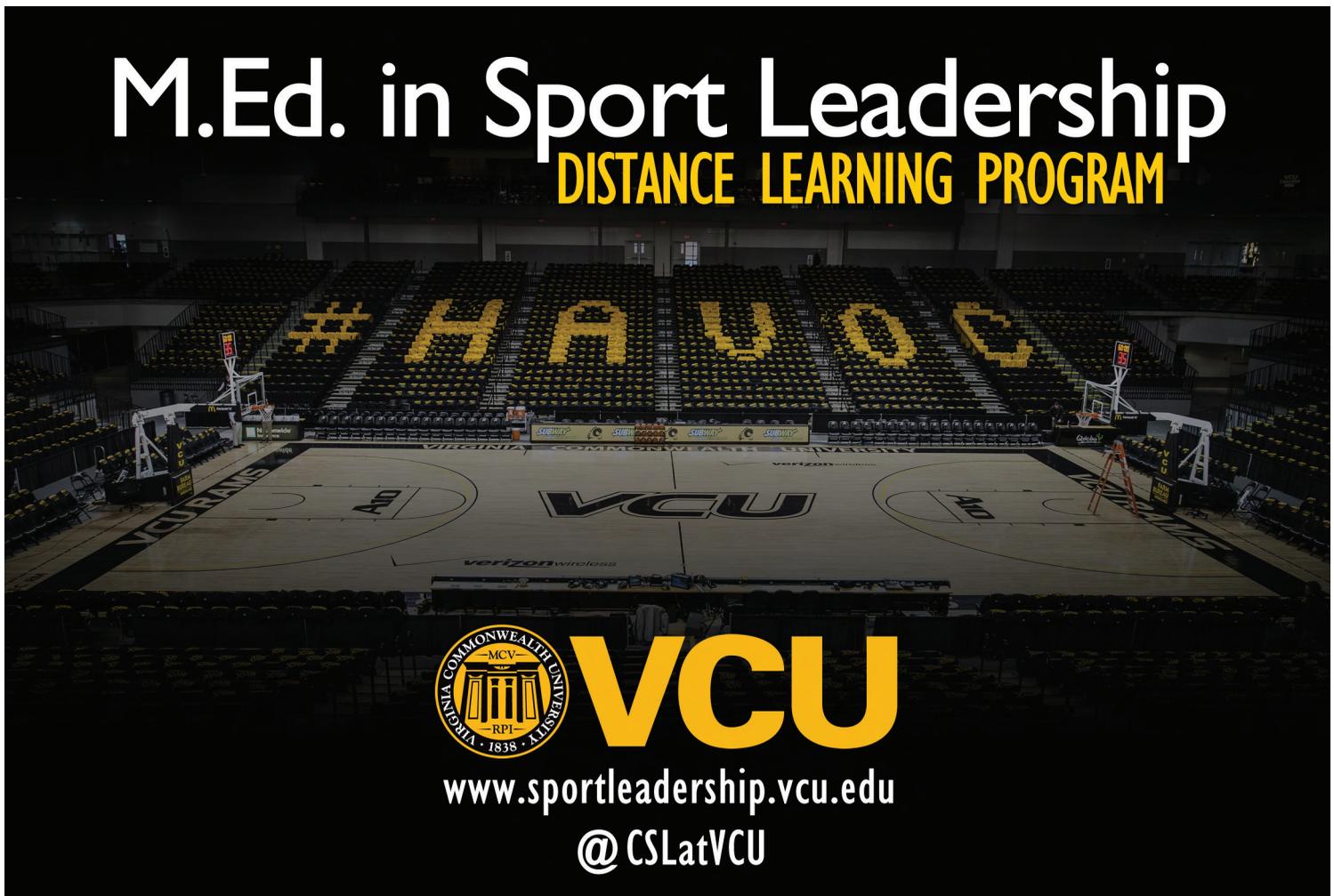
Ryan Shuda & Leeja Carter

Room: Richmond

*This presentation will examine seminal research supporting the need to coach with an athlete-centered approach. Attendees will leave this session being able to: define an athlete-centered approach in the context of a coaching setting; recognize the differences between coaching styles and identify the coaching styles that best support an athlete-centered approach; compare and contrast an athlete-centered approach to other major counseling approaches in sport psychology; apply an athlete-centered approach to working with student-athletes through skill-base; transfer the*

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**Sport Science Institute Mission:** *To promote and develop safety, excellence, and wellness in college student-athletes, and to foster life-long physical and mental development.*

**Brian Hainline, MD, NCAA Chief Medical Officer**





*fundamental techniques characteristic of an athlete-centered approach to working with non-athletes within their athletics department (e.g., administration or medical staff); and identify three benefits to using an athlete-centered approach.*

## You Can Lead Them to Water: But Can You Make Them Think?

Kristen Dieffenbach

Room: Roanoke

*This workshop will provide coach developers and coaching education leaders with an overview of how key intrapersonal skills such as critical thinking, reflective practices and decision making can be built into coaching education curricula across levels. Applied concepts including action research and reflective journaling will also be discussed. Participants will be given an opportunity to participate in exercises related to the development of these skills and will be encouraged to discuss and brainstorm ways to integrate these best practices into current practices.*

## Using Intensive Physical Activity to Develop Young Athletes Psychologically



Dan Gould, Ian Cowburn, Andrew Driska & Scott Pierce

Room: Williamsburg

*This presentation will report results from an in-depth investigation of an intensive wrestling camp aimed at fostering the development of psychological skills in young athletes. It will also highlight the 37-year journey and long-term coach development of the camp founder, J Robinson, one of the most successful collegiate wrestling coaches in the U.S. Together, these findings will provide specific details and strategies intended to help coaches integrate psychological and physical training to promote life skill acquisition and optimal long-term athlete development.*

## Coaching Effectiveness and Supporting Coach Learning

Christine Nash & Sarah McQuade

Room: Virginia Ballroom

*This interactive workshop will focus on the concept and practice of coach learning and enable participants to consider how to support and accelerate coach learning in formal and informal learning environments. It will offer experiences of coach learning from global perspectives and provide attendees with the opportunity to consider the relationship between coaching and learning, explore the effectiveness of coach learning in formal environments. This presentation will also provide examples of good and poor practice from coach education courses, consider how coach learning can be maximized in informal learning environments, analyze the role of the coach developer in supporting learning, and identify how coach learning can be enhanced by presenting strategies to integrate best practice principles into their coach education programs.*

4:30 - 5:00 p.m.

## Sustaining Standards-Based Coaching Education in a Low-Income, Urban School District

Dana Munk & Chelsea Brehm

Room: Richmond

*This presentation will discuss outcomes of a justice-based coaching education collaborative between Grand Rapids Public Schools (GRPS), a large, urban, low-income district in Michigan and Grand Valley State University (GVSU) Coaching Education faculty.*



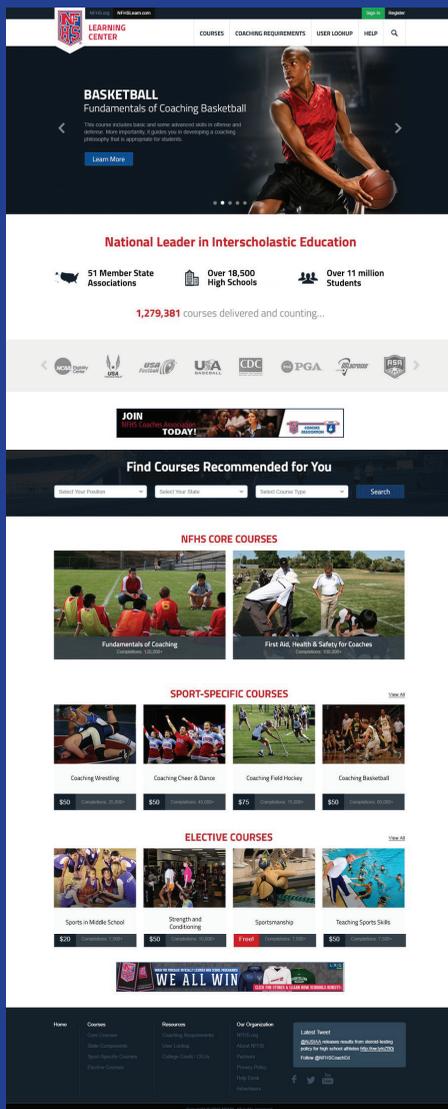
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## Coaches' Perceptions of Coach Educators

Christine Nash

Room: Roanoke

*The needs and aspirations of coaches are generally neglected in the design of courses, further illustrating that evaluation of coach education programs has become one of the most pressing issues in sport research (Nash & Collins, 2006). If quality coaching and guidance are one of the cornerstones in the development of sport, it is vital to educate coaches using methods that they feel are useful and effective. This session will discuss the process and findings of a recent study conducted to gain a better understanding of how coaches perceive coach educators and offer insight as to how to create synergy between coaches, coach educators and coaching organizations.*

## Guidelines for Effective Coach-Initiated Motivational Climate: Relationship to Good and Poor Sport Behavior

Brett Nichols, Melissa Davies, Lyndsie Coleman & Megan Babkes-Stellino

Room: Williamsburg

*Good and poor sport behaviors (GPSBs) are reflective of athletes' understanding of constructs such as aggression, respect and empathy. GPSBs are not only repre-*

*sentative of athletes' character development, but are also factors that coaches may impact with intentional coaching methods. This session will focus on coaches' contributions to the creation of a mastery motivational climate and the importance of coaches' understanding how athletes respond to variations in motivational climate. This session will also highlight players' perspectives about GPSBs, motivation and motivational climate, as well as a discussion about coaching tactics that can be employed to foster good sport behavior and reduce athlete propensity to engage in poor sport behavior.*

## Physiology of Overtraining: What the Coach Doesn't Know Can Ruin Athletic Careers



Christine Brooks

Room: Yorktown

*At the end of this session the coach will understand the serious long-term health consequences of overtraining an athlete, be able to recognize the symptoms of overtraining, be able to distinguish between sympathetic and parasympathetic overtraining, and be able to provide the athlete with a simple method for determining if there has been insufficient recovery from the stress of training and if they are in danger of succumbing to overtraining syndrome.*





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# Friday, June 20

## »» Keynote:

12:00 - 1:30 p.m.

### David Epstein, Sport Science Reporter 10,000 Hours: A Magic Formula or a Hindrance to Peak Performance?



In this session, *New York Times* best-selling author David Epstein will discuss how popular views of skill acquisition have led to a counterproductive sport development pipeline. Epstein will address the origins of the now-famed 10,000-hours rule, and the impact that it has had

on athlete development. Along the way he'll address questions such as: At what age do most elite athletes specialize in their sport? And: In addition to physical characteristics, what behavioral characteristics do youth athletes who go on to become high performers display? Using stories and studies from some of the world's most cutting edge researchers and sports science labs, this presentation will challenge conventional notions about the development of expertise in sports. Lunch will be served.

David Epstein is the author of the *New York Times* best-seller *The Sports Gene: Inside the Science of Extraordinary Athletic Performance*. He is a reporter at the non-profit ProPublica and was previously a senior writer at *Sports Illustrated*, where he authored or co-authored several of the magazine's most high profile investigative pieces, including the revelation that Yankees third baseman Alex Rodriguez tested positive for steroids in 2003; an investigation of fraudulently marketed athletic performance and healthcare remedies; and an investigation that prompted the resignation of Ohio State football coach Jim Tressel by revealing a pattern of NCAA violations during his tenure. In addition to *Sports Illustrated*, his work has appeared in *Discover*, *Inside Higher Ed.*, *Scientific American*, *Slate*, *The Washington Post*, *British GQ*, *National Geographic* and *The Guardian*, among other publications.

Epstein's writings have won a number of awards, including the Society of Professional Journalists 2010 Deadline Club Award for an article on the genetics of sports performance; Time Inc.'s Henry R. Luce Award for public service for an article on the dangers of the dietary supplement industry; and the Hypertrophic Cardiomyopathy Association's Big Hearted Journalism Award for his story "Following the Trail of Broken Hearts," on sudden cardiac death in athletes. Epstein was also a 2011 Livingston Award finalist for a package that included articles on pain in sports and the anticipatory skills that allow Major Leaguers to hit 100 mph fastballs. A graduate from Columbia University in 2002 with a B.S. in environmental science and astronomy, Epstein also holds master's degrees in journalism and environmental science from the school.

7:30 - 8:30 a.m.

### Optimizing Recovery: Maximizing Post-Exercise Nutrition

Nancy Clark, MS, RD, CSSD

Room: Virginia Ballroom

*This presentation will begin with an overview of smart post-exercise nutrition and then discuss post-exercise food & drink choices as well as the scientific research supporting chocolate milk as a recovery drink.*

9:00 - 10:00 a.m.

### Optimizing Coach Development: Strategies for Becoming an Effective Coach Across Performance Sport Settings

Wade Gilbert, Gordon Bloom & Karl Erickson

Room: Virginia Ballroom

*This session will describe how to optimize the development of coaching effectiveness for three different performance sport settings (1. high school, 2. college/*

# Friday, June 20

university, and 3. Olympic/Paralympic), provide information about career progression and knowledge for those individuals who are considering a career in coaching, identify key developmental experiences relevant to coaches across performance sport settings, and discuss how they might be integrated into coach education.

## You Can Make a Difference: A Contemporary Approach to Managing Athletes Behavior

Alfredo Martinez, Glenn Hushman &  
George Schaefer  
Room: Richmond

This presentation will offer attendees a basic overview of contemporary behavior management techniques that coaches can implement with athletes at practice, games and outside of sport. Concrete strategies will be presented that can be applied to current diverse settings that may help with navigation of behavioral manage-

ment scenarios. The initial portion of the presentation will focus on proactive strategies that coaches can use to actively prevent inappropriate behaviors that may occur with athletes. The remainder of the presentation will emphasize humanistic, behavioral and biophysical approaches to increasing, maintaining or decreasing various behaviors amongst athletes.

## The Evolution of Your Coaching Philosophy throughout the LTCD Process

Michael Phillips & Michael Cathey  
Room: Roanoke

During this presentation the audience will gain a broader understanding of the importance of a philosophy and how it evolves from the sideline to the office. Secondly, the audience will participate in ranking the values that are important to them and use those value systems to make difficult decisions on dilemmas posed to them in

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the presentation. Lastly, the audience will be able to develop and create their own philosophy based upon their pathway in the long-term coach development (LTCD) program.

## Coaching Athletes with Hidden Disabilities: Practical Tips and Strategies for Successful Coaching

Tiffanye Vargas, Robbi Beyer & Margaret Flores  
Room: Williamsburg

This presentation seeks to: 1) explain the causes and common behaviors associated with various hidden disabilities (HDs) such as ADHD, specific learning disabilities, and emotional behavior disorders, and 2) provide tips and strategies for educating and coaching athletes with various HDs. This presentation will dispel common myths, stereotypes and concerns and provide coaches with practical applications of evidence-based practices to add to their "Coach's Toolbox."

10:30 - 11:30 a.m.

## Using LTAD to Improve Sport Organization's Structure and Function

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David McCann  
Room: Richmond

This presentation will provide attendees with a new way to look at long-term athlete development (LTAD) and its value in improving how sport organizations operate. The LTAD-based organizational framework not only provides a model for training athletes and coaches, but can also provide a basis for structuring a sport organization so that it is "Athlete Centered, Coach Focused and Performance Driven." This presentation will also provide strategies and guidance on how to develop LTAD-based operational plans for player, coach, membership and high performance and organizational development.



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# Friday, June 20

## Speaking the Same Language: Communicating Effectively with Athletes

Amanda Myhrberg, Kristin Webster,  
Robyn Braun & Wilma Boulware

Room: Roanoke

*Much scientific research indicates that there are three areas that can enhance the effectiveness of conveying and receiving messages: 1) becoming self-aware of communication styles, 2) the mechanism of sending messages, and 3) building communication skills in athletes. Workshop attendees will learn about these three areas by use of case studies and interactive activities. The emphasis of this workshop is to help attendees develop communication skills in order for them to effectively train and prepare athletes for life and competition.*

## Using Social Theory to Enhance Long-Term Coach Development: The Case of Strength and Conditioning

Brian Gearity & Clayton Kuklick

Room: Williamsburg

*The purpose of this lecture is to show how long-term coach development may be enhanced through the theorizing of Michele Foucault and Peter Jarvis. Specifically, the state of coach education research and practice within the field of strength and conditioning (S&C) will be summarized, and guidance will be offered to coach educators on how to structure coach learning and thinking opportunities. The lecture will focus on the case of S&C, but the implications extend to other contexts as well.*

## Improving Coaching Education: A Working Collaboration Between a State High School Association and Colleges/Universities

Lori Gano-Overway, Donna King & Jeff Dietze

Room: Yorktown

*Participants who attend this session will: learn why and how collaboration between a state association and college/universities can and should be created; come away with ideas for how to make the collaboration mutually beneficial; and support long-term coach development and discover some of the difficulties in developing and maintaining the partnership.*

12:00 - 1:30 p.m.

## >> Keynote & Lunch 10,000 Hours: A Magic Formula or a Hindrane to Peak Performance?

David Epstein, Sport Science Reporter

Room: Virginia Ballroom

1:45 - 2:30 p.m.

## Poster Session Gallery Walk

Room: Washington 1 & 2

*An Analysis of Academic Performance on  
Athletes Compared to Non-Athletes in a  
Large Urban School District*

Alfredo Martinez – Poster #1

*New Mexico's unique demographics and socio-economic conditions warranted a comprehensive examination of school athletics in order to better understand who participates and the impacts participation has on athletes versus non-athletes on academic components (e.g., grade point average, graduation rates, college atten-*



dance and performance on standardized testing). The cultural and demographic diversity that is within Albuquerque Public Schools provides valuable information on the positive impact that participation in athletics can have on students from all walks of life. The results of this study will demonstrate in a concrete manner what coaches have known all along: that participation in sports can help all types of student athletes succeed in school.

### *The Combined Effects of Aquatic and Land-based Rehabilitation in Female Soccer Players Post ACL Reconstruction*

Annika Schonewill, Katie Rogers, Ashley Spear & Drisa Weinberg – Poster #2

This session about the combined effects of an aquatic and land-based rehabilitation program for female soccer players post ACL reconstruction will provide coaches, coach educators, sports scientists, and high performance directors/administrators with the chance to discuss and be educated on the best interventions for these athletes to allow for earlier re-entry to sport specific activities.

### *Paving the Road to Rio: Developing Four-Year Strategic Plan for USATF Coaches Education*

Lawrence Judge – Poster #3

The purpose of this presentation is to examine the process of establishing a comprehensive four-year strategic plan for USA Track & Field.

### *Effects of Sport Education on the Development of Game Performance and Tactical Decision-making of a University Basketball Class*

Todd E. Layne – Poster #4

The purpose of this research study was to examine the impact of the Sport Education methodology, compared to

a traditional form of teaching, on the ability of university students participating in a basketball university activity course. Specifically, the purposes of this study were: 1) to determine if there was a significant difference in game efficiency, and 2) to measure tactical decision making from the beginning to the end of the season.

2:15 - 2:45 p.m.

### *An Investigation into the Effectiveness of a Long-arm Mentoring Program: Links to the International Coach Enrichment Certification Program (ICECP)*

Sarah McQuade

Room: Richmond

The International Coach Enrichment Certification Program (ICECP) is a jointly delivered coach education initiative between The University of Delaware (UD) and the United States Olympic Committee (USOC) that is funded by Olympic Solidarity. A recent study was conducted to explore the effectiveness of the ICECP long arm mentoring program with specific focus on the mentor-mentee relationship, and to gain an understanding of potential strategies and best practice guidelines that would support the management and delivery of long-arm mentoring relationships within the ICECP program and beyond. This presentation will discuss the results of the study as well as present future best practice guidelines in relation to developing effective and successful mentor-mentee relationships.



# Friday, June 20

## The Perceived Beliefs of High School Athletic Coaches With Regard to Safety Reinforcement within Their Sport Programs

George Schaefer, Alfredo Martinez & Glenn Hushman

Room: Roanoke

*One of the essential functions of a coach is to ensure the safety of all their players. Safety standards and protocols change based on the most modern and up-to-date information. This presentation will highlight the need for athletic administrators and coaches to create and cultivate a culture of safety within their athletic departments. Participants will examine the perceived beliefs of high school athletic coaches in a sport-saturated state with regard to safety reinforcement within their sport programs.*

## A Coach's Role in Fostering Positive Youth Development and Executive Function within Youth Sport

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Lyndsie Coleman

Room: Williamsburg

*Attendees will take away applicable coaching strategies for creating youth sport environments that foster both positive youth development and executive function. Such coach tactics may include social interactions where teammates are able to problem solve, communicate and establish leadership without constant coach involvement, more "deliberate play" (Ericsson et al., 1993; Côté & Hay, 2002) versus deliberate practice, opportunities for autonomy and personal responsibility, motorically and cognitively challenging tasks, and activities with high contextual interference. Specific examples will be provided that may be applied across sport context.*

## How to Improve Coaching Education: Evaluating Evidence from Sport Coaches Based on the National Standards for Sport Coaches

David Hedlund & Carol Fletcher

Room: Yorktown

*Following the presentation of the presenters' research, attendees will be able to: 1) evaluate and appraise how stakeholders (e.g., sport coaches, administrators, and parents) currently interpret and perceive SHAPE America's National Standards for Sport Coaches (NASPE, 2006), 2) judge where and how the education and training of sport coaches exceeds, meets, and/or falls short of meeting the standards, and 3) select strategies which can be implemented to improve the education and training of sport coaches.*

3:00 - 4:15 p.m.

## Best Practices for Preventing Sudden Death in Secondary School Athletics Programs

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Patrick McHenry & Rick Howard

Room: Richmond

*When participants are finished with this session, they will be able to develop a proper Emergency Action Plan, utilize basic guidelines when developing strength & conditioning training sessions, execute at least rudimentary steps to design a heat acclimatization program, and recognize the signs of sudden cardiac arrest.*

## Developing a Value-Driven Leadership Philosophy for Long-Term Success

Pete Van Mullem & Dave Brunner

Room: Roanoke

This hands-on interactive session will identify an eight-step approach to developing a value-driven leadership philosophy that focuses on the personal development of the student-athlete in addition to building a winning team (Martens, 2004). Session participants will reflect on and complete the following eight steps: 1) identifying personal values, 2) establishing a belief system, 3) developing a personal mission statement, 4) determining personal standards of performance, 5) identifying the purpose of sport, 6) developing a mission statement for your team, 7) setting standards of performance for their team, and 8) writing a value-driven leadership philosophy. A discussion of this process, including challenges and recommendations will be provided. Examples of coaches using a value-driven leadership style will be discussed throughout the presentation.

## Student Athlete Alcohol Use – Why Change is Needed and How to Make it Happen: A Skill-based Training for Coaches and Trainers

Kate Nolt & James Brenner

Room: Williamsburg

This presentation will address the issue of athletes and alcohol consumption. This training was developed to instruct on alcohol use and sport performance, and using motivational interviewing technique to conduct a brief intervention with athletes who drink and suffer the consequences of their related risky behaviors. Using role-plays, videos and games, participants will engage in lively discussion and active learning. Participants will learn how to engage in a collaborative, athlete-centered discussion on how to make behavior change that will improve on sport performance and athlete health well-being.

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## Personal Development Strategies of Expert Coaches NSCA CEU APPROVED

Kristen Dieffenbach & Larry Lauer

Room: Virginia Ballroom

*The purpose of this session is to review personal development experiences of expert coaches through the lens of periodized training. The multiple cycles of training that occur in coach development will be discussed and examples from expert coaches will be shared. Attendees will develop their own coach development plan as part of the session.*

4:30 - 5:00 p.m.

## What They Don't Know: The Power and Importance of Parent Education

Karl Zang & Kristen Dieffenbach

Room: Roanoke

*In a previous era, youth sport was a neighborhood affair run by local teachers and parents and the emphasis was on fun, community and participation. As the youth sport experience expanded into big business, children began participating on expensive travel teams, in national championships and in more specialized training at an earlier age. Research exploring the modern youth sport experience suggests that the quality of the youth sport environment is only as good as the adults in charge, and that quality coach education is associated with a positive youth athlete learning environment. This presentation will explore ideas and opportunities for enhancing parent knowledge, engagement and investment in quality coaching within the youth sport environment.*

## USA Football: Delivering a Better, Safer Game

Nick Inzerello

Room: Williamsburg

*The conversation surrounding concussion awareness has graduated to action rooted in education. USA Football's Heads Up Football program is propelling this conversation. Endorsed and supported by medical experts as well as leading health organizations including the American College of Sports Medicine and the National Athletic Trainers Association, USA Football believes that a coach who is educated on key elements of player safety (concussion, heat emergency, equipment fitting) and prepared to teach the proper fundamentals is best prepared to deliver a positive experience for his or her athletes and the benefits that sports offer our children are more likely to be realized. This presentation will summarize how USA Football has developed its coach education program and delivers it through Heads Up Football.*

## High School Coaches Continuing Education: Content Preferences

Brooke Forester, Christopher Keshock & Shelley Holden

Room: Yorktown

*According to the National Federation of High State High School Associations (NFHS), there are approximately 7.6 million high school athletes across the country (NFHS, 2013). These athletes are led by coaches who have mixed emotions relevant to continuing education that would improve coaching acumen. SHAPE America's the National Standards for Sport Coaches (NASPE, 2006) serve as a guide for coaches and coaching certification content areas, however, coaches often value certain knowledge subjects over others in the learning process. This session will present the research findings of a study sought to determine what continuing education content high school coaches, both head and assistant, feel is most important.*



# Conference Speakers

Veronica Allan

Megan Babkes-Stellino

John Bales

David Barton

David Bellar

Robbi Beyer

Gordon Bloom

Wilma Boulware

Robyn Braun

Chelsea Brehm

James Brenner

Dave Brunner

Trey Burdette

Christine Brooks

Sarah Carson

Leeja Carter

R. Michael Cathey

Lyndsie Coleman

Graeme Connolly

Jean Côté

Ian Cowburn

Chris Croft

Melissa Davies

Ron Davis

Jessie Daw

Kristen Dieffenbach

Jeff Dietze

Andrew Driska

David Epstein

Karl Erickson

Melissa Ferry

Carol Fletcher

Margaret Flores

Brooke Forester

Lori Gano-Overway

Brian Gearity

Wade Gilbert

Kathy Ginter

Dan Gould

Tim Hamel

David Hedlund

Shelley Holden

Rick Howard

Sheri Huckleberry

Glenn Hushman

Nick Inzerello

Lawrence Judge

Larry Lauer

Todd Layne

Rhodri Lloyd

Chris Keshock

Donna King

Steven Knott

Jolynn Kuhlman

Clayton Kuklick

Mark Mann

Husam Mansor

Alfredo Martinez

David McCann

Mollie McCarthy

Patrick McHenry

Sarah McQuade

Inge Milius

David Morley

Dana Munk

Amanda Myhrberg

Christine Nash

Josh Nelson

Brett Nichols

Kate Nolt

Paul Ogilvie

Melanie Perreault

Scott Pierce

Michael Phillips

Ron Quinn

Katie Rogers

George Schaeffer

Nidal Shahrour

Ryan Shuda

Annika Schonewill

Ashley Spear

Koh Koon Teck

Pete Van Mullem

Tiffanye Vargas

Matthew Vierimaa

Kristin Webster

Drisa Weinberg

Mary Wilfert

Katherine Wurst

David Wyrick

Karl Zang

Drew Zwald



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**Below is a list of the sessions that are NSCA CEU approved.**

### Wednesday, June 18

- **1:45 – 2:45 p.m.** Coaching with Developmentally Appropriate Practices (0.1 NSCA CEU)

### Thursday, June 19

- **9:00 – 10:00 a.m.** The Truth About Long-term Youth Physical Development - What Coaches Need to Know (0.1 NSCA CEU)
- **9:00 – 10:00 a.m.** The Road to the Rio: A Four-Year Preparation Plan of Paralympic Track and Field F44 Discus Throw Athlete Jeremy Campbell (0.1 NSCA CEU)
- **10:30 – 11:30 a.m.** Time Under Tension: Cultivating Communities of Practice within Strength and Conditioning (0.1 NSCA CEU)
- **12:00 – 1:30 p.m.** Keynote: Coaching for Youth Development (0.2 NSCA CEU)
- **3:00 – 4:15 p.m.** Using Intensive Physical Activity to Develop Young Athletes Psychologically (0.1 NSCA CEU)
- **4:30 – 5:00 p.m.** Physiology of Over-training: What the Coach Doesn't Know Can Ruin Athletic Careers (0.1 NSCA CEU)

### Friday, June 20

- **10:30 – 11:30 a.m.** Using LTAD to Improve Sport Organization's Structure and Function (0.1 NSCA CEU)
- **10:30 – 11:30 a.m.** Using Social Theory to Enhance Long-Term Coach Development: The Case of Strength and Conditioning (0.1 NSCA CEU)
- **2:15 – 2:45 p.m.** A Coach's Role in Fostering Positive Youth Development and Executive Function within Youth Sport (0.1 NSCA CEU)
- **3:00 – 4:15 p.m.** Best Practices for Preventing Sudden Death in Secondary School Athletics Programs (0.1 NSCA CEU)
- **3:00 – 4:15 p.m.** Personal Development Strategies of Expert Coaches (0.1 NSCA CEU)

**To request your certificate showing proof of attendance, please email us at [ncc2014@shapeamerica.org](mailto:ncc2014@shapeamerica.org).**



