



In this issue:

Play Like A Champion Today® Receives National Accreditation... 1

Re-cap of the 5th Annual PLC National Sports Leadership Conference..... 1



Letter from the Director: Championing Children..... 2

Partner Profile: Seattle CYO..... 3



Youth Sport Forum sponsored by the LA84 Foundation..... 3

The 2010 Rudy Awards..... 4

PLC Conference (Cont.)..... 4

Play Like A Champion Today® Awarded National Accreditation by NCACE (National Council for Accreditation of Coaching Education)



We are thrilled to announce that PLC is now a nationally accredited program for both our Youth and High School Coach Educational Clinics.

An excerpt from our acceptance letter:

"NCACE grants accreditation to educational programs that meet or exceed established requirements deemed essential to preparation of well-qualified coaches. PLAC has successfully documented content identified in the National Standards for Sport Coaches and the NCACE Guidelines for program supervision, personnel, and operations. PLAC's willingness to engage in this self-study process should only make a good program even better.

PLAC has shown that it is a leader among leaders. Your coaching education program will serve as a prototype for other organizations seeking to promote excellence in coaching preparation. This, in turn, will play a major role in ensuring positive, healthy, and enjoyable sport experiences for all athletes. Again, congratulations on your efforts.

Sincerely,
Christopher Hickey
NCACE Executive Director

5th Annual Play Like A Champion Today® Sports Leadership Conference

Our 5th year of working with coaches, athletic directors, and administrators of schools and leagues across the country was set in motion with great enthusiasm at this year's annual Play Like a Champion Leadership Conference held June 25-27 at the University of Notre Dame. Opening with a prayer service and an inspiring charge by former ND All-American and Chicago Bear, Chris Zorich, the conference immediately oriented us to our great task: infusing the youth sport experience with a firm awareness of its educational values. The theme of this year's conference **Creating a Champion Culture** offered each participant resources and renewed energy to work towards that grand goal of generating a healthy youth and high school sports culture.



Conference Participants in the Mendoza College of Business



Athletes young (on the left) and older (ND Collegiate Athletes) talk with coaches and administrators about what motivates them and what they learn from sport.



Speakers included Notre Dame head coaches, Tim Welsh (Swimming), Muffet McGraw (Women's Basketball), Mike Brey (Men's Basketball) and Jay Louderback (Men's Tennis). On Friday afternoon, we jumped right into discussion of the heart of our work: the youth themselves and the intricacies of their development. From there we were introduced to PLC's newest collaborative initiative, "Champions for Children", which extends our efforts beyond the walls of our gyms into the streets of our communities and abroad. Following dinner that night, we were ignited by John O'Leary's inspirational message of recovery that reminded each of us of our impact on child's lives and how great our capacity to motivate can be. (Conference Re-cap Continued on Page 4)

Play Like A Champion Today™
University of Notre Dame
154 IEI Building
Notre Dame, IN 46556
(574) 631-9981
plc@nd.edu

www.playlikeachampion.org

Letter from the Director

Champions for Children

Dr. Clark Power

This past year, Play Like a Champion worked in collaboration with Police Chief Daryl Boykins and Assistant Lacrosse Coach Kevin Dugan to bring youth sports to children from the city streets of South Bend, Indiana to the village fields of Bugembe, Uganda. We have just begun. Committing ourselves to helping children “play like champions” means that we are going to “champion” the children of the poor. Bernard Sheil, a chaplain who regularly walked young men to the gallows in the Cook County Jail, started the Catholic Youth Organization (CYO) in response to a challenge from a condemned “mad-dog killer,” who said to him, “Father, why do they wait until now before they start to care?” Bishop Sheil left his prison ministry to found a sports ministry that reached across the United States and throughout the world.

Those of us involved in youth sports have, we believe, a responsibility for children’s welfare that goes beyond coaching and even character education. The Foundation for Child Development reports that children under 18 make up the largest group living in poverty in our country today and that poverty in this age bracket is the worst that it has been in the last 20 years. The recession threatens to wipe out gains that have been made in economic well-being over the last 35 years. Children’s overall health is declining as economically distressed families simply will not have the money for nutritious meals. In fact, children’s well being is expected to decline in every measurable category; and, of course, African American and Latino children will be the hardest hit as the unemployment rates for these groups are ranging between three and four times the national average. Among the 21 wealthiest nations in the world, the United States ranks next to last on the overall index of child well-being (UNICEF, 2007). Where is the public outcry? Americans would not tolerate finishing next to last at the Olympics Games. Why don’t we take a similar pride in the way we treat our children? Children in the United States as well as children in Uganda need champions if they are to become champions. South Bend Police Chief Daryl Boykins resurrected the Police Athletic League in South Bend to involve children in summer tennis and swimming programs and fall/winter boxing programs.

Kevin Dugan and Oscar McBride
Championing Children in Uganda



South Bend Police Boxing Program



Notre Dame graduate and Coach Kevin Dugan started “Fields of Growth,” to use sports as a “platform” for promoting human development in all aspects: economic, educational, physical, moral, and spiritual in some of the neediest communities in the world.

To become a champion for poor children is to take up the cause of the most vulnerable people in the world. To become a champion is to address the structures of inequality in which some children sit on doorsteps, while others play on travel teams. To become a champion is to make sure that we treat all children as our own, that we provide the spiritual as well as material resources for all children to flourish as God intended.

Play Like a Champion invites you, our partners, to follow the example of Bishop Sheil, Chief Daryl Boykins and Coach Kevin Dugan to reach out to the neediest of children in our communities and beyond. Will you share with us what you are doing to champion children in your community? Send us your stories, the good work that you are doing. Send them to plc@nd.edu. We want to know all the ways our gospel values are impacting children.

Partner Profile: Archdiocese of Seattle Catholic Youth Organization

By Tauno Latvala, Executive Director

How can sports and faith mix? It is perhaps an odd question for those of us who have embarked upon a partnership with the PLC program with the University of Notre Dame. And yet, it is often a very relevant one for our youth. Young people are at a stage of life where they are seeking to understand their faith.

That is why in the CYO Athletics program in the Archdiocese of Seattle we have begun a more proactive process of determining how we can get the message of "Play Like A Champion Today" into the hearts, minds and practice of our young people. We are going into our 4th year of offering the coaches trainings and are working to also implement the parent workshop as a means to support parents in their role as "primary catechists." While we believe our program has benefited greatly from our partnership with PLC, the impact on the youth we serve has been more indirect.

In an effort to reach our youth directly, we have begun presenting a workshop based on materials from the PLC training, the Athlete's Handbook and our own resources to share with youth the message of "Play Like A Champion Today."



Seattle CYO track athletes

It is a time to share that the integration of their faith into who they are as athletes is as important as the concept we teach about how the lessons of athletics can and should be applied to their lives outside of sports.

For now, our efforts in this regard have centered on doing workshops. We presented two well received workshops at our Jr. High Rally last spring and will present at our High School Youth Convention in November as well.

Athletics is a powerful vehicle for sharing the Gospel message of faith, hope and love as well as the responsibilities of discipleship. By partnering with PLC, we are growing in our ability to maximize this opportunity.



Notre Dame's PLC Participates in the LA84 Forum on Youth Sports Social Responsibility and Citizenship in Los Angeles, CA on October 25

For more than a century, sports advocates have claimed that youth sports participation leads to a variety of desirable social outcomes. A wealth of scholarly research, some dating back a half century, has established strong positive statistical correlations between youth sports and good grades, reduced school drop-out rates, higher educational attainment, lower juvenile crime, lower teen pregnancy rates, increased financial earnings and improved health. It has been more difficult to establish correlations with less easily quantified outcomes such as ethical reasoning, responsible decision-making, empathy and cooperative skills. Thus, one of the more deeply held beliefs about the value of youth sport – that it contributes to character development and ultimately to responsible adult citizens – is among the least examined and verified.



This Forum examined more closely the claim that sports can contribute to the development of engaged, socially responsible citizens. It did so by discussing recent research, areas for future research and the experiences of existing sports programs that consciously promote youth development.

Picture: Clark Power presents to the Forum at LA84

The 2010 High School Rudy Awards™
CELEBRATE CHARACTER , COURAGE ,
CONTRIBUTION AND COMMITMENT IN YOUNG
ATHLETES

The search for the most inspirational high school football player is on!

In 2009, Trusted Sports, Inc. developed this award to recognize outstanding youth athletes – not because of their statistical performance but because of their ability to inspire teammates, classmates and communities. These awards honor players who demonstrate the exemplary values of football legend Daniel 'Rudy' Ruettinger, the inspirational figure of the classic football film *RUDY*. Last year, 396 incredible young athletes from 48 states were nominated by coaches, parents and teammates for this prestigious award, and generated over 2.9 million votes from fans across the country. Fifty semifinalists will receive an autographed Rudy #45 jersey. A national Selection Committee along with a fan vote will choose the four scholarship recipients and final Rudy Award Winner. The nation's most inspirational player will receive a \$10,000 college academic



scholarship. The two runners-up and fan favorite will each receive \$5,000 scholarships. Your opportunity to celebrate and reward the *RUDY* in your community is Now! Just tell Trusted Sports how your inspirational player brings outstanding character, courage, contribution and commitment to the game. Nominations can be completed online at www.highschoolrudyawards.com.



Current Partners who attended their 4th Consecutive Conference received a special "diploma." Kansas City Parochial League trainers (top picture, left to right: Dave Schmidt, John Svetlecic and Vince Fitzgerald) and Paul Wengel of the Northwest IN CYO (Bottom picture). All are pictured with PLC Program Directors, Clark Power and Kristin Sheehan

2010 Conference Re-Cap Continued

Saturday kicked-off with NFL referee John Parry who held a discussion on sporting officials and our newest initiative "PLC for Officials" was debuted. A panel of youth and collegiate athletes fielded questions and offered valuable insights into the youth sports experience. Additional presentations that day from Sports Physician, Dr. John Stravakos on injury facts and Attorney Tim Buckley on legal matters helped us to consider how comprehensive our approach must be if we are indeed interested in transforming the culture of youth sports. The keynote speaker of Saturday night's dinner in the Notre Dame Press Box, Terri Schindler Gorman (Former VP for WNBA Broadcasting), carried that message even further with her insightful talk on "Communicating to a New Generation." Our last day included Ed Flaherty presenting on his compelling book, "Coached for Life" as well as presentations on athlete nutrition, effective presentation skills for trainers, and running a sustainable organization. PLC partners Mike Murphy and Lee Hixon of St. Dominic Academy helped us wrap things up by explaining their comprehensive manner of PLC implementation. Additionally, Student-Athlete William Hoag of JSerra High School in Orange County, CA talked briefly about the Positive Athletes Leadership Society (PALS). We completed our journey together in prayer with mass celebrated by Fr. Lou Delfra, CSC from ND's Alliance for Catholic Education.

We invite all back for the 6th Annual PLC Conference, June 24-26, 2011