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Conference

PLC Debuts Spanish Parent Program

PLC conducted the first **Spanish Parent Like A Champion Today™ workshops** in conjunction with the Los Angeles Catholic Youth Organization and the LA84 Foundation. The parent manual, power point presentation and video have all been translated into Spanish and the program debuted with Spanish speaking parents of soccer players. The Hispanic parents in attendance heartily welcomed the information on how to be a Champion Sports Parent. Workshops for parents will continue to be offered in English and Spanish throughout the LA-CYO spring soccer season and the rest of the year in parish communities.



Parent Like A Champion translator Jaime Martinez (far left), pictured here with parents who attended a recent workshop.

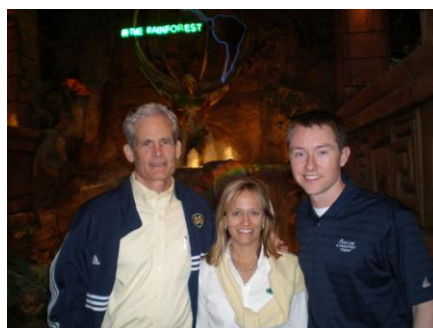
This represents an important step for Play Like A Champion Today™ as we all must recognize that the demographics of the Catholic Church are shifting dramatically. Over half of the next generation of Catholics will be Latino. PLC joins many others in an effort to engage adult members of the Latino community creatively with an appreciation of the resources they bring to youth ministry. Sports ministry can play a particularly important role by guaranteeing all children an opportunity to play. Many Latino parents living in the inner-city simply are not able to afford the rising costs of city youth sports programs.



Erin Barnhill (above) is the Parent Coordinator for the Los Angeles CYO.

Notre Dame's Play Like A Champion Today™ program is dedicated to reaching out to the future of the Catholic Church by preparing coaches and parents to be youth ministers with the highest quality educational program available. The translation of our materials to Spanish is a key element in reaching all sports parents regardless of language.

PLC Speaks at the National Catholic Educational Association Convention



The PLC Staff traveled to Anaheim, California in early April to present at the National Catholic Educational Association Convention. The team presented to a packed room of Catholic teachers, principals and coaches about the GROW approach to sports motivation and athlete growth. After the presentation Clark, Kristin, and Jared were able to sneak over to Disney Land for a little fun!

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Letter from the Director

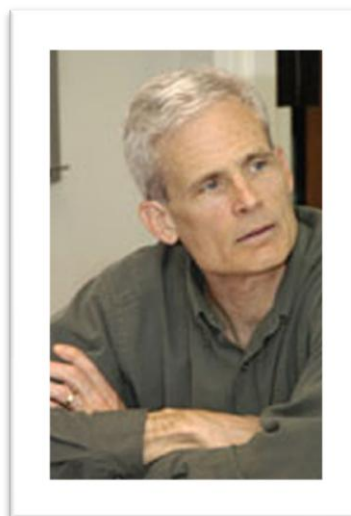
2009 PLC Leadership Conference

Dr. Clark Power

At the beginning of each PLC workshop, we ask coaches and parents what they learned from their sport experience. One of their first answers has to do with the value of sacrifice. In the workshop, we present sacrifice as essential to the cardinal virtue of fortitude. Fortitude is the virtue of standing strong in the face of adversity. We help children and adolescents to develop the virtue of fortitude by asking them to try a little harder to become better athletes and better teammates. We ask them to sacrifice their time and energy for their team. Our PLC workshop also asks coaches to practice fortitude by sacrificing their time to become a better coach by attending our PLC workshops and by being diligent in giving children a fair amount of playing time.

The **4th annual Leadership Conference** at Notre Dame this year is asking a sacrifice of all of us who are leaders in youth sports and high school organizations. These are hard financial times. The numbers of unemployed keep growing, budgets get tighter, and programs disappear. Children, especially poor children, are suffering. This summer these children will find fewer opportunities for educational and athletic enrichment. Getting to Notre Dame this June may be difficult for many of you, but we need you to be here. Our children's future is at stake.

We need you here at Notre Dame this summer to send a message nationally that we, the PLC family, will make whatever sacrifices are necessary to advocate for our children's welfare. Being a youth sport and high school sport leader means being a champion for children so they can become champions themselves. Being a champion for children means standing up for children's right to play and quality education for coaches and parents.



There are many coach education programs that market themselves for their ease and convenience, but not for their effectiveness. PLC asks sports leaders to practice what we preach about the value of sacrificing for what is truly worthwhile.

We promise that once you get to Notre Dame you will find the experience worth every penny. One of last year's participants wrote, "I attend many conferences in my business life...this was better than any business conference I have ever attended. There are many aspects I can take back and apply to coaching and to life." The conference will feature a guest appearance from Frank Robinson, presentations by numerous Notre Dame coaches and faculty, advanced training and education on the latest in sports psychology, sports motivation and sports medicine, best practices on advancing your sport organization, guidance on how to utilize public funding sources for coach education, and much more. You can find a full conference schedule by clicking [here](#).

An exciting experience of learning and building a national network of champions for children awaits you. See you in June at Notre Dame! [Register here](#)

Partner Profile: Northwest Indiana CYO

By Paul Wengel, CYO Director

Because of the “must win” attitude that exists in all sports, Play Like a Champion Today™ could not have come around at a better time. It seems that winning was always important and needed at the higher levels of competition in order to protect coaching jobs, help recruiting, and to award scholarships, but now this “must win” attitude has filtered down to our youth sports programs where coaches jobs, recruiting, and scholarships should not be a problem.



The PLC coach's workshop helps our CYO to deal with this growing problem. Our goal is to keep the kids first and winning second. The PLC philosophy is a mirror image of the thinking and planning that went into the Gary Diocese CYO program more than 70 years ago. There are rules and guidelines that cover equal playing time, no cut policies and respect for the other team and officials. We talk about prayer, thanking our Lord for the opportunity to be able to come together and play.

In our workshops the coaches reflect on how sports were when they played. Some tell stories of how they played 3 or 4 sports as a kid, and how they went from season to season learning all the different rules of each different sport, and the fun they had doing them. You can see their eyes get big as they raise their hands to share that lasting experience. Those were memories that stayed with them for all these years.

We also discuss how the youth of today may only experience one or maybe two different sports, and how they play that sport year round going from a school team, to an AAU team, and then to a specialty camp to perfect their skills. We talk about what memories their team will have and how they will be remembered as coaches. This part seems to be a wake-up call for most of them realizing that they are making a difference in these young impressionable lives.

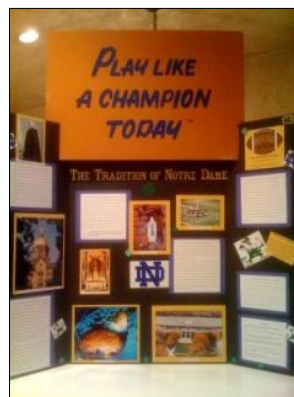
To remember our workshop each coach is given a PLC lanyard, water bottles for the teams and a big yellow sign that says Play Like a Champion Today™. The sign can be hung in their gyms to serve as a constant reminder of what we shared and how we all agreed to let the kids just be kids, and not to worry about getting them all to the next level.

You can visit the Northwest Indiana CYO at www.nwicyo.org

PLC Featured in the History Fair

History Fair Meets Play Like A Champion Today

“Play Like A Champion” and Notre Dame made such an impact on Tanner Poeschel, the son of Frank Poeschel, the director of the Fort Worth Christian Football League, that he did his 8th grade history fair project on the program and the University. Tanner writes, “Even though I may not have the skills or talent for every situation, I know that if I give my best not just some of the time, but all of the time, that I will be honoring God and the gifts he has given me.” Great work Tanner! PLC gives you an A+!



Hot Issues in Sports:

Playing Sports to Pay for College

On Saturday, April 25, 2009 ESPN's coverage of the NFL Draft reached a [new record](#) of 36.7 million viewers. The coverage showed a number of elite athletes, their families and friends receive phone calls from coaches and agents welcoming them to their new teams (and their multi-million dollar deals). It was a dream come true for these men. Setting goals and having dreams are essential to building confidence in young athletes. Parents and coaches should certainly encourage young athletes to pursue their dreams no matter how difficult it may seem. The story of Rudy Ruettiger, featured in the motion picture "Rudy," is an excellent example of a young athlete who never lost track of his dream no matter what other people said. However, in the film Rudy acknowledged the hard work it would take to achieve his dream and persevered through endless amounts of adversity.

Unfortunately, parents often may have their own unrealistic hopes and dreams for their young athletes. The thought of a college scholarship to pay for college is enticing and can cause parents to expect their children to be able to pay for college through their athletic abilities.

So what are the odds? According to some [research posted by the NCAA](#), playing sports after high school is not easy. The NFL Draft represented about 0.08% of the high school athletes that go on to play professional football. Only 5.7% of the high school football players will go on to play NCAA football, which is significantly higher than any other sport. Of the men's high school basketball players, only 3.0% will

play in the NCAA and only 0.03% will play in the NBA. Women's basketball had the lowest percentage at 0.02% in the WNBA. Even those that do go on to play NCAA are not guaranteed a full-ride. The average NCAA athletic scholarship is \$10,409 (\$8,707 excluding football and basketball) according to a [recent New York Times article](#). According to the article, in 2003-2004 NCAA institutions gave athletic scholarships to about 2% of the 6.4 million high school students playing sports. The reality is that the revenue-producing sports like football and basketball receive more scholarship than other NCAA sports (average of 85 football scholarships vs. 10 soccer scholarships for teams of 25-30 players). So even if an athlete is able to earn an athletic scholarship, it is not always likely to pay for their entire tuition.

The value of playing sports, particularly at a young age, extends well beyond any monetary reward. Children consistently say that they play sports to have fun not earn a reward. One of the most important impressions parents and coaches can make on young athletes, is to encourage intrinsic motivation. Rudy persevered because he was motivated "from within" rather than by external reward. In the same way, parents should help their children develop the confidence to reach personal goals rather than comparing themselves to others or providing some external reward (money, popularity, fame, etc.). Intrinsic motivation is what PLC calls "Champion-centered" motivation.

To comment on our blog, visit:

<http://www.playlikeachampioneducationalseries.blogspot.com/>

Register before it's too late!

PLC Leadership Conference, June 26-28, 2009

There are still spots available for the [2009 PLC Sports Leadership Conference](#)! Join coaches, athletic directors, league administrators, and current PLC partners from all across the United States and Canada for professional development and training in PLC's programs. You will have the chance to experience seminars with PLC Staff, ND coaches, professors, and inspirational athletes such as Frank Robinson and more.

For more information or to register:

www.playlikeachampion.org/events/conference.html

