



AYSO Region 44

Sunnyvale, California

August 30th, 2005



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INTRODUCTION

Hello Coaches -

The Coaches Observation Clinic was this past Saturday and every Coach I spoke to enjoyed this clinic. There wasn't much that applied to Youth Sports Programs - but in the words of a few Coaches, "Who Cares?" The clinic was well-run, thoroughly enjoyable and there is nothing else like it in professional sports.

Assuming we continue the partnerships with the Earthquakes, any Coach that has been to a PCA workshop will be entitled to make this event. For those Coaches that became PCA Certified as a Double-goal Coach, you won't need to attend again next year having already been certified. That means if you missed the workshops this year, you'll have a chance again next year.

The Earthquakes also have their most recent Newsletter available here:

http://www.mlsnet.com/offsite/newsletter/sje/2005/08_2005/08_23_05/sog082305.html

For most of us, our kids have returned to school and we have one last free weekend before Soccer rules our Saturdays. Enjoy Labor Day!

Darin Roland
Sunnyvale AYSO Region 44
Assistant Coach Administrator

NEWS

U16/U19 Area Coach & Referee Meeting

This is a repeat item but if you are a U16/U19 Coach, please read:

On Tuesday, August 30th, our AYSO Area we will be holding the annual pre-season Coach & Referee meeting to distribute the game schedule and rules for the upcoming season. The meeting will be held at:

Graham Middle School's multipurpose room
1175 Castro Street in Mountain View, 94040.

The meeting will start promptly at 7:30pm and end sharply at 8:30pm. Please allow extra time for parking at the school facility. Due to construction and other user groups on campus, the parking lot can be busy. If you are a Coach of a U16/U19 team and you can't attend, please send your Assistant Coach or ensure another Coach from your division will be going. There is significant amounts of information being given out for this meeting.

Contact Scott McGhee, U16/U19 Area Play Coordinator if you have questions at:
ayso45@aol.com
650/961-7532

Equipment and Uniforms - All Divisions

This is a repeat item but shouldn't be any longer. Please give Kat a call to pickup your stuff.

Contact Information and Address:

Kathryn (Kat) Caturegli

(408) 735-0875

660 Bend Drive

Additional Safe Haven Courses

If you missed the August 6th Safe Haven course and you can't attend the Safe Haven course on August 20th, then here are some alternatives:

Date	Time	Location	Event
August 31 st	7:00 PM - 9:00 PM	Cubberley A2 Palo Alto	Safe Haven Course http://www.ayso26.org/
September 8th	7:00 PM - 9:00 PM	Cubberley A2 Palo Alto	Safe Haven Course http://www.ayso26.org/
September 13 th	7:00 PM - 9:00 PM	Cubberley A2 Palo Alto	Safe Haven Course http://www.ayso26.org/

CALENDAR

Date	Time	Location	Event
September 1st	7:00 PM - 8:00 PM	Ponderosa Park Building	Team Parent Meeting
September 8th	6:30 PM - 9:30 PM	Raynor Park Building	U7 Referee Class
September 10th	3:00 PM - 4:00 PM	Ortega Fields	U6 Referee Class
September 10 th The Season Begins!! - All Day and All Over			
			
September 24th	7:00 PM - 9:00 PM	Spartan Stadium	League Night for Region 44 at the Earthquakes Game
September 25th	11:30 AM - 4:00 PM	Ortega Park	League Picture Day

AUGUST COACH OBLIGATIONS

Just a reminder of some duties for the month of August, you have probably completed most items but:

- Might be a good idea to pickup that equipment if you haven't already
- Get a team parent and let them know about Thursday's meeting
- Read the Newsletters!

POSITIVE COACHING

Introduction to Positive Coaching Alliance

Positive Coaching Alliance was established at Stanford University in 1998. PCA believes that winning is a goal in youth sports but that there is a second, more important goal of using sports to teach life lessons through positive coaching.

In the United States, youth are dropping out of sports at an alarming rate. A major contributing factor is the "win at all cost" mentality of many parents and coaches that creates a pressure filled environment for the kids and ultimately turns them away from sports. According to Michigan State University's Institute for the Study of Youth Sports, children participating in organized sports tend to achieve higher results in school, develop excellent interpersonal skills and lead healthier lives.

PCA created what they call the Double-Goal Coach.

The Double-Goal Coach

PCA believes all youth sport coaches should be "Double-Goal" Coaches. A win-at-all-cost coach has only one goal: to win. He or she is concerned primarily with teaching skills and developing strategy designed to win games. A Positive Coach is a "Double-Goal Coach" who wants to win, AND has a second goal: to help players develop positive character traits, so they can be successful in life. Winning is important, but the second goal, helping players learn "life lessons," is more important. A Positive Coach puts players first.

There are three major elements to the "job description" of a Positive Coach. A Positive Coach:

- **Redefining "Winner"** - A Positive Coach Helps Players redefine what it means to be a "winner" by emphasizing the ELM Tree of Master - where ELM stands for Effort, Learning and bouncing back from Mistakes.
- **Filling Emotional Tanks** - A Positive Coach fills players "Emotional Tanks" with encouragement and praise, recognizing that players need full tanks to play their best. A Positive Coach strives to achieve the 5:1 "Magic Ratio" - 5 praises for every 1 criticism.
- **Honoring the Game** - This gets to the ROOTS of positive play (ROOTS - Rules, Opponents, Officials, Teammates, Self)

Over the next few Newsletters, I'll expand on these elements.

Thanks for Coaching our kids and see you on the soccer fields.

Darin