

THE WASHINGTON GOACH

OFFICIAL PUBLICATION OF THE WASHINGTON STATE COACHES ASSOCIATION



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WASHINGTON STATE

COACHES ASSOCIATION

A WASHINGTON STATE NON-PROFIT ORGANIZATION

Our Mission

The mission of the Washington State Coaches Association is to support its membership by creating educational opportunities through sport specific clinics, provide resources which enhance the highest possible knowledge, standards and ethics in the coaching profession and to recognize and celebrate excellence of our membership, their families, teams and players.

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Presidents Message

Darrell Olson

Winter 2016/17



Fellow WSCA Coaches,

The fall sports season is behind us, and it's 'full speed ahead' into the busy winter sports season. And what a great fall sports season it was. Great games, great competition, great student athletes, and great coaches make all the state championships 'must see' events.

We have finished one sports season, and with it the usual frustrations from coaches that didn't properly renew their WSCA membership in time to receive their membership cards to gain entrance into ALL state tournament games. Again, you can make life easier on yourself and our Executive Secretary, Jerry Parrish, if when you complete your online registration, you send in your \$40 dues. Upon receipt, Jerry will then send your card. With state basketball, state wrestling, state boys swim/dive, and gymnastics as the next big state championships coming up, coaches don't think your cards will be sent to you overnight the day before District, Regional, or State games begin. Get your WSCA membership renewed online and payment sent in.

This January is the time where the WIAA Amendment process begins, with potential administrative and rules changes to various sports. Get involved in this process. Don't be an outsider and get sideswiped by some rule change that you were not informed about. Every year there are a number of rule changes to how our sports are governed. These changes are a result of various bodies in our state thinking their proposed rule changes will benefit the sport. Sometimes they are right....sometimes they are wrong. This is why we, you, us as coaches need to be informed on what changes are being talked about state wide and proposed through the amendment process. Log onto the WIAA website and take a look at all the Amendments being proposed that will take effect next school year.

A friendly reminder to all spring sport head coaches that your sport 'on-line rules clinic' deadline is **March 19, 2017**. This is a WIAA requirement and is supported by athletic directors and school districts. Show your professionalism and complete the rules clinic on time.

I want to personally encourage all coaches to get involved and get off the sidelines. Make a contribution to your professional organization in 2017. Ask how you can help.

The Executive Board is always open to suggestions to better improve our coaches association. It is a strong group of coaches with extensive experience and a wide variety of coaching backgrounds. They serve as advocates for all middle school and high school athletic programs and support all coaches working with our young athletes.

Good luck this winter sports season. Spring is right around the corner.

Keep the head down,

Darrell Olson
President

Why Should I Become A Member of the WASHINGTON STATE COACHES ASSOCIATION?

This \$40 question is asked by many high school coaches in our state.

The first answer is that the WSCA is a professional organization for Washington State high school & middle level school coaches. **It exists to support your efforts as a coach.**

THE MAIN PURPOSES ARE:

- To offer top quality, affordable places to member coaches in the area's of professional education and training, to earn clock hours and coaching education hours.
- To offer a pass, using your membership card, for entry into **ALL** WIAA state tournaments, **ALL** regional tournaments, and **ALL** district tournament games, state wide!
- To offer **Liability Insurance coverage of \$3.5 million** for our membership while working a scheduled, sanctioned and supervised WIAA sport or event and or in the classroom.
- To offer your son or daughter, who are eligible, an opportunity to apply for WSCA scholarships. (i.e. Burnett-Ennis, Terry Ennis-Varsity Gold)
- To be eligible for your sports' **Hall of Fame** recognition
- To be eligible for your sports' **Coach of the Year** recognition
- To be eligible to coach in sanctioned WSCA all star games. WIAA will only authorize WSCA sanctioned All-Star events.
- To receive reduced fee's at WSCA sponsored coaches clinics and WIAA clock hours toward coaches education certification and/or salary placement.
- To honor member coaches for their coaching achievements through our **Career Awards** program
- To receive quarterly issues of **The Washington Coach** magazine. Magazine is now online at www.washcoach.net or, upon request, coach can receive a hard copy of the magazine mailed to them by making your request to Jerry Parrish.
- To provide reimbursement to each sport group for enrollment in WSCA.

OTHER BENEFITS:

- Check our WEB page for up to date information - www.washcoach.net
- **Membership registration is online at www.washcoach.net**
- Coordination with the state governing association (WIAA)
- Input through the Individual Sport Association Reps into the WSCA
- **By becoming a member of the WSCA, you are taking a proactive approach to avoid problems in the future ■**

O P I N I O N

“WHEN I WANT YOUR OPINION.... I’LL GIVE IT TO YOU”

by Coach Don Papasdero

What if William Shakespeare was an accomplished High School Football Coach? What would he say in an interview and would his words be relevant to football coaches. At this winter’s WSCA clinic, I was challenged to assemble a possible glimpse into what might have been said about this game we love. I selected the occasion of Coach “Shakes” retirement. Each quote is accurate to the word, although used and inserted as needed by this humble editor. Personally, I would love to coach on his staff!

Don Papasdero

“...the game is up and the truth shall out.”

Coach William Shakespeare has won his “Twelfth (Night) Championship game as the head coach of his beloved Stratford High School “Tragedies” in a convincing blow out of his main nemesis, the Lacrosse High School “Phonies”. In his home field, “Globe Stadium”, he has suddenly announced his retirement and has agreed to an interview before he leaves the stage (field) for the last curtain call. Coach “Shakes” willingly “spews forth the great tide of his soul”.

Coach Shakes, you have had a hard relationship with the press. Can you comment?

“...you have made worms meat out of me...blubbing and weeping, blubbing and weeping...you are a gaggle of fools in a fool’s paradise...even now you bid me good riddance and send me packing...Zounds...take thy pen and set it to flame...what the Dickens?...but to me, no buts, it is all one to me...hang thee young baggage, disobedient wretch...for some must watch, while some must sleep thus runs the world...brevity is the soul of wit...the Devil can cite scripture for his purpose.”

That was harsh, as usual, Coach Shakes. You have gathered many critics over your career. Do you want to address them now?

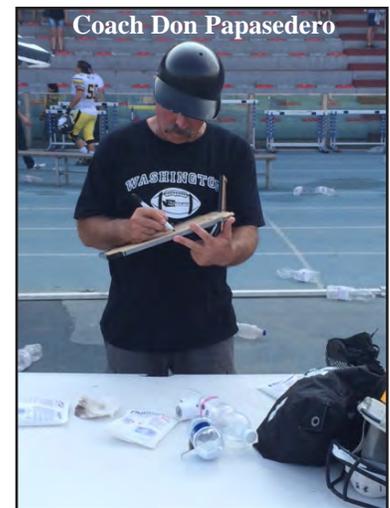
“I am a man more sinned against then sinning...I have knotted my brows and made virtue a necessity...if love is blind, then love can not hit it’s mark...that which has made them drunk has made them bold...my age and treachery will overcome...I am peppered...we few, we happy band of brothers...if it be a sin to covet honor, I am the most offending soul...thou among the wastes of time you will go...to blazes with you and all of ye...a plague a’ both your houses, I am sped.”

Your Stratford teams always play great defense. Any secrets here?

“The main is to stand firm; ready for an unforeseen attack...a modest doubt is call’d the beacon of the wise... it is a blind goose that goes to the fox’s sermon...I dance attendance and have short shrift...they are bloody minded, blinking idiots... I takest great offense to thy claims of overrunning our defense...I must be cruel only to be kind...it is a wise father who knows his children...use every man after his just desert and who should ‘scape the whipping?... I hate that which makes sense...I haste now, and ‘ere to that bloody setting... as the devil hath power to assume a pleasing shape.”

Your Stratford offensive teams play “old school”. Why have you not progressed to modern football tactics?

“...give me your hand and let me find a pulse...see you not see these many victories?...wisely and slow, they stumble that run fast...age cannot whither her nor custom stale her infinite variety...hasten slowly. **But Coach, you sound so basic and simple. How do you keep getting those players to fit your offense?** “Fortune brings in some boats that are not steered...such as we are made of, we shall be...”



everyone can master a grief, but he that has it...men are sometimes masters of their fates...have more then thou showest... speak less then thou knowest...he that steals my purse, steals trash.”

Care to comment on your relationship with the parents of your players?

“...this then is the truth...is it not strange that desire should so many years outlive performance?...then I see mad men have no ears... they speak lies that thou knowest...God made them, and therefore let them pass as men...Oh, it is so easy to find where such evil springs... adversities sweet milk: Philosophy...God tends to the wicked, but not forever...one may smile, and smile, and smile, and be a villain...the devil himself appears thusly in this ‘guise”

Kids today are pressured to “specialize” and play only one sport in High School. You are an outspoken opponent to this practice:

“This is the most unkind and cruel cut of all...you must lay low ‘till the crack of doom because I suspect foul play...if you can look into the seeds of time and say which grain will grow, and which will not, then you may speak to me...my wish is to father thoughts...no profit will grow...golden lads and girls all must as chimney sweepers, come to dust...if all the year were playing holidays, then to sport would as tedious as to work... there is a small choice in rotten apples... I insisted on fair play and received cold comfort... where turns those confused youth?...he suffers from green-eyed jealousy... with which my sword I may open”

Some of your opponents have earned great respect from you, while others you accuse of not following ethical behavior. (cheating) You always stand strongly on the side of following the rules. What do you say to your opponents?

“...give the Devil his due...the son of my great enemy...every man has a fault, his is honesty...when I was at home, I was in a better place: but travelers must be content...we received no short shrift at their castle...my foe is a great as my kingdom!” *Yes, Coach, but those who Cheat?* “Lord what fools these mortals be...reputation is an idle and most false imposition; oft got without merit... stony hearted villains...a poor, poor player that struts and frets his brief hour on the stage...punks rampant... chamber pot dregs...that that is is...the great are only great because they are on their knees!...they have not an honest tongue in their heads”

You have said that many of your assistant coaches were discovered to be treacherous and selfish. Football staffs demand loyalty to be effective...what can you tell us about these men who have betrayed you on your staffs?

“...bring forth the parties of suspicion...cowards die many times more than their deaths...no conscience makes cowards of us all...most are bribed more by their ambitions then by money...if the truth were known...to the hottest, most hellish blazes to them that think they know... they have their exits and their entrances and one man in his time has many parts...there is naught in his life that becomes him better then to leave it!”

Coach Shakes, any last words as you look towards retiring?

“...parting is such sweet sorrow...what must be shall be...and I go to it with delight...what’s gone, and what’s past help, should be past grief...let us not burden our remembrances with a heaviness that is gone...let my tent be struck...he that quits pays his debts”

“...his life was gentle, and the elements so mixed in him that nature might stand up and say to all the world... This was a Man!” ■



WASHINGTON COACH Magazine

Next Issue - Spring: Feb 14

Fall Issue: August 14, Winter Issue: December 1, Spring Issue: February 14, Summer Issue: May 14

SUBMISSION PROCESS

Submit via email as an attachment to Mike Schick at WSCA-EDITOR@comcast.net

If you do not have access to email, mail to: *Mike Schick, 2110 Richardson Drive, Puyallup, WA 98371*

W S F C A
MID-WINTER FOOTBALL CLINIC

CROWNE PLAZA HOTEL – SEA TAC

JANUARY 27, 28, 29, 2017

Clinic registration may be found on the
Washington State Coaches Association website, washcoach.net

- ◆ Cut-off day for early registration—January 20, 2017
(after that it is \$120 for everyone)
- ◆ A total of 20 SPI Clock Hours (\$2/hour) are available for entire Clinic attendance
- ◆ Your Clinic Registration includes Friday night Spaghetti Feed and Saturday night Hall of Fame Dinner

HOTEL INFORMATION

Cut-off date for Hotel Registration is January 18, 2017

CROWNE PLAZA HOTEL SEA TAC

17338 INTERNATIONAL BOULEVARD, SEATTLE, WA 98188

A complimentary hot breakfast buffet is included in your room reservation

Contact Hotel by:

- ◆ Calling 1-844-733-1389, and request group
NAME: Washington Coaches Association Rate of
\$97+tax, or
- ◆ Use the e-booking link found on the
Mid-Winter Clinic registration page on
the WSCA website



WSFCA MID-WINTER CONFERENCE

FRIDAY – JANUARY 27, 2017

- 1:00 Registration
- 2:30 – 3:20 **Aaron Best** – Offensive Coordinator, Eastern Washington University
“OL Zone Game Skills and Drills”
Ian Shoemaker – Head Coach, Central Washington University
“Offensive Game Planning”
Jud Keim – Assistant Head Coach, Pacific Lutheran University
“PLU Special Teams – Coverage Attack – Speed Beats Man!”
- 3:30 – 4:20 **Aaron Best** – Eastern Washington University
“Base Pass Pro Skills and Drills”
Scott Power – Defensive Coordinator, Central Washington University
“Man Coverage Technique and Schemes”
Jud Keim – Pacific Lutheran University
“PLU Perimeter Run Game – Inside/Out”
- 4:20 – 5:10 **Sid Otton** – Head Coach, Tumwater High School
“49 Years of Coaching and the Need to Give Back”
Blaine Bennett – Head Coach, Post Falls High School, Post Falls, Idaho
“Developing Young QB’s for the Spread Offense”
H. T. Higgins – Defensive Coordinator, Gonzaga Prep High School
“The Importance of Drill Work and Practice Planning in Playing Championship Defense”
- 5:10 – 6:00 **Pat Alexander** – Defensive Coordinator, Tumwater High School
“Making Football Fun While Teaching Life Lessons”
Blaine Bennett – Post Falls High School
“Game Week Organization and Practice Plans at the High School Level”
Wayne Maxwell – Head Coach, Woodinville
“Woodinville Defensive Philosophy”
- 6:00 – 6:30 **Washington State Football Coaches Association Meeting**
President Adam Fisher – East Valley High School, Spokane Valley

- 6:30 – 7:00 **Coach of the Year Awards presented by District Directors**
Gold/Silver Helmet Awards

- 7:00 **Dinner** – Included in Registration Fee

- 8:00 **Master Coaches Panel**

SATURDAY – JANUARY 28

- 7:30 – 9:00 Registration

- 8:30 – 10:00 **West Selection Meeting** – Pat Hymes, Coordinator

- 9:00 – 9:50 **Curt Kramme** – Head Coach, Lynden HS
“26 Years of Lynden Football”
Terry Cloer – Head Coach, Mt. Spokane HS
“Mt. Spokane 3-4 Defense”
Eric Dinwiddie – Offensive Line Coach, Lake Stevens High School
“Coaching in ‘The Trench’: Offensive and Defensive Line Play”

- 10:00-11:30 **East Selection Meeting** – Pat Hymes, Coordinator

- 10:00 – 10:50 **H. T. Higgins** – Defensive Coordinator, Gonzaga Prep High School
“Design of Bullpup Defense - Utilizing Playmakers, But Keeping It Simple”
Mickey Ahrens – Head Coach, Franklin Pierce High School
“Building a High Powered Offense through Simplicity, Organization, and a Relentless Mindset”
Josh Fay – Head Coach, Napavine HS
“Odd Stack Philosophies and EDD’s”

- 11:00 – 11:50 **Rod Sandberg** – Head Coach, Whitworth University
“Coaching 101 – What Makes a Great Coach”
Taylor Chapate – Wide Receiver Coach, University of Puget Sound
“5 Wide Offensive Attack”
D’Andre Goodwin – Wide Receiver Coach, College of Idaho
“The Value of Relatability: Why Player/Coach Relationships Matter”

- 11:50 – 1:00 **Lunch, and visit Exhibitors**

- 1:00 – 1:50 **Mike McCune**– Special Teams Coach, Whitworth University
“Special Teams Organization & Kick-Off Return”
Rob Clements – Run Coordinator, University of Puget Sound
“Developing the True Athlete: Offensive Line Drills and Techniques”
D’Andre Goodwin – Wide Receiver Coach, College of Idaho
“Building the Foundation of a Wide Receiver through Fundamentals and Drills”
- 2:00 – 2:50 **Mike Neidhold** – Head Coach, Richland HS
“Game Time Play Scripts “
Kai Smalley – Head Coach, Snohomish HS
“Shifting to Bear”
Steve Valach – Head Coach, Liberty HS
“Coaching with Purpose”
- 3:00 – 3:50 **Mike Neidhold** – Head Coach, Richland HS
“Game Day Scripts plus RPO”
Dave Miller – Head Coach, Lakes HS
“The Lancers Quick Passing Game”
Jamie Plenkovich – Head Coach, Ferndale High School
“Ferndale’s Press Quarters Coverage”
- 4:00 – 4:50 **Keith Ross** – Head Coach, Sumner HS
“Defense Still Matters”
Rich Lane – Head Coach, Steilacoom HS
“Winning Through Special Teams – a Comprehensive look at the Fundamentals and Preparation Needed to be Successful on Special Teams”
Scott Devereaux – Head Coach, Wenatchee High School
“The 33 Stack Defense: The Personnel, Installing the Base D, and Some Blitzes”

- 5:00 – 5:50 **Adam Mathieson** – Head Coach, Mountain View High School
“Wing-T/Spread Run/RPO Game”
Nick Lucey – Head Coach, Squalicum HS
“Changing the Culture, Shotgun Play Action Pass and Misdirection Up-Tempo Run Game”
Mike Morgan – Head Coach, Colfax HS
“From Worst to First and Somewhere in Between”

6:00 p.m. **Social**

6:30 p.m. **Dinner and Hall of Fame Inductions**
(dinner included in registration fee)
Terry Ennis Scholarship Presentation

8:00 – 9:00 **Reception**

SUNDAY – JANUARY 29

8:30 – 9:00 Registration

9:00-11:00 **SAFETY PROTOCOLS AND TEACHING OF PROPER TACKLING TECHNIQUES**
Steve Bridge – Clear Risk Solutions
“Safety Protocols to Develop, Promote, and Maintain a Safe Football Program”
Safe “Hawk” Tackling Panel – Techniques and Drills to Ensure Proper Tackling Fundamentals
Tony Davis – Head Coach, Tahoma HS
“Approach” (tracking)
Darren McKay – Head Coach, Todd Beamer High School
“Contact” (head out)
Eric Schuette – Defensive Coordinator, Central Kitsap High School
“Finish” (to the ground) ■





MVP DRIVE

Create a safer, smarter, more realistic practice environment with the MVP-DRIVE, from Rogers Athletic and Mobile Virtual Player.

Like football coaches at every level of the game, Dartmouth Head Coach Buddy Teevens had grown tired of student-athletes injuring each other during football practice. Not only are injuries detrimental to student-athletes on and off the field, but they slow a team's overall progress.

Teevens reacted swiftly by banning live tackling in practices between players. Instead of tackling drills, he introduced the MVP-DRIVE – from Rogers Athletic and Mobile Virtual Player – as a method for student-athletes to participate in tackling drills without potentially injuring each other.

The MVP-DRIVE is the world's first – and only – motorized, self-righting, mobile training dummy. It is controlled with a fairly standard RC-type controller and stands about average player height. But here's the game-changer. The MVP-DRIVE can move. Its forward and backward acceleration, its lateral quickness, and its change of direction abilities leave coaches wide-eyed upon first seeing the MVP-DRIVE in action.

"Everybody in the football community is concerned about the potential for injury, and everyone wants fewer injuries," says John Currier, CEO of Mobile Virtual Player. "The MVP-DRIVE gives you a device that changes the way you teach and practice the game, but you take away, in large part, teammates hitting teammates in practice."

The MVP-DRIVE is also a very powerful way to eliminate repetitive, sub-concussive hits during practice that happen during the normal process of training.

"When you see the MVP-DRIVE moving around, under the control of coaches, it allows you to see it as a device that replicates not only what you might see from an opponent, but it mirrors the tackling process," he says. "They are hitting something padded, but it can definitely move and evade an athlete with no warning, just like an opponent. There are big dimensional changes you see by moving from a static dummy to the MVP-DRIVE. It broadly expands all of the things you can do in practice without running the legs off your players and subjecting them to unnecessary risk."

MORE THAN JUST TACKLING

While the MVP-DRIVE excels in the tackling arena, it has many more virtues than those belonging to a standard tackling dummy.

"The MVP-DRIVE is a great quarterback for line drills," says Currier. "You can move the pocket and you're not putting your valuable quarterback at risk. The MVP-DRIVE is a great quarterback during OL vs. DL drills."

That's not all. When running drills for linebackers and defensive backs, coaches can bring the MVP-DRIVE out of the backfield and have the defenders react to the position and direction of the MVP-DRIVE. They don't need to tackle the mobile dummy, but it helps them set up pursuit angles depending upon the route the MVP-DRIVE runs out of the backfield.

"It allows athletes to practice things they might otherwise have trouble practicing," says Ryan McManus, Director of Marketing for Mobile Virtual Player. "For example, if you have two MVP-DRIVES running vertical routes, and a defensive back splitting the difference in coverage, then the defender can make a real-time decision about breaking on the ball to intercept it or finishing with a tackle. You can't do that against your own receivers because coaches need those guys healthy on game day. You can also practice cut blocking on the MVP-DRIVE because it's softer than a player and it keeps defenders healthy as well."

Today, coaches and student-athletes can step into the future of football and join teams like the Pittsburgh Steelers, Oakland Raiders, Dallas Cowboys, San Francisco 49ers, University of Notre Dame, University of West Virginia, Dartmouth and more.

FOR MORE INFORMATION ABOUT THE MVP-DRIVE, VISIT [HTTP://DRIVE.ROGERSATHLETIC.COM](http://drive.rogersathletic.com) OR CALL (800) 457-5337.

ROGERS

VOLLEYBALL HALL OF FAME

Chelinda Dettorre

Chelinda played tennis in both high school and college. She taught Physical Education and Science while at Prairie HS and is currently a high school counselor at Heritage HS. Athletics have always been a strong thread that winds throughout her family. Her father, Lee Cave, is in the Washington State Hall of Fame for both Cross Country and Track and her husband, Gene, played on the 1964 State Championship basketball team and has coached high school basketball for more than 40 years.

Chelinda began coaching varsity volleyball at Prairie HS in 1991 and by 1992 had placed 4th in State. She coached her daughters from 1993 to 1998 at Prairie HS. It was a treasured time. Danielle was a setter for three State appearances placing 4th in 1993 and 5th in 1995. She was also a two time State basketball champion. Andrea was the setter for the next three years placing 2nd, 5th, and winning the 4A State volleyball championship in 1998. Both daughters played college volleyball at Seattle Pacific University. Currently, Danielle is an Emergency Critical Care Veterinarian in Seattle and Andrea is a Primary Care/Sports Medicine Physician in Vancouver. In addition, to coaching her daughters, Chelinda has coached all three of her nieces, who went on to play collegiate volleyball as well and are currently coaching 3A and 4A volleyball in Clark County.

After moving to a new high school in 1999, Chelinda started and coached the Heritage volleyball program for 15 years until retiring in 2015. During those years, Heritage made several State appearances, placing 6th in 2003 and 7th in 2004, culminating in a total of 8 State trophy placements. Her record of 486 wins and 186 losses spans 24 years of varsity volleyball in Washington. Chelinda has been selected Coach of the Year eight times and was named the Washington State Coach of the Year in 2011. She coached the 4A All State Teams in 1999 and 2011. She has won the State Tournament Sportsmanship Award twice. She has been a member of the Washington State Coaches Association for several years.

Feeling a need for more players to have access to local club ball, Chelinda started Clark County Juniors Volleyball Club in 2005 and was the Club director until retiring in 2015.

Pete Schweiger-Davenport

Pete coached volleyball for 36 years in the state of Washington at both Kahlotus High School and Davenport High School. He was selected to coach in the All-State series in 1993 and again in 2011. In his long and successful career he reached the WSCA milestones of 200, 300, and 400 career wins.

His teams won 6 district championships, 4 state championships (93, 96, 00, and 01) and made 20 appearances at the state tournament. His teams also placed many times in the state tournament: '92 - 3rd, '94 - 3rd, '95- 6th, '97 - 6th, '98 - 3rd, 2002 - 6th, 2004 - 2nd, 2005 - 4th, 2006 - 3rd, 2007 - 8th, 2012 - 4th, 2013 - 4th. Pete's final career record was 667 – 305.

Pete has been married to Leslie for 33 years. They have two children Kevin and Kathleen and two grandchildren Harrison and Watson. He has officiated basketball for 24 years and worked as a teacher for 35 years. His biggest fans were his parents Leona and Pete Schweiger.

Tawnya Brewer

Tawnya Brewer has been a physical education teacher, head volleyball coach and assistant track coach at Burlington-Edison High School for the last 23 years.

In her time as a coach, she has amassed a 352-101 record (current). She has ten Northwest Conference league championships and eight District 1 2A championships. She has received Northwest conference coach of the year nine times in her career. At the state level, she has one 4th place finish, three 5th place finishes, two 7th place finishes and has won the state championship in 2011, 2013 and most recently in 2015.

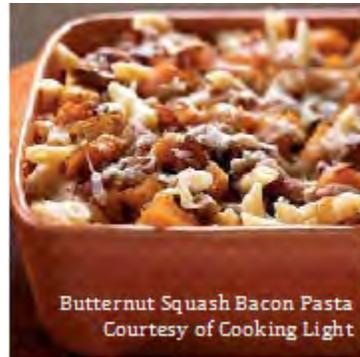
She has been married to her husband Darick for 25 years. They have two children, Brock (16) and Bode (13). She would like to thank her family, the community and all her players and formers players for the love and support all these years. ■

Winter Fueling...Comfort Foods to Fuel Your Game

By Emily Edison, MS, RD, CSSD | Momentum Nutrition www.momentum4health.com

Comfort Eating for Sport Performance

Winter is the time to curl up after practice and re-fuel your body with some energy packed comfort foods. **Athlete spoiler alert:** the high fat content in many comfort foods, can slow down the digestion of high energy carbohydrates and muscle re-building proteins. So what? Slowing down the digestion of these performance-enhancing nutrients can effect your energy supply the following days, and effect muscle rebuilding and repairing. The high calori content of some comfort foods can derail strength to weight ratio if consumed in levels above your needs. Use Pinterest and Cooking Light for recipes that turn your favorite comforts into sport enhancing masterpieces.



Winter Fueling Tips



1. Eat plenty of vitamin A rich foods like

pumpkin, squash and sweet potatoes. Try pumpkin pie protein smoothie, stuffed pumpkins, roasted butternut squash BACON pasta, butternut squash and black bean enchiladas. Vitamin A helps with keen vision (ie. *see* the ball coming at you) and its pre-cursor, Beta-carotene is an antioxidant. Antioxidants protect cells from damage caused by substances called free radicals. Free radicals are produced during exercise and contribute to chronic disease and play a role in the aging processes.

2. Protein pack meals and snacks by slow roasting or crock pot cooking meats and vegetarian proteins ahead of time. Use these tender and flavorful meats and beans to create “mini meals” (small bean burrito, ½ roast pork sandwich), a potentially healthier alternative to a “snack” (chips, cookies, candy).

3. Fuel up with winter fruits like apples, oranges, pears, and figs. These fruits add immune boosting vitamin c, fiber, and energy to your diet and provide an easily transported pre-game snack.

4. Hydration can be a challenge when colder weather sets in. Don't forget, always pack a water bottle and drink at least ½ your body weight in ounces of fluid per day. Use sport drink for vigorous practices longer than 90 minutes. In these cooler months, soups can also be a great source of hydration.

Take a bit of time to premake some healthy high performance meals that can be reheated to satisfy the need for comfort food this winter. Enjoy what you eat and have fun on the court or on the field!

Emily Edison is a recognized leader in the area of sport performance nutrition. Edison helps teams and individuals create WINNING nutrition plans. She can be reached at www.momentum4health.com ■

EV standout receiver Rodrick Jackson proving life imitates art

Written By Greg Lee for *The Spokesman-Review*, October 5, 2016

Rodrick Jackson watched the movie and now he's seeing it played out in real life.

The East Valley senior, a wide receiver/defensive back, possessed the speed and skill of a potential Division I football player. But he was lost. That's when Knights coach Adam Fisher and his wife, Jolene, stepped up.

"We are literally living the 'Blind Side' movie," says Adam.

Just eight months ago, Jackson told Fisher he had nowhere to go and "I have nobody."

Jackson didn't earn a full load of credits at EV as a freshman. And he dropped out of school a month into his sophomore year.

He doesn't know where his biological dad is and he moved away from his mom after his freshman year because the "difficulties were severe," he said, not wanting to be specific.

His sophomore year he bounced around living with four different families and being homeless at times. "There aren't many good situations on the streets," he said. "I saw some ugly, scary sides of life."

Near the start of his junior year he sought a more permanent living arrangement with a CHINS (child in need of services) petition. When that didn't work out, he approached Fisher.

"He went into full-on tears three times and composed himself three times," Fisher said of the private meeting last January. "He told me he wanted to make life changes and wanted to play college football."

Fisher told Jackson he had to change his life before he could ever think about college football. He also offered his home and family to Jackson.

"I said that before talking to my wife," admitted Fisher.

"I had reached my wit's end," Jackson said. "I got tired of how I was living life and wanted more structure, love and care. He (Fisher) had always been straightforward with me. I felt like there was nobody else I could ask that

could help me."

A little more than a month later, the Fishers had gained court-appointed oversight of Jackson. He moved in with the Fishers on March 2.

The Fishers were all in, including buying an airline ticket to Hawaii so that Jackson could be part of a family vacation.

"If he was going to be part of our family, he had to be part of our family in every way," Adam said.

Independent of each other, Adam and Jolene had begun searching for the cheapest round-trip ticket to Hawaii.

"Rodrick was coming with us come hell or high water," Jolene said.



Rodrick Jackson', center, has a new lease on life thanks in part to East Valley football coach Adam Fisher, right, and Jolene Fisher, left, with daughters Sydney, 12, and Ally, 14. (Photo credit to Colin Mulvany / *The Spokesman-Review*)

Life with the Fishers

The Fishers sat down with Rodrick and shared ground rules. There would be a curfew and he would have chores like in any other family.

“We told him we’d do everything possible to create a family atmosphere but there were some non-negotiables to live with us,” Adam said.

Jackson’s life had an immediate turnaround.

With guidance from his new family, Jackson finished the second semester last year with a 3.3 GPA.

Jolene said Rodrick had been living with the Fishers about two weeks when they talked about how they were going to refer to each other when they were around family and friends.

“Rodrick said ‘I want to call you dad and mom’ and I said ‘I want to call you son’,” Adam said.

And while they were in Hawaii, they had family pictures taken with Rodrick.

“We have them hung on our walls at home,” Jolene said. “We knew he needed to feel like he belonged and wasn’t a visitor in our home. We made it official.”

He spent the summer doing summer school and online classes. But even with those credits and the ones he will earn this year, he’s going to fall about three core credits short of graduating.

Adam plans to file a hardship with District 7 seeking another year of eligibility. He figures Jackson would graduate with one more semester.

Jackson turns 18 in December. That’s when he’ll get his driver’s license. The Fishers have a vehicle for him to drive.

At some point Jackson wants to legally change his last name to Fisher.

“It’s been hard at times but I’d say 90 percent has been very good and 10 percent hard,” Jolene said. “He’s been such a great kid. It was an adjustment for him, too, from a poverty perspective to see his needs taken care of and some wants too. We told him from the beginning we were going to treat him no different than our daughters.”

Said Adam: “As much as we’ve helped him, he’s blessed our lives. Jolene and I have grown so much. He needed help. It was the Christian thing to do.”

EV athletics secretary Jackie Fatur has known Jackson since his freshman year.

“We always knew that there was a good person in there,

but he didn’t have the support system,” Fatur said.

Jackson walks around EV with his head high and smiling. That’s a stark contrast to the Jackson who was sullen and downcast before.

“Just as soon as Rodrick moved in with Adam and Jolene he was bombarded with love, affection . . . big-time structure,” Fatur said. “He hadn’t been living with them three weeks when I took him aside and said ‘I hope you understand how blessed you are’. He said ‘Jackie, I’m not going to mess this up’. Adam and Jolene are saving a life.”

Athletically gifted Jackson turned out for track for the first time last spring. In just his fourth meet, he ran a 10.9 at the Pasco Invite and took fifth in the 100 meters.

He had to quit shortly thereafter because of shin splints, due in large part because he was putting on weight and getting stronger.

When he moved in with the Fishers he weighed 168 pounds. Through good nutrition the 6-foot-2 Jackson now weighs 193 pounds.

The University of Idaho and UTEP have offered scholarships contingent upon Jackson becoming academically eligible. Eastern Washington also is interested.

Jackson has been electronically timed at 4.51 in the 40, has a 41-inch vertical and can broad jump 10 feet, 1/2 inches.

“His measurables are very good – (NCAA) Division I football very good,” Fisher said.

Jackson earned second-team All-Great Northern League last year at wide receiver and defensive back. This fall he’s picked up where he left off. He has 23 receptions for 553 yards and five touchdowns.

The Fishers can’t wait to see how Rodrick’s life plays out from here.

“The story will continue, this isn’t the end,” Adam said. “The biggest piece for us is to finish this chapter of his life and get him graduated and on to college.”

A finish that was far from reality as recent as eight months ago.

“I have to pinch myself at times,” Jackson said. “God was looking out for me. This has been everything and more.” ■

MORE WOUNDED WARRIORS BENEFIT FROM EXPERTISE OF CENTRAL WASHINGTON UNIVERSITY ALUMNUS

Reprinted with permission, originally posted on the Central Washington University website under: "Central Today"



The United States Census Bureau estimates that there are more than 3.8 million veterans with a service-connected disability. Central Washington University alumnus Bryan Hoddle knows more than 1,000 of them personally.

Since 2004, Hoddle has helped America's wounded warriors, many tragically injured while serving in conflict areas around the world, recover their physical conditioning, ambition, confidence, and hope.

Hoddle was recently hired by the world renowned Roever Foundation to serve with its Operation Warrior RECONnect. Since 2001, that outreach has provided support to more than 6,000 debilitated service men and women who have lost limbs, sustained traumatic brain injuries, or are suffering from posttraumatic stress disorder.

"He is a genius!" Dave Roever exclaimed of Hoddle. "He can identify opportunities these guys have and just seems to know what needs to be done to inspire them and accommodate whatever their difficulty.

"Whether they're an amputee or have a physical deformity from injury that has restricted them from advancing physically, he knows what they can do—when they don't—and he has the experience to help them move forward in competitive sports. All the guys love him."

Roever knows all-too-well about combat-related injuries and their aftermath. While serving in Vietnam, he was burned beyond recognition when a phosphorous grenade exploded in his hand. While his injuries were expected to be fatal, Roever survived,

though it took countless surgeries and a 14-month hospitalization to do so.

"Forty-six years after Vietnam, we still have veterans who are lost in post-traumatic stress—it does not get better with time, it seems to compound and get worse," he pointed out. "I now see global war on terror vets that are following in some of those same, exact patterns. We're trying to short-circuit that by being proactive, but we need to move at it quick enough before they become hopeless."

Roever's foundation works with wounded warriors with a number of physical and emotional issues, often including substance abuse, and helps prepare them for public speaking careers. Those efforts take place, in part, at specialized facilities in Colorado and Texas.

"I'm attending those camps and working with soldiers on their alignment, balance, joint range of motion, and getting muscles to, again, fire sequentially—like they're supposed to," Hoddle explained. "I want these guys—who have lost so much—to begin to think, 'I can do this.'"

Hoddle uses a self-developed program involving drills and range-of-motion work with his clients. Some are blind. Others use prosthetics to replace missing limbs.

His work can be traced back to knowledge and skills he developed during a 34-year public school career, as a teacher and coach, augmenting what he learned as a Central undergraduate.

"I can remember sitting in class thinking, 'When will I ever use this in real life?'" he recalled, with a laugh. "But I've been able to use that

knowledge to help train Paralympic champions and injured soldiers across the United States return to some form of normal life."

Hoddle, 58, was an outstanding high school 400-meter runner, who still owns several Washington state prep records. He became a standout on the Wildcat track team before earning his Bachelor of Science in physical education in 1981.

Upon graduation, he embarked on a public school teaching career, but stayed close to the sport, serving as nationally certified USA Track and Field (USATF) prep team coach and licensed individual running instructor.

He also coached several Paralympians and went on to serve as program director job for the USA Paralympic Track and Field performance staff. He also served as the head coach of the 2004 United States Paralympic Track and Field Team, which he led to 26 medals.

Following those games, Hoddle went to Walter Reed National Military Medical Center, in Bethesda, Maryland, to conduct a running clinic for injured soldiers. It became a life-altering experience.

"The first thing I saw was a 19-year-old soldier with a helmet on his head, stacking blocks, and another was in a wheelchair with shrapnel wounds all over his face, missing an arm, missing a leg, who was just staring at me," Hoddle recalled, vividly. "I went into the bathroom and cried. At that moment, I realized God hadn't sent me to Walter Reed to do a running clinic, but to give these people hope."

Hodde has since offered his brand of hope through additional visits to Walter Reed, along with traveling the world to work with wounded veterans.

“When an injured soldier says you gave them hope, that’s the equivalent of watching the American flag go up and the national anthem being played at the Paralympics,” Hodde acknowledged, adding that is finalizing plans to work with an elite injured soldier who hopes to make the 2020 U.S. Paralympic team.

His selfless efforts have led to accolades and acknowledgements, including Hodde being honored by the Washington State House of Representatives, receiving a Hero of the

Year award from Runner’s World, and becoming a recipient of the USATF Presidents Award. But, Hodde’s not looking back, he’s looking ahead.

“I’m going to produce a fitness DVD with Dave’s [Roever] son, Matt, that soldiers and others can use to be more physically fit,” he noted of his next goal. “But, for me, it’s much more than teaching movement patterns or how to run or walk. It’s about relationships and letting them know I

care about them as people. These are people who inspire me and I want to inspire them in return.”

Roever added, “He’s the best I’ve ever seen at it, and we keep him pretty busy.”

“Let’s grant one another the gift of respect.” Bill Hybels ■



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☒ Cross Country ☒ Cross Country ☒ Cross Country ☒ Cross Country ☒

This was an exciting year for cross country, with the first major change in years with the move to the factor of 7 instead of a factor of 5 for qualifying individuals as it has been for years. The goal was to make sure that there were not individuals left at home who could be on the podium. In particular, this was directed towards those districts or regions with only 1-3 allocations to state, and from all indications, it worked well. Additionally, the coach’s box at state was expanded, allowing coaches to view their athletes at multiple points along the course. All of these changes as well as others less obvious are a result of a working partnership with the WIAA, WSCCCA, and the Pasco State Meet staff.

This year the WSCCCA is partnering with the track coaches association once again with the Track & Field/Cross Country Coaches Convention. At the convention in January, we will be inducting four new members into the Hall of Fame, as well as honoring this year’s Coaches of the Year. We recognize a coach of the year for each gender and classification.

Hall of Fame Inductees

Bob Isitt, Shadle Park: Bob was born in Frankfurt,



Germany, to US Air Force parents and attended Rogers of Spokane and graduated in 1968. At Rogers he participated in Football, basketball, CC, and track. He attended Whitworth College and graduated in 1972 with a major in History/Political Science. At

Whitworth he was an outstanding CC and track distance runner. In 1971 Bob had the number one 3 mile time in the nation for NAIA. Coach Isitt taught 33 years at Shaw Jr. High and Shadle Park. During his tenure he coached

volleyball, basketball, softball, track, and cross country. Bob had 5 state qualifying teams. He coached one CC state title team, two 2nd place teams, and one 4th place team. His 2009 CC team was ranked third in the nation in Mile Splits online rankings.

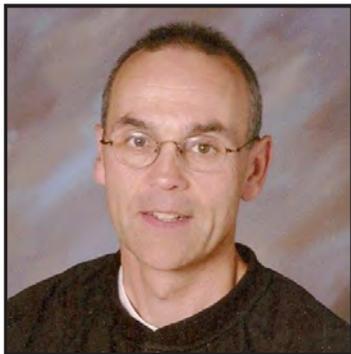


Mike Hepper, Richland: Mike graduated from Minot State in 1965 with a major in Physical Education and a minor in Business Education. While at Minot State he lettered in basketball and track and

Continued on page 16

Continued from page 15 - Mike Hepper

field, holding school records in the long jump, triple jump and as a member of the 440 yard relay team that ran the fastest time on record in North Dakota. In June of 1965 he was a participant in the long jump, triple jump and the 440 yard relay team at the NIAA National Track and Field Meet in Sioux Falls, SD. Mike was hired by the Richland School District in Richland, WA to teach business education classes and be an assistant track and cross country coach to Hall of Fame coach Max Jensen. In 1974-75 his track and cross country teams were again undefeated and won the Conference and District titles and State Cross Country Championship.



Steve Bertrand, Cascade: Steve's Cascade teams won 8 conference titles, 3 district titles, and made 15 trips to the state meet during his coaching career. At State his teams had 9 top 10 finishes with their highest finish in 3rd place. His 1994 girl's team was ranked top 20

in the nation. Steve started coaching as an assistant CC and track coach at Rogers of Spokane, and he was also their athletic director. He coached there for 2 years and then moved on to Cascade where he is still coaching. In addition to coaching, he is a Photo Journalist, Clinician, Cross Country camp director, East/West All-Star Cross Country Coordinator, Vice President & former President of the WSCCCA .



Nick Lazanis, East Valley: Nick attended East Valley and graduated in 1969. At East Valley he participated in track. At Spokane Falls CC then Eastern Washington he competed on the track team and 400, 800, and 4x4 relay. Nick began teaching at East Valley Junior

High and started the cross country program there. He then coached 2 years as assistant girls cross country coach at Lewis & Clark. Coach Lazanis then moved East Valley HS where he was head CC coach for 29 years. His girls teams won State Titles in 1996,97,98,99 and took 2nd place in 2000. His 1996 team was ranked 6th nationally.

Coaches of the Year

- 4A boys: Keith Wren, Bellarmine 4A girls: Dennis McGuire Central Valley
- 3A boys Brad Barquist, Interlake 3A Girls: Beth, Goenen Shorecrest
- 2A Boys: Bruce McDowell, Cedarcrest 2A Girls: Kelly Matson, Selah
- 1A Boys: James Batey, Bush 1A girls: Andrew Helm, LaCenter
- B Boys: Bob Thornton, Tonasket B Girls: Terry Meyer, NW Christian (Colbert)

Complete biographies and pictures of our Hall of Fame inductees can also be found our website at www.watfxc.com, along with our All-State team members and coaches of the year. ■

Congratulations!

Hall of Fame Inductees and Coaches of the Year - Your hard work and dedication is appreciated!



GETTING THE MOST FROM YOUR BREATHING

by Danny M. O'Dell, MA. CSCS*D
co-owner of 'The WeightRoom' gym and Explosivelyfit.com
Nine Mile Falls, WA

Breathing, as we all know is an important function of life. It is just as important knowing how to breathe or not breathe, while lifting. Surfing through the internet will be a roller coaster ride if you are looking for helpful directions in the proper way to breathe. Some say, in fact most are saying to breathe out as you lift the weight. Unless there is a medical reason for breathing out as you enter the concentric phase of the lift don't do it.

Breathing out works as long as the weight is light, insignificant, and puny because your body doesn't need to stabilize itself as much. However, once the load increases up to a level that will make a difference in your strength levels, you will automatically hold your breath near to, at, and through the sticking point. Try and see for yourself.

Now I am not so naïve as to think some of you will not force yourself to consciously breathe, during the heaviest part of the lift just to show that you can do it. However, if you (or your partner if you have one) are truly paying attention to your breathing patterns, you will notice that you hold your breath during the heaviest part of the lift.

This is similar to trying to achieve muscle isolation; with light weights it may work. But once again, with heavier weights your body will reach out for assistance from surrounding

muscles to complete the lift. The body does what it has to do to complete a task, whether it be recruiting other muscles or breathing adjustments.

Regarding breathing, you can make these adjustments to enhance your ability to move heavier weight. It will take a conscious effort on your part to successfully change a previous non-helpful habit such as forcing yourself to breathe out throughout the concentric portion of the heaviest part of the lift.

Instead, some coaches disregard the prebreathing phase altogether and recommend using a modified version of the Valsalva maneuver throughout the lift¹. As previously stated, you will automatically hold your breath during the heaviest part of the lift—this is normal. What is not normal is using it throughout the entirety of the lift. Problems may arise when using the Valsalva maneuver.

Using the Valsalva maneuver can have dire consequences if you or your trainee is vulnerable to heart problems such as:

- Creating high compressive pressure levels on your heart making it harder for the blood to flow back to the heart.
- Transiently but dramatically, raise your blood pressure to unhealthy levels, possibly leading to a blackout.

You can avoid using the Valsalva maneuver during the full lift by con-

sciously keeping your airway open. When you are heavy lifting, your abdominal muscles and diaphragm automatically contract, thus creating the fluid ball in the area of deep abdominal muscles.

Since fluids are difficult if not impossible to compress (think brake fluid) this action helps to stabilize the vertebral column, reduces the forces on the erector spinae muscles, and lessens these same compressive forces on the disks.

So, the short and sweet of all this is to maintain a solid center section by preserving the ability of the strong abdominal and oblique muscles to protect the spine and reduce the stress placed on the spine during heavy lifting.

You can avoid the Valsalva maneuver and disregard the knotheads telling you to breathe out during the lift and still lift heavy.

It is a win-win situation isn't it?

Breathing, as we all know is an important function of life. It is just as important knowing how to breathe or not breathe, while lifting. Surfing through the internet will be a roller coaster ride if you are looking for helpful directions in the proper way to breathe. Some say, in fact most are saying to breathe out as you lift the

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weight. Unless there is a medical reason for breathing out as you enter the concentric phase of the lift don't do it.

Breathing out works as long as the weight is light, insignificant, and puny because your body doesn't need to stabilize itself as much. However, once the load increases up to a level that will make a difference in your strength levels, you will automatically hold your breath near to, at, and through the sticking point. Try and see for yourself.

Now that is cleared up, let's move onto the breathing recommendations.

Nothing is gained "by rapid, short hyperventilation breathing, nor forced maximal inhalation...for production of maximal effort during any phase of the lifting."²²

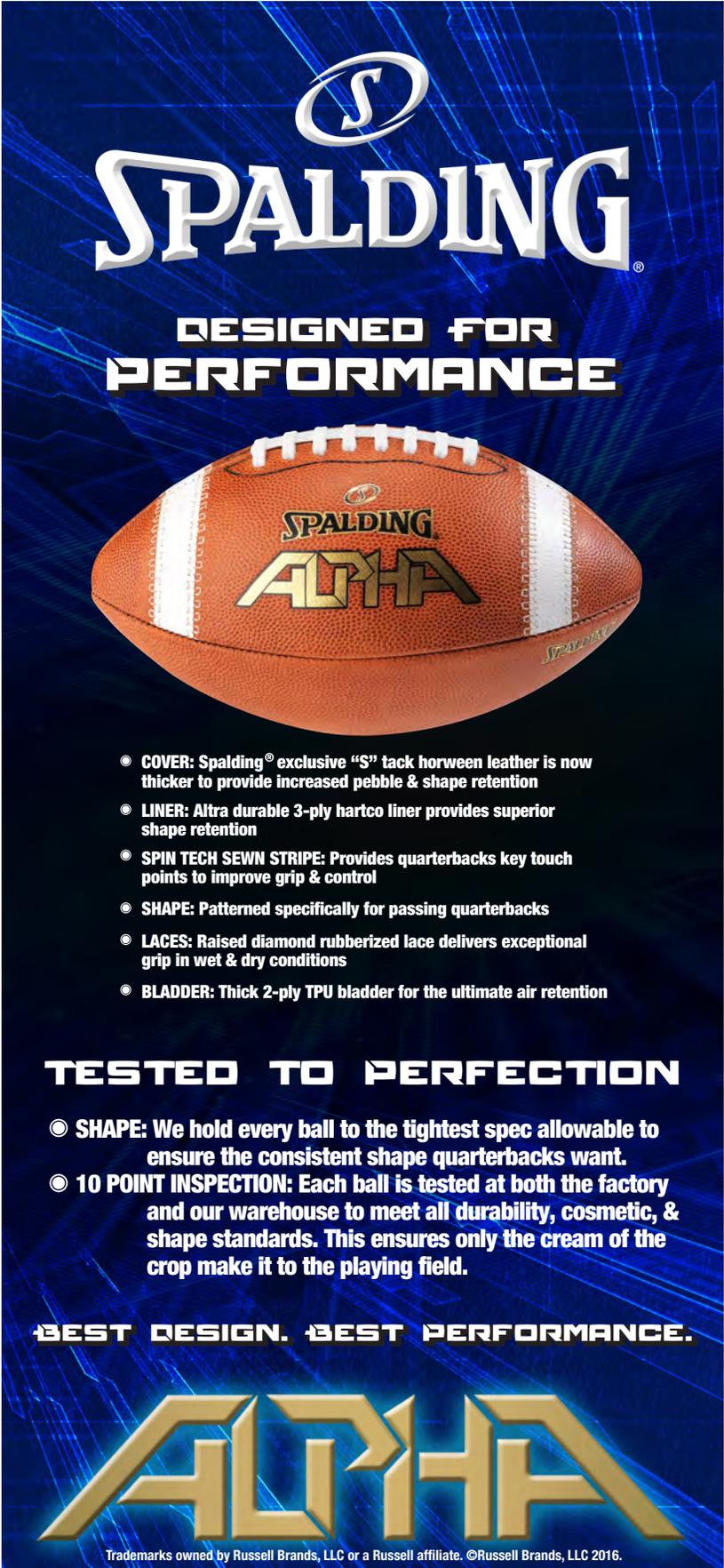
Mel Siff and Yuri Verkhoshansky

To begin with, you must consciously replace bad breathing habits with productive ones. According to numerous studies and predominantly noted by Gallego et al. in 2001, the general rule of habit change is if voluntary acts are repeated "learning occurs, and the neurophysiological and cognitive processes underpinning its (sic) control (sic) may change."²³

According to Vorobyev, 1978 cited in *Supertraining* "speed strength actions are optimally enhanced if the volume of air in the lungs is maintained at about 75% of their maximum capacity." Further research on highly trained weightlifters shows that when "breathing occurred during the later stages of the clean and jerk... (after the breath was held with the pull and jerk portion)... the volume of exhalation always exceeded that of inhalation by at least 125ml." There goes the support doesn't it.

The research recommendation is that "breath holding should precede and accompany maximal efforts, which should be followed by brief exhalation-inhalation, unless technical adjustments have to be made, in which case, breath holding must persist."²⁴

During the earlier, lighter training loads prior to the heavy workout weights; you can use longer times of near normal breathing



The advertisement features a central image of a Spalding Alpha football against a blue, circuit-like background. The Spalding logo is at the top, followed by the word "SPALDING" in large, white, block letters. Below that, the text "DESIGNED FOR PERFORMANCE" is written in a smaller, white, block font. The football itself is orange with white stripes and has "SPALDING ALPHA" printed on it. To the right of the football, there is a list of features in white text. At the bottom, the word "ALPHA" is written in large, gold, block letters. The background is a dark blue with glowing white lines that resemble a circuit board or a digital network.

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- COVER: Spalding® exclusive "S" tack between leather is now thicker to provide increased pebble & shape retention
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TESTED TO PERFECTION

- SHAPE: We hold every ball to the tightest spec allowable to ensure the consistent shape quarterbacks want.
- 10 POINT INSPECTION: Each ball is tested at both the factory and our warehouse to meet all durability, cosmetic, & shape standards. This ensures only the cream of the crop make it to the playing field.

BEST DESIGN. BEST PERFORMANCE.

ALPHA

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with shorter phases of holding your breath.

Remember to pay attention to your breathing and in an interest to your safety don't breathe out during the hard parts of the workout weights. There is a reason for the saying "keep tight," and that is to protect your body from harm.

Training your breathing

Proper breathing techniques are essential to any athletic endeavor and the learning of these skills correctly, right from the start, is an important first step to success in your athletes chosen sport. The introduction to correct breathing patterns properly begins on the first day, during the introduction to the sport, in the welcoming portion and continues onto the practice field or lifting stations.

However, there is one caveat to bear in mind when discussing this breathing technique and that is for those with heart and circulatory problems. You must make certain each of your athletes has had their sports physical and their participation in your program is without restrictions.

Many coaches recommend exhaling on exertion. This is not a normal breathing pattern and it is not a typical breathing reaction in a high intensity physical situation. No type of research or practice supports exhaling on exertion. Observation of athletes in competition clearly illustrates that when force is applied they are holding their breath. This is a natural response to the situation. If this is natural, then why change the pattern?

According to Dr. Michael Yessis⁵, "studies have shown that when you execute a skill, you hold your breath on exertion-during the power phase, when force is generated." Holding the breath "on exertion provides up to 20% greater force, stabilizes the spine, and helps prevent lower back injuries. It transforms the trunk (and, in fact, the whole body) into a stable unit against which your hips, shoulders, and arms can move more effectively."⁶

The underlying mechanism for potentiation of strength resulting from holding your breath on exertion relies on "a pneumomuscular reflex in which increased intralung pressure serves as a stimulus for the potentiation of muscle excitability. The true mechanisms of enhanced muscle excitability have yet to be studied."⁷

Drs. Mel Siff and Yuri Verkhoshansky "recommended that breath-holding should precede and accompany maximal efforts, which should be followed by brief exhalation-inhalation, unless technical adjustments have to be made, in which case breath holding must persist. Exercise with submaximal loading may be executed with longer phases of normal exhalation-inhalation and shorter phases of

breath holding. Neither rapid, short hyperventilation breathing, nor forced maximal inhalation is desirable for production of maximal effort during any phase of lifting."⁸

Your healthy athletes should be able to hold their breath more than just a few seconds during the heaviest part of the lift, commonly referred to as the sticking point. Instruct them to take a larger than normal breath, not excessive but a little bit bigger than normal, and then hold it through the sticking point.

Not only does maintaining control of your breathing contribute to a stronger physical effort, it can relax your body and mind. Dr. Yessis states that inhaling and exhaling before a physical effort helps the body to relax. However, this does not mean a total relaxation of the muscles.

Prior to beginning these movements there has to be some muscular tension throughout the body. For example, when doing the dead lift, this tension is brought about by taking the slack out of the bar before the lift begins. This places enough tension on the muscles to produce sufficient strength to lift the weight off the floor once the pull begins.

References:

- Yessis, Michael, Dr. *Build a Better Athlete*, Equilibrium Books
Zatsiorsky, V.M. and Kraemer, W.J. *Science and Practice of Strength Training*
Verkhoshansky, Y. and Siff, M., *Supertraining* 6th edition, published by Verkhoshansky

(Footnotes)

¹ **Valsalva Maneuver**

The Valsalva maneuver is performed by attempting to forcibly exhale while keeping the mouth and nose closed.

² Siff, Mel, Verkhoshansky, Yuri, *Supertraining*, 2009 sixth edition

³ Gallego, J., Nsegbe, E. and Durand, E. (2001). *Learning in respiratory control. Behavior Modification*, 25 (4) 495-512.

⁴ *ibid*

⁵ <http://doctoryessis.com/about/dr-yessis/>

Dr. Michael Yessis received his Ph.D. from the University of Southern California and his B.S. and M.S. from City University of New York. He is president of Sports Training, Inc., a diverse sports and fitness company. Dr. Yessis is also Professor Emeritus at California State University, Fullerton, where he was a multi-sports specialist in biomechanics (technique analysis) and sports conditioning and training.

⁶ Yessis, M, Dr., Yessis, Michael, Dr. *Build a Better Athlete*, Equilibrium Books

⁷ Zatsiorsky, V.M. and Kraemer, W.J. *Science and Practice Of Strength Training*, Published by Human Kinetics

⁸ Verkhoshansky, Y. and Siff, M. *Supertraining* sixth edition published by Verkhoshansky ■



Coaching & Communication: Negotiations, Conflict Management & Persuasion

“Today I want to tell you three stories from my life...” Steve Jobs

by Brian Brunkow, Attorney

Author of *Zero Offseason – a guide to Student Athlete Development & NCAA Recruiting*

Who were the most impactful coaches in your professional development? What traits did they have in common? One trait many of us look for in leaders is effective communication. Our best mentors were able to reach and teach us through clear, concise and compelling communication.

How well we communicate plays a huge role in our career development – from convincing a cranky head coach to hire us as a rookie assistant, to mediating coaching staff conflicts as a seasoned veteran, to creating program “buy-in” when starting over at a school lacking a history of success. So at every stage of our careers we should develop three key skills to become better communicators: ***Negotiations, Conflict Management, & Persuasion.***

The goal below is to offer a brief overview of these three skills and provide resources for further practice.

NEGOTIATIONS: some are saying, “I’m a coach, not a sales person.” But we are all in sales. As a coach, parent, employee, or business owner we negotiate every day. And effective negotiators follow a three step outline: *Preparation; Process-Goals & Post-Mortem.*

Preparation – Do some work on the front end when preparing to negotiate. What is the relationship (is this a one-off situation or is the other party someone

you’ll deal with repeatedly?) What are the other party’s “interests” behind the positions they hold? *Positions* are typically negotiable but *Interests* are non-negotiables so it’s important to understand the difference. For example, when sports-mom DEMANDS her son play quarterback that is her *position*. Now you ask questions - you learn she wants him to play QB to develop leadership skills (that is the interest behind her position). Once we know the underlying interests behind the position we can brainstorm create alternatives.

Process Goals - just a few key points here. First, a big mistake coaches make is fixing problems on the move while walking off the field or before stepping into a meeting. We’re busy. We want to check off immediate problems and move on. That’s a mistake. When an assistant coach, parent, or AD approaches us with an issue that is important to them...we need to treat it as a material concern and listen. We need to develop trust before we can influence the other party. And the best way to create trust is to truly listen and accurately summarize the other side’s position and interests. This doesn’t mean agreeing or caving-in to move the conversation along. It means letting the other party know we understand their point of view.

Next, *how we communicate* plays a big role. The person we’re negotiating with

is evaluating whether our words match our tone of voice and body language... this is why we shouldn’t “rush” through the problem solving process. Let’s not “talk, walk and text” at the same time. Multi-tasking while listening to someone’s concerns is a bad idea. Find a time and place to truly hear what the other side is saying so they know we are focused, invested, and interested. Communication experts point to former President Clinton as a master communicator in this regard – Clinton was able to make other people feel like the “only person in the room” in conversations. That is a valuable career skill.

The last part of process-goals is dealing with “impasse” during negotiations. We’re rolling through the issues and then...no progress. Nobody budes. Impasse happens. The mistake at this stage is to force a quick fix. When impasse happens it’s time to step back, reflect, and recharge. An effective way to table the discussion is to summarize the points of agreement and disagreement and ask, “*what’s the best thing we can do right now?*” This simple phrase does two things – it reduces pressure and allows the other party to feel ownership over what comes next.

Post Mortem – Ah yes. The “unfun” stuff. But lack of follow up is a big reason “settled” negotiations fall apart. Use the “Triple R” program when ne-

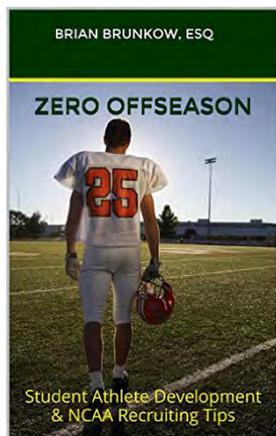
gotiations are complete (*Reality Check; Revisit & Reciprocity*).

First, **Reality Check** – run hypos on negotiated agreements to ensure the stakeholders are on the same page. Second, **Revisit** – negotiated agreements are rarely final. Check back periodically on the “buy-in.” Whatever is agreed to won’t mean anything if people feel unfairly treated, or get passive aggressive to get their way. And third, **Reciprocity** – this goes back to the first point of negotiations of knowing the relationship. “Good, bad, and ugly” behavior comes back like karma. Sure, we’ll never see that car dealer again who we beat up for some free floor mats...but we *will* see athletes, parents, teachers, coaches, and administrators time and time again.

CONFLICT MANAGEMENT: Conflict is unavoidable. Every team, coaching staff, and athletic department deals with conflict routinely. We all come from different backgrounds with different communication styles so the healthy approach is to accept that conflict is inevitable. Communicate this fact early and often to staff, parents, and players. We also want to communicate that conflict provides opportunities for growth when channeled properly.

Is it “Conflict?” - we’re all busy with work, family, and coaching so it’s easy to confuse a misunderstanding or difference of opinion with “conflict.” Sometimes a simple misunderstanding (*coaching roles*)

looks like conflict due to unclear communication. Ask clarifying questions to determine if there really is a conflict. And sometimes



a difference of opinion (*personnel decisions*) escalates into nasty conflict when not handled properly. Whenever possible, have difficult conversations in person or at least by phone/Skype. Use email and texts to summarize conversations but not to address festering problems.

Triggers from Small to Big – if we allow seemingly small problems to go unchecked they will escalate and creep into other areas of the relationship. What appears to us as a “non-issue” might be a huge issue to another person. It really depends on perspective and history. And this ties into the “position vs. interest” discussion above. Ask questions to discover why the issue is important. That AD who goes ballistic on you for canceling a meeting at the last minute may have unresolved issues about a prior coach’s lack of respect. The AD’s “position” is a 24-hour notice requirement to cancel meetings; the “interest” supporting that position is a need to feel valued.

Know Your Options (BATNA; WATNA & MRATNA) – understand your options in lieu of reaching an agreement. For example, after a tough season the AD expects you to fire the offensive and defensive coordinators. You, however, want to retain and develop the coordinators. The decision may cost your head coaching job. What are the alternatives if you don’t fire staff? Work through the “best,” “worst” and “most reasonable” alternatives to a negotiated agreement. Assess the pros and cons of the options available. And be realistic about the impact of those options.

PERSUASION: you accept a head coaching job at a program with no track record of success, no culture, traditions, or community involvement. How do you create positive momentum in such a toxic culture? Impactful leaders are clear and concise story tellers. When the late Steve Jobs returned to Apple the company was a dumpster fire with

low morale, infighting, and 90 days from bankruptcy. Jobs communicated the “why” behind Apple’s mission and led the company to become one of the most valuable brands in history. A great example of Jobs’ communication style is from his popular 2005 Stanford commencement speech on *You Tube*. Jobs starts off, “**Today I want to tell you three stories from my life. That’s it. No big deal. Just three stories.**” Jobs knew the value of persuasion through story telling.

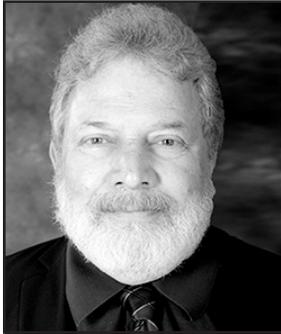
The Campfire – persuasive leaders are compelling story tellers. We’re hard-wired to gather around the campfire and listen to stories. Nobody likes a lecture...but everyone likes a good story! *TED Talks* is a great place to study persuasive story-telling. And the upside to *TED Talks* is that presenters only have 18 minutes to tell a clear, concise and compelling story.

TED Talk audience members routinely cite a few common themes for what makes a compelling story: first, tell a story in the first 30 seconds that drives home the central theme of your talk; second, effective stories are personal to the speaker; and third, effective stories use a mix of narrative and dialogue, and short, specific details that are multi-sensory (visual, auditory, touch and smell).

So we’ve briefly covered three key communication skills for coaching success (negotiations; conflict management & persuasion). Below are additional resources to continue this skill development:

- *Negotiations: Getting To Yes – Negotiating Agreement Without Giving In*, Roger Fisher and William Ury
- *Conflict Management: 101 Ideas & Insights About Resolving Conflict*, Susan Fee
- *Persuasion & Story Telling: Talk Like TED – 9 Public Speaking Secrets*, Carmine Gallo ■

WRESTLING HALL OF FAME



Doug Cowan
Curtis HS Head Coach, 2000-2012
Curtis HS Asst. Coach, 1992-2000
Clover Park HS Asst. Coach,
1977-1992

Doug Cowan is a 1967 graduate of Curtis HS and charter member of the CHS Athletic Hall of fame, where he was a four-sport letterman in football,

wrestling, baseball and track, and awarded CHS Outstanding Senior Athlete. Cowan matriculated to the University of Washington, receiving an academic/athletic scholarship for football and wrestling. Following an injury, Cowan transferred to the University of Puget Sound in 1971, participating in football and track, earning All-American honors in football. UPS honored him with the Ben Cheney Award for the Outstanding Senior Athlete.

He began teaching in 1974 with the Clover Park SD, teaching science, coaching football and track. In 1977 Joe Reasons asked him to assist with wrestling at Clover Park HS. In their first season together, the Warriors won the first of two state championships among five top-ten finishes. In 1992

Cowan and Reasons independently moved to Curtis HS where he continued to coach wrestling and football. During their time together, Reasons and Cowan accumulated a dual meet record of 227 wins and 88 losses. Cowan became the head coach in 2000 and guided the Vikings to 93 wins until his retirement in 2012. Cowan has coached eleven state finalists and six state champions. One of those state champions, Kirk White, went on to win a national title for Boise State and later coached the Broncos. His Curtis teams won two Academic State Championships, including numerous individual Academic State Champion wrestlers. Cowan was selected by his peers as league and regional assistant coach of the year, and league and regional head coach of the year. He also

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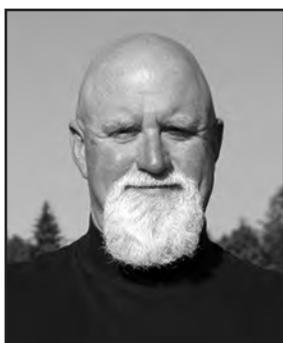
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received the inaugural Sportsman of the Year at the 50th anniversary Washington State wrestling tournament. Cowan's philosophy, a theme throughout his career, is to: compete, especially against one's best self; commit to excellence in all endeavors; and lead with impeccable integrity. He has garnered the respect of students, athletes, opposing coaches and officials as a true gentleman of the sport who held his athletes to high standards. He taught science for 38 years, and was selected as Regional Science Teacher of the Year in 1998. Cowan was selected by the Curtis HS students to be the faculty commencement speaker eight times, including seven of the last nine years of teaching. He continues to coach football and substitute teach.



Ron Lepper
 Mount Baker HS 1994-2014
 Palo Verde HS (CA) 1989-1994
 Vista MS (Ferndale) 1989
 Ferndale HS Asst. Coach, 1988-1989
 Simon Fraser University Asst. Coach,
 1986-1987

Ron Lepper wrestled for Cashmere HS under Hall of Fame coaches Bill Elliot and John Durheim as part of three state championship teams, and played football for HOF coach Jack Collins. At Simon Fraser University Lepper wrestled and played football from 1983-86, and served as an assistant coach for both programs. As an assistant coach for Ferndale during the 1989 season, he worked with Hall of Fame coach

Lee Anderson. Lepper was the head coach at Palo Verde HS in Blythe, CA and coached PV's first CIF (Southern Section) place who participated in the masters meet, one step away from the state tournament.

Lepper moved to Mt. Baker in 1994 where he would coach wrestling for the Mountaineers for 20 seasons. His dual record is 146-31, with a league record of 107-21 including a 61 conference dual meet streak from 1996-2005. The boys team won the state championship in 2000, were runner-ups three times, third place three times, and three other top-ten finishes. The boys teams also won 10 regional championships and 11 league titles. Lepper helped spearhead the rise of girls wrestling in the north-west section of our state. He coached the Mt. Baker girls team to four top-ten finishes including a state championship in 2008 and trophies in 2007 and 2010. The girls won the first Girls Dream Dual Tournament title, as well as the first girls dual meet in Whatcom County. Over the course of his career at MBHS, Lepper coached exactly 100 state placers, 14 state champions including his daughter, Rainey Lepper. He was named league Coach of the Year 11 times, Regional Coach of the Year 8 times, and in 1998 Lepper was named Sate Coach of the Year for the 1A classification.

He spent most of those years coaching three sport seasons. Lepper has been the head football coach since 1996, has recorded over 150 wins, and was named league Coach of the Year seven times. In his time at Mt. Baker, Lepper was a head coach or assistant coach for softball, baseball, and even basketball this past year. He continues to teach at Mt. Baker and coach football. His nominator says this of his friend; "Coach Lepper's loud 'Old School' exterior hides his huge heart for kids. He loves impacting the lives of kids through sports."



Mike Williams
 Othello HS Asst Coach, 1965-95
 Othello MS 1966-1973

Mike Williams was instrumental in the accomplishments of the Othello High School wrestling program as an assistant coach for thirty years, and helped four different head coaches develop and mold young kids into young successful men. His role as an assistant coach was valuable to the athletes and coaches that he worked with. The Othello teams that Williams helped coach won three state championships (1968, 1969, 1974) along with five runner-up finishes (1975, 1977, 1978, 1986, 1995). There were 22 individual state champions for Othello as well as 14 runner-ups. He taught science and math for 30 years at Othello High School and coached at Othello MS for seven seasons.

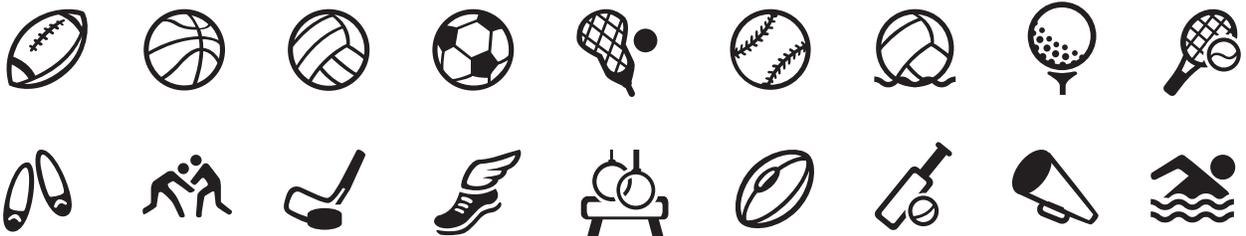
Coach Williams took the responsibility of travelling all over the country taking wrestlers from Othello, and at times from other programs, to tournaments. He started the little guy program in Othello in the late 1960's. He coordinated freestyle tournaments, with a highlight being the 1976 Olympic Qualifier in Othello where he was the assistant tournament director. Williams also coached the 1982 Cultural Exchange Team to Australia and twice coached Team Washington at the Junior Nationals in Iowa.

During his years at Othello, Williams taught many athletes the commitment and dedication that it takes to be successful. Many of the athletes that he helped coach became successful in their own right, including WSWCA Hall of Fame members Wayne Schutte (Othello), Mark Kondo, (Othello), Ruben Martinez (Othello), and Scott Bliss (Auburn and Mead). ■



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