



Institute for Sport Coaching

Serving America's Sport Coaches



Smith College Summer 2006

“Never doubt that a small group of thoughtful, committed citizens can change the world....indeed it's the only thing that ever has.”

Margaret Mead

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The inaugural session of the Sport Coach USA Training Center will be held at Smith College on July 14, 15 & 16. Located just north of Springfield, Massachusetts in the town of Northampton., Smith has agreed to host the Center as a natural outreach component to its NCACE Level 4 certified graduate program in sports coaching education.

The Institute is working with its Smith partner, the Exercise & Sport Program

to offer the following coaching education courses and seminars:

- Coaching Principles
- Sport First Aid
- Inside the Sport Coaches Union
- USA Swimming Coaches School

Smith College and the Institute plan on this being an annual event and to

expand the course offerings in 2007 and beyond.

It has been through the vision of Smith Professor Don Siegel, chairman of the Exercise & Sport Program, that the Institute has found a home to start its resident-based coaching education programs.

New Institute Staff

Three new people have joined the Institute staff over the summer to aid in implementing various components of the Institute's plan to deliver quality professional development and services to America's sport coaches.

On October 19, the Board of Directors, during a special meeting, voted Mr. Charlie McGrath as the latest member of the Board as an at-large member. Founder of the Principles of

Positive Coaching Seminars in Rhode Island, McGrath has been a tireless advocate of coaching education and the Institute. Currently an Adjunct Professor at the Community College of RI (CCRI), McGrath is a retired interscholastic and intercollegiate basketball coach.

In August, Mr. Lou Pullano joined the staff as our Youth Sports Coaching Consultant. Presently the Athletic Director at CCRI,

Pullano is a member of the RI HS Soccer Coaches Hall of Fame and retired HS teacher and coach.

In June, Mr. Slava Heretz joined the staff to assist the Exec. Director with marketing research and business development issues. Heretz, a recent graduate of the sports management program at UMASS Amherst, has been developing the Institute's database of New England-based sports organizations.



Sixteen American national governing bodies reported they did not have enough qualified coaches.

2003 US Olympic Committee Coaches Education Survey

Speakers Bureau Debut

In September, the Institute launched its latest service, a speakers bureau supplying quality speakers to New England area sports organizations. The initial line-up of speakers being marketed in this service are:

- Christopher Hickey, Institute Exec. Director

- Bill Clapper, Institute Director of Communications
- Lou Pullano, Youth Sports Coaching Consultant

The Institute is seeking other notable speakers to add to the bureau roster.

Please see the Speakers Bureau [webpage](#) for the latest list of topics the speakers cover.

The View from the Director's Chair

Over the summer, I have been transitioning my efforts with the Institute from "planning" to "doing." The need to complete this transition has been driven by my inability to secure an angel investor in the form of a college/university. While I have received positive feedback on the mission and benefits of the Institute, it has become clear the original start-up plan needs to be modified. Now with Smith onboard as the

Institute's summer home, it is time to start developing and fielding the professional development services desperately needed by the underserved sport coaches community. Current plans include the rollout of the following products and services:

- Guide to Coaching Ed Programs

- Sport Coach USA Training & Education Monitor

One thing is clear; the future months will be filled with the necessary work to truly start the Institute's work. For me, it is a work of passion.

Thanks for all your support and I look forward to hearing from you.

Chris

IRS Non-Profit Status Update

In early September, Hickey received an update on the Institute's application for non-profit status from the IRS. The application is now awaiting its second review phase since it did not pass the first review. Historically,

75% of organizations that apply for non-profit status do not pass the first review. The IRS anticipates starting the second phase in early November and should rule on the Institute sometime

during the first quarter of 2006.

Fundraising Update

The Institute's first fundraising effort has been started; the shopping affiliates program. Amazon, Lands End and eBay are the first vendors the Institute selected.

Your purchases benefit the Institute as a commission for each item you purchase is paid to the Institute. The key is accessing these sites through the links provided on the Institute's website. The commission (typically around 5%) goes directly to ISC and underwrites the cost of maintaining the Institute's Web site.

The Institute would also like to sincerely thank:

- Christine Patke of JPR Developers for her work developing the website and paying for its monthly hosting cost.
- Bill Clapper of WJ Clapper & Associates for his continued support in the area of communications, public relations and marketing.

Our next step, once the IRS certification is granted, is to seek out support to fund development of specific ISC products and services.

**Support the
Institute!**

**Shop online with
these vendors via
the Institute's**

Affiliate Program:

- [Amazon](#)
- [Lands End](#)
- [eBay](#)

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We're on the Web!
Visit us at:
www.instituteforsportcoaching.org

Coming Up in the Next Edition

- Sport Coach USA Training Center @ Smith College 2006 Update
- Fundraising Update
- Publication of the Guide to Coach Education Programs
- The Sport Coach USA brand
- Long range plans for 2006

About the Institute

The Institute for Sport Coaching, headquartered in Acton, MA, is a nonprofit organization dedicated to developing and delivering educational experiences and leadership tools critical to the advancement of

sport coaches in the US. The Institute develops and nurtures professional, intercollegiate, interscholastic and youth sport coaches, and prepares them to provide positive sport experiences

to athletes. The ISC's goals include combating obesity and inactivity among America's youth and creating safe and quality sports experiences for young athletes through a network of quality sport coaches.

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