

Institute for Sport Coaching

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Update September 2003

Executive Director's Notes

As I adjusted to rejoining my civilian company, I found plans underway for a 9/11 remembrance ceremony. This gesture made me pause for quiet introspection with the why of my 22 months of active duty. As I transitioned from active duty to civilian life in July and August, I had many thoughtful moments as I tried to gain perspective as to what my service to our nation and our world was truly about.

My co-workers reminded me it was simply about those who were lost and injured and how I was part of a much larger effort to prevent such a travesty from happening again. On September 11, and whenever you think of that day, please keep those who were lost in your thoughts and prayers.

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Legal advisor: Jefferson Triplett III.

One thing I have been looking forward to is having more time to make the Institute for Sport Coaching a reality. The past two years I have had several offers of employment from within the national intelligence community, but I turned each offer down. Why? I know in my heart that the Institute is necessary to provide much needed services to America's sport coaches. I am committed to do my best to make this concept become the center of excellence for the training and

development of sport coaches.

Our summer is winding down and now our energies and attention can be refocused on the Institute. Progress continues for our official 'opening' next fall and a number of steps in that direction were taken this summer. As fall turns to winter, we will be making some running steps as we approach our launch date.

To keep everyone apprised of our progress, I've compiled a quick review of this summer's accomplishments. Thanks for your continuing support, and we will be reporting more news in the upcoming months.

In The Media

An article, "Recruiting, Training and Retaining High School Track and Field Coaches," was published in the summer issue of USA Track and Field's Track Coach Magazine. The article, written by Chris Hickey, addressed the shortage of coaches and national demographic trends that exacerbate the problem. Hickey presented suggestions on how to recruit, train and retain high school track coaches.

Mentoring Assistance

Advisory Board member Annette Lynch has generously volunteered to be my masters program mentor. The mentorship will center on two related projects: ISC development and development of a mentorship program for Special Olympics Maryland sport coaches.

Web Presence

Web site development is underway with board vice president John Healy with Christine Patke from JPR Developers of Great Mills, MD. Web site launch is scheduled for November. Patke has developed several Web sites for non-profits in Maryland.

Marketing

I met with Nick Reggio, associate athletic director at the U.S. Military Academy in May and made a presentation on the Institute and how it could benefit West Point. Reggio recognized the benefits the Institute offers and is currently reviewing the business plan. This meeting was the result of the first marketing packages sent to New York and New Jersey area colleges.

In July, I met with Carla Criste, associate athletic director at the U.S. Naval Academy and made a presentation. Criste scheduled a follow-up meeting with Kevin Sinnett, assistant athletic director at the Academy for August. Sinnett also perceived the benefits the Institute would bring to the Academy and is reviewing the business plan. He plans to brief the ISC to the Academy's athletic director in early September.

[Director's note: I learned a great deal from these three presentations - particularly the one with Reggio. Universities and colleges have spent millions of dollars upgrading their physical facilities to make them competitive with their peers. The

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lesson learned is to pitch the ISC as a means of ensuring the right people witness those facilities and spread the word.

Partners/Sponsors

Jeff Triplett, an associate at Saul Ewing LLP, a large business law firm in Baltimore, has arranged for his firm to provide business development law services to the Institute pro bono. Bob Spar, partner at Saul Ewing and a non-profit tax law expert, has been assisting with the ISC's by-laws, mutual non-disclosure agreement and incorporation documents. This fall, he will be assisting to gain non-profit status from the IRS.

Until next issue,

Chris Hickey, executive director/founder.