

Institute for Sport Coaching

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NEWS RELEASE

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Rick Albrecht Joins ISC Board of Advisors *National Coaching Education Leader Brings Passion for Development of Sport Coaches*

ACTON, Mass. – Associate Professor Rick Albrecht, Past-President of the National Council for Accreditation of Coaching Education and Coordinator of the Grand Valley State University's Sport Leadership Program in Michigan, was recently named to the Institute for Sports Coaching's Board of Advisors.

Albrecht, a leader within the national coaching education community, is an advocate for the training and development of sport coaches at all levels. He brings dedication and experience to the Institute as well as a wealth of knowledge about the importance of proper coaching and its relation to delivering a great sport experience for young athletes.

"The Institute is very pleased to add Rick Albrecht to our board of advisors," said Christopher Hickey, the Institute's Executive Director. "We are very excited to have Rick's expertise to guide us in our coaching education efforts and promoting the *National Standards for Sport Coaches*. It will certainly boost the Institute's efforts in developing strong coaching education programs."

Among his professional accomplishments, Dr. Albrecht previously wrote a weekly coaching column for *The Grand Rapids Press* called "Kids Stuff" and is finishing his first book entitled "*Lies Your Coaches Told You... And You Keep Telling Yourself and Others*." Dr. Rick Albrecht also holds a B.S. in psychology, an M.A. in counseling psychology, a second M.A. in sport psychology, and a Ph.D. in sport psychology from Michigan State University.

The Institute for Sport Coaching, headquartered in Acton, MA, is a national, non-profit 501(c) 3 organization dedicated to developing and delivering educational experiences and leadership tools critical to the advancement and improvement of sport coaches in the United States. The Institute develops and nurtures professional, intercollegiate, interscholastic and youth sport coaches, and prepares them to provide positive experiences in sport and life skills to athletes. 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. Please see www.instituteforsportcoaching.org for more information.