



**NEEDHAM HIGH SCHOOL
ATHLETIC DEPARTMENT**
"HOME OF THE ROCKETS"

August 18, 2011



For Immediate Release

NEEDHAM HIGH SCHOOL ATHLETIC DEPARTMENT ANNOUNCES COMMITMENT TO ENHANCING ATHLETIC CULTURE FOR NEEDHAM PUBLIC SCHOOL STUDENTS

Leadership and culture building workshops and keynote presentations to be offered to Needham athletes, parents, coaches, and youth sport organizations through extended partnership with the Positive Coaching Alliance (PCA).

Needham, MA - As part of a targeted effort to provide the most positive experience for its student-athletes, and thanks to continued funding from the Needham Education Foundation, the Needham Public Schools and the NHS Athletic Department have entered into an expanded relationship with the PCA. Committed to enhancing the athletic culture and climate for Needham students, workshops will resume for NHS and middle school athletes, parents and coaches, while programming will now be offered for Needham youth sport organization leaders, coaches and parents as well. The NHS Athletic Department and the PCA will work together through these interactive workshops and presentations to help establish a shared set of values and common goals for all athletic programs in town, from the youth leagues up through the high school varsity teams.

Needham High School sees its partnership with the PCA as a key component in developing clear, positive expectations for its players, coaches, and fans. Director of Athletics, Micah Hauben, feels this is a very important aspect of the relationship, as it helps to "promote good citizenship, strengthens community, and is aligned with the District's goals in relation to Social & Emotional Learning. In addition, the student-athlete workshops not only look to help develop students into better competitors and teammates, but also present participants with leadership techniques and resiliency building strategies. The importance of honoring and respecting the games they play and the values of good sportsmanship are also stressed."

The NHS Athletic Department is excited to have Jim Perry, one of the PCA's national keynote speakers, scheduled to come in to run a series of workshops in September. Mr. Perry brings with him an incredible knowledge base, having been a standout athlete himself (played basketball at USC) and his connection and commitment to youth and high school sports is highlighted by his past and current experiences:

- **White House and Congressional "Building Character through Sport" Task Force**
- **National Association of Sport and Physical Education (NASPE) National Coaches Council Chairman**
- **As a teacher and athletic director in California has been named both Educator and Athletic Director of the Year**
- **Member of the Southern California Interscholastic Coaches Hall-of-Fame**

The PCA program schedule for the fall is as follows:

Monday, September 26 - "Developing Winners in Life through Sports" Parent Workshop
7:00-8:30pm - NHS Auditorium ♦ Facilitated by **Jim Perry** for parents of all level athletes in Needham

Tuesday, September 27 - Captain's Leadership Keynote Presentation by **Jim Perry**
12:30-2:00pm - NHS Auditorium ♦ For all 2011-12 NHS Varsity Captains

Tuesday, September 27 - "Double Goal Coach: Coaching for Winning and Life Lessons" Workshop
6:30-8:00pm - NHS Auditorium ♦ Facilitated by **Jim Perry** & **Eric Eisendrath** (Lead Boston PCA Trainer) for coaches from all Needham Youth Sport Organizations

Tuesday, September 27 - Keynote Presentation and "Culture, Practice & Games" Workshop
7:00-8:30pm - NHS Library ♦ Run by **Jim Perry** for all Needham Public Schools Coaches

Please visit <http://nhs.needham.k12.ma.us/athletics> for more information about NHS Athletics and the PCA workshops or contact NPS/PCA Coordinator Karen Mullen at r_k_mullen@yahoo.com with questions.

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About the Positive Coaching Alliance:

Founded as a non-profit within the Stanford University Athletic Department in 1998, the PCA has the mission of “transforming youth sports so sports can transform youth.” To that end, PCA has conducted nearly 9,000 workshops nationwide for more than 475,000 youth and high school sports leaders, athletes, coaches and parents. Workshop attendees have helped create a positive, character-building youth sports environment for roughly 3.5 million youth athletes. PCA has the support of elite coaches and athletes on a National Advisory Board, including Boston Celtics Coach Doc Rivers, Los Angeles Lakers Coach Phil Jackson, and dozens of others. For additional information about PCA visit www.positivecoach.org.

Attachments:

- 9/26 “**Sports Parent**” Workshop Flyer
- 9/27 “**Captain’s Leadership Keynote Presentation**” Flyer
- 9/27 Needham Youth Sport Organization “**Double Goal Coaching**” Workshop Flyer
- 9/27 NHS Coaching Staff “**Keynote Presentation and Culture, Practice & Games**” Workshop Flyer

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