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"The Most Important Coach in America" Joins PCA



Joe Ehrmann, whom *Parade* dubbed "The Most Important Coach in America," has joined PCA's National Advisory Board. Joe, a former all-pro defensive end for the Baltimore Colts, was the subject of *Season of Life* by Pulitzer Prize-winning author Jeffrey Marx.

PCA Founder Jim Thompson: "Joe Ehrmann makes a powerful case that sports too often promotes a 'false masculinity,' in which boys believe their worth as a man will depend on athletic ability, the amount of wealth accumulated and sexual conquests. Joe is a pioneer in formulating a more healthy definition, in which masculinity is about the relationships you develop and whether you are part of a cause greater than yourself. I am delighted that Joe has joined PCA's National Advisory Board and look forward to working with him to make sports a character-building opportunity for youth."

PCA coaches in Northern California have a great opportunity to participate in an exclusive

six-hour seminar with Joe Ehrmann in San Francisco.

When: Thursday, August 20, 2009

Time: 9am-4pm

Place: St. Ignatius College Preparatory Gymnasium  
2001 37th Avenue, San Francisco, CA

Through the generosity of donors this seminar (normally \$100 per person) is free on a first-come-first-served basis. To reserve your spot and join other PCA staff, trainers and coaches, RSVP to Drew Sanders at [athletesforothersca@gmail.com](mailto:athletesforothersca@gmail.com).

Thompson again: "Joe Ehrmann is one of the most inspirational speakers on coaching I have ever heard. Anyone who has the chance to hear him should take advantage of it."

### Ask PCA: Correcting an "I" Attitude

Our most recent "Ask PCA" question about self-image in young girls drew a slew of eloquent responses. It is heart-warming to know how many well-intentioned coaches and parents are out there, sharing sound advice that can save young lives from the ravages of depression and eating disorders associated with negative self-image.

This week's question:

"As a parent and coach of girls ages 10-14, I have a question regarding 'I' attitude. All of a sudden this year, the more competitive the girls get, the 'I' attitude comes out. The majority of these girls are very good friends off the field. Some of us parents have spoken about this issue and agree it needs to be addressed, before they lose the concept of team. They are all very skilled, and instead of encouraging each other they are competing with each other. How can I transform this situation?"

--**Sherri Harloff, Long Island, NY**

[Click here to answer this question on the "Ask PCA" blog.](#)

**To Ask PCA your youth sports coaching and sports parenting questions, e-mail [AskPCA@positivecoach.org](mailto:AskPCA@positivecoach.org)**

To read all responses to the previous "Ask PCA" question -- "Self-Image in Young Girls" -- including PCA's response, [click here](#).

### Youth Sports Spotlight: Giants' PCA Day+Barca vs. Chivas=A Special Sports Day

Saturday was a special day for sports in San Francisco. It started a little after noon at AT&T Park, on the upwardly mobile end of 3rd St., where the Giants held PCA Day. We honored a number of Bay Area Double-Goal Coaches® in a ceremony at home plate marked by the debut of a new PCA slogan -- "developing character through youth sports" - - that aptly describes the goal of the PCA Movement. (If you want an eco-friendly tote bag emblazoned with a similar phrase, [click here to become a PCA Member](#).)

After the ceremony, we enjoyed great performances by PCA National Advisory Board Member Barry Zito and San Francisco's latest darling, Pablo Sandoval, whose exuberance and talent are explored in [this article by Sports Illustrated's Lee Jenkins](#).



Speaking of exuberance, the next stop in a special sports day, after a drive down to the impoverished end of 3rd St., was Candlestick Park, where supporters of FC Barcelona and Chivas de Guadalajara brought the same unbridled passion to their cheering that their heroes displayed on the pitch. (En route to the Stick, we passed Bret Harte Elementary School, whose schoolyard we helped refurbish last year, along with officials of AYSO, Women's Professional Soccer and America SCORES -- a PCA Partner that will help tap the inner cities' wealth of athletic talent for the youth soccer players who can help the U.S. compete with European and South American powers.)

The 5,000 or so of us who watched the Major League Soccer game between the San Jose Earthquakes and Columbus Crew were soon joined by about 55,000 more fans. These folks were face-painted, flag-waving, chanting *aficionados*, including the amazingly energetic Chivas band, which stood and cheered and chanted and waved and drummed throughout the game.

Along with the virtuosos on the field below -- Lionel Messi, Thierry Henry, Ramon Morales -- the fans reminded us of the passion sports carry. Yet they made us wonder why it is not so here in America, for American athletes, every day? If you have an answer, [click here to share your thoughts on the Youth Sports Spotlight blog](#).

### Coaching Tip: Practice With Your Players

Next time practice needs a change of pace, consider practicing with your players. Getting out onto the court or field with the athletes has a multitude of benefits for you and your team.

[Click here for the rest of this tip.](#)

**Positive Coaching Alliance**

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