

Save  
the Date!  
February 19, 2016  
Join us in San Antonio!



#### Summit Speakers

Find out more about this year's speakers and how their inspirational messages can encourage you.



#### Travel Arrangements

Details on local hotels, event location, parking information and where you can purchase your tickets.



#### Inservice Opportunity

Find out how this event offers you continuing education hours and use this as a school in-service for your staff.

# Texas Coaches LEADERSHIP SUMMIT

presented by



Friday, February 19, 2016

Lila Cockrell Theatre - San Antonio

## What Is The Texas Coaches Leadership Summit?

Since its inception in 2008, the Texas High School Coaches Education Foundation has diligently worked to support Texas high school coaches in their efforts to "help coaches to help kids." In our resolve to not sit around and "do nothing" and as we think about where we should focus our attention for the greatest impact, it comes down to doing more to equip coaches to use their platform of sports to teach winning attitudes, values and character traits. This goal of bringing coaches education to the forefront of our mission has driven our preparation for our fifth annual Texas Coaches Leadership Summit.

This signature event was developed from our passion to help coaches **Coach Beyond the Game**, and into the lives of student-athletes. One of the most important things we want to address at this Leadership Summit is our vision to create social change by identifying an

epidemic that is quickly becoming a major threat to American society. That epidemic is a lack of fathers and positive role models in the lives of our youth. We can think of no other profession that has the ability to stand in the gap and address this epidemic more than the coaching profession.

The purpose of this Leadership Summit experience is to equip coaches and their staffs with the tools necessary to enhance and encourage the lives of their players. Throughout the day,

coaches will be inspired by some amazing and dynamic speakers.

The Texas Coaches Leadership Summit exists to motivate our coaches and other educational leaders from around the state with an injection of inspiration, character development and positive vision for the sake of our student athletes. Any individual in the education profession can benefit from attending this event. We cordially invite you and ask for your support in encouraging your entire coaching staffs to attend this signature event.





### **Event Location:**

#### **Lila Cockrell Theater**

200 E. Market Street, San Antonio, TX 78205  
Phone: 210/207-8500



### **Discount Hotel Accomodations:**

#### **La Quinta Inn & Suites**

303 Blum, San Antonio, TX 78205

**Rate of \$149.00 per night.**

To make reservations, you can either dial 866/527-1498 option #1 or email the onsite Sales Coordinator, Jennifer Gutierrez at [lq0501sc3@laquinta.com](mailto:lq0501sc3@laquinta.com) Please give the group name when making your reservation: 2016 Coaches Leadership Summit. Last day to reserve a room at the discounted rate is Febraury 2, 2016.



### **Ticket Information:**

**To buy tickets online visit [www.thscef.com](http://www.thscef.com) and click the “Buy Tickets” button.**

*If you need to purchase tickets with a school check please call 512/392-3741 for instructions.*

**Tickets are \$89.00 in Advance, and \$99.00 at the Door pending availability.**

Ticket price includes lunch and refreshments for attendee. All seating is General Admission. Doors will open at 8:30 AM and the summit will run from approximately 9:00 AM to 4:00 PM.

## **Get your In-Service Hours...**

We understand that for some schools, Monday, February 15th is a mandatory staff development day. The Texas Coaches Leadership Summit is a perfect event for staff development. Consider speaking with your administrators about using this event as an opportunity for you and your staff to fulfill your TEA accredited in-service hours. Certificates for hours will be given to attendees at the conclusion of the summit.

### **What are attendees saying about their past Leadership Summit experiences?**

“We all need something to inspire us before the busy spring we experience in high school athletics. I have found that the Leadership Summit has provided this inspiration for me. It serves as a great reminder to me of what we are charged to do and why!”

#### **Coach Shawn Pratt**

Director of Athletics  
McKinney ISD

“This Leadership Summit reaffirms the reason we coach, to build character first. Today’s society is in need of strong coaches to lead young adults into a stronger more positive American future.”

#### **Coach Mark Soto**

Head Coach/Athletic Coordinator  
San Marcos HS

“The Leadership Summit reminds us of what coaching is all about and of the rewards associated with this great profession. The speakers are fabulous and we should all send every member of our staffs that we possibly can... including middle school coaches.”

#### **Coach Jim Streety**

Athletic Director  
New Braunfels ISD



*“The Texas Coaches Leadership Summit exists to motivate our coaches and other educational leaders from around the state with an injection of inspiration, character development and positive vision for the sake of our student athletes. We are convinced that leadership is critical to the vitality of our profession and the leadership of our coaches has never been more important!” - D.W. Rutledge, THSCEF Executive Director*

## Some of our 2016 confirmed speakers:



### **Carey Casey**

CEO for The National Center for Fathering

Carey Casey is Chief Executive Officer of the National Center for Fathering. He is author of the book *Championship Fathering: How to Win at Being a Dad* (2009), co-author of *It's Great Being Dad* (2015), and general editor of *The 21-Day Dad's Challenge* (2011).

Through his work across the country, he's known as a compassionate ambassador, particularly within the American sports community. Casey joined NCF in 2006 after 18 years in various roles with the Fellowship of Christian Athletes, including executive director of the OneWay-2Play program, the first-ever National Urban director and president of the FCA Foundation.

His career has also included serving as chaplain at the 1988 Summer Olympic Games in Seoul, South Korea, chaplain for the Dallas Cowboys under Hall of Fame Coach Tom Landry, and chaplain for the Kansas City Chiefs.

Carey has also served as a lecturer at the World Congress on Sports, the college football Senior Bowl, the National Association of Basketball Coaches Convention at the Final Four, and the Super Bowl. In high school, Carey played in the 1971 Virginia State Championship football game — the game later dramatized in the award-winning movie, *Remember the Titans*. Carey is still friends with former Titans coach Herman Boone and many of the people portrayed in the movie.

Carey received his bachelor's degree from the University of North Carolina - Chapel Hill. As a running back, he helped lead the school's football team to the Atlantic Coast Conference Championship in 1977.



### **Chad Hennings**

Three-time Super Bowl Champion, Three Time Author, Retired Air-Force Pilot

Although he is best known as a former defensive tackle for the Dallas Cowboys, Chad Hennings' string of successes began long before his professional football career. An outstanding athlete in high school, Chad chose to attend the Air Force Academy to play football. His senior year he was a unanimous choice for All-American and led the nation in sacks with 24. Though drafted by the Cowboys in 1988, he postponed his entry into the NFL to fulfill his commitment to the Air Force. During his four-year stint with the Air Force, Chad flew 45 missions in support of Operation Provide Comfort in northern Iraq. In 1992, he joined the Cowboys, eventually becoming a starter. He spent his entire nine-year professional career with Dallas, retiring in 2001 with a neck injury after playing on three Super Bowl Championship teams. Since retiring, Hennings has found success as an investor, consultant and motivational speaker. He has also written three books: *It Takes Commitment* (1996), *Rules of Engagement* (2010) and *Forces of Character: Conversations about Building a Life of Impact* (2015).



### **Matt Birk**

NFL Director of Football Development

Matt Birk was drafted in the 6th round of the 1998 NFL Draft by the Minnesota Vikings. He played 11 years for his hometown NFL team, earning 6 Pro Bowl berths. During that time, Birk was also named the Vikings Man of the Year 6 times for his efforts in the community. In 2009, Birk signed with the Baltimore Ravens. In 2011, he was named the NFL Walter Payton Man of the Year, awarded to the player who exemplifies excellence on and off the field. A year later Birk capped off a 15-year NFL career as a Super Bowl champion with the Ravens.



## **Clint Rutledge**

*Speaker/Author/Director of The Fourth Quarter Leadership Institute*

Clint Rutledge is the son of Legendary Texas High School Football Coach D.W. Rutledge. Growing up around the Judson high school program, he helped lead the Judson Rockets to Back-to-Back State Championships as a quarterback on their 1992 and 1993 Football teams. Clint then went on to Baylor University where he graduated with a double major in History and English. After graduating, he went back to Judson to serve as their quarterbacks coach where he won his Third State Championship medal in 2002.

Clint is now one of the top Realtors for Keller Williams Realty in the greater San Antonio area. He currently serves in multiple leadership roles in New Braunfels, Texas including the New Braunfels Christian Academy School Board, Deacon at Oakwood Baptist Church, Monthly speaker on Leadership Development for Department Heads in the City of New Braunfels, Steering Committee member for Youth Leadership New Braunfels, Monthly speaker for Youth Leadership New Braunfels, Director of the All Pro Dad's Program at New Braunfels Christian Academy, Co-Author of *The Family Plan*, and the Founder and Director of The Fourth Quarter Leadership Institute, an innovative new leadership training for high school and college athletes.



## **Kevin DeShazo**

*Author/Founder of Fieldhouse Media*

Author of *iAthlete: Impacting Student-Athletes of a Digital Generation*, Kevin DeShazo is the founder of Fieldhouse Media. He is a sought after speaker, having presented on over 80 campuses and is a regular presenter at conferences and conventions, including NACDA, CoSIDA, the NCAA Convention and the Collegiate Athletics Leadership Symposium. He has been quoted on *ESPN.com*, *The New York Times*, *USA Today*, *Forbes*, *Bleacher Report*, *Dallas Morning News* and is a contributor to *Sporting News*. Kevin is also the founder of Fieldhouse Leadership, raising the capacity of leaders in collegiate athletics. Oklahoma City is home for Kevin along with his wife Megan and their two boys, Gabe and Noah.



## **Paul Vitale**

The founder of Vital Communications, Inc., Paul is a native of Arkansas and acquired his degree in Mass Communications and Journalism from the University of Central Arkansas.

He speaks worldwide about the significance of optimism, a strong work ethic, and concepts vital to personal and professional growth, while reaching hundreds of thousands of people from all walks of life.

His diverse client list includes ESPN, Walmart, the United States Postal Service, Southwest Airlines, the U.S. Chamber of Commerce, the Washington Redskins, the Minnesota Vikings, the University of Kentucky, United Way, the National Association of Secondary School Principals, and the St. Louis Rams.

Paul has been featured on NBC, ABC, FOX, and the Minnesota Vikings Entertainment Network, and is a regular guest on talk shows sharing his insight and life strategies. Paul's expertise, enthusiasm, and ability to encourage people to exceed their potential have been described by his audiences as extraordinary. Recognized by *Arkansas Business* as one of its "Forty Under 40," Paul was selected by its readers as Best Motivational Speaker and Trainer.

## What is the Texas High School Coaches Education Foundation (THSCEF)?

The THSCEF is committed to helping coaches be the best they can be for the benefit of our student athletes. Our comprehensive continuing education program strengthens, reinforces and enhances the professionalism of coaches in Texas at both the high school and middle school level. This program will directly affect the lives of over 1.5 million student athletes each year.

The payback will be measured in the hundreds of thousands of young student athletes who, because of their participation in high school athletics, will experience daily victories. They will discover within themselves the ability to overcome adversity, to develop leadership skills, to develop winning attitudes, to be hard workers, to be a part of a team which requires sacrifice and service to others while developing into responsible and productive citizens.

The THSCEF works to promote the following initiatives:

### **Coaches Education Initiative**

In addition to the annual Coaching School and Convention, and the Texas Coaches Leadership Summit, the Texas High School Coaches

Association (THSCA) initiated the Professional Development Certification Program for continued education that is designed to help coaches at all competitive and organizational levels, with an emphasis on coaches of secondary schools who are actively engaged in or directly associated with coaching sports in Texas. The THSCEF is committed to making a solid investment in these existing educational programs and the creation of new and innovative ways for our Texas coaches to reinforce and expand their knowledge and professionalism. Additional initiatives include mentoring programs, leadership and character development seminars and access to online educational materials.

### **Permanent Injury Program**

Started in 1938, this program provides indemnity for permanent and total disability caused by injury sustained while participating in any sport sanctioned by the University Interscholastic League, which includes any game, scheduled practice or off-season athletic class under the supervision of a regularly employed coach who is an active member of the THSCA. This program has since been extended to include both Private & Parochial school athletes. Injured athletes who qualify for this program are provided monthly checks for financial support.

### **Memorial Benefit Program**

In 1967, this program was initiated to provide indemnity in the case of a death of a middle school or high school athlete, whose head coach of the sport in which the death occurs, is an active member in good standing of the THSCA. The program currently grants \$3,000 for the death of an athlete when said death is caused by participating in any University Interscholastic League sanctioned sport, if an accident occurs in a game, scheduled practice or off-season athletic class, under the supervision of a member coach. This program has also been extended to both Private and Parochial student athletes. Since inception, this program has provided over \$206,000 in assistance to families of deceased athletes.

### **Benevolence Fund**

Created in 2005, the Benevolence Fund has allowed the enhancement of aid for both Permanent Injury and Memorial Benefit candidates. The fund permits the Foundation to provide aid in special needs and hardship cases that extend beyond those covered by the current Permanent Injury and Memorial Benefit policies. In eleven years of existence, this fund has afforded the opportunity to provide over \$340,000 in financial assistance.



Photos from the 2015 THSCEF Leadership Summit

# Coaching to Change Lives

by D.W. Rutledge, THSCEF Executive Director

It is my belief, that interscholastic sports are a very important part of the educational process. However, I am concerned that we are in danger of losing our athletic programs in Texas as we know them today; and the only way for us to counter the negative scrutiny which athletics receives is by talking about the many good qualities of athletics.

We need to sell our programs and we need to point out to the people in our communities that our most important job is not in the skills that we teach but in the intangibles that we have an opportunity to teach, such as:

- Developing Self-Confidence
- Teaching the Value of Hard Work
- Developing Habits of Dedication, Sacrifice, and Selflessness
- Teaching Leadership Skills
- Building Strong Character Traits
- Teaching Self-Discipline
- Power of a Proper Mental Attitude

I think sometimes as coaches we pass over these intangibles as being “corny” - but they’re not! These are the most important things that our athletic programs have to offer the educational process.

Athletics has always been at the forefront of social change. Playing sports has helped our country break down barriers of segregation and racism; it has brought the world together in times of war and has provided inspiration and optimism when the public needed it most.

Every coach is in a position that allows him to directly influence the attitudes of his athletes whether it is in team meetings, before and after practice sessions, or simply casual conversation. It doesn’t matter what sport you coach, your players look to you for leadership, guidance and instruction.

There is no activity in our schools today that has any more carryover

value for adult life than competitive athletic programs. Athletics are the last stronghold of discipline that we have left on our campuses today, and the leadership of our coaches has never been more important.

Over the years the state of our society has significantly changed and children are flooding into our educational system laden with social issues that could hinder or negate their chances for success. Our coaches and teachers are forced to deal with these issues as the problems in our society continue to increase.

One of the most important things we have attempted to address at our past Leadership Summits, is our vision to create social change by identifying an epidemic that is quickly becoming a major threat to our society. That epidemic is a lack of fathers and positive role models in the lives of American youth. In 1950, 6% of America’s children lived in fatherless homes. Today almost 30% of American children live in homes without a father. America currently has the highest percentage of fatherless homes of any country in the world.

Statistics gathered by the US Census Bureau in 2009 clearly back up the belief that the fatherless home is a national crisis:

- 65% of youth suicides are from fatherless homes.
- 90% of all homeless and runaway youth are from fatherless homes.
- 85% of children who exhibit behavioural disorders are from fatherless homes.
- 71% of high school dropouts are from fatherless homes.
- 70% of the youth in state institutions are from fatherless homes.
- 85% of rapists motivated by displaced anger are from fatherless homes.

So how do we fight this epidemic? -- While nothing can replace a dad, and getting fathers back in the homes is something that we need to pray fervently for, there is something that we can do about increasing the

number of positive role models who are out there.

If a coach will use the platform that sports provides to teach not only the sport, but life skills and principles such as commitment, service, leadership, respect, responsibility, and teamwork, we could start to change the downward slide of our country. It is my belief that this movement can come through a coaching profession that is united in its purpose.

Almost every social issue that we are dealing with today can be traced back to the demise of a positive role model in the lives of many of our young people.

I can think of no other profession that has the ability to stand in the gap and address this epidemic more than the coaching profession. What great purpose and opportunity our profession carries with it!

It is our vision, and our hope, that through the efforts of The Texas High School Coaches Education Foundation and our annual Coaches Leadership Summit that we will be able to inspire and equip our coaches to take advantage of the unique opportunity they have to shape the future of America by shaping the lives of the young people they coach.

I want to challenge each of you to have a bigger vision than just winning games. I want to challenge you to find ways in your program to coach beyond the game and into the lives of the young people that you are blessed to coach.

This Leadership Summit will help you as a coach and leader, to realize the influential power and potential that you have in building character and integrity by transforming the lives of your students. I encourage you to register now for this year’s Summit on February 19, 2016.

For some, it will be a new beginning as you find your purpose. For others, it will renew your spirit and revive your motivation for why you were called into this noble profession.