



OACA Newsletter

SPRING 2025

SERVING COACHES FOR 90 YEARS

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DIRECTOR'S CORNER

Rob Younger, OACA Executive Director



Where has the school year gone, as it seems like yesterday it was August, and we were preparing for Fall Sports? It has been a very busy year, but we like to say, "It is a good busy." The weather is beginning to warm up and spring break is now in the past. That is when you know that spring has arrived. Coaches in baseball, softball, track, tennis and golf love the fact that they can look forward to some relatively warmer afternoons for practice and playing games, as opposed to the cold temperatures of February and March.

This school year, the OACA is celebrating our 90th year of serving high school coaches in our great state. The OACA was founded during the 1935-36 school year. Gene Eberhardt was the first President of the organization. Bill Bowerman, co-founder of Nike and former track coach at the University of Oregon, was the OACA President in 1938-39 and 1947-48. The OACA was led by active coaches until the hiring of Marv Heater as Executive Director in 1987. Ron Pheister, longtime coach and athletic director in the Portland area, was a vital leader for many years prior to Coach Heater. The OACA office was in Marv's basement until we rented our first office space in Salem in 1989. In 1998, Dave Johnson joined the staff as Associate Director, then as Co-Executive Director with Marv in 2005. Upon Marv's retirement in 2010, I had the privilege to join Dave as Associate Director. With Dave's retirement in 2014, I became the OACA's Executive Director, moving the office to Albany. In 2018, Chris Knudsen joined our leadership team as OACA Associate Director.

We are looking forward to our 39th annual OACA Awards Banquet on May 31st. The first OACA "Coach of the Year" Banquet was held in 1986 with 50-60 coaches in attendance. Today, the banquet is held at the UO's Autzen Stadium, Club Level with over 325 coaches and family members in attendance. 1986 was also when the OACA began recognizing and honoring graduating high school student-athletes of our association members. From 1986-1996 the Executive Board selected four \$1,000 scholarship winners. Since 1997, eight \$1,000 student athlete scholarships have been given annually to an OACA member's graduating student-athlete. Beginning this year, the Executive Board voted to increase that amount to eight \$2,000 scholarships. The Coach Dave Johnson Scholarship was added in 2016 thanks to the generous sponsorship of Dave Dowling. The OACA began offering the Director's & President's Scholarship in 2019 to deserving student-athletes that are pursuing a career in education. This year we are pleased to be providing a total of fourteen scholarships to graduating seniors from the Class of 2025. Since the start of our scholarship program, the OACA has awarded over \$335,000 to scholarship recipients.

In closing, I want to continue to thank you for your commitment to the young people you coach daily. Sometimes I feel myself getting caught up in all the changes that are going on in education and the coaching profession. I just want to remind you that we are still in the greatest profession on the planet, and we did not get into the profession because we wanted it to be easy or because we wanted to feel appreciated. We all got into the profession because we knew we had been given a gift that needed to be shared with the student athletes in your communities. Stay focused on why we do what we do, creating young men and women of character and integrity. Know how much each of you are appreciated for who you are and what you do for others.

"Life's most persistent and urgent question is, 'What are you doing for others?'"

-Martin Luther King, Jr.

A handwritten signature in blue ink that reads "Rob".

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DIRECTOR'S CORNER

Chris Knudsen, OACA Associate Director

The high school winter state championships just concluded and we congratulate all the champions!! That is a fantastic achievement and one that should be celebrated. But, there is only one that gets to hoist the "Blue Trophy" at the conclusion of the competition. Everyone else ends up with a loss. Most coaches, even the ones that just won a championship, say that "winning a championship doesn't define me". However, everyone wants to be the champion. That is the goal and that is what we are competing for.

In a recent article, Eli Drinkwitz, head football coach at the University of Missouri, stated "You do a job every single day that is needed and we need in this country. You influence the lives of young men and women, never forget that that is what this is about. The wins and losses are going to come a dime a dozen... I had the most fun I ever had this season because it wasn't about anything else other than loving my players and my staff".

All the coaches that teach their players the values for them to be successful in life are the real "champions". What about the coach that has small, slow, unathletic players and doesn't win many games but (s)he teaches qualities that will make their players successful for the next 20, 30 or 40 years? Those coaches are "champions", too, and we respect and appreciate those coaches as much as the coaches that win the "Blue Trophy".

Creating proper personal relationships, work ethic and establishing a culture of respect, sportsmanship, honesty, discipline as well as helping student-athletes to handle adversity, treat others correctly and do "what is right", aren't they "champions"?

Athletics is a metaphor of life. There is a lot of adversity, "bumps in the road" and losses in athletics and in life. Conversely, there is also a lot of triumph, success and wins. It is great that athletes are able to learn how to handle both of these from outstanding coaches.

We have so many coaches at all levels, in all sports and at all classifications that will never have the athletes to compete with the elite programs. But, those coaches work just as hard (sometimes a lot harder!!) and are in the profession for all the right reasons. We congratulate them for all they do for so many and are "champions" to all the players that look up to them, admire them and respect them for the many lifelong "success skills" they have taught that will motivate the players to be "champions" of their families and communities for many years.

So, to all the coaches that won a championship this winter as well as to all the coaches that inspired their teams, congratulations on being a "Champion".

A handwritten signature in cursive script that reads "Chris".



Oregon School Activities Association

Its hard to imagine that the 2024-25 school year is nearly 2/3 through with Winter State Championships having just concluded and spring season contests in full swing. We appreciate all your hard work and dedication to students across the state.

The OSAA staff and Executive Board wanted to make sure the OACA membership was in tune with two task forces that are meeting throughout this school year. The first is the Transfer and Eligibility Task Force that was reassembled by the OSAA Executive Board. This task force's charge is to review the policies of the Association and to discuss the current landscape of transfers, how the current rules play into transfers by students, and if the rules need to be modified with the ever-changing landscape in education. Several athletic directors and coaches from around the state are a part of this group and are supportive of reviewing several changes that could significantly alter eligibility in the future. The group most recently met at the end of January and reviewed data gathered from the OSAA Transfer Survey. Following discussion, the Task Force plans to bring specific questions to the Oregon Athletic Directors Association Conference in April around potential sub-varsity eligibility for transfers, reciprocal/interdistrict transfers, and documentation required for District Committee hardships. They are interested in your feedback throughout the process. You can review their latest updates and information at <https://www.osaa.org/governance/task-forces#transfer>.

The second Task Force is the Championships Threshold Task Force. This group has been reviewing all state championship qualification percentages across all activities (i.e., team, individual and activities) over the past few months. The overarching consensus of the group is that too many teams/individuals qualify for State Championship events in most of the activities sponsored by the Association and that there needs to be a target range of qualification in each activity. They understand that each activity is going to look a little different when it comes to qualification to its postseason (size of classification, number of schools, number of students participating, etc.), but they feel that the Association should have targeted goals to aim for (i.e., ideally between 30-40% qualification percentage). Any recommendation from this group will go to the OSAA Executive Board and help guide the State Championship Committee and their work when they are reviewing formats/proposals going into the next four-year cycle. The group will also bring specific questions to the OADA Conference for Athletic Directors to review. You can review their latest updates and information at <https://www.osaa.org/governance/task-forces#thresholds>.

As always, your engagement with these groups helps strengthen the process. If you have any feedback for these groups, please review the latest updates and send correspondence or thoughts to the staff. We wish you the best of luck as you conclude the winter season. Take care and let us know how we can support you along the way!



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THE 2025 LES SCHWAB BOWL

LES SCHWAB BOWL

**JUNE 27TH, 2025
7:00 PM KICKOFF
4:30 PM TAILGATING**



**LEWIS & CLARK
COLLEGE
PORTLAND, OR**

PRESENTED BY
Express

ABOUT: 2025 MARKS THE 77TH ANNIVERSARY OF THE ANNUAL LES SCHWAB BOWL HIGH SCHOOL ALL-STAR FOOTBALL GAME AND FEATURES THE TOP ATHLETES FROM OREGON AND SOUTHWEST WASHINGTON HIGH SCHOOLS. THE 2025 LES SCHWAB TIRES BOWL WILL BE PLAYED ON FRIDAY, JUNE 27TH AT LEWIS & CLARK COLLEGE IN PORTLAND, OR WITH KICKOFF AT 7:00PM, WITH TAILGATING STARTING AT 4:30 PM PRIOR TO THE ACTUAL GAME, THE PLAYERS AND COACHES SHARE A WEEK OF ACTIVITIES THAT BUILD LIFELONG FRIENDSHIPS. THE TEAMS ARE HOUSED AT LEWIS AND CLARK COLLEGE, AND PRACTICE TWICE A DAY IN PREPARATION FOR THE GAME. THROUGHOUT THE WEEK, PLAYERS GO OUT INTO THE COMMUNITY WITH VARIOUS NIGHTLY ACTIVITIES AND SERVICE PROJECTS INCLUDING VISITING/ COACHING/ MENTORING AT-RISK YOUTHS.

PROCEEDS FROM THE LES SCHWAB TIRES BOWL PRESENTED BY EXPRESS EMPLOYMENT PROFESSIONALS BENEFIT THE OREGON ATHLETIC COACHES ASSOCIATION GENERAL SCHOLARSHIP FUND. THE OACA REPRESENTS OVER 3000 MEMBERS/COACHES INVOLVING ALL OSAA SANCTIONED SPORTS. CHARITABLE WORK IS DONE THROUGH A PARTNERSHIP WITH THE OREGON ATHLETIC COACHES ASSOCIATION, LES SCHWAB TIRES AND PRIME TIME SPORTS. THE OACA HAS BEEN INVOLVED WITH THE GAME SINCE IT'S INCEPTION AS THE OREGON SHRINE GAME IN 1948. THE LES SCHWAB TIRES BOWL PRESENTED BY EXPRESS EMPLOYMENT PROFESSIONALS IS MARKETING AND MANAGED BY PRIME TIME SPORTS, A SPORTS MARKETING AND EVENT MANAGEMENT FIRM LOCATED IN PORTLAND, OR.

PRIME TIME SPORTS
THE BEST PLAY HERE



Hello Coaches!

As we embark on our spring seasons, it's important to remember and recognize that April and May are Stress Awareness Month and Mental Health Awareness Month respectively. Let's try and focus on our student athletes as a whole and how we can support and encourage them both mentally and physically in their sport and personal lives. Here are some ways we can better help our student athletes and ourselves throughout this season and the rest of the year.

1. Encourage and challenge your student athletes to focus on sleep.

- a. Teens need 8-10 hours of sleep on average for proper recovery both mentally and physically.
- b. For proper muscular recovery the body should spend about 50% of its time in deep sleep (Stephenson, 2024).

2. Be creative with your practices.

- a. Exercise is a great way to reduce stress and help with overall mental health, however our athletes do this every day. Sport can create stress in and of itself, so adding in some fun drills during high stress practices (i.e. during exam finals or leading up to a challenging match up) can be a good mental shift.

3. Add in meditation at the end of practice as a cool down event.

- a. Meditation can reduce anxiety and stress, create physical changes to the brain (such as increased size of the parts of the brain responsible for the pathways that communicate between the left and right sides) and also help with sleep and recovery (Brownlee, 2024).

Let's all reflect on how we can be better in how we handle our own stress and that of our student athletes. Here's to a great spring season!

Stephenson, M. (2024, August 7). How Does Sleep Affect Athletic Performance? [Review of How Does Sleep Affect Athletic Performance?]. Mass General Brigham. <https://www.massgeneralbrigham.org/en/about/newsroom/articles/sleep-and-athletic-performance>

Brownlee, D. T. (2024, March). Sports meditation: Can it make a difference to your performance? Science for Sport. <https://www.scienceforsport.com/sports-meditation-can-it-make-a-difference-to-your-performance/?srsltid=AfmBOorwgbt1VJaHgWlqal2KZlhX3DoRhXQ oa11DIJGXnswCTmQj42n>



Building Futures On and Off the Field

The Oregon Army National Guard is proud to support Oregon's coaches, athletes, and communities. While we are known for serving our state and country, we are also a premier provider of education benefits, job training, and career opportunities for young Oregonians looking to build a strong future.

Our service members receive 100% State Tuition Assistance to attend Oregon colleges and universities, making higher education more accessible and affordable. We also offer specialized job training in over 130 career fields, including engineering, cybersecurity, aviation, medical, and logistics—valuable skills that translate directly into high-demand civilian careers.

Beyond education and training, the Oregon Army National Guard provides financial incentives, including up to \$50,000 in student loan repayment and enlistment or officer bonuses of up to \$20,000. These benefits allow young men and women to serve their communities, gain leadership experience, and prepare for a successful future—all while staying close to home.

Want to see what the Guard has to offer? We welcome teams, students, and educators to tour our facilities and learn more about our career and leadership opportunities. Tours are available in Forest Grove, Portland, and Clackamas.

For more information, visit www.OregonArmyGuard.com or contact the Education Liaison Officer at ian.r.beaty.mil@army.mil and 503-970-5849.

**The Oregon Army National Guard—Serving Our State,
Strengthening Our Future.**

NEW FOR 2025-26 OACA MEMBERSHIP REGISTRATION



The Oregon Athletic Coaches Association is proud to partner with FinalForms to help grow our membership, manage our event registration and attendance, and provide a communication platform. This unique model creates awareness and provides engagement with our membership. Education-based athletic associations use FinalForms for day-to-day communication, conference and event registration, event logistics, membership renewals, awards management, and more.

Our ADs across the state can use FinalForms to add, modify, and renew coaches, communicate with coaches, and pay for multiple coach memberships at once. Coaches can use FinalForms to print, view, download, or email their membership card. Membership cards may be added to Apple or Google Wallet. Anyone with a smartphone can scan the card to verify membership. Coaches can also use FinalForms to search for, view, and contact fellow coaches.

The association can generate revenue by reaching new vendors, managing vendor registration, and creating a digital marketplace for online connections. Association leaders use the FinalForms communications platform to send messages to any set of users such as "members", "expired members", "soccer coaches", and more. Plus, association leaders can use the communication tool to promote sponsors.

As we begin the use of our OACA AMP (Association Management Platform) site, ADs and Coaches will see the engagement and investment across our entire membership to enhance benefits.

Please stay tuned, as there will be more information to come as we transition to this new platform!



Free Financial Wellness Education

When it comes to financial health, we all know that saving money is key, but it can be a challenge to find support and education to boost our savings and to stick to a plan. That's why Oregon State Credit Union, in addition to offering free financial wellness education across Oregon, celebrates **America Saves Week April 7th through 11th**! Each day of the week, we're focused on a theme to help you commit to saving successfully. Learn more on our website!

2025 Daily Themes:

Saving Automatically | Monday, April 7, 2025

A great place to start building your financial confidence is to set up automatic savings. When you are saving a dedicated amount of money at a regular interval, you can begin to feel a sense of control over money.

Saving For The Unexpected | Tuesday, April 8, 2025

Life is full of surprises, and while many of them are joyful— many can be stressful and expensive. That's when an emergency fund becomes your financial safety net! Learn more about emergency saving [here](#) and find more resources on our website under the Education tab.

Saving For Major Milestones | Wednesday, April 9, 2025

Even with the most thought-out plan, life can cause us to fall off track with our finances from time to time. Luckily, there are things you can do to stay on course and keep your finances in line. In our [financial education resource center](#), we have interactive tools to help you learn more about saving for a house, vacation, wedding, or even new baby!

Paying Down Debt Is Saving | Thursday, April 10, 2025

Remember, paying down debt is saving— and it's an investment in your present and your future. As you reduce debt, you'll free up funds for savings - paving the way for financial stability and peace of mind. We have a great interactive tool to help you organize a debt payoff strategy [here](#).

Saving At Any Age | Friday, April 11, 2025

Whether you're talking to a [child about the importance of saving](#), a friend about [managing debt](#), or a parent about [retirement plans](#), Oregon State Credit Union team members are here to support you!

Follow us on Instagram @oregonstatecu to participate in the America Saves celebration or check out our website www.oregonstatecu.com under the Education tab to find the America Saves Week resources!

If you'd like to learn more about the financial solutions and other educational content we have available, reach out to our Community Education department by emailing CommunityEd@oregonstatecu.com or stop by [your local Oregon State Credit Union branch](#).

LEADING EDGE FUNDRAISING

GUARANTEED SUCCESS, ZERO HASSLE

We take the stress out of fundraising by running the entire process for you. Our programs are designed to be quick, effective, and hassle-free, with options like 1-hour fundraisers, no-delivery campaigns, and fast payouts—ensuring you receive your money within 72 hours. We guarantee results and provide excellent customer support every step of the way, so you can focus on your team, school, or organization without the extra workload.

THE RIGHT FUNDRAISER FOR EVERY GROUP

We offer a variety of fundraising options to fit your needs, including donation-based fundraisers like our text and call-a-thons, and our product fundraisers with over 10 options to choose from. Whether you're looking for a simple, no-delivery fundraiser or a combination of donation and product sales, we have a plan to maximize your success. Scan the QR code below to explore our fundraising catalog.



FUNDRAISING
CATALOG

www.leadingedgefundraising.com

SAVE THE DATE

Upcoming OACA Clinics



OCTOBER 10, 2025

OACA/Nike/OBCA Basketball Clinic
Wilsonville High School



JANUARY 30 - 31, 2026

Nike Track Clinic
Presented by the OACA
Nike Campus - Tiger Woods Center



MARCH 6 - 8, 2026

Portland OACA Football Clinic
Sheraton Portland Airport Hotel





56th Annual OADA State Conference “It’s Not Just a Game” April 11–15, 2025 – Sunriver, Oregon

The **56th Annual Oregon Athletic Directors Association (OADA) State Conference** is right around the corner—taking place **April 11–15, 2025**, in scenic Sunriver, Oregon. This year’s theme, “*It’s Not Just a Game*,” is a powerful reminder that what we do as athletic administrators is about so much more than schedules and scoreboards.

This conference is about **growth, service, connection, and support**. It’s about growing as professionals, honoring each other’s efforts, sharing ideas, building relationships, and leaving better than we came. Most of all, it’s about equipping ourselves to better serve our schools, our student-athletes—and especially, **our coaches**.

Whether you’re in your first year or your twenty-first, this event is built for **you**. We’ve expanded **roundtable discussions**, added sessions with **new ADs in mind**, and created a schedule that offers **practical tools and takeaways** you can bring back to your school.

We’ll open on **Friday, April 11**, with a strong lineup of **Leadership Training Courses (LTCs)**, including essential certification and professional development opportunities. **Saturday** continues the momentum with additional LTCs and time to unwind with the **OADA Scholarship Golf Tournament**, a **group hike**, and **networking socials**—including gatherings for new ADs and women in athletic leadership.

Sunday marks the official start of the full conference, with opening remarks, sponsor and organizational updates, and our keynote speaker, **Lauren Fleshman**, former pro runner and author of “*Good For a Girl*.” Breakout sessions throughout Sunday and Monday will offer guidance on how to **better support, evaluate, and retain coaches**. Topics include:

- Coach Education
- Hiring and Evaluation Best Practices
- Building Program Culture
- Supporting Female Coaches and Leaders
- Navigating Legal and Compliance Issues
- Using Digital Tools to Lighten the Load

One highlight is the session on **Unified Sports**, which will offer a model for inclusive programming that coaches can bring back to their teams. Other sessions will focus on developing leadership among student-athletes, aligning youth programs with varsity goals, and fostering strong coach-athlete relationships—tools that directly impact your coaches’ success.

We’ve also built in more intentional space for **AD-to-AD connection**, so you can swap ideas, ask questions, and learn from others who are doing similar work across the state.

On **Monday evening**, we’ll celebrate our community at the **Conference Awards and Banquet Dinner**, recognizing the commitment and excellence of our peers. Then, on **Tuesday**, we’ll close with final **classification meetings**, our **OADA business session**, and the **awards ceremony**, which includes the golf awards, door prizes, and more.

As your **President-Elect**, I’m incredibly proud to help plan this year’s conference—and honored to serve our OADA membership. Supporting and growing others is at the heart of this work, and I couldn’t be more excited to welcome you all to Sunriver for a few powerful days of learning, connection, and renewal.

Let’s get better together. Let’s push each other to lead stronger, coach smarter, and serve with purpose. Let’s head home with real tools we can use—because It’s Not Just a Game.

Shelley Moore, Newport High School, CAA, OADA President-Elect



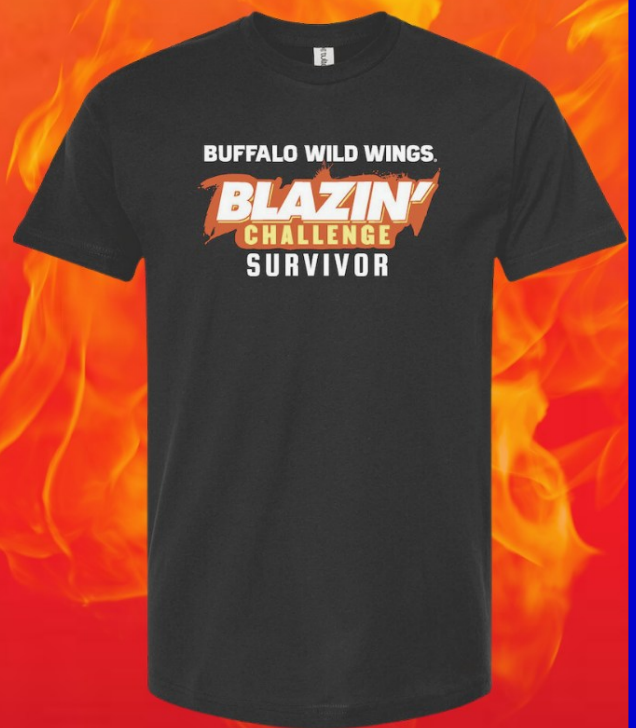
BLAZIN' **CHALLENGE**

WIN A FREE T SHIRT!

10 **BLAZIN'**
WINGS

5 **MINUTES**
TO CRUSH

2 **MINUTES OR LESS**
WINGS ARE FREE!



What I Found That Really Matters in Coaching

by Greg Grant, OACA President, Heppner High School



I was asked to present at the Oregon COY football clinic in Portland recently. The topic was *What I had learned in forty-three years of coaching*. So many things come to mind. Even when presenting, and after, I continue to think, "I should have mentioned this or that." Here are some highlights.

In looking back at my coaching career, I felt it was of great value to share what I wished I had done sooner as a head football coach. Here are some of those:

- Using the word love with our team and in our coaching.
- Taking the time to explain how it is expressed in our actions as coaches.
- Involving parents in team traditions.
- Seeking out other coaches to teach my team while I learned from them.
- Soliciting players' opinions about many things.
- Integrating conditioning into football movements & interspersing periods of intensity throughout practice.
- Apologizing to my team and assistants when I was wrong.

All of these helped every stakeholder in our program have a better experience. That really is what our mission is: To have a football program that every player, parent, coach and fan would choose to be a part of over any other football program anywhere.

I believe it is important to think, PROGRAM over team. So many times, we get caught up in the moment at hand and lose sight of our core values and beliefs. It is important to have a "scoreboard" that drives your decisions that has nothing to do with winning and losing. The four core values that we want our program to stand for are Respect, Discipline, Accountability and Sacrifice. Being able to relate our actions and reactions back to these core beliefs has helped us make tough decisions.

We follow the Bruce Brown model of having standards to guide behaviors and not rules. Our standards were related to: Attendance = how do your teammates ever trust you if you are not there! Effort = I can count on you because I see you doing your job every time. Considerate treatment = this is even more important away from the team. Poor treatment erodes everyone's experience it touches. We wanted every stakeholder to know that love and caring was the glue that held us together. EVERY KID MATTERS! We want them to understand that "My team loves me first-they do not care for me more or less based on my talent". I have been asked-Why do you coach so hard when the game is in hand? It is a mistake to ever give the impression to players and others that it is "garbage time". It is imperative that there is no differentiation in your attention, intensity or caring based on the scoreboard. Every practice and game is an opportunity to connect with that player. Coaching = caring. Players feel valued when they get feedback. Parents and players must see this in your words and actions as a coach.

A key aspect of team sports that is vital to teach is personal sacrifice for the good of the group. I feel that this lesson is critical in developing a team over player atmosphere. It is important that you never ask a player to sacrifice for the team without making a double effort to acknowledge that sacrifice to parents, the press and consistently to the team. Be very specific about how a player's efforts in practice translated to helping prepare his team for success in the game. Doing this in a post game situation is powerful. You are highlighting someone who may not have played in that game, but whose efforts made a difference in the outcome. Teach your players to acknowledge their team members' sacrifice and to glorify it. The most talented players openly showing love and gratefulness for a team member's contributions in an authentic way is the MAGIC POTION. It truly is when everything comes together. We have a scout team appreciation dinner where the older players would serve the "scout" group dinner. Then each varsity player would choose a scout team player to share specific instances of how that player's effort helped them prepare and our team to succeed. This is a powerful event!

(continued on next page)

Creating a strong culture is every team's goal. Culture is a continuum of behaviors not words!

Minimum = What we will not tolerate! Players must know what is unacceptable. This must be very clear and consistent. **Optimum** = What we strive for is when players are accountable to each other, willing to sacrifice without hesitation and they show true joy for fellow players' accomplishments. We want them to trust each other. Trust is formed best when they work through hardship together. We intentionally nurture legacy mentoring at each position where players model team standards. Having leaders willing to vocally share their pride in the standards that define our program is when you know you have a good thing. "We are different because_____" Examples of this are:

- Five minutes early means you are Ten minutes late.
- No player is ever greater than- or less than.
- It is hard to quit when you have invested Time and Energy. How we drill is how we play!
- How you load and unload a bus is an indicator of your team culture.

Longevity in coaching is more and more difficult with the increased expectations and demands on today's coaches. I coached in a small school where we respected seasons for our athletes. I worked hard with fellow coaches in other sports to avoid scheduling workouts or opportunities that put players in a position where they had to choose one program over another. We tried to work hard and be extremely efficient with our time. Burning out assistant coaches and players can be avoided with wise decisions regarding camps, summer competitions, coaches' meetings and clinics. Do not be afraid to be different from others in this regard. We never had coaches' meetings. We avoided weeklong summer camps and felt that 7 vs 7 competitions did not fit our kids. Reading your community, being aware of your assistants lives and families and realizing the same kids had other coaches and programs that were valuable and very important to them also. This helped tremendously. Sometimes less can be more!

In closing, I want to share some great team traditions that our families and players enjoyed. These have become events that are highly popular and valued by our families and players:



Jersey Presentation - We conduct our pre-season team meeting with our jersey presentation ceremony. This is a highly anticipated event for players and families. We usually do this in the first week of practice. We meet at our stadium, where I speak to all the parents and family members explaining our program and answering questions. We then announce each player and they have family members present them their jersey for the season. These pictures are wonderful memories for families. We have 100% participation nearly every year.

Mother Son Picture Night - A great chance for mothers to have a memory with their sons. They have group and individual photos taken. This is a very popular event that our mothers told me how much it means to them.





Hudl Hits Different

Hudl has the tools you need to transform every aspect of your baseball program.



Hudl Hits Filming.

The best automatic, hands-free capture camera in the game. Focus Point films, uploads and streams automatically.



Hudl Hits Data.

Our team analyzes your film for you, finding insights you can use to get the most out of your coaching.



Hudl Hits Recruiting.

When your players get seen, they get recruited. Our platform connects players with recruiters, with film to back up their game.



Hudl Hits Home for Fans.

Highlights, live streams and more are at your fingertips on the Hudl baseball platform.



Scan the QR code to learn more about our video and data experience for baseball.

HONORING THOSE WHO HAVE RECENTLY PASSED



The OACA would like to honor two great coaches who have recently passed.

Bobbie Steninger, who was recently recognized for 65 years of coaching and serving the Lakeview HS community since 1963, and **Rich Taylor**, longtime coach, official, and editor/owner of the Oregon Coaches Directory (1991-2020).

BOBBIE STENINGER (June 9, 1937 - March 20, 2025)

"On Thursday, March 20th, longtime Lakeview coach, teacher, and rancher, Bobbie Steninger, passed away.

Bobbie began her career at LHS in 1962 and continued through the fall of 2021 before being sidelined with an injury in the winter of 2022. In those sixty years of service to our community she became well known throughout Oregon and we could fill pages with her accolades and accomplishments.



Those of us that knew Bobbie well can tell you that's not what she would want. Rather, she would want us to talk about the pages of accolades and accomplishments of the hundreds, if not thousands, of young people she helped mentor and lead; those of us that because of her are now in teaching, coaching, or community positions hoping to emulate her.

Her inspiration led many not to settle for the easy road and aim for something more excellent. At one of the first cross country meets that St. Mary's hosted that Lakeview attended, I distinctly remember how impressed I was by the Honkers harriers when, after the meet, each athlete came up to me and thanked me for hosting the meet. I soon realized that this was common practice among Bobbie's teams, and it is one of those life lessons that I know she instilled into her athletes -- gratitude.

She would want us to be reminded of the reasons for service, the reasons for athletics, and to enjoy the process. So, in honor of Bobbie, have a great meet, compete hard, congratulate your teammates and opponents, aim high in life, do it with a smile, and remember to be thankful for all the wonderful people in your life."

-Written/Read by Joe Volk at this year's Crusader Relays

(continued on next page)

HONORING THOSE WHO HAVE RECENTLY PASSED

RICH TAYLOR (August 31, 1950—January 15, 2025)



Rich dedicated his life to family, history, and athletics. He has always been an athlete, whether it be on a field, mat, or court, as a player or coach, he loved it all.

During his high school years at Sunset H.S. he was a varsity wrestler and also began coaching baseball. Rich continued wrestling at Oregon College of Education (now Western Oregon University). Upon graduation from OCE, Rich immigrated to Australia where he taught Physical Education and coached baseball. He also played baseball and basketball on community teams. It was during his time in Australia that Rich was introduced to tennis. Tennis became Rich's sport of choice and passion throughout the rest of his life.

After Rich returned to the US from Australia, he earned his Master's Degree in Teaching from Portland State University. He coached soccer, tennis, and wrestling at Clackamas Community College. He also coached Little League baseball teams and umpired high school baseball games. For the fun of it, and to celebrate his time spent in Australia, Rich participated in lawn bowling.

Rich was employed as a tennis pro and co-operated the pro-shop at the Juneau (Alaska) Tennis Club in the early 1980s.

In the mid-1980s Rich taught racquet sports at Reed College and later coached tennis at Jesuit High School for many years and even one year as freshman soccer coach. Around this time he took over the publication of the Oregon Coaches Directory which he produced for over 30 years. He also coached tennis at Pacific University, Linfield University, Forest Grove High School, and Lake Oswego High School.

During his many years of coaching tennis, Rich became involved in the organization and operation of the Oregon High School Single A State Tennis Tournament and coached several players to championships. In 2008 he was named National Coach of the Year from USTA and was awarded a trip to the US Open as a guest.

Rich also coached the wrestling team at Vernonia High School and served as a wrestling referee for several years. Rich was among the first of many who took up the sport of pickle ball and he played as much as he could. Pickle ball not only became Rich's focus in his later years, but also his purpose. Even when his dementia claimed his ability to communicate, Rich continued to play and found a community of players who understood and accepted him into their ranks. His family will forever be grateful for those people.

He is survived by his wife, Carol; son, Aaron; daughter, Morgan Kenny; sister, Kaye Rilling; and five beautiful grandchildren.



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Best regards,
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TURN MOMENTS INTO MEMORIES

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We are very excited to have **Buffalo Wild Wings** as a Platinum Sponsor of the OACA. Enjoy all they have to offer at the various locations around the state. In addition, they are providing Gold Card members a 15% discount when you dine with them. Buffalo Wild Wings is a great supporter of high school coaches and athletes! www.buffalowildwings.com



Gold Sponsor **BSN Sports** is very supportive of Oregon High School athletics and are willing to help coaches whenever needed. They have representatives around the state ready and willing to help with athletic program needs. BSN Sports and **Nike** have partnered with the OACA to sponsor two student-athlete scholarships in honor of Bill Bowerman, co-founder of Nike and OACA President in 1938-39 and 1947-48. We also appreciate their annual sponsorship of our OACA/Nike Basketball Clinic. www.bsnsports.com www.nike.com



Leading Edge Fundraising is a Gold Sponsor and the Official Fundraising Company of the OACA. Their sponsorship provides funds that allow us to continue to offer OACA membership at an affordable rate, as well as sponsor an annual scholarship to a high school graduating child or grandchild of an OACA member. Leading Edge Fundraising also sponsors our banquet Coach of the Year awards and is an integral part of our basketball and football clinics. www.lefundraise.com

The **Oregon Army National Guard** is a Gold Sponsor of the OACA. In addition to funding an annual student scholarship, the National Guard offers its service members 100% State Tuition Assistance towards attending Oregon colleges or universities. They also provide job training and experience to those seeking opportunities to serve and give back along with a potential for \$50,000 in Student Loan Repayment and \$20,000 for enlistment and officer bonuses. To learn more about the Oregon Army National Guard, please visit: www.OregonArmyGuard.com



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Executive Board and Sports Chair contact information is available on our website:
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OACA MISSION STATEMENT

The OACA is committed to serve its members by promoting:

- Education through athletics and coaching, which will enhance a positive experience for coaches and athletes.
- Coaching Profession certification.
- Enhancement and support of the Coaching Profession.
- Current and pertinent information regarding the Coaching Profession.
- Affordable liability insurance to coaches.
- Recognition of outstanding individuals in coaching and athletics.
- Representation of Oregon coaches at the local, state and national levels.



OREGON ATHLETIC COACHES ASSOCIATION

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