



OACA Newsletter

SPRING 2025-26

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SERVING COACHES FOR 61 YEARS

DIRECTOR'S CORNER

Rob Younger, OACA Executive Director



I enjoyed this past spring break spending time with family and stepping away from the normal work routine. During my morning devotions, I found myself reflecting on how blessed I have been over the past fifty-plus years as an educational-based teacher and coach. While teaching and coaching today's student-athletes has changed drastically, the joy and impact we have on others remains constant. In many ways, quality teachers and coaches are needed now more than ever, especially considering the changes we have witnessed in the family unit over the past six decades.

I have always believed it is important to truly know the students who make up our teams. Early in my career, I created a twenty-question survey that I would ask each year's team to complete. One of those questions focused on family dynamics. In the 1980s, over 66% of our players lived with their two biological parents. By the time I retired as a head coach, that number had dropped to 17%—less than one out of five players. More of our team members were living in single-parent homes than in two-parent homes. In many instances, coaches have taken on an increasingly important role in preparing young people for the path of life. Kids have not changed, and parents, at their core, have not changed—but our culture has. The family structure, parenting styles, the rise of a "me-first" mindset, and a growing sense of entitlement have all shifted the landscape in which we coach and teach.

An educational-based athletic coach plays a role that extends far beyond teaching sport-specific skills. At their best, coaches create environments where student-athletes experience challenges in a structured and supportive way. Through demanding practices, accountability, and clear expectations, athletes are placed in situations that require them to push past discomfort, handle failure, and persist through setbacks. Rather than removing difficulty, effective coaches use it as a teaching tool—helping athletes understand that struggle is not something to avoid, but something that builds discipline, resilience, and confidence.

Instruction from such a coach is both intentional and reflective. They don't simply correct mistakes; they guide athletes to think critically about their decisions, emotions, and responses to adversity. When a player loses a starting position, makes a costly error, or faces criticism, the coach helps them process the experience, take ownership, and develop a plan for improvement. This approach fosters life skills such as emotional control, problem-solving, teamwork, and perseverance—qualities that extend far beyond the field or court.

Ultimately, an educational-based coach prepares athletes for life by emphasizing personal growth as much as performance. They model strong character, reinforce values like respect and responsibility, and prioritize effort over outcome. By allowing athletes to face challenges while providing consistent support, coaches help them build the inner strength needed to navigate not only competition, but the broader struggles they will encounter throughout their lives.

Some people spend an entire lifetime wondering if they have made a difference—coaches don't have that problem.

Three things every player needs to hear often:

- **I BELIEVE in You**
- **I am PROUD of You**
- **I LOVE You**

We celebrate our great profession because we know its importance and have countless examples of how coaches continue to change the lives of the young people we come in contact with on a daily basis.

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

Email: ocacarob@gmail.com

Office Phone: 541-928-2700



DIRECTOR'S CORNER

Chris Knudsen, OACA Associate Director

We would like to thank and congratulate all Winter coaches for all the great memories and special times that you created for all your athletes, as well as the character qualities that you helped to develop in them. They will use all that you taught them to be better people and more successful for the rest of their lives. Although they may not tell you, they will remember you and appreciate you for having such a huge Impact on their lives.

We ask that each of you follow the OACA on your social media platforms. Bill Masei is our Social Media Specialist, so contact him with any questions or requests. Follow us on X/Twitter [@ORCoaches](#), Instagram [@oacaoregon](#) and on Facebook [OACA Oregon](#) for OACA updates and year-round coaches content.

The NFHS has developed a curriculum for high school students to learn how to become an official. RefReps offers a digital platform that helps schools and organizations teach officiating—featuring standardized curriculum, interactive lessons, and POV training videos. As a teacher, your daily lesson plans are already completed. Several schools across Oregon have already implemented this class into their curriculum with excellent positive results. You might check to see if you can implement this class into your school's curriculum as it will certainly help the shortage of officials and help your students to get involved in a healthy, productive and supportive endeavor.

Please contact us at the OACA if you or one of your coaches would like to have a Mentor. This is a GREAT program we provide that is open to anyone. We are targeting the coaches that have less than 6 years of experience as we have found that we are losing good coaches from the profession around those tough years and we would like to provide another “voice” to them besides the AD or Head Coach to try to keep them in the profession. But, it is open to anyone at any experience level. We have fantastic Mentors for all sports that will be happy to provide their wisdom and experience to help our great profession. Their Mentorship is completely FREE and is available for the entire year, not just for the season. They can mentor over the phone, by zoom or in person.

Please read the Positive Athlete article in this newsletter. They have scholarship money for students as well as programs to honor athletes, coaches and athletic directors. Please take a minute and nominate someone deserving as well as a student-athlete for a scholarship. The athletes, coaches and/or AD's will certainly be appreciative of your efforts and consideration.

Please visit our website, [oregoncoach.org](#) periodically. You will find some useful information. For example, you can post a job opening just by contacting us. One coach from a small school recently posted a job not expecting anything and within a day he had two great applicants. So, take advantage of this quick and easy opportunity as it will hopefully help you and some coach looking for an opportunity.

Please visit the OSAA website ([osaa.org](#)) and follow the committee's recommendations regarding the proposals for the State Championship Committee. They want your perspective and comments whether you agree or disagree. You can email Missy Smith at [missys@osaa.org](#) with your comments. This is very important as there are proposals for every sport and they highly value and request your opinion.

Again, thank you for all you do that is so significant to your athlete's development. We appreciate all your efforts. If we can ever help you, please let us know.

A handwritten signature in black ink that reads "Chris".

Email: oacachris@gmail.com

Office Phone: 541-928-2700



Dear Oregon Coaches,

On behalf of the Oregon Athletic Directors Association, I want to extend my sincere appreciation to each of you for the commitment, care and leadership you bring to student-athletes across our state.

Coaching is one of the most powerful forms of teaching in education. While practices, competitions, and championships are often the most visible parts of athletics, the true work of coaching happens in the daily moments—encouraging a student who is struggling, holding athletes to high expectations, modeling integrity, and helping young people learn how to work toward something bigger than themselves. Every season, every practice, and every conversation contributes to shaping the character and confidence of the students you serve.

Across Oregon, coaches are helping students develop resilience, discipline, teamwork, leadership, and respect. You teach athletes how to prepare, how to persevere, and how to respond when things don't go their way. You help them understand that success is built through effort, accountability, and commitment to the team. These lessons extend far beyond athletics and will stay with students throughout their lives.

Coaching is also uniquely personal work. Few roles in education require adults to step so fully into the lives of young people. Coaches see students in moments of triumph and in moments of disappointment. You help them navigate pressure, setbacks, injuries, relationships, and the challenges that come with growing up. Because of that, coaching can be deeply personal and, at times, intrusive. It requires emotional investment, patience, and the ability to support students not only as athletes, but as people. That level of care and responsibility is significant, and it speaks to the heart that coaches bring to this profession.

We also recognize that coaching today comes with increasing expectations and responsibilities. The demands of schedules, travel, communication with families, program management, compliance requirements, and community expectations continue to grow. Many of these responsibilities take place well beyond the school day—late evenings, weekends, holidays, and long bus rides. Yet despite these demands, coaches across Oregon continue to show up for students with dedication, professionalism, and pride in representing their schools.

Your work builds culture within teams, strengthens connections within schools, and creates opportunities for students to belong, grow, and succeed. The environments you create help young people feel supported, challenged, and connected to something meaningful.

I would also like to recognize and express deep appreciation for the families of coaches. The commitment required to coach often means evenings away from home, long weekends spent traveling, missed family dinners, and time that could otherwise be spent with loved ones. Behind every coach who invests countless hours in students is a family that supports that commitment. To the spouses, partners, children, and loved ones who share their time with Oregon's athletic programs—please know that your support and sacrifice are deeply valued. Your willingness to share that time makes it possible for coaches to serve students in the meaningful ways they do.

I also want to remind coaches across the state that there are powerful resources available to support you in this work. Through the hard work and dedication of the Oregon Athletic Coaches Association, coaches have access to professional development, mentorship opportunities, recognition programs, and a strong network of colleagues across the state.

One of the most powerful supports available to coaches is the opportunity to connect and network with one another through the OACA. Coaching can sometimes feel isolating, but you are part of a statewide community of educators who share the same passion and purpose. Building relationships with fellow coaches provides a valuable source of support, perspective, and shared learning. I strongly encourage you to engage in these networking opportunities, reach out to colleagues across programs and regions, and take advantage of the connections that exist to strengthen and support you in this important work.

As President of the Oregon Athletic Directors Association, I want you to know that the work you do truly matters. Through education-based athletics, you are shaping the future of students and strengthening the communities we serve. The influence of a great coach often lasts long after the final season ends, and across Oregon, thousands of young people are better because of your leadership.

Thank you for the passion you bring to your programs, the standards you set for your athletes, and the care you show for the students entrusted to you.



With gratitude and respect,

Shelley Moore, CMASS
President, Oregon Athletic Directors Association

Strategies for Handling Criticism

Passionate athletes and parents/caregivers may sometimes cross the line with unsolicited suggestions or criticisms of a coach's strategy or methods. At their worst, these instances can leave coaches feeling frustrated, disrespected, or even uncertain about their decisions – especially when they occur in public. The following strategies can help coaches proactively manage and respond to such situations.

Criticism from Athletes

SET CLEAR PARAMETERS TO RECEIVE FEEDBACK

Establish expectations at the beginning of the season for how you would like to receive feedback. For example:

- *I will be open with you about why I can or cannot implement any suggestions.*
- *If you have feedback on my coaching, the drills we're using, or anything else, please connect with me before or after practice one-on-one.*
- *We will refrain from having any conversations that criticize teammates.*



OFFER OPPORTUNITIES FOR ATHLETES TO USE THEIR VOICE

Engaging athletes in decisions can help them feel a sense of control and ownership over the team. This can keep them more connected to – and understanding of – your other decisions. For example:

- *Let athletes pick a game to end practice with.*
- *Give athletes the opportunity to pick the skill they will work on next practice.*

USE A SELF-CONTROL ROUTINE

When responding to criticism, a self-control routine can help coaches manage their own emotions and respond more effectively. When coaches model this behavior, athletes learn practical strategies for managing their own emotions in challenging moments. For example:

- *Coaches can close their eyes, turn their head to the right until they feel a stretch in their neck, then turn their head to left until they feel a stretch in their neck before responding.*
- *Take a deep breath in through the nose for six seconds, then out through the mouth for eight seconds before responding.*

RECOGNIZE THEIR PASSION

An athlete who is providing criticism is showing an interest in the game and likely aiming to improve their own, and/or the team's experience. They likely just haven't learned how to express a difference of opinion in an appropriate way. Acknowledge the athlete's passion for improvement, while guiding them towards better responses. For example:

- *I love that you have taken an interest in improving our practices. Let's make sure that we talk about this one-on-one so I can better understand your thoughts and you can better understand mine.*

Click [here](#) to learn more about PCA Trainings for Coaches, Athletes, Parents/Caregivers and Sports Leaders.
*This resource is based on PCA Trainer Will Jackson's thoughts on handling criticism from athletes and parents/caregivers.



Strategies for Handling Criticism

PROVIDE INSIGHT INTO “WHY”

As much as possible, coaches should provide athletes with a quick rationale for training methods and practice plans. Doing so gives athletes the information they may need as to why you've made the decisions you have.

For example:

- *Today we're going to work on dribbling with our weak foot so we can improve our control in every direction when confronting a defender.*

Criticism from Parents/Caregivers

DEVELOP A COACHING PHILOSOPHY

Coaches should take the time to define their purpose for coaching and a plan to integrate it into their team. Doing so and sharing it with athletes and their parents/caregivers, provides a Reference point for why a coach makes the decisions that they make. For example:

- *I hope that, through sports, I can have a positive impact on my athletes - helping them develop both sports and life skills. I do this by meeting them where they are at, providing them with opportunities to learn from failure, and making sure that they are having fun.*
- Check out PCA's [Developing Your Coaching Philosophy](#)

HOST A PRE-SEASON MEETING

Welcome parents/caregivers and athletes to the team, introduce yourself, your coaching philosophy, and set expectations for the coming season. Opening the season with this clarity ensures everyone is on the same page and provides a foundation to return to if challenges arise. For example:

- Check out PCA's [Pre-Season Meeting Agenda](#)

OFFER TO MEET ONE-ON-ONE

If a parent/caregiver is persistent in sharing criticism, engage them in a calm, empathetic conversation. Encourage parents/caregivers to let their athletes self-advocate but offer to connect with them if necessary. Offer to meet one-on-one and establish your requirements for feedback, for example:

- *We can't talk until 24 hours after a competition so any emotional build up dissipates.*
- *We can talk about your athlete's attitude or psyche, but the coach is in charge of decisions of playing time, lineups, and strategy.*

ENGAGE PROGRAM ADMINISTRATORS

If expectations are continually ignored or public criticism continues, coaches should turn to a program administrator for support. Escalating the concern demonstrates its importance while ensuring coaches aren't left to manage it alone.



DOWNLOAD



Click [here](#) to learn more about PCA Trainings for Coaches, Athletes, Parents/Caregivers and Sports Leaders.
*This resource is based on PCA Trainer Will Jackson's thoughts on handling criticism from athletes and parents/caregivers.



A Membership Association Works Best with Participation

One of the most important things to understand about the Oregon School Activities Association is that the OSAA is a membership organization. The association doesn't exist separately from schools—it exists because of them. The rules, policies, and opportunities that shape high school athletics and activities in Oregon are created by the member schools themselves. Sometimes it's easy to think of the OSAA as an outside governing body that simply creates rules for schools to follow. In reality, the OSAA's role is to facilitate a process where schools work together to establish the standards and structure for interscholastic activities across the state. And that process works best when the membership actively participates.

Schools Control the Rules

The foundation of OSAA governance is simple: schools control the rules. Policy changes and rule proposals typically do not originate in the OSAA office. They come from member schools, leagues, and committees made up of representatives from those schools. Those proposals move through a structured process that allows for discussion, feedback, and refinement before decisions are made. The primary legislative body of the OSAA is the [Delegate Assembly](#), which is made up of school administrators from across Oregon. The Delegate Assembly has the authority to adopt or amend rules that govern OSAA Activities. The [OSAA Executive Board](#) provides oversight and direction for the association and is responsible for implementing and administering the policies adopted by the Delegate Assembly. Supporting the structure are numerous [committees](#) and [task forces](#) that study issues affecting high school activities—from classification and state championship formats to sports medicine, rankings, and sportsmanship. Together, this structure ensures that decisions reflect the perspectives of schools across the state. But it works best with input from the people closest to the programs.

Where Coaches Fit in the Process

While coaches do not typically serve as voting members of the Delegate Assembly, their voice is critical in shaping discussions that ultimately reach the policy level. Coaches influence the process in several important ways:

- Communicating with their **athletic directors and administrators** about issues affecting their sport
- Providing feedback through **league or sport committees**
- Participating in **statewide conversations and advisory groups**
- Engaging with professional organizations that advocate for coaches and student-athletes

That last piece is where the Oregon Athletic Coaches Association plays a particularly important role.

Where the OACA Fits

The OACA provides a statewide network for coaches to connect, share ideas, and advocate for the profession. It also creates an organized way for coaches' perspectives to be heard in conversations about OSAA Policy. The OSAA values the partnership with the OACA because it strengthens the connection between coaches and the broader governance structure of high school activities in Oregon. When coaches are engaged through organizations like the OACA, it helps ensure that discussions about policy and structure include the voices of those working directly with student-athletes on a daily basis.

Engagement Strengthens the System

A membership association is only as strong as the participation of its members. When schools, administrators, and coaches stay engaged—sharing ideas, raising concerns, and contributing to conversations—it helps ensure that the system continues to evolve in ways that serve students and school communities. That involvement doesn't always mean formal committee service or policy proposals. Sometimes it's simply staying informed, communicating with school leadership, or participating in professional organizations like the OACA.

A Shared Commitment

Maintaining strong programs requires collaboration among schools, administrators, coaches, officials, and community members. The OSAA governance structure is designed to support that collaboration, but it works best when the membership stays involved. The partnership between the OSAA and the Oregon Athletic Coaches Associations is an important part of that effort. Coaches play a vital role in the success of interscholastic activities, and their insight helps ensure that the policies guiding those activities continue to support the students we all serve. At the end of the day, the OSAA is not a separate entity—it is a reflection of its member schools. And when the membership is engaged, the entire system works better for all involved.

LES SCHWAB BOWL

LEWIS AND CLARK COLLEGE
PORTLAND, OR

SATURDAY
JUNE 27th



ABOUT: 2026 MARKS THE 78TH 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 2026 LES SCHWAB TIRES BOWL WILL BE PLAYED ON SATURDAY, JUNE 27TH AT LEWIS & CLARK COLLEGE IN PORTLAND, OR.

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 3,000 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 MARKETED AND MANAGED BY PRIME TIME SPORTS, A SPORTS MARKETING AND EVENT MANAGEMENT FIRM LOCATED IN PORTLAND, OR.

THE BEST PLAY HERE





Scholarship Deadline : April 15th For High School Athletes

The deadline for nominations for Positive Athlete scholarships is **APRIL 15th**. The national scholarship program has over \$150,000 in scholarships and 500 additional awards to distribute this year. We want student-athletes in Oregon to be in contention. Positive Athlete is completely **FREE** to schools and families, and anyone over the age of 18 can nominate. That is someone in your department, teachers, parents, coaches, and all other school staff.

Who Is Eligible : Boys and girls, grades 9–12, all sports (including club, unique, emerging, and adapted). They even have special awards for ADs and coaches.

What Do Kids Get : A Positive Athlete nomination makes athletes eligible for awards and scholarships, and unlocks lifelong ongoing resources for all nominees in leadership, resume building, character development, career and workforce opportunities, and more.

What To Know : Submissions take 5 minutes or less per kid. Groups/schools can nominate as many deserving kids as they want. Nominators also have no limit to the amount of submissions.

Nominate kids from your school here: <https://www.positiveathlete.org>

Thank you to the following high schools who have nominated a student-athlete (*updated 3/10*):

Adrian — Malheur County
Amity — Yamhill County
Arlington — Gilliam County
Baker — Multnomah County
BASE — Washington County
Burns — Harney County
Caldera — Deschutes County
Century — Washington County
Coquille — Coos County
Crater — Jackson County

Glencoe — Washington County
Henley — Klamath County
Hermiston — Umatilla County
Ida B. Wells — Multnomah County
Jesuit — Washington County
Liberty — Washington County
McDaniel — Multnomah County
Nelson — Clackamas County
Nyssa — Malheur County
Oakridge — Lane County

Powers — Coos County
Redmond — Deschutes County
Roseburg — Douglas County
Sandy — Clackamas County
Siuslaw — Lane County
Sutherlin — Oregon County
Tigard — Washington County
West Albany — Benton County
WestView — Washington County

Athlete Features by Positive Athlete for Jan / Feb / March

Madalyn Galstad @ Sandy HS
Nominator: Coach Katie Tankersley

Jack Strycharz @ Caldera HS
Nominator: Teacher Kathleen Glogau

Love Forde @ Nelson HS
Nominator: Family Member



The Positive Athlete goal is simple: to help young people carry the lessons learned in sport - teamwork, accountability, and perseverance - into college, careers, and life. Thank you for all you do for your students.

For questions or support, please contact:

Arielle Moyal, Director, West Region—Positive Athlete: amoyal@positiveathlete.org (310) 889-4773



CAFFEINE USE IN HIGH SCHOOL ATHLETES

As a coach you want your student-athletes to perform to their best ability. In order to do this, proper nutrition and hydration are critical. I'm sure all of you see the countless amounts of energy drinks, coffee, pre-workout, etc. consumed by your student-athletes on a daily basis. Here are some quick facts about caffeine and how they can affect your student athlete and some alternatives for you to help them maintain the energy they need to sustain their busy lives.

Caffeine use in High School Athletes Facts

- 1

Energy drinks are consumed by 30% to 50% of high-schoolers
- 2

Caffeine use is more prevalent in males than females
- 3

American Academy of Peds recommends teenagers have no more than 100mg of caffeine per day; A can of Celsius contains 200mg of caffeine
- 4

Causes dehydration and can put athletes at a higher risk of cramping and soft tissue injuries
- 5


Can cause insomnia and sleep disturbances
- 6

Common reasons for energy drink use:

 - Sleep deprivation
 - Depression
 - Improved Focus
 - Social Pressures


ALTERNATIVES TO ENERGY DRINKS

Stay clear of stimulants late in the day.




avoid beverages and foods that contain caffeine

Do a regular exercise.




regular exercise routine can help contribute to improved sleep.

Stick to a consistent sleep schedule.




going to bed and waking up at the same time every day

Create a relaxing bedtime/pre-bedtime routine.




any relaxing activity about an hour before bed helps creates a smoother transition.

Unplug an hour before bed.




Keep screen use to a minimum, at least an hour before bed,

Keep your room cool and comfortable.



ideal room for sleeping is cool, quiet, and dark.

Avoid foods that can disrupt sleep.



when you lie down right after a big meal, your digestive juices are still cranking.

The next play starts here.

WITHIN.



***Lokahi Performance** builds the inner foundation that separates good performers from exceptional ones — in athletes, coaches, teams, and leaders.*

1:1 Coaching

For athletes, coaches, and leaders ready to develop focus, clarity, confidence, and emotional steadiness under pressure.

Team Workshops

Immersive sessions that strengthen presence, resilience, communication, and leadership — built for high-pressure environments.

Culture Engineering

Custom programming built around your team's specific needs — developed week by week to create self-led athletes, compassionate leaders, and a culture built from within.

Focus. Confidence. Resilience. Presence. Leadership. Culture.
That's our promise.

**The goal isn't just better performance.
It's stronger leaders. Stronger humans.**

Bring Lokahi Performance to your school, team, or program.

www.lokahiperformance.co [\[makanalaboy@gmail.com\]](mailto:makanalaboy@gmail.com)



Leading With Perspective When Money Feels Uncertain



Oregon State
Credit Union®

As a high school athletic coach, you're used to stepping back and looking at the full picture. You notice patterns over time. You know one tough practice or one hard-fought loss does not define a season.

Money can feel similar right now: costs are rising, decisions feel heavier, and the pressure shows up in more than one place. You may see it in students who are distracted or anxious. You may hear it from families trying to make ends meet. And you may feel it at home when everyday expenses take up more space than they used to.

When things feel uncertain, perspective matters. It helps separate what's in your control from what isn't and keeps short term stress from driving long term decisions, for yourself and for the people you support.

The [2026 Oregon Financial Wellness Scorecard](#) helps provide that perspective. It puts shared context around what many coaches, students, and families are experiencing and reminds us these challenges are not isolated.

What the bigger picture helps explain

The Scorecard highlights several trends shaping everyday financial decisions across Oregon households:

- **Rising costs are straining budgets.** Nearly *three out of four Oregonians* reported cutting back on other spending because of higher housing and food costs.
- **Paying bills has become harder for many families.** *More than half of households* struggled to pay at least one bill in the past year.
- **Debt remains a concern.** *Household debt reached a record high statewide*, even as incomes increased for some.

Seen together, these trends do not point to poor choices or a lack of effort. They point to a challenging environment.

For students and families, that can mean added stress at home. For coaches, it can help explain why money worries show up in conversations that seem, on the surface, to be about something else.

Perspective helps us name these pressures without letting them define what's possible next.

Coaching principles still apply

When money feels uncertain, the same fundamentals that work on the field still matter.

- *Start with clarity.* Understanding what's coming in and what's going out creates a steady starting point, whether you're thinking about your own finances or listening to someone else talk things through.
- *Focus on fundamentals.* Small, consistent actions tend to be more effective than big, reactive moves.
- *Plan for real life.* Schedules change. Seasons end. Unexpected costs happen. Good plans leave room for that reality.
- *Lead with patience.* Progress does not require having everything figured out at once.

These same fundamentals often help students and families feel steadier too, especially when money stress is affecting focus, confidence, or day to day decision making.

A simple way to regain your footing

When uncertainty creeps in, it helps to return to basics.

A *monthly money snapshot* is a quick check-in that creates clarity without requiring perfection:

- List essentials like housing, utilities, groceries, transportation, minimum debt payments, and childcare.
- Identify flexible spending where small adjustments might be possible.
- Choose one next step that fits your current season, whether that's saving a little, focusing on debt, or maintaining stability.

Some coaches use this as a personal reset. Others recognize it as a helpful lens when a student or family member is describing financial stress at home. Either way, it supports understanding before action.

Making decisions with confidence, not pressure

Uncertain times often force tradeoffs. That does not mean every decision has to be perfect.

- No emergency cushion yet? Starting small can help create a sense of stability.
- A small cushion in place? Reducing high interest debt may be a useful focus.
- No room for either right now? Maintaining what you have and revisiting later is still a valid choice.

Confidence comes from understanding the options and choosing what fits the reality of your household or acknowledging the limits a family may be facing right now.

Looking ahead

Uncertainty does not last forever, but perspective is always useful.

If you want support as you think through next steps, we're here. You can explore tools and articles in our [Financial Education Center](#), reach our Community Education team at CommunityEd@oregonstatecu.com, or stop by [your local Oregon State Credit Union branch](#).

However you choose to engage, our goal is simple: to help you feel more confident and supported as you work toward a financial future that fits your life.



BSN SPORTS™
THE HEART OF THE GAME™

Hey Coach, Don't miss a play this season. We've got you covered.

We offer solutions to make your job easier - giving you more time to make an impact. While we're the best at equipping athletes, you're the best at equipping lives... and that's the real final score.

PROUD PARTNER OF



Apparel • Uniforms • Equipment • Weight Room • Fundraising

BRIAN WILLIAMS // Area Sales Manager // brianwilliams@bsnsports.com

KIM KOPP // Area Sales Manager // kkopp@bsnsports.com

BSNSPORTS.com

As a partner of the OACA, we would like to make you aware of the following opportunities for camps and clinics offered by the Greater Portland FCA:

CAMPS + CLINICS

GREATER PORTLAND FCA



LEGENDS FOOTBALL CLINICS

PORTLAND & NEWBERG, OR
MARCH 14 & APRIL 11

PRICE: \$20 • AGE: HIGH SCHOOL

MIDDLE SCHOOL CAMP

UNIVERSITY OF PORTLAND | JUNE 30-JULY 2

EARLY BIRD PRICE: \$349 AFTER APRIL 12, 2026 AT 11:59PM, THE PRICE WILL INCREASE TO \$399.

AGE: RISING 6TH-9TH GRADERS

POWER CAMP

RIVERSIDE ELEMENTARY SCHOOL
JULY 13-15 FROM 9AM-2PM

PRICE: \$65 • AGE: RISING 1ST-5TH GRADERS

SURF DAY

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AGE: RISING 9TH - GRADUATING 12TH GRADERS

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SEATTLE PACIFIC UNIVERSITY | JULY 27-31

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ALL-ABILITIES CAMP

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PRICE: FREE • AGE: 6+

**TO REGISTER OR LEARN MORE ABOUT
A CAMP, VISIT [PDXFCA.ORG/CAMPS](https://pdxfca.org/camps).**





“The Only Easy Day was Yesterday”

Coaches and athletes understand the Navy SEAL motto. Navy SEAL training isn't just training – it's a relentless test of mind, body and will. Candidates will be pushed beyond exhaustion, forged in adversity and pushed even further. Teamwork isn't just expected – it's the only way to survive. Few even attempt it. Fewer make it through. Do you know someone who has what it takes to earn the Navy SEAL Trident? We believe that you do.

We know coaches create cultures of success. Coaches inculcate habits of mind, body and spirit. A Special Operations team is made up of members who understand this. In fact, their lives depend on it.

No college degree is required to become a Navy SEAL, but the standards of qualification require the kind of mental and physical fortitude that few possess. SEALs have good study habits and learning skills. SEAL candidates should be in excellent physical condition and able to endure rigorous physiological demands. Strong swimming skills and the ability to withstand fatigue are essential. Every Navy Special Warfare operator must be of the highest moral character to be the Special Operations Force that America expects.

Navy Special Operations teams are not comprised of gigantic, MMA fighters. They are made up of the players who were in the gym first and left last, who kept going when everyone else stopped, who did not accept failure – no matter what the scoreboard read.

Every day of the year, during every practice, you all coach these individuals. You coach them to be both better athletes and better people. It's on the practice field in the summer, and on the wrestling mat in the winter, that they are ingrained with the grit, drive and determination that make them excellent SEAL candidates. It is because of this that we are reaching out to you; we need your help.

Navy Talent Acquisition Group Portland is proud to partner with Oregon's coaches, athletes, families and communities. For more information, visit www.navy.com or contact [NTAG Portland etalent@us.navy.mil](mailto:NTAG_Portland_etalent@us.navy.mil).

Presented by the Oregon Army National Guard

**ARMY
NATIONAL
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Event Info

- Free Registration
- Varsity & Sub Varsity Tournaments
- Prizes Throughout Day
- 4 Game Guarantee
- 6A/5A & 4A/3A/2A/1A Pools



Scan Code to Register

Game Info

- 25 Minute Running Clock
- Refs provided for each game
- Pool Play followed by Bracket Play
- High School Rules

July 8th in Portland Area (Location TBD)

July 9th @ Thurston High School

Pool Play will begin at 9am

Recognition vs. Appreciation in Sports

The distinction between recognition and appreciation is crucial in sports, where athletes thrive on both performance feedback and personal validation. Recognition focuses on an athlete's achievements, actions, and results, while appreciation highlights their inherent value, qualities, and overall contribution to the team. Recognition is often performance-based and conditional, whereas appreciation celebrates the person themselves—unconditionally acknowledging traits like dedication, resilience, or positive attitude.

Both are essential for athlete motivation, engagement, and a supportive team culture, serving complementary purposes.

Recognition in Sports

Recognition acknowledges specific accomplishments, performance, or milestones.

- Focus: Actions, results, and achievements.
- Examples: Praising a game-winning goal, awarding "Player of the Match," giving a trophy for most points scored, or promoting to a starting role based on strong stats.
- Characteristics: Conditional on outcomes, often public or formal (e.g., from coaches or programs), and reinforces desired behaviors like skill execution or winning plays.

It drives performance by linking effort to success and motivating athletes to push harder.

Appreciation in Sports

Appreciation values athletes for who they are and the personal qualities they bring.

- Focus: Inherent value, attitude, effort, and impact on teammates.
- Examples: Thanking someone for consistent hard work in practice (even without wins), noting their leadership or kindness during tough times, or a coach saying, "I appreciate your positive energy—it lifts everyone."
- Characteristics: Unconditional, often informal and spontaneous (e.g., a quick note or verbal shout-out), building trust, belonging, and psychological safety.

It fosters deeper connections and helps athletes feel valued beyond results.

Why Both Matter

- Motivation and Engagement: Recognition boosts performance by celebrating successes and encouraging repetition of high-level play. Appreciation builds intrinsic motivation, resilience, and a sense of belonging—key for long-term commitment.
- Well-being: Appreciation addresses the human need to feel inherently valued, reducing burnout, stress, and mental health risks, as supported by sports psychology insights (e.g., from TrueSport and gratitude studies showing lower cortisol and better recovery).
- Holistic Team Culture: Combining both creates a balanced environment where athletes feel seen for their skills *and* their character. Teams with both elements show stronger cohesion, better rebound from setbacks, and sustained performance.

In sports, recognition says, "Great play!" Appreciation says, "Thanks for being you." Together, they build confident, fulfilled athletes and winning teams.



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THANK YOU TO OUR SPONSORS

The OACA greatly appreciates the continued support from our sponsors. These partnerships are the reason we are able to continue to serve our members and provide scholarships for Oregon high school students.



**PACIFIC OFFICE
AUTOMATION**

— PROBLEM SOLVED —

The OACA is pleased to have **Pacific Office Automation** as a Platinum Sponsor of our association. Pacific Office Automation is dedicated to the belief that a team of individuals who constantly challenge each other will develop the skills and manpower necessary to solve any problem. Pacific Office Automation is dedicated to supporting local communities with philanthropic efforts to support academics and athletics. They contribute to these communities through sponsorship, volunteer work, fundraisers, and local business outreach. Their generous sponsorship of the OACA funds our annual awards banquet. Please visit www.pacificoffice.com.

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



BSN SPORTS™
THE HEART OF THE GAME™

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



THANK YOU TO OUR SPONSORS

 We are excited by our continued partnership with **Hudl**, Silver Sponsor of the OACA and the OACA's Official Video Software Partner. Funds provided by Hudl help keep membership costs low as well as fund an annual scholarship. We urge teams to explore Hudl's innovative and unique video software technology. www.hudl.com


The OACA is pleased to have **Sheraton** as a Silver Sponsor. The Sheraton Portland Airport has been operating as the closest hotel to the airport for over 45 years. With 215 rooms and 22,500 square feet of meeting space, it is the perfect location for teams traveling in/out of PDX. The Sheraton can also host large conventions or team banquets with their exceptional culinary and banquet teams. The Sheraton works in conjunction with the Aloft Hotel and Hampton Inn at the Portland Airport to offer even more options when using the PDX area as your home base for team events and travel. www.sheratonportlandairport.com



 We are thrilled to announce **Navy Talent Acquisition Group Portland** as a new Silver Sponsor of our association and greatly appreciate their partnership with the OACA and the Oregon coaches, athletes, families and communities. They offer many excellent opportunities for college scholarships as well as providing direction for great career fields. For more information, please visit www.navy.com or contact NTAG_Portland_etalent@us.navy.mil


Prime Time Sports, owned by John MaCallum, is a Bronze Sponsor of the OACA and provides first-class event management and event planning to premiere sporting and corporate events in Portland, OR and along the West Coast. Relying on past experience and expertise, Prime Time Sports aims to effectively market, operate and manage high quality events catering to the student athletes, participants, fans and corporate sponsors who make the events possible. Efficient and effective event planning and execution is a PTS guarantee. primetimesports.co



 We are proud to have **Oregon State Credit Union** as a provider of a college scholarship to a deserving family member of the OACA. Oregon State Credit Union is an 118,000 member-owned, \$1.4 billion not-for-profit financial cooperative that serves an expanded coverage area of 24 western and central Oregon counties that includes a majority of Oregon. Membership with the credit union is open to anyone who lives or works in these counties. To learn more, please visit oregonstatecu.com or call Laurie Roe at (541) 714-4291.

With locations in Beaverton and Gresham, **Crown Trophy** supplies outstanding plaques and trophies for all the OACA events as well as for other athletic organizations. Their excellent workmanship and friendly and helpful service are certainly appreciated by the many coaches, players and teams around the state. The OACA appreciates all they do for so many. www.crowntrophy.com



 **Jostens** is the Official OACA Souvenir & Championship Rings Sponsor. We appreciate the Executive Board President's gift they supply annually. www.jostens.com

2025-2026 OACA EXECUTIVE BOARD

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Executive Board and Sports Chair contact information is available on our website:
<http://www.oregoncoach.org/contact-us/our-team/>

**HAPPY
SPRING**

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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Phone: 541-928-2700

Email: ocarob@gmail.com Website: www.oregoncoach.org



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