

# The North Carolina Coaches Association

## NC Coach

Volume 28

Fall 2021

News and information for North Carolina  
high school and middle school coaches.

**Welcome to the digital  
NC Coach newsletter!**

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**[nccoach.org](http://nccoach.org)**



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### IMPORTANT DATES

<b>Sport</b>	<b>Nominations</b>	<b>Selection Meeting</b>
Football	Nov. 1 – Dec. 31	Feb. 5 at 1:00 pm
Basketball		
East-West	Feb. 15 – March 15	April 2 at 10:00 am
NC/SC	Nov. 1 – Dec. 31	Jan. 8 at 10:00 am
Men's Soccer	Oct. 15 – Dec. 1	Jan. 8 at 9:00 am
Women's Soccer	Feb. 15 – March 15	April 2 at 9:00 am



### NC COACH

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*We look forward to seeing you in Greensboro next year!*  
**East-West All-Star Games & Coaching Clinic**  
**JULY 11-13, 2022**

# From the GAMES Desk...



pweaver@ncccoach.org

**I HAVE SEVERAL SUBJECTS TO ADDRESS THIS ISSUE** so there's no common theme and I'd appreciate your at least looking at each topic. Something must be important to you.

We have partnered with Signing Day Sports and MyCoachingTree and are excited about what these two companies can do for you and your athletes. I strongly urge you to investigate both.

MyCoachingTree is co-owned and designed by D.W. Rutledge who recently retired as my and Mac's counterpart in Texas. As a former football coach, you know he has coaches' best interests in mind. The service is designed to support education-based sports by helping coaches manage their careers. One facet is that you will have the ability to create a coaching tree for any sport which will list coaches you worked under and those who worked under you. The part I'm most excited about is the jobs part. Only NCCA members and Associates may access this function and may confidentially list their requirements and wishes for a new coaching job. Athletic Directors can list the jobs they have open and the qualifications they require an applicant to meet; including any preferences for teaching positions. A computer will filter all this data and give you a list of jobs which meet your criteria. I have always felt the NCCA should provide this service but we've never found the correct vehicle until now. The NCHSAA was very kind to provide this service for many years but now we have a service that's designed specifically to help our members and associates.

All-star nominations are open for Men's soccer and Football. Next year you have to sign-in to your

NCCA account in order to nominate. That way, I'm assured that each nominator is a member and a head coach in the sport. Presently, I have to check by hand. Please send all video to either the head coach or the position coach. Though you're allowed unlimited nominations, please remember that you're in essence saying this player is in the top few across your half of the state. I've had a basketball coach nominate four players in a season where they won ten games. If you have four all-star caliber players and only won ten games, you should be fired. Also, Division one signees usually aren't allowed to come to Greensboro. Please check before you nominate their kids. I do need to give special thanks to A & T State University because they always do their best to see that their signees can participate in all sports.

I hope you've noticed that we are beginning to send important reminders by email. We promise to limit them to big notifications, maybe one or two a month, so as not to flood your inbox. We'd like you to consider using a personal email address because some LEA's may have blocks on the Constant Contact server. You may change emails by signing into your online account at [www.ncccoach.org](http://www.ncccoach.org).

As you should know, we now have an email database. We promise you we will not flood your inbox but will send sport specific emails only to coaches in those sports and email everyone only when the topic applies to all. I do suggest you give us a personal email instead of your school one. To sign into MyCoachingTree you will need the email address we have and if you're job hunting it might not be the wisest idea to use a school email address. If you want to change what we have, just sign on and make the change.

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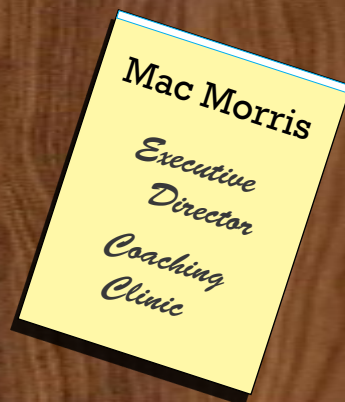
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# From the CLINIC Desk...



mmorris@nccoach.org

**Mac Morris**  
**Executive Director, Coaching Clinic**

**THIS IS THE 66TH TIME I HAVE SAT DOWN WITH THE TASK OF WRITING A COLUMN.** When I first started, I felt that I was going to inspire young coaches to be better coaches and have more enthusiasm for their jobs. I was of the opinion that the best title you could have before your name was “Coach”. That was a long time ago and things have changed dramatically in all these years. In those days if a coach told a player to run through a wall for him; there would be no questions asked and the wall would crumble. In those days we knew so little about health and safety that head on tackling drills were commonplace in all schools. If a player had a hard contact and was a little woozy, an ammonia cap would get them back on the beam. If those tactics were used today, coaches would be sued out of the business their first week of coaching. When we didn’t have any funds to buy Gatorade for the players, we mixed water, salt tablets and Kool Aid and called it Pirate Aid but it was pretty nasty. Players usually were not quitters and stuck with a team throughout the season.

In those days at the Coaching Clinic, coaches learned as much in the hallways talking to other coaches as they did going to the sessions. Most of the big time coaches in America came and spoke at the Clinic and sessions with the high powered coaches drew large crowds. Sessions with Coach Bob Knight and Coach Lou Holtz filled the auditorium at the Clinic. Before the NCAA passed their rules about Clinics

we were able to have whole football staffs come in for two days of football. The Coaching Clinic was an important summer event and we had up to 8,500 people in attendance. Whole high school staffs of coaches would come and would go to different sessions each day to learn to be a better coach. Today’s coaches look for ways to avoid the Clinic. Sorry to tell them that one day at the Clinic will be required for membership in 2022.

A lot of things have changed since these good times existed. Parents have become more involved in controlling their child’s life. The parents of every player think that their player should be starting and be in line for a scholarship and a career in the NFL or NBA. Coaches are unreasonable if they don’t agree and parents go out of their way to make the coaches’ lives miserable. Social media has allowed critics to attack coaches anonymously and this increases the pressure. As safety has become more important, there have been more and more rules and coaches who are not up to date or are negligent are in for a rough time. Unfortunately, I have said for years that coaches from the NFL and NBA to high school had to be afraid of their players. One harsh word or hard practice and players are transferring to other schools or going into the transfer portal. It used to be “my way or the highway” but that doesn’t work in the modern era. A coach can tell a player what to do but now they have to explain it even further and tell them why they are doing it. If you have team rules, you have to have parent’s signatures saying that they have been informed and understand the rules. Being part of a team is not as important as it was.

**See “Clinic Desk” on page 5**





## Clinic Desk

*continued from page 4*

Successful teams are like a family with everyone sticking up for each other. These times make that situation even more difficult when each little group is looking out for themselves and care very little for the family. Coaches in the past were hired for a job and stayed put through the rest of their careers. That rarely happens today and we can understand why. With all these hardships, it doesn't seem that coaching is as much fun as it used to be. We don't seem to have these long-time coaches who stay for their careers. So many people are looking over the shoulders of today's coaches and this added pressure takes away a lot of the fun. So that brings to mind the question "Why does anyone want to coach today?" Because there are still individuals who are interested in young people and trying to help them grow. I hope you are one of those.



**Carolinas Classic All-Star  
Basketball Games**  
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**March 26, 2022**

## IN MEMORIAM

*Carl Spragins*  
*Smithfield-Selma*

*Lionel Brooks*  
*Smoky Mountain*

*Jeffery Roberts*  
*Morehead*

*Vernon Walworth*  
*Hoke County*

*Andy Harper*  
*High Point Central*

*C.K. Siler*  
*Southern Guilford*

*Hal Boliek*  
*Hickory*

*Frank Jernigan*  
*Fairmont/Purnell Swett*

**Legislation Update:**  
The revised HB91 passed both the  
NC House and Senate  
and was signed by the Governor  
on 11/23/21.

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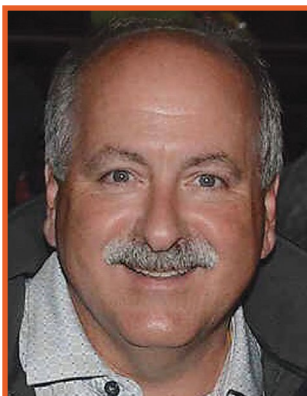
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Joe Franks  
Executive Secretary  
jfranks@nccoach.org

**NEVER UNDERESTIMATE THE POWER OF SPORTS – FOR OUR STUDENTS, COACHES, COMMUNITIES AND NATION.** Last spring, we played games but it just wasn't the same. We were out of school, convening online, and while we were able to play it just didn't feel right. Yet the most important thing for our student-athletes was that they got to be with each other and their coaches. They got to play and they got to compete. The seasons were weird, but we were there. Students I spoke to said it was like an escape, something they looked forward to and couldn't wait to do again the next day.

We went into the summer with renewed optimism about the fall – we had a coaching clinic in Greensboro and we hoped that things were on their way back to normal. Then we heard the word – variant – and things were at risk of slipping away to the situation we hoped was behind us. Yet we persevered. Practices started, we went back to school (albeit still strange with restrictions) and then we opened the fall season. Now we have completed seasons in most fall sports and crowned champions again. As things in society continue to open up with travel, concerts and sporting events with full stadiums, we are at that tipping point of optimism again.

Now think back a few weeks. If you attended a football game on a Friday night with the stands full, the kids yelling, the bands playing and teams competing again, didn't you get a little bit of that good feeling like we are on our way back? It could have been a soccer, tennis or volleyball match – it didn't matter – it felt right. Our kids needed this – heck, we all did. When I think about the studies of

how being cooped up and isolated was affecting the mental health of this generation, the opportunity to experience those feelings at a game for the players, fans and communities continues to make such a difference. YOU play a huge part in this. I know it is therapeutic for you to be able to coach, but your opportunity to mentor, motivate and guide our young people has never been more important. Don't ever underestimate what a profound effect you have on the young people for whom you mentor, support, challenge and inspire. Thanks for being a coach! Together, we are keeping the title "Coach" one that is respected and admired – and that can last a lifetime.

With our rosters of members and associates finalized, now would be a good time to log in at [www.nccoach.org](http://www.nccoach.org) and make sure your information is up to date – especially your email. While we are never going to inundate you with emails, there are times when you need to get important information and updates. Most of you may have put your school email as your contact, but we have found that some school systems IT will block our messages. That said, you might consider using a personal email. The other thing to consider with your information is making sure we have a good address and phone for you. Some coaches will put the school address (I know that some AD's fill out the cards and might do this) and school phone as their contact. The only thing we currently mail is the registration packet in the spring and we don't send out mass texts. When you go to the Members Only section, there is a forgot password link there if you need it.

Thanks again for all you do – have a winning day!





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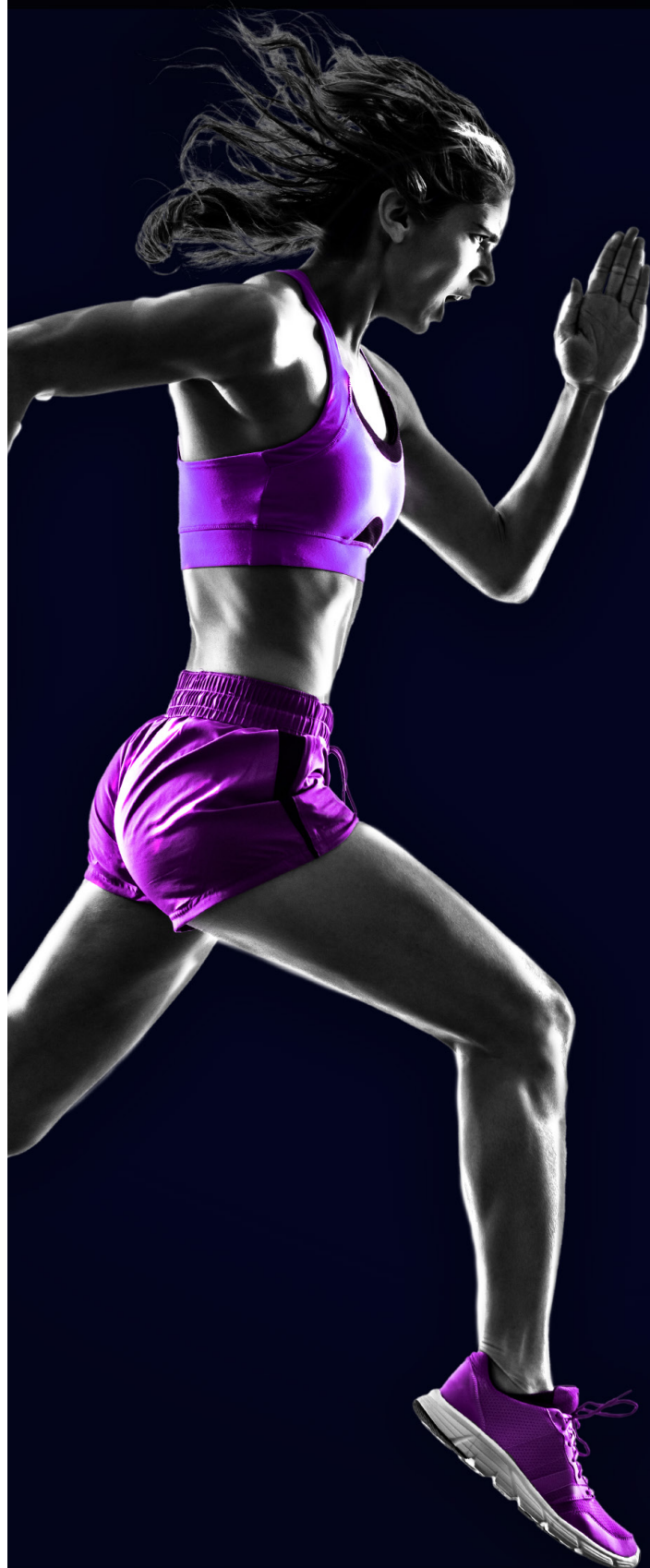


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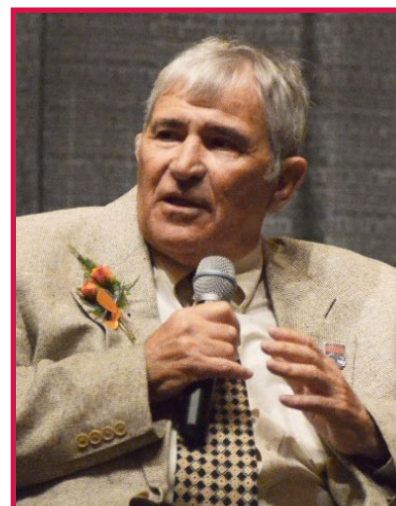
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# They Still Call Me “Coach”

## Allen Brown

*Allen Brown was a highly successful football coach at Thomasville High School who led his team to four state championships as head coach and three more while serving as an assistant to his son. He was NCCA Board member for several years and was an Assistant Coach in the East-West All-Star Games. He was president of the North Carolina Football Coaches Association and served as head coach and assistant coach in the Shrine Bowl. Brown was also selected to the NC High School Athletic Association Hall of Fame.*



**NCC:** WHAT SPORTS DID YOU COACH?

*“ Football ”*

**NCC:** WHERE DID YOU COACH?

*“ Thomasville. ”*

**NCC:** HOW MANY YEARS DID YOU COACH?

*“ 40 years. ”*

**NCC:** ARE YOU STILL INVOLVED IN COACHING AND/OR ATHLETICS?

*“ No. ”*

**NCC:** WHAT WAS YOUR MOST MEMORABLE COACHING EXPERIENCE?

*“ I had the pleasure of coaching my two sons. Both were quarterbacks. The oldest Benjie took us to state finals and the youngest Vince got us to the third round. ”*

**NCC:** WHAT PART OF COACHING WAS THE MOST REWARDING FOR YOU?

*“ I enjoyed the relationships with our staffs. It was rewarding to see our staff help the young athletes on and off the field. ”*

**NCC:** WHY DID YOU GO INTO COACHING?

*“ I enjoyed playing... hated work... coaching allowed me to play for a living. ”*

**NCC:** WHAT IS YOUR FUNNIEST COACHING MEMORY?

*“ Football was all business... nothing funny ever happened. ”*

**NCC:** WHAT WAS YOUR MOST EMBARRASSING COACHING MOMENT?

*“ We spiked the ball to stop the clock... WHOA! It was 4th down! You can't live that one down. ”*

**NCC:** WHAT WAS YOUR FAVORITE PLAY OR STRATEGY?

*“ We put most of our best players on defense then we protected them by being conservative on offense. We also thought the kicking game was important to protect the defense. ”*

See “**Brown**” on page 12



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## **“Brown”**

*continued from page 11*

**NCC:** WHO WERE THE TOUGHEST TEAMS YOU COACHED AGAINST?

*“ High Point Andrews, Lexington, Salisbury and Reidsville. ”*

**NCC:** WHAT CHANGES WOULD YOU MAKE TO THE CURRENT RULES IN YOUR SPORT?

*“ I hate the aiding of running backs. Games are too long. ”*

**NCC:** WHAT ONE PIECE OF ADVICE WOULD YOU GIVE A BEGINNING COACH?

*“ Coaching is a year-round activity -- improve every day.  
You win with people... treat everyone right.  
Have integrity in all you do.  
Out work the competition.  
Look to the future... the best is yet to be. ”*

**NCC:** WHAT ARE THE MOST IMPORTANT THINGS FOR YOUNG COACHES TO DO IN DEALING WITH:

*“ ATHLETES: Treat them like you enjoyed being treated as a player. ”*

*“ PARENTS: Be professional but distant. They only care about their own son or daughter. ”*

*“ ADMINISTRATORS: Respect them. Involve them. Make sure they are helping you. ”*

*“ ATHLETIC DIRECTORS: They are part of the team. Remember they have to help all of the school's teams. ”*

*“ OTHER COACHES: Your staff is part of your family. Opponents are best if they end up as friends. ”*

*“ THE PRESS/MEDIA: Give them all the help you can. ”*

**NCC:** WHAT DID/DOES THE NCCA MEAN TO YOU?

*“ This organization provides important education and support for high school sports. ”*

**NCC:** OTHER COMMENTS YOU WOULD LIKE TO SHARE?

*“ Thank all fellow coaches for their friendship and help. No man can be his best alone. Coaching friends add an important spice to the life of coaching. ”*







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**An Interview with  
D.W. Rutledge, former Ex. Dir of the Texas HS Coaches Assn,  
and Phillip Engle of MyCoachingTree.**

Spring is coming and that means many coaches are starting to look toward next year's season. For most, that means they're already building their roster and a new strategy, but for many it means the search for a new job. So we sat down with D.W. Rutledge and Phillip Engle from MyCoachingTree for a conversation about how their partnership can help coaches get - and keep - their careers on track.

These two seem an unlikely pair - one of the most successful high school football coaches in Texas with 4 state championships under his belt, and a 30+ year veteran of the Austin tech industry. But both of them will tell you the other was an important part of the success they've had. And now they're partnering again to help coaches with their careers. Rutledge is the President of MyCoachingTree and Engle is its Chief Operations Officer.

***How did the two of you meet?***

**D.W.:** In April of 2001 I had just left my coaching job at Judson High School to start a succession plan to take over as executive director of the Texas High School Coaches Association. When I met Phillip at the THSCA office, I shared with him how far behind I thought we were in our technology efforts at the association. Phillip was interested in learning more about the high school coaching profession and I wanted to learn more about how we could serve our membership through technology. Over the years Phillip has helped the coaches association in a powerful way. It's proven to be a great partnership.

**Phillip:** I had just started a software business in 1999 to try to help athletic departments and as Coach Rutledge mentioned I was hungry to learn. I wanted to find a way to get involved with THSCA and got an audience with the executive director at that time, where I met D.W. Our partnership has grown ever since that day we met and shared ideas on how technology could be used to help coaches. He's been an excellent teacher, counselor and mentor to me. I guess you could say he's my coach!

***Coach Rutledge, I wanted to congratulate you on your new job. Did you ever think you'd be president of a software company?***

**D.W.:** Not in my wildest dreams! But to be fair, this job isn't so different from being a head coach or Executive Director of THSCA. As I see it, my job is to make sure MyCoachingTree is a success. Our mission is to protect the education-based coaching profession. To do that, we help coaches stay in touch with their network – for a variety of reasons with career management at the top of the list – and to help them understand their Coaching Ancestry. I believe that MyCoachingTree will help unite the coaching profession in many ways and will help coaches connect with other coaches who can help with their coaching career.

***Phillip, how does your experience as a tech entrepreneur relate to working with coaches?***

**Phillip:** For starters I really enjoy the team effort with D.W. and I look to him to make the best decision about how things should be done. I've created, grown and sold multiple businesses so I'm familiar with the demands involved in taking on something like that, but I let Coach Rutledge set the direction and I just follow along. Basically, my job is to make sure he has everything he needs to execute the vision of the company. Also, as a technologist I get excited about the possibilities for MyCoachingTree to tell the history of coaching and that challenge helps me motivate our team. But the thing that drove me to get involved with the company was the opportunity to help coaches in a really cool way. A lot of people think that MyCoachingTree is just a new version of a job board, but that's such a small piece of what we're doing. Our real goal is to help coaches manage their careers and make better choices about the jobs they take to help advance their career. MyCoachingTree's Coaching Ancestry is such a unique, coach-specific twist on the traditional idea of a personal network. Maintaining a personal network is one of the most

**See “Interview” on page 15**

## **“Interview”**

*continued from page 14*

important aspects of a great career strategy, and after talking to almost a thousand athletic directors and campus coordinators I can tell you that knowing who's in your coaching tree is important to them when you apply for a job. I think this is going to be a very special thing for high school coaches.

**D.W.:** This is for all coaches in all sports at all levels in education, we're just starting with secondary schools, but Phillip's right. This is going to be amazing and it's important to me that high school coaches in this country are the first in the world to use it. Coaches will be able to get more insight into where their coaching philosophy came from and how they fit into this network of coaches world-wide.

***Take a step back for minute - you've both mentioned Coaching Ancestry. What is that?***

**D.W.:** Your Coaching Ancestry defines who you are as a coach and why you behave the way you do. For me, I needed to find a purpose for why I coached. Getting up and going to work to win a game seemed a pretty shallow purpose, but going to work to try to change a kid's life from being on a road to nowhere to being on a road to somewhere was something I could be passionate about. My Coaching Ancestry shaped that purpose in me. Every coach that I worked or played for as well as the coaches that worked for me all had an influence on how I coached and whether I was a success or failure.

***Are you talking about success in wins and losses or something else?***

**D.W.:** Success isn't all about wins and losses or X's and O's. I've been a part of programs that had good records but I would still consider failures. When I look back on why I chose coaching as a profession, my first thought is the love I had for the game of football. However, after I coached for a couple of years and saw the influential power of a coach, I realized my purpose in coaching went far beyond just winning. The most important time of my coaching career was when I realized that my work as a coach was a calling – for me it was a ministry. If we as coaches 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 can make a big difference in our schools and communities. And that has an impact on our ability to win games.

***Can you give me an example of what you mean there? How did your Coaching Ancestry affect your ability to win games?***

**D.W.:** Sure. One of the biggest influences on my life was Coach Jim Wacker. I played for him at Texas Lutheran and worked for him at 2 different colleges, so I got to watch him install his programs in three different schools. I went from my job being just football to watching Coach Wacker and learning how he related to the players. From day one he had a lot of genuine care and concern for the players that had nothing to do with the X's and O's of football. I learned just how much having a positive attitude affected the team. Where he worked was the best, his coaches were the best, his players were the best – he was positive in everything he did.

When I got the Head Coach job at Judson, I worked hard to copy what I'd learned from Coach Wacker. One year during two-a-days our center got hurt and was out for the season. We needed an athletic player at center. We had a running back that I thought would be a great fit and I asked him to take the job. It's a tough thing to ask a young man to go from a backfield position to an offensive line position, but the response from this running back was selfless and enthusiastic. He was more concerned about how this situation affected his teammates than he was about his own ambitions, so he was proud to step up and accept the challenge. And his teammates were grateful and supportive. That ended up being one of our most successful seasons.

I've worked in situations where that wouldn't have turned out this way. I believe things happened this way because I was intentional about implementing the lessons I'd learned from Coach Wacker. Looking back, I wish I'd been more aware that this is what I was doing. I could have done so much more. That's probably the biggest thing that made me so excited to create MyCoachingTree. It's a chance to help men and women that are still coaching be even better at what they do, by understanding why they are who they are.

***See “Interview” on page 16***

## “Interview”

continued from page 14

***It's exciting to see the passion you both have for this. Is this service available now?***

**D.W.:** It's only available in Texas through THSCA right now. But with this new partnership with you we're in the process of making it available to your members as a free member service this Spring.

**Phillip:** And once the service launches, your members will want to come build out their Coaching Tree whether their looking for a job or not. They'll be able to access it from your association website and manage their complete profile to send to employers when their ready to apply for a job - all free because of this partnership.

**D.W.:** Your coaches will also be able to subscribe if they wish to search and see any other coaching tree and gain access to more job search and career tools as well as the professional development tools we'll launch this Summer. This subscription is normally \$199 a year, but because of our partnership, your members can get a subscription for a lifetime price of only \$50 a year.

***That's a pretty generous discount.***

**Phillip:** It is. Look, obviously I believe in the concept because I invested in it, but MyCoachingTree is going to be huge and will grow beyond high school sports in the United States pretty quickly. But my first priority is helping high school coaches in the U.S. with their careers. High school coaches are a vital part of coaching at all levels of sport and are an essential ingredient in our education system, so it's in our best interest to support them every way we can.

*“It is really exciting to know that both these companies made the NCCA their second organization, after Texas and their 23,000 members, to partner with. Admittedly, my being the Executive Director of the National Organization of Coaching Association Directors (NOCAD) didn't hurt, but the NCCA can still take pride in their regarding us so highly.”*

*—Phil Weaver*

***Coach Rutledge, any closing words you want to pass along to our readers?***

**D.W.:** Coaches, there is a lot of energy and effort that's been put into this company for your benefit. From your coach association to our dedicated staff to a host of other people that are invested in your success and the success of the coaching profession. Look for messages from your association about the launch this Spring and subscribe to MyCoachingTree as soon as you can. Do it for our profession. Do it for the association. And most importantly, do it for yourself.

***Thank you for your time, gentlemen. Good luck with your launch!***

**D.W.:** Thank you. We're really looking forward to it.

**Phillip:** It's gonna be fun! Thanks for this opportunity to tell our story.



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