



Snoqualmie Valley School District

WHO: Parents, Coaches and Athletic Fans

WHAT: You are cordially invited to attend an entertaining, interactive and informative presentation by **“Mr. BRUCE BROWN”** on

“The Role of Parents in Athletics. . .”

It is a straightforward message from athletes to their parents about how adults can help their athletic performance, create good memories and demonstrate respect from the perspective of young people.

WHEN: Wednesday, October 8th 2008 @7:00p.m.!

WHERE: Snoqualmie Middle School Gym(9200 Railroad Ave., Snoqualmie)

Bruce Brown has been a Teacher, Coach, Athletic Administrator with 35 years experience working with youth from junior high thru the college level.

He was Director of “Proactive Coaching,” an organization which conducts workshops and furnishes materials designed to instruct coaches, parents, businesses, school districts and athletes how they can be effective in building teams and promote character and competence among student-athletes. Bruce has coached several sports including football and basketball and has been employed by the NFL for 24 years.

Brown currently travels the country doing a special presentation for the National Association of Intercollegiate Athletics entitled “Champions of Character.” He believes that developing character in our youth can help change the culture of our nation. It’s that belief that motivates this coach and educator to spend countless hours and thousands of miles on the road, speaking to athletes, parents groups, coaches and businesses. The “Champions of Character” Five Core Values” Brown and the NAIA vigorously promote are, how the athlete shows respect, how the athlete shows responsibility, how the athlete shows integrity, how the athlete shows servant leadership and how the athlete shows sportsmanship. Core values which would stand us in good stead in athletics or in life.

Sports, which can play a vital role in the development of our youth, is the foundation upon which Brown builds his presentation. As Brown puts it, *“The culture of sport is out of perspective. Every night on SportsCenter, we see \$8-million athletes who say, I don’t have to practice. They have a sense of entitlement. The danger is in the trickle down of that attitude from the professional athlete to the 10-year-old kid. What they see affects how they react to a coach, teammate or official.”*

Some of his accomplishments include:

- A Teacher, Coach, Athletic Administrator with 35 years experience working with youth
- Director of Proactive Coaching
- Coached several sports including football and basketball
- Employed by the NFL for 24 years
- Does special presentations for the National Association of Intercollegiate Athletics
- Clinician, Speaking to Athletes, Coaches, Parents, School Districts and Corporations Nation Wide
- NAIA National Co-Athletic Director of the Year - 2002
- Lifetime Achievement Award- Citizenship Through Sports Alliance - 2003
- Has produced six instructional coaching video

A BRUCE BROWN PRESENTATION



“The Role of the Parent in Athletics”

Parents, you are cordially invited to an evening with national acclaimed Bruce Brown. Bruce is the founder of “Proactive Coaching,” which focuses on team building, athletics, student/athletes, retreats, coaches, captains, and workshops for parents and their role in athletics. He promises to share some enlightening and thought provoking information that will assist in your relationship with your student /athlete and their coaches!

Wednesday, October 8th @ Snoqualmie Middle School Gym
7:00-8:00 pm

So, mark your calendars for the Parents Presentation at the SMS Gymnasium . . .
“The Role of Parents in Athletics.”

Bruce Brown brings:

- 35 years as a Teacher, Coach, Athletic Administrator at the Junior High, High School, Junior College & College level.
- Coached Football, Basketball, Baseball, and Volleyball.
- National Presenter for the NAIA's “Champions of Character Program”.
- Director of Proactive Coaching.
- Clinician - Speaking nationally to athletes, coaches, parents, school districts and corporations.
- 2002 NAIA National Co-Athletic Director of the Year.
- 2003 Lifetime Achievement Award - Citizenship Through Sports Alliance.
- 2004 College of the Ozarks and Coach Krzyzewski Leadership and Service Award.
- 2005 American Baseball Coaches “Honor” Award with Cal Ripken, Jr..
- 24 year employee of the National Football League.

Bruce's recent speaking engagements have included:

- AAHPERD Convention (Penn State and San Antonio).
- American Baseball Coaches Association (Nashville).
- Burlington Edison School District.
- Character Leadership Seminar (Fresno Pacific University).
- Gonzaga University.
- IBM.
- Iowa State AD Convention (Des Moines).
- Kansas HS Coaches Clinic.
- Lake Washington Youth Soccer.
- Missouri Sportsmanship Summit.
- Montana State Coaches Clinic (Great Falls).
- NAIA National Basketball Championships (Kansas City and Branson).
- NAIA National Football Championship (Harden Co. TN).
- National Association of Collegiate Directors of Athletics.
- National High School Athletic Directors (NFHS/New Orleans).
- National Soccer Coaches Convention (Philadelphia).
- Nebraska Coaches Assoc. Sportsmanship Summit.
- Oregon Physical Education Convention (Corvallis).
- Orowheat Bakeries.
- PEMCO Best of the West All Sports Coaching Clinic (San Francisco and Seattle).
- Pro Athletes Outreach (Florida and Portland).
- St. Louis Sports Commission Coaches Summit.
- TAHPERD Convention (Galveston).
- WAPHERD Convention (Seattle).
- Washington AD's Convention (Spokane).
- Washington Secondary Principals Association (Wenatchee).
- Washington State Football Coaches Clinic.
- Washington State Parks and Recreation Convention (Tacoma).
- Washington State School Board Directors (Seattle).
- Washington State Wrestling Coaches Convention.
- West Point Fairplay and Sportsmanship Conference (U.S. Military Academy at West Point).
- WIAA Coaches College (Yakima). • PLUS over 200 High Schools, Colleges, and Youth Sport Groups including: Youth coaches, football, Little League, soccer, basketball.