

WIDESIDE

* Check the attachment for the Ex.Director's Report

THE OFFICIAL NEWSPAPER OF FOOTBALL ALBERTA
11759 GROAT ROAD, EDMONTON, AB, T5M 3K6
(780)427-8108 (ph.) (780)427-0524 or (780)422-2663 (fax)

SPRING 2006
EDITOR: TIM ENGER
tenger@telus.net or bfryer@telus.net

UPDATES:

- The 17th Annual **Senior Bowl** High School All-Star Game will be played on **Monday, May 22, 2006**. Game time is **1:30 p.m.** at **Clarke Park** in **Edmonton**. Both teams have been selected are listed inside this issue.
- Attention all females in the Edmonton area. If you are interested in tackle football the Edmonton Storm is interested in you! The **Edmonton Storm** is an all-female team that will be running three camps for new recruits and/or interested parties on the following dates: **May 13-14, June 17-18, and July 8-9**. For more information on those camps please contact **Sherry Heschuk** at sheschuk@gmail.com.
- Football Alberta is set to once again field a Provincial Team in the **Football Canada Cup**. This years event is scheduled for **Winnipeg, Manitoba** from **July 8 - 16, 2006** and will field teams from Manitoba, Ontario, Nova Scotia, Quebec, and Saskatchewan. Alberta is coming off a Silver Medal performance from the last three years and hopes to improve on that in 2006.
- Thanksgiving Weekend is set again to host the **11th Annual Football Alberta Thanksgiving Jamboree** that will take place from **Friday, Oct. 6 through Monday, Oct. 9**. This year's event will once again be held at two sites – Calgary's **McMahon Stadium** and the **University of Alberta's Foote Field** - over that weekend. If your team is interested in participating please contact the Football Alberta office. There has already been a mailout sent out for this event and things are filling up fast, however if you are still interested it will be first come first served with no team considered registered until the **\$250 registration fee** is in. As usual, all rental and official fees plus paramedical coverage included.
- Check out the new look **Football Alberta Web Page** which was launched on September 1, 2004. Located at www.footballalberta.ab.ca it will continue the distribution of information about football in our province via the Internet.
- **A.S.A. High School provincials** are scheduled as follows for all four Tier's in 2006:
Quarterfinals: Saturday, Nov. 11
Semi-Finals: Saturday, Nov. 18
Finals: Saturday, Nov. 25
- The dates for the **Minor Football Provincials** have also been set for 2006. Since the Capital District Minor Association is still the only group offering Atom (age 9-10) football its championship game on Nov. 4 will also be considered the

Provincial Title Game. Otherwise the complete schedule for Pee-Wee and Bantam featuring the new Tiers for Provincial competition that were introduced two seasons ago are included on our website. Each league had a choice as to which levels they will be fielding teams in based on a format developed by Football Alberta. This year we will be filling up byes with second place teams from participating leagues on a rotational basis.

- Football Alberta would like to welcome to the Alberta football scene new teams for 2006. The **Prairie Thunder Football League** will add programs in **Okotoks** while **Vegreville and Westlock High Schools** will be joining the **Wheatland League**. Welcome aboard!
- **Sport Outreach Scholarships** normally available for the **U of A** and **U of C** Summer Football Camps through the **Alberta Sport Recreation Parks and Wildlife Foundation** are not available this season. Further updates will be included in future editions.
- Thanks go out to the coaching staffs of the five elite programs in Alberta for their support of the Senior Bowl Selection Camps. Due to their efforts we were able to run two complete full weekend Selection Camps in both regions with the added challenged of Foote Field and McMahon Stadium being unavailable this year. Special recognition goes to head coaches **Blake Nill** (U of C), **Jerry Friesen** (U of A), **Gary Durchik** (Wildcats), **Mike McLean** (Huskies), and **Keith Kendal** (Colts).
- The **Alberta Summer Games** have been announced for 2006. They will take place in **Red Deer** from **July 27-30, 2006**. This will mark the sixth time tackle football has been a part of the Alberta Summer Games and with more and more bantam teams joining up each year the competition between the Zones should be greater than ever. Should you wish further information on this or how to get players involved in the Zone selection Camps contact:

Zone 1 Scott Chadsey (403)380-3538
Zone 2 Pat Coyle (403)462-0787
Zone 3 Brock Jacobs (403)276-1902
Zone 4 Gino Castellan (403)342-5618
Zone 5 Dwayne Nelson (780)449-5346
Zone 6 Susan Morgan (780)444-1062
Zone 7 Ken Fischer (780)870-1572
Zone 8 Rick Gilson (780)532-6226

UPCOMING EVENTS

UNIVERSITY/JUNIOR

mid-July - Alberta Junior Team's Camps Open
mid-Aug - U of A and U of C Camps Open
Oct. 28 – PFC Championship Game
Nov. 4 – National Junior Semi (OFC at PFC)
Nov. 11 - Canadian Bowl at B.C. Champion
Nov. 11 – CWUAA Championship Game
Nov. 18 - CIS Semi-Finals
Nov. 25 - Vanier Cup - Saskatoon
* - all above listed dates are subject to change

HIGH SCHOOL

May 19-21 - Senior Bowl H.S. Training Camp - Edmonton
May 22 - Senior Bowl H.S. All-Star Game - Edmonton
July 4-7 - U of A Summer Sports Camp - Edmonton
July 7-9 - U of C Summer Sports Camp - Calgary
July 5-7 - Team Alberta Training Camp -Edmonton
July 8-16 - Football Canada Cup – Winnipeg
Aug. 26 - Brewster Bowl Pre-Season Tourn. - Canmore
Aug. 26 - Medicine Hat H.S. Football Fiesta
Aug. 26 - Hanna Sun Bowl Pre-Season Sr. Jamboree
Sept. 2 - Archbishop O'Leary Invitational Tournament
Sept. 2 - M.E. LaZerte Pre-Season Sr. Jamboree
Sept. 9 - M.E. LaZerte Pre-Season Jr. Jamboree
Sept. 23 - Whitecourt Junior Jamboree
Oct. 6,7 & 9 - Football Alberta Thanksgiving Jamboree
Nov. 11 - A.S.A.A. Provincial Playoff Quarterfinals
Nov. 18 - A.S.A.A. Provincial Playoff Semi-Finals
Nov. 25 - A.S.A.A. Provincial Playoff Finals

BANTAM /MINOR

June TBA - Cal. Stampeder Alumni Pee-Wee Camp
June TBA - Cal. Stampeder Alumni Bantam Camp
July 4-7 - U of A Summer Sports Camp - Edmonton
July 7-9 - U of C Summer Sports Camp - Calgary
Oct. 8 - Football Alberta Thanksgiving Jamboree
Nov. 4 - Atom Provincial Final - Edmonton
Nov. 4 – Bantam Provincial Quarter-Finals
Nov. 11 – Bantam & Pee-Wee Provincial Semi-Finals
Nov. 18 - Bantam & Pee-Wee Provincial Finals

COACHING

N.C.C.P. GENERAL THEORY CLINICS

Part A (Equivalent to the old L.1)

Calgary

May 13-14 – University of Calgary (contact 220-7749)
June 10-11 – University of Calgary (contact 220-7749)
July 22-23 – Talisman Centre (contact 233-8383)

Canmore

May 6-7 – Recreation Centre (contact 678-1537)

Edmonton

May 6-7 – Grant MacEwan College (contact 497-5300)
May 27-28 – Grant MacEwan College (contact 497-5300)
June 3-4 – Grant MacEwan College (contact 497-5300)
June 10-11 – Grant MacEwan College (contact 497-5300)

Peace River

May 6-7 – TBC (contact 618-2820)

Rocky Mountain House

May 13-13 – Town Hall (contact 845-3720)

Part B (Equivalent to the old L.2):

Calgary

June 17-18 – Talisman Centre (contact 233-8393)
June 17-18 – University of Calgary (contact 220-7749)
July 22-23 – University of Calgary (contact 220-7749)
August 19-20 – Talisman Centre (contact 233-8383)

Edmonton

May 13-14 – Grant MacEwan College (contact 497-5300)
June 17-18 – Grant MacEwan College (contact 497-5300)

Lethbridge

May 27-28 – Leth. Community College (contact 320-3323)

Red Deer

May 27-28 – Red Deer College (contact 357-3663)

LEVEL III:

Calgary

Aug. 5-6/12-13 – University of Calgary (contact 220-7749)

Edmonton

May 27-28/June 3-4 – Grant MacEwan (contact 497-5300)

Level 2 TECHNICAL NCCP CLINICS

June 3-4 - Calgary

June 3-4 – Univ. Of Alberta, Edmonton

To register go to our website at www.footballalberta.ca and look for the registration forms.

OTHER

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www.coach.ca

Website: Coaching Association of Canada

AWARD WINNERS

2005 FOOTBALL ALBERTA AWARD WINNERS

Here are the Award Winners for the 2005 Season as voted on by the Football Alberta Board of Directors from nominations submitted by the membership at large.

NORM KIMBALL COACH OF THE YEAR

Lloyd Fairbanks – Head Coach

Raymond H.S. Comets

With an overall record of 13-1-1 the amazing Raymond Comets did it again, taking their school with a Tier IV sized population to their fourth all-time Provincial High School Tier I Championship in 2005. The architect of this truly outstanding achievement is their head coach Lloyd Fairbanks. A former CFL all-star as a linemen for 17 years, Lloyd returned to his hometown and has been instrumental in the continual development of the game in Raymond. A master in generating offensive material to suit the skills and abilities of his players and a tireless promoter of the game, Lloyd is very deserving of recognition as this years Norm Kimball Award!

FRANK MORRIS TIER I H.S. COACH AWARD:

Barclay Spady - Head Coach,

Bev Facey Falcons

Barclay took a team that had won only a single game in 2004 and road an undefeated season all the way to the Provincial High School Tier I Final before their only loss of 2005. His commitment to all aspects of a properly run high school football program and the innovations he has developed have helped make the Facey Falcons one of the premier football programs in Alberta. His work in rebuilding his program in 2005 is commendable and he also found time to lead the Team Alberta High School Football All-Stars to the Silver Medal at the 2005 Football Canada Cup.

LAURIE ROBERTSON TIER II H.S. COACH AWARD

Bill McConkey - Head Coach,

St. Mary's Saints

Long Regarded as one of the top high school football programs in Calgary, the St. Mary's Saints took a step beyond this past season winning their first ever Provincial Tier II Title. Bill McConkey has been the head man for the Saints since 1988 and has taken his team to 9 City Championship Games, winning 5, but no season will be as memorable as 2005 which saw St. Mary's win Calgary's Division II then proceed onto Provincials coming back from 21 points down to win the Southern Provincial Tier II Title over Medicine Hat then beat the always tough Arch. Jordan Scots in the Provincial Final on a FG with 5 seconds left.

TIER III H. S. COACH OF THE YEAR AWARD

Rob McNab/Bruce O'Neil – Co-Head Coaches,

Cochrane Cobras

2005 saw the Cochrane Cobras match only the Cardston Cougars from 1990-93 in being the only other high school team to win 4 Provincial Championships in a row. The innovators behind this success are co-head coaches Rob McNab and Bruce O'Neil who never miss a trick in developing football at their school. From organizing jamborees and JV games to trips to the United States, the Cobras are a very active team whose hard efforts pay off in championships. The amazing part is that the last 4 provincial titles have come after another high school was built in Cochrane which also has a strong football program.

TIER IV H.S. COACH OF THE YEAR AWARD:

Jeremy Braitenback – Head Coach,

H.J. Cody (Sylvan Lake) Lakers

Just another summer resort no-more as Jeremy Braitenback has turned the beach haven of Sylvan Lake into a football power. Only 8 years old, the Lakers program has now grown to having won the last two Central Alberta League Champions despite being the smallest school in the league. Only a tight loss to the eventual Provincial Tier IV Champion Ardrossan Bisons in the Northern Alberta Final stopped the Lakers this past season. Beyond the field, Jeremy works hard at developing the total student-athlete in the hopes that some of his protégés might achieve more through football post-high school. A true winner who has created a Central Alberta juggernaut.

ATOM/PEE-WEE FOOTBALL COACH OF THE YEAR:

Scott Smith - Head Coach,

Sherwood Park Pee-Wee Bulldogs

Scott's Bulldogs went 13-0 in 2005 and finished up with both the Capital District and Provincial Tier I Championships. That is an incredible accomplishment in itself, however it is the off-field development of the game that make Scott a winner as well. Described as an excellent coach and a great ambassador for the sport, Scott put an emphasis on learning, fair play and sportsmanship with his team and despite the Championships worked hard to ensure all the players on his team enjoyed the year. For his hard work at a very difficult level to coach, we are pleased to present the Atom/Pee-Wee Coach of the Year to Scott Smith.

BANTAM COACH OF THE YEAR

Jim Skitsko – Head Coach,

Sherwood Park Rams

The Sherwood Park Rams continue to be the flagship program at the bantam level in Alberta. With innovations such as golf tournaments that have provided educational bursaries to 29 former players, and on field excellence that has seen the Rams go undefeated for 3 years totally 38 games winning the last three Provincial Tier I Bantam Championships in a row, it's not hard to see why they remain such. Spearheading the efforts is the head coach of the Rams – Jim Skitsko - who, along with developing the Rams into a powerhouse has taken the time to coach at the Alberta Summer Games three times and the Bantam Bowl once. A hard worker who can always be counted on to do what's best for the sport.

NOVICE COACH OF THE YEAR:

James Hall – Head Coach,

Okotoks Pee-Wee Eagles

In only his second year of coaching James took the Eagles to the Calgary and area Tier II Championship and finished up losing to the Edmonton Chargers in what was described as one of the most exciting football games ever in the Provincial Pee-Wee Tier II final. Described as an excellent coach and a true gentleman, James has a great manner with his young players and has never been known to yell or scream. He respects the other coaches in his league and in turn has earned their respect as well. A man at the beginning of a great coaching career and a worth recipient.

Continued on next page....

Coaching Awards continued...

HAROLD FERGUSON OFFICIAL OF THE YEAR:

Bill Wright – Edmonton Football Officials Association

Bill has been active both on and off the field in an officials capacity since 1962. Originally starting out in Saskatchewan, Bill joined the Edmonton Football Officials Association in 1968 and eventually moved up to the Canadian Football League in 1979. Since retiring in 1995 from on-field duties Bill is now one of four officiating supervisors for the CFL, mentoring and evaluating, and has served the Canada West League at the CIS level as the Edmonton supervisor for the past three years. Over the years Bill has held many positions with the EFOA and Football Alberta, and he's not done yet.

GARY HOBSON AWARD (co-winners):

Marv Mills – General Manager,

Northeast Edmonton Minor Football Association

Since 1991 Marv has held virtually every position with the NEMFA and the Edmonton Seahawks program. From the early years where Marv served a head coach and chief fundraiser for the bantam program the Seahawks have grown to now include pee-wee and atom teams and now have developed an established clubhouse which is a far cry from the 17 player team he took over in 1991 which stored its equipment in someones garage. The development of football in Northeast Edmonton has exploded over the past decade and a half and mainly due to our co-winner of the Gary Hobson Award for 2005.

Don Boulton – General Manager,

Calgary Cowboys Minor Football Organization

The Cowboys organization in Northwest Calgary has been regarded as a winner for a very long time. At all levels of minor football from Atom to Midget top flight players and coaches have made the Cowboys a force to be reckoned with. All of this would not be possible without the hard work and guiding hand of their General Manager – Don Boulton. Ensuring his players and coaches get his best efforts he also goes above and beyond running the Cowboys Bantam Jamboree and, in 2000, a Pass, Punt, and Kick Program that raised over \$10,000 for the Alberta Children's Hospital. A true gentleman and behind the scenes star for the Cowboys.

LIFE MEMBERSHIP AWARD:

Gary McDonald – Commissioner,

Central Alberta High School Football League

After 20 plus years as a high school football coach and league administrator, Gary McDonald is stepping down. Described as a man of impeccable integrity and sense of duty to kids his love of football has shown over the years and annually the CAHSFL is one of the best organized leagues in the province. Serving as it's Commissioner since the mid-1990's, Gary has been instrumental in overseeing the expansion of the league as well developing a camaraderie amongst the coaches that is tops in Alberta. Good job Gary – we'll miss you.

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SENIOR & BANTAM BOWLS

17TH ANNUAL SENIOR BOWL GAME SET TO GO FOR MAY 22nd

With each year the opportunity for young athletes who have chosen football as their sport during their high school years to have elite experiences grows.

Over two weekends in April the annual process of selecting the "North" and "South" Senior Bowl All-Star teams was completed in both Edmonton and Calgary. Special thanks to the staffs at both the U of A and U of C for their support in the facilities challenge that was created by both Foote Field and McMahon Stadium being resurfaced.

As usual the ever increasing levels of talent made the choices very difficult for the coaching staffs selected to run the "North" and "South" Teams.

The game is scheduled for 1:30 p.m. on Monday, May 22nd at Edmonton's Clark Park. Tickets are available at the door for \$7.50.

Here are the rosters as selected:

"NORTH" TEAM

Quarterbacks

Corbin Sharun – Strathcona (Edmonton)
Matthew Merkley – H.J. Cody (Sylvan Lake)
Josh Boyd – Beaumont*

Runningbacks

Johny Daniel – Ross Sheppard (Edmonton)
Daniel Gregg – Strathcona (Edmonton)
Mike Loosemore – Parkland (Spruce Grove)
Shayne Samoil – Bev Facey (Sherwood Park)

Receivers

Raymond Hurrell – J. Percy Page (Edmonton)
Connor Krukowski – Archbishop Jordan (Edmonton)
Michael McIntyre – Austin O'Brien (Edmonton)
Abayomi Olufowoshe – Ross Sheppard (Edmonton)
Matt Percy – W.P. Wagner (Edmonton)
Jared Valleau – Wainwright
Kevin Wuthrich – Bev Facey (Sherwood Park)

Offensive Line

Andrew Berriman – Bev Facey (Sherwood Park)
Mike Craig – Strathcona (Edmonton)
Devin Davis – Parkland (Spruce Grove)
Surroosh Ghofrani – Bev Facey (Sherwood Park)
Matthew Klyniuk – Peace River
Jonathan Janz – Strathcona (Edmonton)
Donovan Lovely – Hunting Hills (Red Deer)

Defensive Line

Justin Ashley – Fort McMurray
Craig Brunton – Beaumont
Jeff Dennis – Bev Facey (Sherwood Park)
Majd Salame – St. Paul
Andrew Tiedemann – St. Albert
Brett Waine – Lac La Biche
J.P. Wallin – Salisbury (Sherwood Park)

* - will also serve as place kicker/punter

Linebackers

Trevor Dublanko - Leduc
Korey Johnson – Archbishop Jordan (Sherwood Park)
Kyle Kitchen – Harry Ainlay (Edmonton)
Michael Podloski – St. Albert
Jeff Toonen – Bev Facey (Sherwood Park)
Curtis Vetter – Lloydminster

Defensive Backs

Daniel Bedeau – McNally (Edmonton)
Ryan Dean – Harry Ainlay (Edmonton)
Derek Gervais – Parkland (Spruce Grove)
Joshua Gillespie – J. Percy Page (Edmonton)
Travis Hooper – St. Francis Xavier (Edmonton)
Neil King – Bev Facey (Sherwood Park)
Brent Krawchuk – M.E. LaZerte (Edmonton)

"SOUTH" TEAM

Quarterbacks

Graham Kelba – Henry Wise Wood (Calgary)
Landon Phillips – St. Francis (Calgary)

Runningbacks

Andrew Kay – L.C.I. (Lethbridge)
Adam Marit - Cochrane
Jay McCloskey – St. Francis (Calgary)
Mike McCormack – St. Francis (Calgary)
Andrew Roorda – Henry Wise Wood (Calgary)

Receivers

Shane Bonneau – St. Francis (Calgary)*
Rory Groom – Medicine Hat
Josh Leung – Henry Wise Wood (Calgary)
Tylor Maurer – St. Francis (Calgary)
Ryan McDermit - Cochrane
Matt Scheurwater – John G. Diefenbaker (Calgary)
David Williams-Wimbush – Bishop Grandin (Calgary)

Offensive Line

Taylor Brown – Central Memorial (Calgary)
Robert Evans – Medicine Hat
Mike Forzani - Cochrane
Sean Gott – L.C.I. (Lethbridge)
Ryan Kemp – Central Memorial (Calgary)
Jareme Koska – Medicine Hat
Chris Lomheim - Chestermere
Brett Manzer – Dr. E.P. Scarlett (Calgary)
Spencer Wilson – Henry Wise Wood (Calgary)

Defensive Line

Thomas Clements – W.R. Myers (Taber)
Joseph Hartman – Holy Trinity Academy (Okotoks)
Dylan Porter – Bowness (Calgary)
Josh Symons – Bishop O'Byrne (Calgary)
Clayton Willoughby – L.C.I. (Lethbridge)

Linebackers

Nicholas Blevins – Bowness (Calgary)
Ryan Hellard - Cochrane
Matthew Lowry – L.C.I. (Lethbridge)
Rock Marlow – Henry Wise Wood (Calgary)
Callum Moore – Western Canada (Calgary)
Tyler Ogilvie – Sir Winston Churchill (Calgary)

Defensive Backs

Zach Barkauskas – St. Francis (Calgary)
Harrison Cooke – William Aberhart (Calgary)
Luke Fallwell – Henry Wise Wood (Calgary)
Chance Olsen – Cardston
Alan Pavan – L.C.I. (Lethbridge)
Bryn Roy – Foothills (Okotoks)
Garry Wilson – Western Canada (Calgary)

* - will also serve as place kicker/punter

SPORT SCIENCE

Overcoming athlete entitlement issues for coaches in athletics

by: Tim Enger (Masters Degree research paper)

Over the last few decades a great deal of research has gone into coaching behavior, moral issues, fair play, team cohesion, and competitiveness vs. participation issues in athletics. The main focus of this research has been directed to servicing the needs of the athletes and creating a better environment for them to reach their goals whether they be elite oriented or purely recreational. This paper will investigate whether certain athletic needs are becoming viewed as entitlements and in some cases becoming overbearing, or in extreme cases unworkable, for coaches/managers of sports clubs or teams. The expectations and accountability placed upon coaches is greater now than at any time in sports history and although that may be viewed as a positive development in light of the alternative, how positive a development has that been for the coaches themselves? Recent research into coaching behavior (Martin et al., 2000) showed some similarities but also marked differences in what is expected out of a coach by different genders of athletes as well as their parents. This creates a confusing situation at best which is now compounded by the differences in concepts of fair-play vs. competitiveness (Gibbons, et al., 1995) and has even reached into the legal world which has seen a 35% increase in lawsuits against coaches since 1997 regarding everything from playing time to win-loss records (Asquith, 2002). Therefore, in an ever increasing world of expectations and confusion for coaches what can be done to create a more positive environment for them to better meet their needs in the face of increasing entitlement issues from their athlete's.

There are many reasons for getting involved in coaching athletics. From the parent who volunteers to coach their child on the local youth soccer team to the recently retired professional or Olympic athlete who wishes to give back to their sport through coaching, the list is long. Coaching expertise is more in demand now than ever with the proliferation of organized youth clubs and leagues and a 16.2% rise in student participation in sport at the high school level in the United States since 1980 (Wolff, 2002). However, issues of burnout in coaching (Raedeke, 2003, Struhar, 2003, Raedeke et al., 2002, Cordes et al., 1993, Pastore & Kuga, 1993, Felder & Wishnietsky, 1990,) have been well documented over the years and continue to be an issue in coach retention.

An athletic coach can have a tremendous impact on the lives of young athletes regardless of the level. Outside the immediate family an athletic coach is one of the most influential figures a person might encounter in their life. That is a lot of responsibility for someone whose main task in taking on the position of coach, be it professional or volunteer, is to direct athletes to a successful outcome in their chosen sport.

"Winning isn't every thing, it's the only thing" is a quote that has been mistakenly attributed to Vince Lombardi, the successful head coach of the Green Bay Packers of the National Football League in the 1960's. In reality he said something similar but not quite as written, however that sentence was the mantra of coaching success for many years – win! That may still be the desired outcome of the coaching experience but how does one achieve that in the face of the differentiated needs of the athletes that populate the teams and clubs of today?

In a survey done of young athletes and their parents using the Participation Motivation Questionnaire designed by Gill et al. (1983) in the Dallas-Fort Worth Metroplex area of Texas, Martin et al. (2000) found that one of the top priorities of the athletes was to have a coach who "provided opportunities for the athletes to compete and achieve their goals." Of the parents, a coach who provided an opportunity to learn and improve skills was their main preference. No mention of winning or competitive success as a priority from either the athletes or parents.

Sherman et al. (2000) found in a study of adult Australian football, netball, and basketball players using the Leadership Scale for Sport developed by Chelladurai & Salah (1978) that the preferred behaviors of their coaches revolved around those who provided positive feedback, training instruction, and democratic behavior rather than an autocratic behavior designed to produce winning results.

A study by Gervis and Dunn (2004) on former elite child athletes found that the behavior of the coaches changed towards the negative (i.e. shouting and belittling) once they were identified as elite performers with continuing their success the main goal. However, in a study of varsity athletes at Division I and II colleges in the United States, Wang et al. (2004) using the Inventory of Self-Perceptions towards Competitive Situations in Sports instrument found that the top priority of the athletes was socialization with teammates and coaches. The only mention of winning in that study was the indication that females were more concerned with playing time over winning than their male counterparts who perceived team unity for winning as more important in that area. It can be hypothesized from these two studies that the desires of the elite athletes and the behavior of the coaches don't match up very well which would cause some misunderstandings.

In a study of six coaches and 101 male and female athletes at the Division I-AA collegiate level in the United States using the Sport Orientation Questionnaire developed by Gill et al. (1988), Huddleston & Garvin (1995) found that coaches "who assume that all athletes are focused on competitive outcome (win orientation) may be missing the mark with motivational strategies that emphasize winning." Coaches were found to be poor estimators of their athlete's competitive behavior that directly effected performance. This was attributed to having unrealistic high expectations of their athletes competitive desires combined with the pressure on U.S. college teams to be highly competitive.

But why wouldn't the athletes at that level be as

highly competitive as possible? Collegiate sports in the United States are competed at a very high level with athletic scholarships and other rewards present even at the Division I-AA level (which is a step down from the top level of Division I-A). The answer may lie in how they have been socialized over the past few decades.

Waldron & Krane (2005, p. 379) working off the concept of Nicholls (1989) studied Achievement Goal Theory in that it proposes that “goal orientations are developed and altered through various socialization processes, including the motivational climate created by parents and coaches.” In short, if the background that an athlete has developed through from youth sports to the elite levels was filled with parental expectations of equal playing time and “just having fun” that was met by the majority of coaches they experienced then when it came to advancing to a highly competitive level of their sport wouldn't their expectations and goal orientations be similar? In their study, Waldron & Krane (2005) administered 4 separate questionnaires. One of the questionnaires was the Parent-Initiated Motivational Climate Questionnaire developed by White, Duda & Hart (1992) which indicated through the results that “adolescents who perceived their parents to emphasize learning and enjoyment are likely to adopt a task orientation” (Waldron & Krane, 2005, p. 387) in regards to their taking on the sport. It was also indicated that “parents provide salient information to children and adolescents about how to define success and failure in achievement settings” (p. 387) and that “children and adolescents may be more sensitive to the motivational climates than older adolescents and adults” (p. 389).

This being the case, and combined with previously mentioned studies that show in those cases the parents main concern for their children's experience in athletics is along the lines of participation, enjoyment and skill development rather than being a part of a winning environment, then a case can be made that a large number of athletes advancing to elite level competitive teams or clubs have been socialized in areas of more individually focused areas of playing time, enjoyment, and increasing their skill rather than winning their competitions. Couple this with the desires of coaches to create a winning environment, which their employment or future positions may depend, and a situation of two diametrically opposite sets of expectations in a sporting environment can occur.

Future research into this area may include a study into the explosion of so-called extreme sports such as snowboarding and skateboarding which rely on a large counter-culture element such as few rules and competitions for the sake of competing and nothing else, to entice people to participate. Is it their low key approach to competition combined with the socialization of young people towards fair play and enjoyment rather than competition that is increasing their ranks?

The question of how to resolve the needs of coaches to be successful and the needs of athletes mentioned above still needs to be studied. Are issues such as equal playing time and ensuring that all athletes on a given sports team or club get maximum enjoyment out of their participation truly entitlements that need to be met by the coach or is it enough just to focus on winning the

competition by whatever means possible within the rules outlined? As well, when is it okay to focus on competition alone without worrying about the entitlements athletes may feel they deserve? High School? College? Olympics? Professional? Never?

This also begs the question as to what are the rights and entitlements of young athletes? A teacher resource manual entitled Fair Play for Kids was put out in the United States in 1990 which emphasized five ideals for athletes and coaches to follow covering respect for opponents, teammates, and officials alike as well as self control but also a heavy emphasis on providing an equal chance for all athletes to participate (Gibbons et al., 1995). The National Coaches Certification Program in Canada has four levels of certification for coaches. At the first two levels, which is meant to deal with entry level coaches up to high school and elite community level coaches, much emphasis is put on creating an athlete oriented environment which includes an Athletes Bill of Rights which provides an “equal opportunity for all players to play” and for “each participant to share in the leadership and decision making of their sport (Coaching Association of Canada, 1979a, p. 2-18). Paulo David, the Secretary of the Committee on the Rights of a Child from the United Nations put out a 28 page document on Children's Rights and Sports created out of the Convention on the Right's of the Child which include Article 12 – “the right to have their views taken into account”, Article 17 – “the right to access proper information [coaching]”, and Article 32 – “the right to rest, leisure, recreation, and cultural activities.” (David, 1999, p. 56). This is the socialization of both player and coach that is taking place in current society, however the fact remains that someone is keeping score at the competitions the athletes are taking part in so where does competing and winning fall into this?

Do the Vince Lombardi's of the world, or those coaches who aspire to the same characteristics ascribed to Mr. Lombardi, still have a place in coaching? Are they more likely to have to look at changing their ways before they will experience success with today's athlete? What should be the expectation of coaches and what strategies can they use so that their needs are met as well?

One solution presented in this paper is Jordan et al.'s (2004) application of Cropanzano & Greenburg's (1997) Organization Justice Theory (OJT) to a team sport setting. Created out of a study of employee's perception of fairness in the areas of management and organizational psychology, OJT has four criteria for developing perceptions of fairness in the workplace:

- 1) the fairness of outcomes
- 2) policy and procedures used to determine outcomes
- 3) interpersonal treatment
- 4) decision justification

In applying them to sports Jordan et al. (2004, p. 139) stated that “[a] coach who attempts to improve athlete perceptions of fairness by applying principles of organizational justice is likely to see improved attitudes and behaviors demonstrated by team members. Unhappy athletes who perceive their situation as being unfair will more likely exhibit behaviors or withholding

effort, withdrawal from the group, group fragmentation, and decreased communication – all which are detrimental to success in team sports. The strategies they suggest for a coach to combat this and create an environment of fairness on the team following the four criteria of OJT include:

- 1) giving all athletes a voice and letting them have say in some of the decisions of the team
- 2) following Leventhal's Rules (1980) which call on coaches to be consistent in their policies and procedures, remove bias from their decisions, gather as much information as possible before making a decision, be willing to admit mistakes, consider everyone when making their decisions, and create and live by a code of standards.
- 3) show consideration for all athletes in their care
- 4) provide information and be clear about all decisions .

Another area coaches can look at to create a better environment is the Reinboth et al.'s (2004) application of Self Determination Theory (SDT; Deci & Ryan, 1995) in which one area of the theory – autonomy support – would tie in well with OJT by inferring to the coach to be open to “taking the athletes perspective, provide appropriate and meaningful information, offer opportunities of choice, while at the same time minimizing external pressures and demands” (p. 298). This was shown in the paper to increase the autonomy of athletes which was a positive development.

Research into this area could include a look at teams or clubs that followed the recommendation of Jordan et al. (2004) and/or Reiboth et al. (2004) versus those who stuck to a more traditional “Vince Lombardi” autocratic approach. Outcomes of both athlete satisfaction as well as success rates (i.e. winning) could be measured to see if indeed a more positive environment can be developed through OJT and/or SDT while still allowing the pursuit of success through competition.

The importance of coaches has been well documented and their behavior as it applies to dealing with their athletes has been well studied. Winning competitions is the focus of their volunteer experience or employment. The concept of there being better ways to meet the needs of their athletes while still keeping that focus in mind would be welcome if only to reduce the inconsistencies in expectancies and perceived entitlements.

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The following is a list of resources available through the Football Alberta office. Should anyone wish to access these resources please contact us at (780)427-8108. The prices are listed for both member (ie. those individuals whose teams have submitted Membership Fees to Football Alberta for the 1999-2000 season) and non-members. Additional GST and Shipping costs will be charged.

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<u>Equipment Managers</u>		
Purchasing and Maintaining Football Equipment Manual	\$15.00	\$20.00

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	<u>Member</u>	<u>Non-Member</u>
<u>Rule Books</u>		
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