



MERRILL  
A BANK OF AMERICA COMPANY

# AFCA<sup>®</sup> MAGAZINE

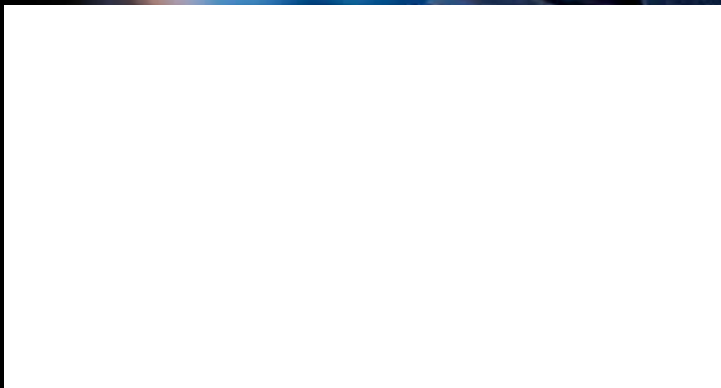
JANUARY/FEBRUARY 2020

VOL. 10, NO. 1



# SEIZE YOUR OPPORTUNITY

*University of North Carolina Head Coach Mack Brown*



# AstroTurf®

# 3D1

★ ★ ★ ★ ★



University of North Carolina  
Keenan Stadium

- ★ **IMPROVED Safety**
- ★ **MORE Durable**
- ★ **MORE Sustainable**
- ★ **LESS Maintenance**
- ★ **MOST Innovative**

**5 Star System  
for your  
5 Star Athlete**

**THE SAFEST TURF SYSTEM  
IN THE INDUSTRY!**

**AstroTurf Corporation**

AstroTurf® REKORTEN® Laykold® SYNLAWN®  
FIELDS TRACKS COURTS LANDSCAPE

(800)723-TURF ASTROTURF.COM @ASTROTURFUSA

**LIGHT**<sup>TM</sup>  
HELMETS

---

THE FIRST HELMET TO ADDRESS  
PLAYER PERFORMANCE  
BY REDUCING WEIGHT!

---

COME SEE  
US AT BOOTH  
**474**

**PLAY LIGHT.  
PLAY FAST.  
PLAY SAFE.**



www.LIGHTHelmets.com

## INTRODUCING THE LIGHT LS2



Less weight



Advanced materials  
pivoted from the military,  
aviation, and auto racing



Resizable



Guaranteed first  
cycle refurbishment

MATRIX



PHIL CAMPBELL  
M.S., M.A., FACHE-R, ACSM C-PT

# HOW TO COACH SPEED TECHNIQUE

ILLUSTRATED GUIDE SHOWING YOU  
HOW TO COACH SPEED TECHNIQUE



Speed techniques for  
sprint-running sports

FOOTBALL  
BASEBALL  
SOFTBALL  
HOCKEY  
LACROSSE  
BASKETBALL  
TRACK & FIELD

**S-DRIVE**  
PERFORMANCE TRAINER




# UNLEASH PLAYMAKER SPEED

Strength and conditioning coaches like Dan Dalrymple plan balanced workouts using innovative cardio and strength equipment to maximize their athlete's potential. Start developing athletes that strike fear into the heart of the competition with the S-Drive Performance Trainer, now with metric-tracking options.

To take your athletes to the apex of speed, speed coach and Sprint 8 creator Phil Campbell's new book offers a step-by-step guide showing how to teach speed technique for a variety of sports training.

- ▶ STOP BY BOOTH 666 TO RECEIVE A FREE COPY OF PHIL'S NEW BOOK

PROUD SUPPORTER OF THE AFCA CONVENTION

   matrixfitnessusa | matrixfitness.com | 866.693.4863

Choose the new S-Drive Metrics with metric tracking, repeatable resistance and a built-in bar for sled pushing.



## MATRIX GOES PRO TO REFRESH NEW ORLEANS SAINTS' WEIGHT ROOM

With this NFL season in full swing, the New Orleans Saints are utilizing the expertise of their Head Strength and Conditioning Coach, Dan Dalrymple. As a seasoned coach in the NFL, midway through his 14th season with the Saints, he garners his knowledge of the science and art of training to keep the players healthy while maximizing their potential in their positions.



NEW ORLEANS SAINTS  
HEAD STRENGTH &  
CONDITIONING COACH,  
DAN DALRYMPLE

Moving into the past off-season, Dalrymple's team was eager to do a major refresh in their weight room. "We were using equipment that was in the weight room when I walked into the Saints' weight room for the first time in 2006," Dalrymple said. "The most important thing to me was that the new equipment looked like it would do some of the innovative things I wanted my players to do."

Dalrymple knew he needed versatile equipment in order to prepare players to excel, especially in the awkward positions common to the game of football. He wanted machines that would allow players of all sizes, shapes and strengths to control their motions, not the other way around.

With a team of athletes accustomed to intense training, Dalrymple must shape his coaching regime around equipment that combats boredom. "Players at this level are so genetically blessed and they adapt to training programs so easily. They need a lot of different types of stimuli to stay excited about

their training and focused on what they have to do."

Dalrymple wanted aesthetically pleasing, highly functional equipment to keep his players engaged. An initial mention of Matrix Fitness equipment from a trusted trainer, followed by a quick-response and helpful customer service experience, led Dalrymple to choose Matrix to refresh his weight room.

During his decision process, Dalrymple researched Matrix equipment to get a better idea of how he could benefit. Matrix dual pieces with multi-functional exercise configurations were a space-saving advantage that gained Dalrymple's attention.



The versatility of Matrix equipment also stood out to Dalrymple and his team. As a true free weight guy, Dalrymple likes the freedom of an adaptable training experience for his players. "The thing I love about a good adjustable pulley column or similar

stations is that you let your imagination go wild, and it opens up a bunch of different exercises we can perform besides the traditional," Dalrymple said. "You can train to be strong in a variety of positions. It keeps the guys fresh and locked in to their training."

The importance of weight room aesthetics was not lost on this coach. Post-install at the Saints' facility, Dalrymple appreciates Matrix's attractive equipment and the psychological, visual draw that gets players and visitors alike to try the weight room equipment.

Dalrymple can attest to Matrix delivering on their total solutions partner promise: "Matrix has made it



easy—from the initial bid process and making an informed decision, all the way through the ordering, delivery and installation process, plus servicing past that."

This is the first full season the Saints will experience after their weight room went through a Matrix refresh. **To learn more about Matrix Fitness, visit [www.matrixfitness.com](http://www.matrixfitness.com).**

## Official 2020 AFCA Annual Convention Guide

Everything you need to know about the  
2020 AFCA Annual Convention in Nashville, Tenn.

48

Convention Information

62

AFCA Exhibitor Listing

72

Exhibit Hall Map

## FEATURE ARTICLES

### 8 Seize Your Opportunity

It was a call that would reverberate throughout the college football landscape through the entire 2019 football season and is a microcosm of the pressure coaches face to balance long-term program health and short-term success.

### 18 Staying The Course

The Marquette University High School football team started the 2019 season on a three-game skid, but bounced back in a big way, learning lifelong lessons in the process.

### 24 Pushing Frontiers In Space And On The Field

Safety, integrity, teamwork and excellence. Those are words that could guide a successful football program. They also happen to be the words that guide the National Aeronautics And Space Administration (NASA). One flight operations engineer/football coach uses them for both.

## DEPARTMENTS

### 14 Equipment Management

The Road Less Traveled

### 28 Strength & Conditioning | Athletic Performance

Training Tigers

### 36 Sports Science

The Face Of Commitment

### 42 Strength & Conditioning | Athletic Performance

Frontiers Of Conditioning

### 80 Chalk Talk: Offense

Power Read: Easy Reads And Adjustments For The quarterback And Offensive Line

### 84 Chalk Talk: Defense

Multiple Fronts In The 3-3-5

### 90 Chalk Talk: Special Teams

Maximizing Special Teams Periods: Part II, Dual Coaching Drills

### 93 Advertisement Index

### 94 Move The Chains By Mike Podoll

When Coaching Your Children Goes From Special To Magical



### AMERICAN FOOTBALL COACHES ASSOCIATION

100 Legends Lane, Waco, TX 76706  
Phone: 254-754-9900  
Fax: 254-754-7373  
Email: membership@afca.com

### AFCA STAFF

Todd Berry, Executive Director  
Gary Darnell, Associate Executive Director  
Adam Guess, Chief Financial Officer  
Vince Thompson, Director of Media Relations  
Mario V. Price, Director of Coaching Education  
Bobby Staub, Director of Sponsorship and Development  
Amy Gilstrap, Director of Convention Services  
Genee Ordonez, Director of Administration  
Mike Cross, Director of Social Media  
Matt Braunscheidel, Director of Content Development  
Derek Tonkin, Director of Information Technology  
Sara Schindler, Financial Services  
Rhonda Martindale, Membership Services  
Jenn Jung, Receptionist/Staff Assistant  
Alec Finch, Membership Recruitment  
Mike Muto, Graduate Assistant  
Maura Walsh, Graduate Assistant  
Caleb Clark, Graduate Assistant  
Kenny Braimer, Graduate Assistant



AFCA Magazine is published bi-monthly by the AFCA. Publishing services provided by Three Cycle Media, LLC, P.O. Box 134, Cambridge, WI 53523.

Todd Rank, Publisher  
Mike Podoll, Associate Publisher  
Paul Markgraff, Managing Editor  
Adam Reed, Associate Editor  
Jim Rank, National Account Representative  
Phone: (877) 906-7462  
Email: info@threecyclemedia.com

The contents of this publication may not be reproduced in whole or in part without written consent of the publisher. Opinions and materials expressed by authors do not necessarily reflect the opinions and policies of the AFCA. Publisher cannot be held responsible for errors and omissions. For address changes or corrections, please contact membership@afca.com or call (254) 754-9900.

Cover Photo:  
University of North Carolina Athletics



The AFCA® is a registered trademark of the American Football Coaches Association.®

The AFCA® is a registered trademark of the American Football Coaches Foundation.®

# ANY SPORT. ANY LEVEL. ANY BUDGET.



Rival™

Elite™

Custom Wood Designs

AirPro® Double Tier

AirPro®



Our NEW Rival™ wood locker is a great-looking economical locker for any sport. Three sizes available.

Take your team room to the next level with modern, rugged wood or metal lockers from GearBoss. From basic designs to D1 and pro level custom configurations, we've got a solution for your program and budget. Many options including integrated seats, USB ports, fan ventilation, digital security locks, LED lighting and much more. Free planning services available.



**GEARBOSS**  
by Wenger®

Visit [gearboss.com](http://gearboss.com) or call 800.493.6437

SEE YOU AT AFCA BOOTH #630 | JANUARY 12-14, 2020 | NASHVILLE, TN



Photo: University of North Carolina Athletics

# Seize Your Opportunity

It was a call that would reverberate throughout the college football landscape through the entire 2019 football season and is a microcosm of the pressure coaches face to balance long-term program health and short-term success.

By Paul Markgraff

Driving late in the fourth quarter against conference foe Clemson Tigers — the same Clemson Tigers that dismantled the Alabama Crimson Tide in the 2018 College Football Playoff National Championship 44-16 — the North Carolina Tarheels commanded the field for 8 minutes and 32 seconds, converting not one but two fourth downs to give them a chance at victory.

When North Carolina running back Javonte Williams capped the drive with a 3-yard burst for a touchdown, the Tarheels came within 1 point (20-21) of tying the game against the No. 1 team in the nation. With 1 minute, 16 seconds left on the clock, North Carolina head coach and 2013 AFCA President Mack Brown raised his arm, two fingers held aloft.

Having matched each other blow for blow over the course of the game, both teams knew that the contest of wills could end right here, on the business end of a two-point conversion. Everyone in that stadium, everyone on the national television broadcast, knew it too.

“When you get an opportunity to put pressure on the No. 1 team in the country and you’re a team that won two games the year before, the longer the game goes on, the better team has the best chance to win,” says Brown. “So I needed to get it over as fast as I could and I trusted our players would feel the same way. We had five starters out on defense during that game. We didn’t need to go to overtime. When we crossed midfield, I knew. There was no question in my mind — then or now — that I would go for two.”

Freshman quarterback Sam Howell ran a speed option to the right, searching for a crease, but Clemson’s defense was too fast. He was met at the 1-yard line, and he pitched the ball out right to wide receiver Dazz Newsome. Clemson’s defense collapsed on Newsome, and even with Newsome’s valiant

second effort, he was driven out of bounds. Brown’s gamble failed just 1 yard short of pay dirt. Game of inches, indeed.

At the time, it was a gut punch for North Carolina, who so boldly fought to unseat the defending national champion from its pedestal. In the aftermath, Brown stuck by his coaches, his players and himself.

“I think that earlier in my career, I probably would have worried about what people thought,” says Brown. “At this stage in my life though, I only worried about what was best for our team; I didn’t worry about anything else.”

After the final seconds ticked off the clock, with the score unchanged, Clemson escaped Kenan Stadium in Chapel Hill, N.C., surviving an extremely close brush with fate. Since then, Clemson has continued its undefeated streak (as of Dec. 27, 2019), but the close call with North Carolina hung with them. Despite completely dominating Alabama in the 2018 national championship, and rolling all other opponents on their 2019 schedule, Clemson was unable to maintain their No. 1 ranking after that game. Even in a loss, North Carolina raised enough questions among voting coaches about the Clemson program that Clemson lost their No. 1 ranking anyway, falling immediately to No. 2 and then to No. 3 in the Amway Coaches Poll just one month later. This is shocking, considering Clemson beat all other opponents on its 2019 schedule with an average score of 48-10. But so goes football, a game where wins and losses matter, but so too does belief.

## 2020 Hindsight

It’s curious how many naysayers came out of the woodwork to question Brown’s call. Immediately after the game, critics and pundits began sanctimoniously proclaiming about “the right thing to do,” as though they understood even a



# THE FUTURE OF KICKOFFS IS HERE!



**LAUNCHPAD  
KICKOFFTEE.COM**



**LEGAL FOR  
NCAA & NHSAA  
COMPETITION**

Only tee design with forward lean  
Forward lean equals greater distance and hang time

**MUST-HAVE, GAME-CHANGING EQUIPMENT FOR 2020**



**ORDER ON WEBSITE**

**SEE THE LAUNCH  
PAD IN ACTION AT  
WWW.LAUNCHPADKICKOFFTEE.COM**

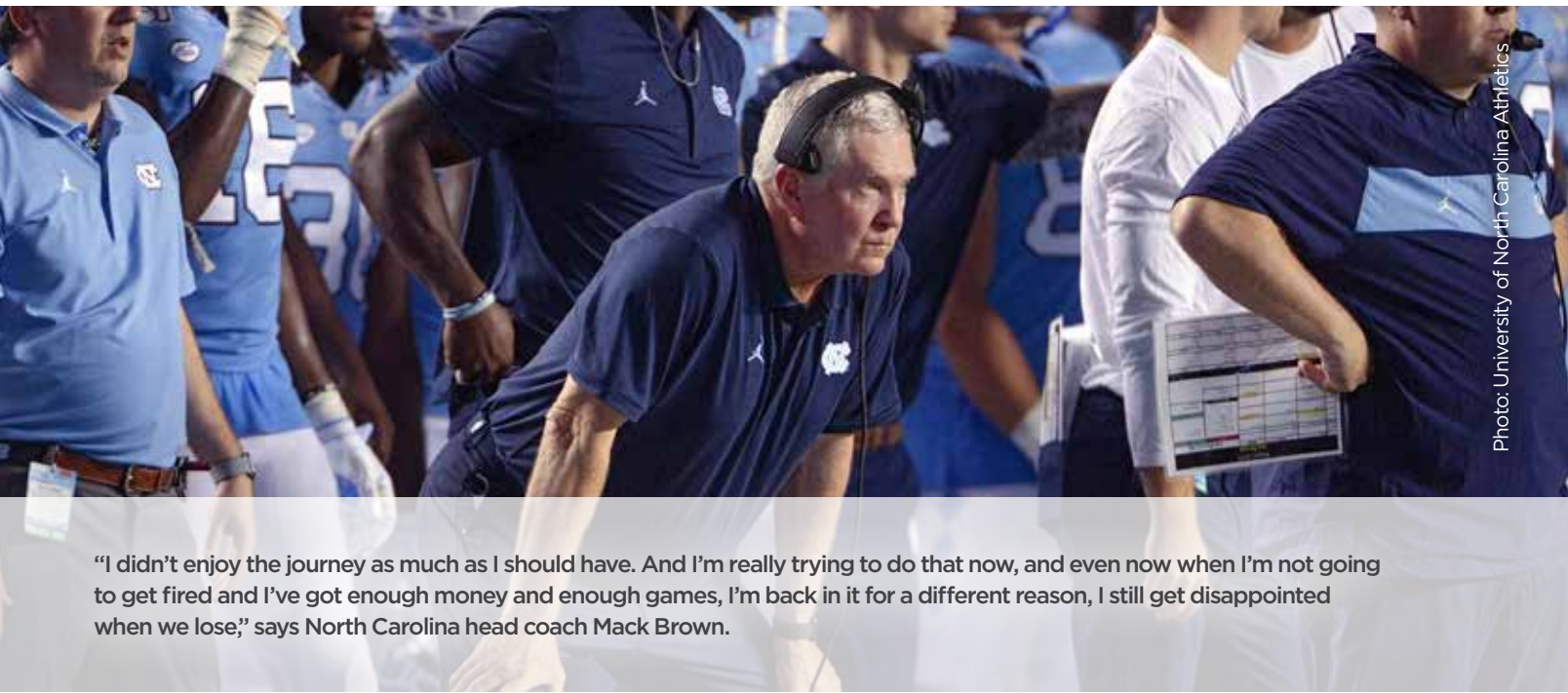


Photo: University of North Carolina Athletics

“I didn’t enjoy the journey as much as I should have. And I’m really trying to do that now, and even now when I’m not going to get fired and I’ve got enough money and enough games, I’m back in it for a different reason, I still get disappointed when we lose,” says North Carolina head coach Mack Brown.

fraction of the information that Brown used to make the call. Though some supported it as gutsy, many more of the so-called journalists questioned the call.

“I was one of them for five years, and what they are paid to do is have a strong opinion of something one way or the other,” says Brown. “Those that were negative — if we’d made it going for two — would have said it was a genius call, but they can wait and see how it works out and then form their opinion. I didn’t have the luxury to wait and say, ‘Well, I didn’t make it. So let’s redo, redo, redo.’ So I didn’t really care because I had more information. It wasn’t a bad call; we just didn’t execute it right.”

It’s a microcosm of so much in football coaching, a coach trying his best to do what’s right for his players and his program, only to be second-guessed at every turn by outsiders looking in. In many ways, it’s a no-win situation. Coaches strive to make the right decisions for their programs, make the right play calls in every instance, use the right words when trying to connect with players and coaches on a personal level. But every decision, every play call, every word choice is made with the Sword of Damocles hanging above the coach’s head.

According to that old yarn, Damocles was a Greek courtier who — in pandering to his king Dionysius — proclaimed how truly fortunate his king was because of his power and authority. Dionysius offered to switch places with Damocles so the courtier could experience the power, authority and luxury firsthand. When Damocles sat in the throne, it was only then that he noticed the enormous sword hanging above his head suspended by a single horse hair. It served as a reminder to the king that as power and authority waxes, so too does the specter of anxiety, fear and ultimate demise.

Coaches are all too familiar with this feeling, and it shapes and informs the decisions they make, especially

in-the-moment decisions, and especially when the eyes of a nation fall upon them, decisions like whether to go for the win against the No. 1 team in the nation with just over a minute left to go in the game.

Since 1983, when Brown held his first head coaching position at Appalachian State University, he’s struggled with this all-too-common anxiety, but as he’s grown in his career, gaining untold experience coaching some of the best college football teams in the nation (including a 2005 BCS National Championship with Texas), he’s learned that it’s more important to forget about the critics and just do what’s best for the program.

“It’s a very liberating way to live,” says Brown. “I never saw or read anything bad about the call because I didn’t care what they thought, and I don’t think about whether I would do it again or not, because it was 100 percent.

“After my five years in broadcasting, I told all the young coaches, ‘Enjoy the moment. Enjoy the journey.’ To which they said, ‘Yeah, you can do that. You’re financially set up. You’re in the hall of fame. You’ve won enough games. Come on man, my life’s not like your life.’ And they’re really right in some ways.”

## Do The Right Thing

It’s that level of introspection that defines the man, and the coach, because it’s true. It’s nice to think that maybe any coach could just call his shot, and as long as it was in the best interest of the program, everything is just gravy. But that isn’t reality. Incorrect choices lose games, and a string of them loses jobs. The fact is, all football coaches get fired or resign eventually, even national championship coaches.

At the same time, great coaches understand that their ultimate fate doesn’t need to taint their players’ futures. Case in point, Michael Bolognesi. Or rather, Dr. Michael Bolognesi.

# THE BEST NEVER REST

Winners never rest. Neither does CoachComm. For over 25 years, CoachComm has continued to provide the most proven, cutting-edge technologies in the industry. From the practice field to the playing field, CoachComm has the solutions to help you win.

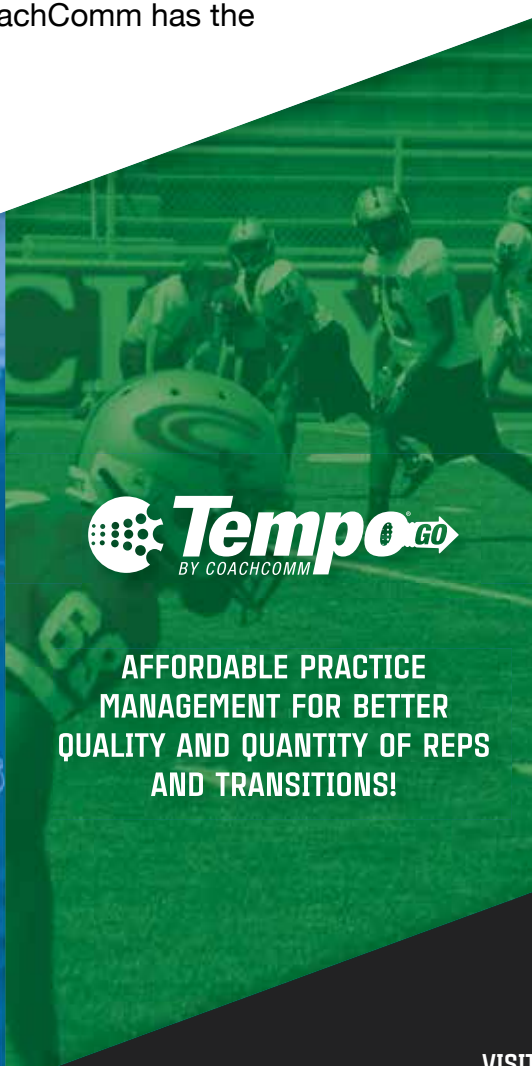


**X** SYSTEM

COACHING HEADSETS  
FOR ANY SIZE PROGRAM!



**Tempo**GO  
BY COACHCOMM



AFFORDABLE PRACTICE  
MANAGEMENT FOR BETTER  
QUALITY AND QUANTITY OF REPS  
AND TRANSITIONS!



COACHCOMM  
**COBALT**

SMALL PRICE.  
BIG PERFORMANCE.

VISIT OUR BOOTH  
TO SEE WHAT'S  
NEW FOR 2020!

VISIT OR CALL TO LEARN MORE ABOUT THE  
#1 CHOICE FOR HEADSETS AND PRACTICE SYSTEMS.



North Carolina head coach Mack Brown says coaches can help limit the number of student-athletes entering the transfer portal by recruiting players that fit at your university, academically, culturally and athletically.

The distinction is important. From 1989 to 1993, Bolognesi played defensive back for Brown during the coach's first stint at North Carolina, a 10-season run that saw North Carolina vault onto the national stage during an ACC era dominated by Brown and Florida State's Bobby Bowden. Bolognesi graduated from North Carolina and went on to earn his Ph.D., eventually working as an orthopedic surgeon at Duke University Hospital. Long-story-short, Bolognesi was the surgeon that performed Brown's knee replacement in June 2019.

"It was one of the coolest things I've ever been involved with," says Brown. "I was back here a year ago for the Hall of Fame celebration and [Michael] was there. He saw me limping and said, 'Somebody's going to need to fix that knee.' I laughed because we weren't thinking about being back in this area or this community. I actually had some plans to get it fixed elsewhere but I hadn't gone further."

Brown's knee got worse and worse. He called Bolognesi two weeks before he needed it fixed. He had camps scheduled just days later. Bolognesi was confident he could successfully complete the surgery and have Brown — if not running around at the camps — at least vertical in a golf cart and walking a little.

"I was laying there right before the surgery; I was gassed up pretty good, and I said, 'Michael, I ever make you mad?'" says Brown. "He said, 'Coach, you made us all mad.' And he smiled and said, 'But we're good. Go to sleep.' They did a tremendous job. So very few head coaches have ever been able to have a player operate on them, and he did such a great job. My knee's been perfect."

Still, all coaches who've been doing it long enough know the feeling of a player who's graduated that comes back and verbalizes the impact that coach had on the player's later life. To a coach, there is nothing more rewarding than that feeling.

That's the reward that comes from making the right choices for the program and the right choices for your players — and to heck with the Sword of Damocles. It's part of the bedrock of the AFCA and the football coaching profession in general. The coach's influence extends far beyond the field of play and resonates through all walks of life fortunate enough to encounter those players.

"We talk about building young men so they can be productive husbands, fathers and citizens," says Brown. "It was a blessing in my life, and to think about [Michael] as a student and a player, to think about those days when he was covering kicks and playing safety, now he's operating on my knee. I'm just so happy for him and I'm happy we were able to play a small part in his development."

## The Next Generation

Stories like going for two against Clemson in the waning seconds for a chance to win — and having your knee operated on by a former player, who after competing for you, went on to thrive in life outside of football — are the types of stories that draw true believers to your program.

When players know they can trust their coach to call the right shot in a selfless manner, those players will do whatever a coach asks. In addition, that killer instinct is a magnet for recruits searching for the right fit. It's a character, an intangible attitude, that pervades a program, and it is helping Brown attract recruits from all corners of the nation.

"I think it's the fact they know that I know what I'm doing," says Brown. "They've seen my past and they know we've got the process. We've got the path to get to the championship, and they want to be a part of it."

And vice versa, if that sentiment doesn't resonate with a player, then that's not a guy the Tarheels want filling out a uniform come Saturday, or any other day for that matter.

"We constantly talk about that too," says Brown. "We want to recruit people who want to be here. They want to work, and they want to play for me and with me. They want to be on this team, and they want to be at this university. We all get to make choices in life, but the guys who want to be here are the ones we are going to win with."

It's a mentality best summed in a speech by Theodore Roosevelt in 1910, in which the former president sneered at cynics and critics who — though vocal — would not "accept contact with life's realities." And it's an important philosophy that can guide a coach during difficult days, especially when life's realities have that coach on the brink.

"It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat." **AFCA**

# Strong Fundamentals And Trust Drive Winning Programs

**The truth is, winning teams are built on fundamentals, trust and dependability. The same can be said for what coaches look for in a recruiting software partner.**

When evaluating recruits, having a 4.3-second 40-yard dash, a 38-inch vertical, or ability to make eye-popping plays matters. But, these featured attributes don't matter much if the player won't take direction, puts himself before the team, or doesn't earn the trust of his coaches.

The same is true of the software you use to recruit football players. Just having a few cool features doesn't matter if:

- You can't get help on the phone, or you're treated like a tech support ticket instead of a valued partner.
- You're being forced into cookie-cutter software that doesn't work for your coaches.
- You don't trust that your support requests will be resolved quickly, and you lack confidence in the product.
- You don't know if the price you paid is standardized or if your price depended on a salesperson's perception of how much you can afford.
- Your recruiting efforts are hampered because your product is outdated and inflexible.

These are very real concerns coaches have when signing off on a platform to manage various aspects of a football program, including recruiting, compliance, logistics and more.

Front Rush (AFCA Booth #806) has built a software ecosystem designed and developed to overcome these obstacles. Their staff takes the time to meet your needs, getting to know their coaching clients and working with them regularly. Many of the folks on staff come from football and sports backgrounds, even recently working within compliance and recruiting departments.

On top of all that, Front Rush is backed by its parent company Reigning Champs, the leading path-to-college solutions provider in the U.S., with more than 41,000 active college coaches in over 72,000 teams across 34 sports. With more than 5.8 million student-athletes in their network, Front Rush is positioned to command a central position in software solutions for many years to come.

## Your Day-To-Day Is Our Day-To-Day

For seven years, Justin Wright was assistant director for player personnel for the University of Texas football program. He maintained databases of prospective athletes, coordinated game-day recruiting activities, assisted in graphic design for recruiting itineraries, coordinated all event logistics for all official and unofficial visits to campus by prospective athletes, and served as a 24-hour, on-call service representative for Texas coaches year-round. This, along with providing complex travel consultation to all 10 full-time football coaching staff members, was just a fraction of his duties at Texas. This is all to say, Wright knows the right way to get things done.

These days, he spends his time on the other side of the software designed to help coaches make the most of their days. He now fills his day helping Front Rush customers with whatever they need.

"What makes me excited is getting a call from a coach or a compliance department and solving a problem," says Wright.

"I was in that position, and I know how difficult it can be. I know what they're going through and the struggles they are having. I know what they're doing based on the time of year. If I can knock five or six things off their to-do list by listening to their needs and meeting them, that's what makes me happy.

"Our No. 1 goal is developing relationships with the folks who use our software. This isn't a call center here. You're going to end up talking to the same people all the time. We're out on the road too, so even when we meet face-to-face, the funny thing is, the next time you call in, you may get that same person on the phone."

Wright says the experience the Front Rush staff brings to the table is what sets them apart, because much of that experience is baked right into the software.

"Our software sets us apart from everyone else, for sure," says Wright. "But that's because we have so many people here who've been on the other side of that phone, who understand the challenges our customers face. In a way, we're all part of that software."

Stefan Schmidt was director of player personnel at Auburn University for the past two years (he has been an AFCA member for the last seven years), but now he works with Front Rush doing on-campus training, making sure recent software deployments are functioning properly and basically ensuring his clients are happy. He has also worked in the personnel department for the University of Texas and the University of Miami.

He knows the value of partnering with a software developer that's going to be around for the long haul.

"When I'm out there getting to know my clients, it's huge that they can trust we're going to be here when they need us, three years, five years, 10 years from now," says Schmidt. "We have the back-end support with Reigning Champs. It's huge because it means programs can use us for recruiting and compliance but also for tracking scholarships, continuing eligibility, NCAA rules, evaluations, recruit activity logging and more. Programs can count on us to be as elite as they desire to be. That's a solid partnership we can all be proud of."

**For more information, visit [www.FrontRush.com](http://www.FrontRush.com) or call 215-489-2100, and make sure to visit Front Rush in AFCA Booth #806.**



Justin Wright



Stefan Schmidt





Photo: RoadTripSports.com/Matthew Postins

# The Road Less Traveled

Tomas Rodriguez derives his experience in the game of college football from a variety of job titles, including football coach, equipment manager and director of football operations. This variety would be unusual for any one coach to display on his resume, but Rodriguez performs them all at the same time, for the same team.

By Paul Markgraff

Tomas Rodriguez, E.M.,C. is not your typical equipment manager. Hailing from Live Oak, Calif., Rodriguez arrived on the campus of Stephen F. Austin University in Nacogdoches, Texas, in early 2019 after a lengthy career coaching football at Yuba College in California.

From 2003 through 2018, Rodriguez was defensive backs coach, then defensive coordinator/recruiting coordinator, then associate head coach and offensive coordinator at Yuba. Mixed in throughout his tenure as coach at Yuba is Rodriguez's other title of athletic equipment manager.

Early in his career, Rodriguez was working on his master's degree at Yuba. Working as both coach and equipment manager gave him the opportunity to be on campus full-time, and that's what he wanted. Working inside both careers at the same time has given Rodriguez a perspective that is tough to obtain. Each position informed the way Rodriguez performed his other jobs. His unique look under the hood of a functioning football program from multiple perspectives helped him create opportunities for coaches and student-athletes alike.

"I always wanted to make sure our kids were playing their best, so I was constantly looking for equipment that made me more efficient in the jobs I did," he says. "There are only so many hours in the day, and I didn't want to have to buy and stock dozens of different jerseys. At the junior college level, it's all about playing your best players, and so sometimes, that was about looking for equipment that allowed me to put a defensive tackle and a wide receiver in the same number, the same jersey really."

Rodriguez wanted to help student-athletes look great, play great and play safely. If there was a way he could impact that as both coach and equipment manager, he was going to find it.

"I had to make sure that shoulder pads were smaller and lighter to fit more players," he says. "At the junior college level, you can't afford to buy certain equipment because of the costs. At the higher levels, you have more money and more flexibility, but I was always looking for equipment that was smaller and lighter, otherwise I have players cutting it up to fit."

As a coordinator on both sides of the ball, and equipment manager on top of that, Rodriguez began to find commonalities that stood out to him that worked to his advantage.

"I began to see how these various pieces of equipment would intertwine with each side of the ball, while at the same time providing a safety benefit for my players as well," he says. "I had to think about what was safe for my players, understand how certain equipment could help them play faster, and how I could be more efficient. It was the only way to both coach and manage equipment at the same time."

## Smooth Operator

As if that wasn't enough, Rodriguez handled a few other duties while at Yuba that are atypical. He managed the athletic and physical education budgets for those departments, as well as equipment maintenance, transport and set-up.

With Rodriguez on staff in all these various capacities, Yuba College won five conference titles, three division titles and was No. 1 in the California Community College Athletic

Check Out Our New Website [www.KayPark.com](http://www.KayPark.com)



# KAY PARK RECREATION

PARK AND ATHLETIC FIELD EQUIPMENT • **FOR 65 YEARS**



*Tables*



*Player Benches*



*Fountains*



*Recycled Plastic*



*Custom Elevated Bleachers and Custom Press Boxes*



7, 9, & 10 Rows  
27', 30', 40', & 45' Lengths



*Park It!*



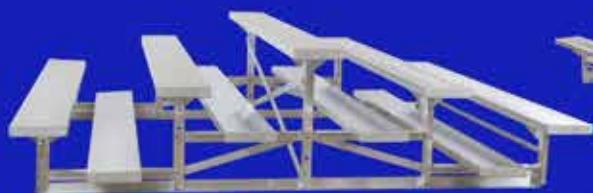
*Unfold It!*



*Use It!*

**Call Today!**  
**1-800-553-2476**

**Seating for 300 People  
In less than 10 Minutes!**



*7.5', 15', 21', & 27' Lengths  
Back 2 Back Bleachers*



*2, 3, 4, 5, 8 & 10 Row  
Standard Bleachers*



*Indoor Movement  
Tip & Roll Bleachers*

Association (CCCAA) in total defense in 2007. Three of his players claimed conference defensive MVP honors and another won offensive MVP in 2014. He coached California's community college leader in interceptions in 2007, 2008 and 2013, as well as the state's leader in catches in 2017. In all, Yuba was invited to seven bowl games during his tenure. All this, while he also held down the job duties of equipment manager.

The accolades and the work ethic drew the attention of Colby Carthel, the newly minted head coach at Stephen F. Austin University. Carthel had coached in numerous capacities in the state of Texas at Abilene Christian, West Texas A&M, even winning a Division II National Championship with Texas A&M-Commerce.

Carthel offered Rodriguez the opportunity to continue his tremendous multi-tasking at Stephen F. Austin as director of football operations (DFO) and head equipment manager.


"I'll be honest, I had the chance to be the head coach at my community college and had been working toward that my entire life," says Rodriguez. "I turned it down for an opportunity to see how things were done in Texas, to be part of Colby's staff and to truly test myself. My coaching experience has helped me as a DFO in the sense that I'm always looking for new things to make the coaches' jobs more efficient. It has been eye-opening for me to see this sport from so many angles, but I think it's something that will make us a better program overall."

Rodriguez has a mantra he lives by, and it extends to his work as DFO and equipment manager. "Always help others to be their best." When you think about that simple and profound phrase, it's easy to overlook the fact that this was his job as coach too, but the fact is not lost on Rodriguez.

"My coaching experience has helped me as a DFO to see around corners to anticipate and deliver the message that [Coach Carthel] wants from an operations standpoint," he says. "My coaching has helped me lead people in our department and helped me work with many of the younger coaches and equipment managers to make sure they're doing what's necessary to make their own jobs easier and much more efficient."

### Keeping Athletes Safe

As a football coach who also wears the hats of equipment manager and DFO, Rodriguez has seen this great game from a variety of angles, and he understands its inner workings better than most. He's excited to continue his progress.

"As a football coach, I only saw the game from one vantage point," he says. "All these positions have allowed me to see football differently. It's truly a gift that most people in this sport don't get to experience. It's great to be innovative, and it's great to keep our players as safe as possible at all times, and if we win a bunch of games along the way, and I've been there to help, that's a great result." 



 Visit the Exhibit Hall at the 2020 AFCA Annual Convention in Nashville, Tennessee, January 12-14, 2020. Learn more about the latest products and services for your program straight from the vendors who bring them to you.





NEW! AERIAL ATTACK

TRAIN HARDER.  
PLAY SMARTER.



## NEW! Aerial Attack Football Pitching Machine

Introducing the **NEW Aerial Attack Football** machine that is designed for football programs on a tight budget. This unit will deliver right-footed deep spiral punts that turn over as well as end-over-end kick-offs for coverage and return practice. Plus... it throws both long and short passes for receiving and defensive drills. The Aerial Attack pivots in any direction to challenge the defensive coverage or to instantly throw to an exact location.

The two, solid polyurethane throwing wheels grip the ball for a tight spiral and precise ball delivery.

It is easily moved around during practice or can be used with the Universal Cart Clamp to attach to any cart.



P.O. Box 1529 | 2805 US 40  
Verdi, NV 89439  
tf 800.717.4251 | ph 775.345.2882  
sportsattack.com



Photo: Adam Reed

# Staying The Course

The Marquette University (Wis.) High School football team started the 2019 season on a three-game skid, but bounced back in a big way, learning lifelong lessons in the process.

By Adam Reed

Most football coaches feel the weight of expectations.

Whether those expectations come from within the program, the local community, or even from public perception on a national scale, expectations abound in the coaching profession.

For the Marquette University High School (UMHS) football program in Milwaukee, Wisconsin, expectations seemingly ascend to new levels each and every year. This year was no different.

Coming into the 2019 campaign, UMHS Head Coach Jeff Mazurczak's crew was poised to make another deep playoff run, having earned a spot in the quarterfinals of the Division I Wisconsin Interscholastic Athletic Association Playoffs five times in the last six years.

And who would their first opponent of this promising new season be? They faced none other than their final opponent of the 2018 season, the reigning state champions from Muskego, who had edged them the year before and ruined their hopes for an unbeaten season.

The rematch would end in much the same way, with the Warriors taking a hard-fought victory, 14-10.

While starting 0-1 is less than ideal, it was far from the end of the season for UMHS. But the situation quickly snowballed on the Hilltoppers, dropping their next two games and suddenly finding themselves at 0-3.

If there was to be any chance of continuing their recent run of success, the team needed to stop the bleeding — in a hurry.

“I’ve either coached the guys that are on my staff or coached with them for a long time. I know what they’re all about. I know that they’re competitive. I know that they’re going to give me their best effort...”

## Structured Support

The famous boxer Mike Tyson once said, “Everyone has a plan until they get punched in the mouth.” After starting the year on a three-game skid, the UMHS coaching staff was certainly feeling like they had been, and their mental toughness was being put to the test.

Fortunately, in times of adversity like this, Mazurczak knows exactly where to go to find the support he needs. First and foremost, he looks to his family.

“[As coaches], we’re all fortunate to have wives that allow us to get out of the house six days plus a week to be little boys and be involved in football, in a game,” he says.

Beyond the support of his family, Mazurczak leans on his staff. Having been involved with the program for over three

*(Continued on Page 20)*



# Vokkero Guardian Coach-To-Coach System Sets New Standard For Coaching Communication

It's late in the fourth quarter of the state semifinals. You're trailing by three, but you're driving.

Controlled chaos pervades the sidelines, as you and your staff do your best to keep your team in the best possible play, with the correct personnel. It's crunch time, and an entire year's work comes down to this drive.

Suddenly, out of nowhere, your fellow coaches stop responding to you. You scream louder and louder into your headset microphone, to no avail. They can't hear you, and there's nothing you can do about it.

Disgusted, you rifle your headset into the ground.

In the world of modern wireless communication, scenes like this shouldn't be so familiar to coaches, but the sad reality is that this exact scenario is all too common. Most coaches endure more struggles with their sideline communication systems than they would care to admit, especially for the amount of money they have invested in them.

Alan Balkan, head coach of New Utrecht High School in Brooklyn, N.Y., no longer worries about such struggles. At the start of last season, he made the switch to the Vokkero Guardian Coach-To-Coach (C2C) System (AFCA Booth #775), and it's been smooth sailing ever since.

"You don't get your signals broken up. I've used other products in the past, and when we would go to fields that have big open areas, we would lose our signal constantly," Balkan explains. "We couldn't even use those systems. We had to go to walkie talkies. With Vokkero, we never lose our signal."

In addition to the reliability he has enjoyed, which should be the minimum standard for any coaching headset system, Balkan says he's most impressed with both the convenience and clarity Vokkero provides.

"This system, we usually keep it on," Balkan says. "We have five guys, sometimes six. We usually keep it on 'all staff,' but every now and then I'll go to the defensive staff just to talk to them up on the roof about something else and then we'll flip

to offense. But a lot of times we keep it on 'all' because the clarity is so good that even on 'all,' you hear it perfectly."

The Vokkero Guardian C2C offers three separate channels of communication for up to 16 different coaches. Coaches converse in a secure, full HD-quality audio conference, with patented noise-filtering technology that enables clear communication in even the loudest stadiums.

And what sort of prep does a system that clear and flexible require? Surely a system this professional and robust demands some serious setup with base stations, antennas and retransmission stations.

"We recharge it the night before, 24 hours before kickoff," Balkan says. "You take them off the charger, put them in the box, and carry the box to the game. You open the box, put the headsets on, press power and we're ready to go. We don't have to go upstairs to the roof and set up a box up there.

"With Vokkero, you don't need that. There are no extra pieces to setup. It's just a remote and the headset and that's it."

It's difficult to put a price tag on reliable communication, especially when entire seasons and careers are riding on it. Even so, the Vokkero system comes in at an affordable price for programs at all levels.

As far as Balkan is concerned, there's no good reason for him to roll the dice with anyone else.

"I've used the other guys, almost all of them," Balkan says. "And now I use Vokkero, and I'll never use anything but Vokkero."

*For more information, visit <https://vokkerousa.com/> or visit AFCA Booth #775 at the AFCA Annual Convention in Nashville, Tenn.*



decades, he realizes that if they can't solve their problem with the great group of men he is surrounded by, they likely won't solve it all.

"I've either coached the guys that are on my staff or coached with them for a long time," Mazurczak says. "I know what they're all about. I know that they're competitive. I know that they're going to give me their best effort."

The last place Mazurczak draws strength from in times of adversity may be the most obvious, and yet underutilized — his players. "In the 30 years I've been here, the best teams we've had have been player led," he says.

But in order for a team to be able to rely on player leadership, coaches have to set processes in motion that intentionally develop that leadership. Mazurczak and his staff have been working hard at finding increasingly better ways of doing just that.

About 10 years ago, they started the Junior Hilltopper program for grade-school athletes. From the time players come into that program, until the time they are seniors, the UMHS staff instills concepts within them like responsibility, compassion and excellence both on and off the field.

Years later, as players get ready to write their final chapter as Hilltoppers, Mazurczak goes out of his way to talk to the seniors about the standard they want to set for the next generation, and the legacy they want to leave.

Practically, on a week-to-week basis, the UMHS staff constantly forces players to think like leaders. The players who have "been around the block" take those who haven't under their wing, and the interaction makes both groups appreciably better.

"We make sure our older guys are coaching our younger guys," Mazurczak says. "Two things happen. You create those relationships between the older guys and the younger guys — those younger guys buy-in and feel that relationship being built with those older guys.

"And, it also gives that senior the opportunity to coach and sometimes you learn more about the sport by coaching, and it really augments the playing aspect of it."

### Communicating Confidence

In the eye of the storm, with no apparent reason to be calm, and seemingly every reason to panic, the UMHS staff took inventory of the situation.

On the one hand, the team had performed well in terms of their attitude, preparation, focus and effort. On the other, they were an 0-3 football team. So what gives?

"You have to know your team and you have to know the personality of your team," Mazurczak says. "We might've had to change some of the script if we weren't getting great effort or if our shortcomings were effort or philosophy related."


After evaluating the film, doing their best to set aside their emotions and personal biases, the staff came to a simple conclusion — the team was on the right track. Regardless of the story the wins and losses told, they simply needed to make a few more plays and tighten up their execution.

How could the coaching staff, who had been unified in the same message practice after practice, and year after year, abandon the process that they believed in? What message would it send to the players, after telling them all off-season

*(Continued on Page 22)*


## HOW WELL DO YOU KNOW YOUR TEAM?

- IMPRESS RECRUITS
- IMPROVE TEAM CHEMISTRY
- SET PLAYERS UP FOR CAREER SUCCESS
- STRENGTHEN YOUR PROGRAM'S CULTURE




TheAthleteBook™

COMPREHENSIVE ONLINE TEAM ANALYSIS AND DATA IN LESS THAN TWO MINUTES



Assessment Breakdown



|              |    |
|--------------|----|
| Victory      | 57 |
| Action Taker | 6  |
| Naturalist   | 2  |
| Analyst      | 2  |

Your Team's Strongest Traits

|               |            |
|---------------|------------|
| Communication | Progress   |
| Agreement     | Initiative |
| Confidence    | Ownership  |
| Strategy      | Achieve    |
| Leadership    | Commitment |

Your Team's Biggest Traits

|     |
|-----|
| 54% |
| 33% |
| 32% |
| 31% |
| 19% |

SPECIAL AFCA OFFER! VISIT [ATHLETE.LINK/FOOTBALL](https://athlete.link/football)

OR TEXT [FBPLAYBOOK](https://textfbplaybook.com) TO 833.369.4031

# EdjSports Fosters Clarity, Confidence And Credibility

EdjSports' high school analytics platform EdjVarsity is helping coaches take calculated risks that significantly enhance their chances to win more games.

The word “analytics” has come to describe so many different aspects of the game of football, its original meaning has become somewhat lost to history. But that’s ok, because as coaches learn more and more about how analytics can help them, they keep coming back to their most important aspect. Coaches use “analytics” to help them make real-world decisions.

Some of those decisions are basic, and some are more complex — requiring an advanced understanding of how analytics inform decision-making — but they all eventually come back to understanding the information analytics can provide.

The difference between “basic” and “advanced” analytics is how a coach uses them. Too many coaches are stuck, mentally spinning their wheels around the idea that analytics only help choose whether to go for it on 4th down.

Certainly this is true, but one aspect of advanced analytics is how they inform a coach’s perception of the prior three downs leading to that 4th down.

Adam Clack, head coach for Milton (Ga.) High School, uses EdjVarsity, a high-school specific analytics platform developed by

EdjSports (AFCA Booth #153). Since the platform launched in late 2018, Clack has become proficient in its uses, allowing the platform to inform his decision-making throughout a series, rather than focus on 4th down.

Clack is one of the panelists in the Outside The Lines panel discussion “Understanding Traditional Vs. Advanced Football Analytics,” Tuesday, January 14, from 4:00-4:50 PM in Delta Ballroom D at the 2020 AFCA Annual Convention. See page 56.

“If I have the information on 1st down — that if we get to 4th and short, I’m going to have a great opportunity to improve my game-winning chance (GWC) — then I can call my series backwards a little bit,” he says. “I can maybe be a little more aggressive early in the series knowing that I have that 3rd down to pick up yards, and 2nd and 10 really looks to me more like 1st and 10 because I still have two downs to ‘get it to manageable,’ if you know what I mean.

“It really makes us look at 3rd down completely differently. I don’t care who you are or what kind of team you have, 3rd and 8 is hard to get; it’s a low percentage down. But, defenses know that too. Maybe they’re going to give me inside zone for 5 or 6 yards, or they’re going to give me the quick, soft coverage for 5 or 6 yards. Well, now we’re at 4th and 3, and because I worked

this series backwards, we’ve all communicated already and we have a play. We can play fast, get to the line and get the 1st before they know what hit them.”

Then, there’s the confidence that analytics can give you as a coach. The reality is, coaches are always asking their players to forget about the last play and focus on the next. Coaches place a premium on short-term memory, especially when a receiver drops a ball, a quarterback makes a bad throw, or a lineman misses a block.

Analytics provide coaches with the backup they need to feel confident in a call, especially when that call doesn’t work out.

“I’ve always wanted to be more of a 4th down, aggressive kind of coach, but if you don’t have any data to back it up, you may

second-guess yourself,” says Clack. “You may not get over a close decision that didn’t go your way, and that decision may make you a little more skittish down the road. How many times have you given up on a play too early? How many times have you come off your game plan because of some early adversity and that decision had consequences extend throughout the game?”

“If I know the analytics and the data are on my side and it doesn’t go my way, it really doesn’t shake my confidence at all.”

That same mentality extends toward a coach’s credibility, too. It’s all well and good if a coach develops the reputation of a risk taker, if the play calls are going his way. But, hit a streak of missed opportunities, and that same coach’s credibility suffers. That’s not true for coaches who take calculated risks based on info derived from their analytics platform.

“It’s about credibility with your staff and with your players,” says Clack. “If you’re going to make a decision and it doesn’t work out, you can stand up on the table and say, ‘No, look, this is why we made that decision. We had a potential 5 percent GWC in play.’ It’s not something that you need to regularly explain to people, but it does give you the information to make the explanation if necessary. Then, they have even more confidence in my decision-making, and you have to remember that it stems from a call that didn’t work out.

“It has a flywheel effect on coaches and gives them the chance to be who they want to be in their play calling, because that play calling is supported by the facts, whether it works out or not.”

**For more information about the EdjVarsity platform from EdjSports, visit [www.edjvarsity.com](http://www.edjvarsity.com), visit AFCA Booth #153, or attend the Outside The Lines panel discussion on analytics, Tuesday, January 14 from 4:00-4:50 PM in Delta Ballroom D.**



Visit AFCA Booth 153 and attend the Outside The Lines panel discussion “Understanding Traditional Vs. Advanced Football Analytics,” Tuesday, January 14, from 4:00-4:50 PM in Delta Ballroom D at the 2020 AFCA Annual Convention.

not to worry about results, if the results dictated to the staff that the process of getting better required wholesale changes after three tough games?

As simple as it sounds, provided the effort and discipline is there, sometimes a team just needs to put their head down and keep grinding. And that's precisely what the Hilltoppers did.

"As we went from week to week, we kept with the same philosophy and the same mantra that we need to keep getting better," Mazurczak says. "We came up short, but we're not going to focus on that anymore. We're moving forward and we're focusing on the next opponent. We're focusing on the next step.

"The whole while our coaching staff did a terrific job of maintaining positivity and building these guys confidently. We had some injuries, so we had to put energy and focus into getting the next guy ready. We've always had a next man up mentality, but at one point in the season we had lost four defensive backs."

The pile of injuries the team suffered represents another convenient scape goat that a lesser staff may have latched onto. But the UMHS staff took the injuries as an opportunity for the younger players to take the lead.

"This is their opportunity. So, you always try to use that as something to build confidence in that next guy," Mazurczak says. "You have an idea of what the next guy looks like that's got to go in. And, sometimes it's not always the next line on the sheet. Sometimes I'm going to move my corner to safety and then I'm going to bring in the next corner.

"And you have to be careful in how you present that to players, because that can be somewhat demoralizing to that second safety. He was the second safety, but is left questioning why he is still the second safety, when there's still someone ahead of him on the depth chart and the number-one safety is hurt."

The reoccurring thread with the way the UMHS staff conducted themselves boils down to this: clearly communicating reasons for the players to be confident in the face of adversity. Regardless of what misfortune they had endured, trusting each other would be the only way the 2019 UMHS football team would have a chance to leave their mark.

By communicating their confidence in the process, and more importantly, their confidence in their players, the staff sent the message that the team would eventually find the success they had worked so hard for if they continued to apply themselves.

"I learned through my playing career how important it is for coaches to instill confidence in their players," Mazurczak says. "It means a lot when you're a player that your coach believes in you."

### Powering Through

In the fourth week of the season, the Hilltoppers were victorious.

Slowly but surely, the team started to stack success. Seven weeks later, the 8-3 Hilltoppers found themselves preparing for a quarterfinal playoff game yet again.

**QUARTERBACKS & SPECIAL TEAMS COACHES**

**Master the fundamentals - win games!**

27 ft  
Hang Time 4.2 s  
71 yd

**The world's first elite-level ball and player tracking system, made portable and affordable!**

- All throws, snaps and punts captured in 3D in real-time.
- Instant feedback on accuracy, consistency, launch angle, speed, hang time, spin, wobble and more.
- Gamify practice and get measurable improvements while making drills competitive and fun.
- **Designed & Built in the UK for professional Rugby - now available for Football.**

**AFCA Booth #927**  
www.sportable.com

**SPORTABLE**  
GAMES IN NUMBERS

**ORBI PRIME**

**THE WORLD'S FIRST 5G, 360° LIVE-STREAMING FOOTBALL HELMET**

**MULTI-CAMERA 360° VIDEO CAPTURE**

**VISIT US IN AFCA BOOTH 124**

ORBI develops innovative hardware and software. Leveraging the power of 360° video, ORBI has embedded HD cameras into a football helmet, so users can record and viewers can see it all from the player's perspective.

**WWW.ORBIPRIME.COM**

UMHS, refusing to be defined by their rough start, adds yet another chapter to their legacy, one that has not only produced good football players, but those who have gone on to great careers in business, the armed forces, as doctors and lawyers — even an F-16 fighter pilot.

But the most impressive aspect of the program isn't the type of people the program produces, it's the greater Marquette family it has helped to create over the years.

One such example is Mark Spellman, a Hilltopper center who went on to earn First Team All-Conference Honors at Illinois State. During the year, Spellman volunteered to come in and work with the UMHS center, who had been struggling through the first couple of games.

The poor snaps disappeared.

Another more well-known example is Oluwadare "Dare" Ogunbowale, who currently plays for the Tampa Bay Buccaneers. When the Bucs had their bye week in October, Dare could have gone anywhere and done anything with his free time.

He came back to Milwaukee to be on the sideline for the Hilltoppers final regular season game.

"We're fortunate to have that type of loyalty, camaraderie and brotherhood," Mazurczak says. "Our players really do feel like they're coming back home. I think that's a tribute to our coaching staff and how we mentor these guys."

When the playoffs arrive, Mazurczak will dress the entire Sophomore class, as well as a handful of freshman. It's not uncommon to see 130 to 150 young players, brimming with pride, lining the field on a chilly Wisconsin evening.

For all the accomplishments of Mazurczak's career, nothing can steal his joy in seeing those young men who represent all that is good about high school football standing on the sideline united in one common goal.

"It's a balancing act, because I'd love to bring all of our freshman to playoff games, but I don't quite have the ability," Mazurczak says. "The athletic director says, 'Listen, we're not going to send four buses to the game,'" he jokes.

The 2019 Hilltoppers didn't have a fairy-tale ending. They fell in the



quarterfinal round, losing to the eventual Division I runners up, the Bay Port Pirates from Green Bay.

In many ways the game was a microcosm of their entire season.

a losing effort captures one of the greatest lessons that football can teach — no matter what comes your way, you have to keep fighting. If nothing else, the 2019 season certainly taught


“When you battle adversity you see that work ethic pays off. Whether it’s life that’s kicked you around or football season has kicked you around, you have to push through those moments...”

They fell behind early and all hope seemed lost.

But when faced with tough adversity, they did not quietly accept losing. They fought back with everything they had.

This seemingly small footnote in

those young men this lesson.

“When you battle adversity you see that work ethic pays off,” Mazurczak says. “Whether it’s life that’s kicked you around or football season has kicked you around, you have to push through those moments.” 



# Pushing Frontiers In Space And On The Field

**Safety, integrity, teamwork and excellence. Those are words that could guide a successful football program. They also happen to be the words that guide the National Aeronautics And Space Administration (NASA). One flight operations engineer/football coach uses them for both.**

*By Paul Markgraff*

Building character and values within a football program is not rocket science. For Yusef Johnson, a decades-long member of the American Football Coaches Association (AFCA) and assistant coach for Bayside (Fla.) High School, the right foundational values are critical and form the bedrock of a great football program.

Those same foundational values are also at the core of his “day job,” which is working as a flight design engineer for a.i. solutions, Inc, supporting NASA’s Launch Services Program. While working many years within flight control for NASA’s Space Shuttle program — and in the years since — he has found that many aspects of NASA’s “Foundations of Flight Operations” were directly transferable to football coaching.

Flight Operations within NASA operates according to a specific vision, mission and set of values. Part of that code is The Foundations of Flight Operations. It contains a variety of qualities essential to establishing and maintaining professional excellence.

Football coaches would do well to instill the same qualities into themselves, their players and their programs as a whole.

## **Discipline**

Discipline is being able to follow as well as to lead, knowing that we must master ourselves before we can master our task.

“When I was a flight controller, knowing you have to master yourself, you have to keep yourself under control, is

incredibly important,” says Johnson. “Okay, things around you may be going crazy, different systems may be failing, you’re getting inquiries from different members of the flight control team. And you must maintain your cool, think clearly and quickly, and provide concise answers to whatever problem needs to be solved, in spite of everything going on around you.

“At the same time, the last two head coaches I worked for have both stressed, ‘the most important discipline is self discipline.’ If you can’t keep yourself disciplined, you’re not going to be able to make the correct decision that’s needed in a given situation. Whether it be rocket science, football or life in general.”

## **Competence**

There being no substitute for total preparation and complete dedication, for flight will not tolerate the careless or indifferent.

“Most flight controllers are over a given system,” says Johnson. “I worked on the Space Shuttle. You have people who work in the Space Station program. We’re all responsible for given systems. We’re expected to have almost total knowledge of that system. So when things go wrong, we can solve the problem quickly and concisely.

“When you compare that to football, there’s no excuse for incompetence. There’s no excuse for not knowing your assignment. There’s no excuse for not knowing where to line up, where you should be aligned, if you’ve been coached that.



Now Integrated With **XOS**



# ATAVUS

TACKLING. ELEVATED.

## EMPOWERING COACHES

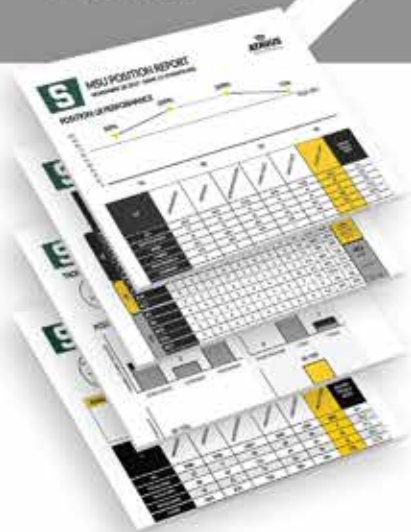
Atavus improves defensive performance and player safety through tackling, using data analysis and video review.

Our clients have experienced:

Fewer Missed Tackles

Fewer Yards After Contact

Less Head Contact



## TACKLYTICS™

Tacklytics is the first and only tackling database with comprehensive analysis and innovative reporting.

Atavus empowers coaches to run more efficient practices and create tailored tackle plans. The Atavus team works hand-in-hand with your defensive staff to plot out off-season, pre-season, and in-season programs to build confident tacklers.

Satisfied Clients Include:



SOUTHERN  
METHODIST UNIV.



BAYLOR  
UNIVERSITY



UNIV. OF  
OKLAHOMA



CINCINNATI  
UNIVERSITY



MICHIGAN STATE  
UNIVERSITY



UNIVERSITY OF TEXAS  
PERMIAN BASIN



CORNELL  
UNIVERSITY



RUTGERS  
UNIVERSITY



SAN JOSE STATE  
UNIVERSITY



TEXAS TECH  
UNIVERSITY

Learn more at [www.Atavus.com](http://www.Atavus.com)



Football coaches would do well to instill the philosophy of NASA Flight Operations into themselves, their players and their programs as a whole.

So as a coach, I need to be well-versed in what I'm trying to teach. On top of that, our players must put in the dedication and the preparation to learn the system. Receivers must know their routes. We all know, a lineman stepping the wrong way can get somebody hurt, and I equate that to me making a bad decision on console. Lives are at stake."

**Confidence**

Believing in ourselves as well as others, knowing that we must master fear and hesitation before we can succeed.

"In the flight control world, you achieve that through training and being in those high-stress situations, long before you've ever worked a mission," he says. "It's the same thing with football practice. We have to put our players through those high-pressure situations so that when the moment of truth comes in the real game, they don't flinch, and they have complete confidence in what they're doing."

**Responsibility**

Realizing that it cannot be shifted to others, for it belongs to each of us; we must answer for what we do or fail to do.

"I don't know that it can be said any better than that," says Johnson. "In flight control, everyone needs to know their jobs and take ownership when something goes wrong. Your colleagues will respect you for that.

"It's the same thing in football, for players and coaches. With players, if you instill within each kid a sense of owning his job, then he has to answer for what he did and didn't do. At the same time, it's our responsibility as coaches to make

**SPORT COAT**  
PRESERVE THE VICTORY

- ✓ Industry Leading Coatings Technology
- ✓ Over 2,400 Custom Color Paint Formulas
- ✓ Ask Your Reconditioner About Us!
- ✓ See Us In AFCA Booth 864

SPORTCOATNA.COM • INFO@SPORTCOATNA.COM  
CALL BRETT AT (248) 308-6594

**GO ROLIT**

**NO HUDDLES.  
NO SCOUT  
CARDS.  
JUST REPS.**

Practical, on-field technology designed to streamline practice and elevate execution.

**SEE US  
IN AFCA  
BOOTH 375**

**www.gorout.com**

**BIG A XII PAC 12 ACC MAC SEC ILL SOCON**

sure that our kids know what to do. You see a lot of coaches who yell and yell, but did they teach that kid what to do? Did they teach him the proper technique? I'll always yell at kids with no hustle, but at the same time, I know what my responsibility is as a coach. If my receivers don't know their routes, that's on me. That's not on them."

### Toughness

Taking a stand when we must; and to try again and again, even if it means following a more difficult path.

"In engineering, it's too easy to use the simple solution, when you'd be surprised that if you delved into a problem just a little bit more, you'd find a better solution," says Johnson.

"One of the beautiful things about football is, many times, there is no easy way out. And sometimes, especially when you're preparing, you have to take the more difficult path and you have to put more time in. You have to lift more weights and watch more film. You can't quit. You have to try and to try again and again. You can't give up."

### Teamwork

Respecting and using the abilities of others, realizing that we work toward a common goal, for success depends upon the efforts of all.

"The key here is that it depends upon the efforts of all," he says. "When I worked on the shuttle program, even now, working in launch services, there are so many pieces to this machine that must work right. We all have our jobs, too. Everybody must respect each other's job no matter how small, no matter how large. When I worked on shuttle, you had flight directors and you had the person putting together the flight plan. All that person did, literally, was stand in front of a copy machine trying to get that plan put together for folks to hand out in meetings. Everyone has a job to do, and you respect that person, and you respect those people no matter how small or how large a position is.

"It's the same thing in football. You've got people on your team who probably won't get the fame and adulation of others. Those


people are just as important to the team as the starting quarterback. Everyone's important."

### Vigilance

Being always attentive to the dangers of flight; never accepting success as a substitute for rigor in everything we do.

"It's true, especially in engineering, because unfortunately, there've been a couple of times where there wasn't enough rigor," says Johnson. "We lost two space shuttles because of it. Space flight is dangerous, and if you don't

apply rigor into everything you do, in the end it could be a bad day.

"Football is also a dangerous game. If our kids aren't taught the proper techniques and how to protect themselves on the football field, it can get someone killed. That warning is on the back of every helmet. We make our kids read it before the start of the season every year. You can get killed playing football. It extends to making sure kids are tested for sickle cell, making sure they are hydrated properly. Vigilance is about attention to detail." 

NASA-Developed
AFCA Booth 819

# SERIOUS HYDRATION

## FOR SERIOUS ATHLETES





**Stuff coaches should know**

**You may know:**  
The average athlete sweat rate is 1 to 3 liters per hour



**Did you know?**  
The electrolytes lost in that sweat are 1500 to 3500 mg. Over 90% are Sodium & Chloride

**But...**  
Most hydration products typically deliver less than 500mgs of electrolytes per serving. Less than 20% are replaced!

Published studies show **The Right Stuff®** is far superior for:

- 1) fighting symptoms of dehydration; cramps, headaches etc.
- 2) protecting the body from overheating
- 3) increasing endurance over 20% more than any other NASA-tested formula

[TheRightStuff-USA.com](http://TheRightStuff-USA.com)

Learn from experts, watch YouTube videos [TheRightStuffNASADrink](http://TheRightStuffNASADrink.com)

**SAMPLE OFFER:** Email us at [samples@wellness-brands.com](mailto:samples@wellness-brands.com) (include your name, mailing address and phone number) to test it yourself. (limit one set of samples per institution)



Photo: Clemson Athletics

# Training Tigers

Turning high school players into FBS national champions presents no small challenge, but the Clemson University strength and conditioning staff has refined this transformation by infusing their team with professionalism and an unrivaled work ethic.

*By Adam Reed*

Back in the early 1970s, the United States Marine Corps started featuring a recruiting poster emblazoned with the words, “We don’t promise you a rose garden.”

Displaying a particularly fierce-looking Drill Instructor — who didn’t look pleased with the recruit he shared the frame with — the poster captured the essence of the type of hard-nosed warriors the Marine Corps wanted to add to its ranks. Enlisting came with an understanding among recruits about what they were getting themselves into.

When players commit to play at Clemson University, there is a similar understanding.

Playing football may not have life or death stakes, but turning Clemson recruits into national champions is no laughing matter, and it’s something their strength and conditioning staff is deadly serious about.

“There’s a maturity process. Some players come in and know what they want, and are very focused,” says Clemson director of football strength and conditioning Joey Batson, pictured above. “Others come in, and they are good kids, but they don’t know how to conduct themselves.

“Our job is to help them mature and grow and be the example for them and show them how to work.”

Work remains the “secret ingredient” in championship programs, regardless of location or level of competition. It’s no wonder that Batson identifies teaching players how to work as one of his staff’s primary objectives.

Still, working hard doesn’t happen by accident, and the Clemson staff has their hands full trying to squeeze every ounce of potential out of each player. They are challenged with taking young, impressionable student-athletes and convincing them to grind in the offseason without fanfare or plaudits.

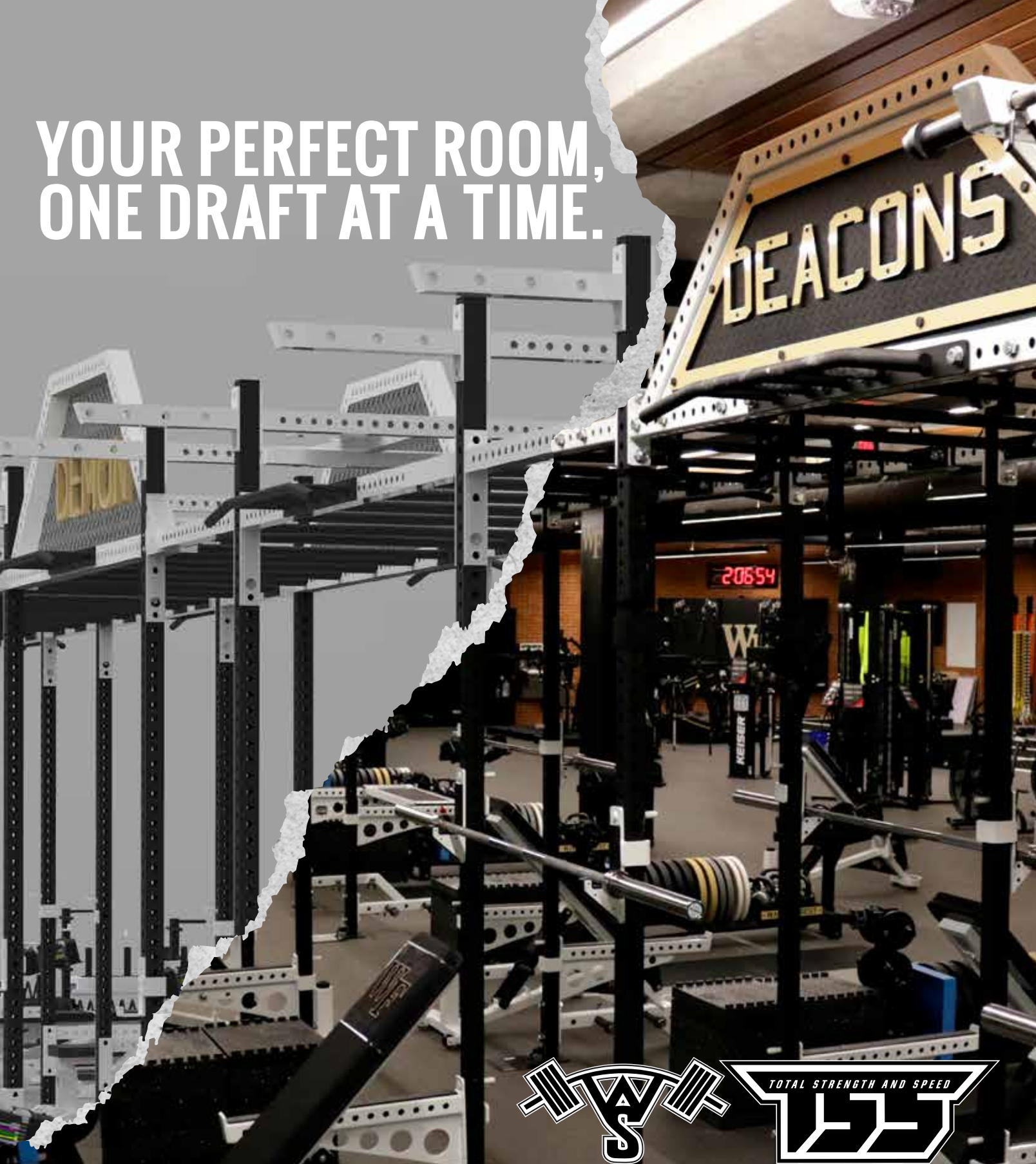
“The natural response to hard work is to try and find an easy way out,” senior assistant football strength and conditioning coach Paul Hogan explains. “Once they learn basic supercompensation and what’s going to happen if they do put the work in now, and I explain to them why they’re doing what they’re doing, they’re willing to do extra.”

It takes a lot of “extra” to be a Tiger. There are certain standards for Clemson players that make them who they are, like maintaining a positive attitude, having a tremendous work ethic, finding the balance between work and life, being a person of high character and loyalty, staying mentally tough and disciplined, and staying focused on winning the day.

The weight room provides the proving grounds for players to demonstrate that they have what it takes to represent the Clemson standard, both on and off the field, and the strength and conditioning staff is entrusted with holding them to that standard each and every day.

As senior assistant football strength and conditioning coach Adam Smotherman puts it, “Be the best in the world at what you’ve been given to do. That’s the mindset we bring to work every day.”

**YOUR PERFECT ROOM,  
ONE DRAFT AT A TIME.**



**EMAIL - [WSINFO@WILLIAMSSTRENGTH.COM](mailto:WSINFO@WILLIAMSSTRENGTH.COM)  
PHONE - 888.532.8227  
VISIT BOOTH - 505-507**



Photo: Clemson Athletics

Clemson senior assistant football strength and conditioning coach Paul Hogan believes that by teaching new arrivals to Clemson the value of “supercompensation,” and showing them the benefits of delayed gratification, he helps incoming freshmen learn how to do the necessary extra work.

### Team Transformation

When freshmen arrive at Clemson University, their transformation begins right away. Batson sometimes compares the metamorphosis to how boot camp transforms a civilian into an elite warfighter.

It’s not as though the Clemson staff tries to break players down or yell at them to place them under stress or confusion, but rather they want to instill a specific way of doing things immediately. Once the expectations of conduct have been explained and demonstrated thoroughly, coaches find it much easier to hold players to the Clemson standard.

“It’s learning how — even as a student-athlete — to take a professional approach to things,” Batson says. “In years past, there was a tendency for coaches to feel the need to toughen players up. But the culture here exists to get the players all going in the same direction — to get them in the stream. And then if they start going upstream, they’re going to find resistance.”

Resistance comes in many different forms for players who are “going upstream.” When everyone is required to conform to the team standard, the staff finds it much easier to spot those who are failing to adapt to their new team identity.

Much like a transformation in a military boot camp,

this process of becoming a part of something bigger than yourself changes players, not only for the short time they are Tigers, but for the rest of their lives.

“When players come into the program, we are teaching them our expectations and how we do things right out of the gate,” Smotherman says. “It’s not just a focus on

winning or on football success — we focus on life success.”

“We meet the players where they are,” associate head football strength & conditioning coach Larry Greenlee adds. “Some may have had that structure and discipline, and some may not have a clue. The process is to let them know we care about them. Once they know we are here for them, they buy in

very quickly. It starts with the little things. The players that struggle with little things — those will haunt you in the long run.”

Little things don’t necessarily even relate to lifting a weight, but the strength and conditioning staff is charged with teaching them all the same. Being uniform in what they wear, arriving for practice or meetings early, being disciplined about class and tutoring and always completing tasks fully from start to finish are all examples of the details Tigers must master.

“The process is to let them know we care about them. Once they know we are here for them, they buy in very quickly. It starts with the little things. The players that struggle with little things — those will haunt you in the long run...”



## BEST IS THE STANDARD AT CLEMSON UNIVERSITY

Top athletes are pushing their training to the limits to gain the edge needed to be the best. REGUPOL AktivPro Roll is a full 1" thick inlaid platform floor – providing the durability to take an Olympic lift drop, yet provide stable footing and shock absorption for the athlete. Gone are the days of the raised platform; AktivPro Roll floors are virtually seamless, allowing the athlete's training to flow from movement-to-movement.

 **REGUPOL**

800 537 8737

REGUPOL.COM

VISIT REGUPOL IN AFCA BOOTH 1



Photo: Clemson Athletics

Clemson associate head football strength & conditioning coach Larry Greenlee says that showing student-athletes how much the coaching staff truly cares about them is a bridge to helping those same players buy in to a system that will demand their very best.

In football, a cohesive team beats a more talented team when the talented team fails to play together. At Clemson, each player is challenged to put the team first in all of the seemingly individual aspects of how they approach their craft, and their results have proven that the devil truly is in the details.

“It’s a team game,” Hogan says. “If you want to do something great you are going to need the support of other people to do it. So, we ask them to not be an individual.

“We’re not trying to be mean or look for reasons to punish them. Initially, that’s what they think, but after they’ve been here for a while, they realize we’re here to be a team and all the little stuff matters.”

**Earning Everything**

Once players have mastered the basics of what it means to be a Tiger, the real work begins. They know what is expected of them. They know how to work like a professional. Now they must pay the price every single day.

“One thing I’ve learned from Coach Swinney is that every day is a new day and you earn success and you earn failure,” Batson says. “It’s really about having a daily laser focus and being a master craftsman in what you do.”

“One thing I’ve learned from Coach Swinney is that every day is a new day and you earn success and you earn failure. It’s really about having a daily laser focus and being a master craftsman in what you do...”

In the recent past, Clemson has earned much success. The 2018-2019 team was the 123rd team in their history, and that team shattered their record books. But that was last year’s team, and team No. 124 can’t get caught looking in the rearview mirror.

“We have to make these players understand that they can’t get by with looking at last year’s championship or last year’s team,” Greenlee says.

If a player has an elite day — giving maximum effort and

exemplifying what it means to be a Tiger in every regard — it doesn’t translate to a new baseline when tomorrow comes. As a player, it may seem daunting or intimidating to feel as though you have to start fresh every single day, but once the mindset towards that approach becomes ingrained in who they are, it gets easier to face this challenge.

This sort of mindset starts with the way the Tigers are trained from Day 1 and is reinforced with each deadlift or sprint, each time they chalk up or rerack weights, and each decision to eat healthy or get a good night’s sleep.

Batson says there are “safety nets” in place, such as their accountability teams, where just about everything the players do is monitored and assigned a point value. Coaches always



FOR THE FIRST TIME EVER

# RECRUITING WILL NEVER BE THE SAME

The screenshot shows a mobile app interface for a recruit named Kaleb Higgins. At the top left, it says 'KALEB HIGGINS WR' and 'Class of 2020'. Below this is a photo of Kaleb Higgins in a white jersey with 'KB 16' on it. To the right of the photo are his stats: HEIGHT: 6' 9", WEIGHT: 185lbs, ARM LENGTH: 65", and HAND SIZE: 7". There are buttons for 'ACADEMIC INFO' and 'ATHLETIC AWARDS', and social media icons for Instagram, Facebook, and Twitter. Below the photo is a 'PLAYER GALLERY' section with several small video thumbnails. To the right of the photo is a 'COMBINE TESTING' section with three cards: '40 YARDS DASH' showing 4.46 seconds, 'SHUTTLE' showing 4.4 seconds, and 'VERTICAL JUMP' showing 34 inches. Below these are 'KB360 HIGHLIGHTS' and 'KB360 RANKINGS'. The rankings section shows 'STATE' at 14 and 'NATIONAL' at 345. There are also 'COMBINE' and 'CITY' sections with numbers 8 and 4 respectively.

1. REGISTER

2. FILTER

3. RECRUIT

## Recruiters were shocked

He didn't even think it was possible. Until he met Keith. Before I tell you more about Keith, let's talk about why recruiting will never be the same again.

Technology is evolving. Fast. The football industry is booming with new technological advances. And now, Sports Recruiting is taking a leap forward in the technological race for data.

## A brand new system

KB360 teamed up with Texas School Districts, former NFL players and specialized engineers launching the new recruiting platform many have talked about.

It's called KB360 Recruiting. And, it's available on your cell phone. Now, you will be able to recruit some of the top High-School players in Texas using a simple mobile platform.

You might be asking yourself, "*How can you get me accurate data on a mobile platform?*" Simple.

Our combine directors are trained using proper data recording techniques and the KB360 "collection" technology prevents any bias. So, we can certify the data is accurate and prove it with photos & videos.

## Filter results, find your guy

Our certified combine officials video tape and record 15 data points at each official KB360 combine. Using Swift DNA wireless laser timing gates, KB360 is able to bring a higher level of accuracy than your simple split time tests.

You might be asking yourself, "What data points does KB360 let me use as a recruiter?" Let me answer that for you right now. At each combine, KB360 collects personal measurements, combine test results, gathers video and puts

together a professional "write up" on each recruit. You will have access to all of it.

Visit [kb360football.com/combines](http://kb360football.com/combines) to see the full list of measurements.

## AFCA Conference

KB360 is attending the 2020 AFCA Conference and handing out free subscriptions. Your team's recruiting coordinator will register the college, then each staff member receives a free account. After that, welcome to recruiting paradise.

Booth Number

553

FREE

Limited Time Only



[kb360football.com](http://kb360football.com)



Photo: Clemson Athletics

Clemson senior assistant football strength and conditioning coach Adam Smotherman says a particular mindset pervades the Tigers' strength and conditioning staff and he wouldn't have it any other way: "Be the best in the world at what you've been given to do."

have eyes on, overseeing the team's commitment to winning each and every day, and holding them accountable.

Smotherman explains it like this: "We're creating the mindset that every day matters, every rep matters, every set matters and every person matters."

### Sprint To The Gaps

With all of Clemson's recent success comes one mostly positive outcome — playing more football games. December 29, 2014, marked the last time the Tigers weren't playing football in January.

**LEARN HOW TO WIN EACH DAY BY FINDING BALANCE ON AND OFF THE FIELD THIS SEASON!**

*4th & Inches*

**A FOOTBALL COACH'S SEASONAL DEVOTIONAL**

This devotional was created by a coach to assist coaches on all levels in finding balance, peace, and fulfillment in their purpose on and off the field from pre-season to post-season!

A weekly workbook is included in the paperback edition.

Print and digital versions are available.

A monthly inspirational message is available as well for coaches on <https://www.coachjohntomlinson.com/>

Order your copy today on **amazon.com**

*4th & Inches*  
A FOOTBALL COACH'S SEASONAL DEVOTIONAL  
BY COACH JOHN TOMLINSON

**Train the QB's eyes, enhance his Internal Clock**

**Get Coached in the QB Room, then get inside the Helmet!**

**Play for the Championship in 1 of the 3 modes:**

- ▶ ROOKIE
- ▶ COLLEGIATE
- ▶ ALL PRO

Download on the **App Store** | Unlock your potential with the **QUARTERBACK EQUALIZER** | GET IT ON **Google Play**

All those extra games start to pile up for both players and coaches alike, and Batson says it's important for their team to seize any opportunity to "sprint to the gap and get recharged and recovered."

The staff makes it a point to try and take more than the bare minimum of time off. It's easy to echo clichés about working hard and playing hard, but not so easy to have the confidence to trust that players are professional enough to make the right decisions in their free time. At Clemson University, players have earned that trust and confidence.

"Coach Swinney talks about being 'All In,'" Hogan says. "And when it's time to be away from football, we need players 'All In.' It's no different than when they are in school and being focused on school. There are times when they need to get away from football and we need them focused on totally relaxing."

When the team is in a normal week-to-week schedule, they have a similar "All In" mindset about recovery. With the support of Alex Bina, Clemson's director of applied science, the staff takes a detailed, data-driven approach to finding areas where each athlete can get just a little bit of extra recovery.


"The weight room is where a lot of data gets collected, and here at Clemson, athletes don't just see the end results, they see the data collection process as well," Bina says.

"The athletes see the whole process, and then we can have a conversation about where they are at, and the coaches provide the context that I need."

In true Tiger fashion, Bina is eyes-on with the players and intentional about communication with coaches about what he is seeing. Numerous programs across the country collect data and talk about the importance of recovery, but putting words into intentional action separates what Bina does from simply checking a box.

"All of our jobs are easier if guys are recovering well," Bina says. "The best two ways to recover are to sleep and eat. It's a matter of creating a space that is disengaged from the stresses of school, football, social life, family and anything else, removing the barriers to entering that space, and making it a 'want to' instead of a 'have to' part of the program."

Players and coaches alike must learn how to prioritize self-care, be opportunistic about taking a break, and strive constantly to keep life in perspective. Whether you're climbing the coaching ranks or chasing that next championship, all the achievements and accolades don't amount to a life. Life happens during the journey, not at the destination.

"I've been at this a long time," Batson says. "If you're not careful, you can get completely absorbed with this profession and you forget to have much of a life to go with it." 



## LET YOUR FACILITY DO THE TALKING.

Our lockers are specifically tailored to fit your space, style and storage needs. We will work directly with you to custom design your lockers to look, feel and function as you wish. Choose which high-quality materials, cutting-edge features and custom-branding options to include and we will bring your locker vision to reality.

**CONTACT US FOR A FREE CUSTOM MOCKUP:**

[AELOCKERS.COM](http://AELOCKERS.COM) | 800.743.7738

VISIT AFCA BOOTHS 545-547



# The Face Of Commitment

By Jim Davis, Ed.M., MA, USAW, Staff And Student Wellness Coordinator, New Trier (Ill.) High School

On an early August morning, when the grass is freshly cut and the slow rising sun has not yet pressed its full weight upon the day, coaching staffs assemble to review their practice plans. They sip from coffee cups and convene around a whiteboard.

This is the first day of preseason — also known as doubles, two-a-days, triples or tryouts — and it will set the tone for the year.

During the regular season, workload management tends to be slightly more conservative, in hopes that the athletes will have fresh legs on game day. But in the preseason, coaches often construct challenging practices, generally meant to accomplish two things: get in shape and evaluate player abilities.

Player assessment is an essential component of coaching. It is a skill.

In a meeting with one of the fall coaches we consult, he identified the desire to find out “Who worked hard this off-season?” and “Who has the grit and character it takes to battle?” These are fairly common questions, in one form or another. Coaches often hope to identify the players who, in this time of physical and psychological strain, demonstrate the ability to step up and lead their teammates.

Thoughtful coaches will constantly evaluate athletes. They often meet with veteran athletes and recruit their perspectives to get the “pulse” of the team. They will meet with other coaches on staff to get feedback.

They’ll ask, “How did Johnny look today?” or “Is he the sort of player we can count on?” It is in this interpretation, as a staff of coaches evaluates a roster of athletes, when mistakes can and often do occur.

## Interpreting Emotion

At a recent consultation, we heard two coaches with opposite interpretations of an athlete’s character. They each noticed the same athlete, at the same moment, as he walked off the field with a posture and facial expression that suggested... something.

Coach A thought the player looked exhausted. He commended the young athlete’s effort and willingness to push his limits. He felt the player had “left it all out there on the field.”

Coach B thought the player looked defeated. He was of the opinion that, “That’s not our guy. He doesn’t want to be here. You can tell by the look on his face.”

These conflicts are common, and should be avoided. One cannot tell what someone else is thinking, or gain accurate insight into their emotions, by the look on their face.

The natural instinct to “read” emotions through facial expressions means that we are engaging in a process called reverse inference. The reader is making an assumption about something that they inherently do not have access to. In this case, an assumption about what’s going on inside the athlete’s mind.

In 2019, Lisa Feldman Barret and colleagues published an article in *Psychological Science in the Public Interest*, a journal published by the Association for Psychological Science. Entitled, “Emotional Expressions Reconsidered: Challenges to Inferring Emotion from Human Facial Movements,” their article presents a thorough review of emotion expression, perception and recognition, which quickly identifies that facial expressions are far more complicated than the simple conveyance of an emotional state.



# TURF TANK™

INTELLIGENT MARKING

## FEATURING “INTELLIGENT ONE” ROBOT

**WORLD'S FIRST GPS FIELD MARKING ROBOT  
GO AHEAD. MAKE YOUR MARK. NO STRINGS ATTACHED!**

“

*The Turf Tank ION robot will change the Sports Turf line marking industry forever. Our Sports Turf Team was able to paint two High School football fields, a 22 field soccer complex, six youth soccer fields, 2 NFL sponsored clinic fields, 2 flag football fields, and a 6 soccer field complex in record time with minimum manpower this week. This technology allowed our Sports Turf crews to finish their regular assignments and special projects that we would not have been able to complete in the past. We believe this is the future for our industry and recommend the robot without hesitation.*

”

**GEOFF SANDERS** | Assistant Director of Park Operations Baton Rouge Parks & Recreation (BREC)



**ROBOT PACKAGE PRICING:**  
\$4,999 SEMI-ANNUAL PAYMENTS  
Contact Us For Details

**REQUEST A QUOTE**

[turftank.com/intelligentone](http://turftank.com/intelligentone) | 877-396-4094 | [info@turftank.com](mailto:info@turftank.com)



With years and even decades of experience working with young student-athletes, many coaches believe they can read the facial expressions and body language of student-athletes with a high degree of accuracy. Current research suggests coaches should re-evaluate that belief.

Even experienced coaches who have developed a skill for reading people might want to slow down before rushing to judgement about what a player's expression means. According to the research, "Emotional expressions are more variable and context-dependent than commonly assumed." *Barret, p46*

Understanding this concept, and having humility when judging the state of a player by their facial expression, is a skill all coaches should try to develop.

There is always (yes, always) variety in the way people interpret facial expressions. Some might interpret a smile as pure joy, but if the smile looks staged it might seem patronizing. Others might see a smile and become suspicious, wondering what that smiling person might be up to — different interpretations of the same visual cue. Variation is an absolute.

This past season, our staff came across an athlete who would smile whenever he was nervous. If the game was on the line, he'd smile; if we were about to run sprints, he'd smile; if a coach raised his voice at him during an enthusiastic bit of coaching, he'd smile. The young man was not happy during those times, at least not in the traditional sense. His facial configuration — his expression — did not indicate what was actually going on. If one were to assume that his smile indicates happiness, they would be wrong.

But he also smiles when he is happy.

If something as basic as a smile can potentially indicate so many different things, then imagine how variable a subtle smirk could be. What is the facial expression for doubt? Could there possibly be a facial expression for commitment or high character?

There is incredible nuance in the human condition and a facial expression will never suffice to accurately encapsulate it.

None of this is meant to suggest that we shouldn't take facial expressions into consideration when reading and assessing teams — sometimes a smile is just a smile — but it would be wise to take a closer look.

Dr. Barret clarifies that she is "not suggesting that facial movements are meaningless...[but] the meaning of any set of facial movements may be much more variable and context-dependent [than we previously thought]." *Barret, p20* Coaches should be humble in their assumptions, willing to work a little harder and dig a little deeper, if they truly want to understand their athletes.

### Implementation

Before all else, those who rely heavily on facial expressions to read their athletes should forgive themselves. The nuance in this sort of communication is not taught in schools. It is often learned through personal experiences which is a flawed heuristic.

The next step is to develop a framework for more thoughtful evaluation of athletes. In the previous example, where Coach A and Coach B interpreted the same expression differently, our staff came to a better place just by extending the conversation.

When we returned to the coaches meeting room, we asked coaches to answer three questions:

1. What was the **context** of your interpretation?
2. Are there **quantifiable** performance measures we can include in our evaluation?
3. Can we get some **feedback** from the athletes?

The whole staff was present as we wrote the three operative words on the board: **Context, Quantifiable and Feedback.**

**HERE'S TO  
THE LEADERS.  
THE MENTORS.  
THE MOTIVATORS.  
THE HEROES—  
THE COACHES.**

**#morethanacoach  
#morethanafield**

**We proudly support coaches because we know their job is never done. On and off the field, coaches build character as well as teams. We provide the playing surface for these coaches and players, and we like to think it's more than just a field.**

**Follow us and see how our fields are connecting with communities.**

**@shawsportsturf**



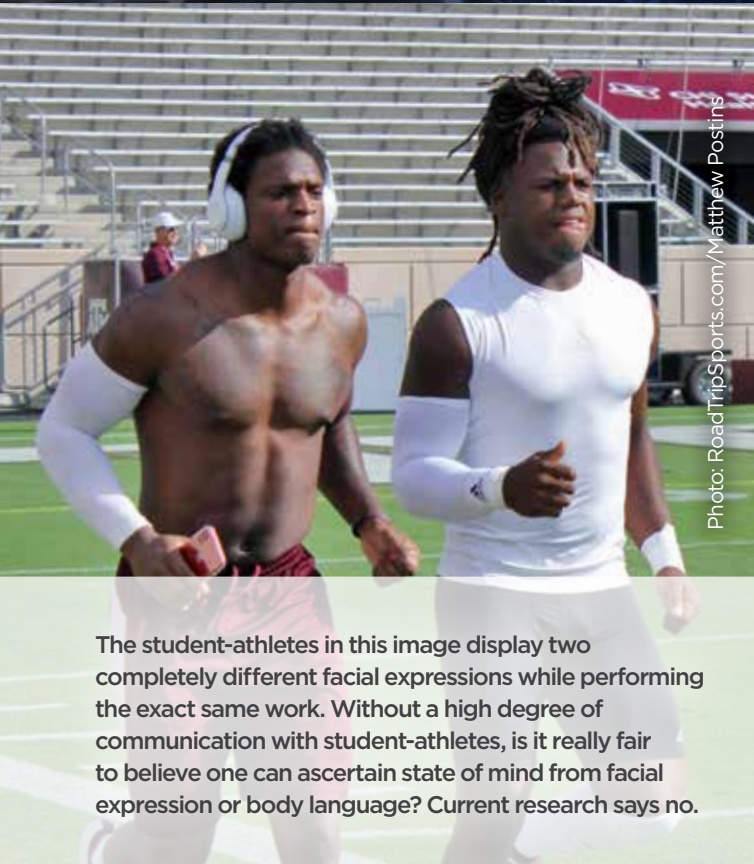


Photo: RoadTripSports.com/Matthew Postins

The student-athletes in this image display two completely different facial expressions while performing the exact same work. Without a high degree of communication with student-athletes, is it really fair to believe one can ascertain state of mind from facial expression or body language? Current research says no.

Context was fairly obvious, as even the coaches were feeling the heat and exhaustion of preseason practices. Coach B immediately realized that judging the athlete “by the look on his face” was not going to be as accurate as he initially thought. This allowed the staff to consider exactly how they would evaluate mindset and character within their team.

Character is nearly impossible to quantify, but we were able to lead the discussion in the direction of what the athlete had done over the course of the day. How many reps did he take? Was he on any special teams?

In this case, the athlete almost never came off the field. He was taking reps with the first team, and his backup rolled an ankle early in the practice. Already, the picture was becoming more clear.

At the end of a long day, the young man was exhausted and whatever emotions he might have been feeling and whatever expression he wore on his face were insignificant compared to the fact that he needed water, food and rest — consciously or subconsciously, that is what was going on in the young man’s mind.

These ideas often work together, as quantifying reps can shed light on the context of the situation. Coaches everywhere are already doing this — Michigan’s Defensive Coordinator, Don Brown, said at a recent AFCA Convention, “We monitor all reps for every player in every practice. I know



**LIFT-A-THON.US**  
POWERED BY OnlineDonations

**RAISE MORE MONEY-SAVE MORE TIME**



**“ALL IN”**  
Fundraising Software make your Lift-a-Thon

**SAFER**  
No Door to Door Knocking

**EASIER**  
Software tracks all donations and participation of students

**HASSLE FREE**  
Software issues thank you and receipts

**MORE EFFECTIVE**  
Automatic Reminders sent to Donors

**www.liftathon.us**  
**888-747-LIFT**  
VISIT US IN AFCA BOOTH 860



**LEGACY**  
BUILDING SOLUTIONS

CUSTOM TENSION FABRIC STRUCTURES

**VERSATILE. BOLD. CUTTING EDGE.**



**EXPERIENCE THE LEGACY DIFFERENCE**

- Fully Customizable
- In-House Engineering
- Relocatable
- Patented Attachment System

- Exclusive Fabric Options
- Energy Efficient
- Corrosion Protection
- Fast-Track Construction

Call for more information, or to receive a quote:  
**877.259.1528**  
**LEGACYBUILDINGSOLUTIONS.COM**  
**VISIT US IN AFCA BOOTH 185**



that's difficult to do. I'm not saying it's not." But he recognizes that it is necessary. The feedback process will include direct contact with athletes, sourcing team leaders or gathering team surveys to gain insight into a situation.

This time, we already had valuable feedback to work with. As it turned out, Coach A was the player's position coach and was able to pull him aside as they walked off the field. Coach A reportedly asked the player how he was doing and how he thought practice went. "Having fun coach," was the athlete's reply. When Coach A acknowledged how many reps the young man took over the course of the day, he replied, "Whatever the team needs."

We now had enough information to make an assessment: an athlete worked hard all day, took more reps than most of his teammates without complaint, and said that he was having fun and willing to do what the team needed. None of this could have been understood by the look on his face as he walked off the field.

### Next Steps

Coaches must recognize that they cannot read an athlete's emotions, much less the content of their character, by the look on their face. They should develop a fitness for looking more closely — a willingness to eschew knee-jerk reactions to facial expressions and do the deep work of considering context, quantifiable performance measures and feedback from the young people they mentor.

Coach A and Coach B might sound familiar — anyone who has coached a few years has been in the situation where two experienced people disagree on athlete assessment. Recognize this as an opportunity to slow down. Commit to reevaluating current processes and working toward a more thorough understanding of your athletes.

At this particular school, the head coach now writes three letters in the corner of the whiteboard whenever the staff meets to discuss personnel: **CQF** (Context, Quantifiable, Feedback). Even experienced coaches need reminders.

There is always work to be done. What role do the psychological and physiological states of a coach play in athlete assessment? Regarding player evaluation, where can your team improve? What other areas of your organization should be evaluated?

These can be difficult questions to grapple with. But for those who are willing to accept the challenge, to slow down and look thoughtfully, it will most certainly be worth it.

After all, the best way to develop commitment in our athletes is to model it ourselves. **AFCA**

*Primary Reference: Barret, Lisa Feldman, Adolphs, Ralph, Marsella, Stacy, Martinez, Alex M., and Pollak, Seth, D. (2019). Emotional Expressions Reconsidered: Challenges to Inferring Emotion from Human Facial Movements. Psychological Science in the Public Interest, 20 (1) pgs 1-68.*



**WORLD CLASS MACHINES FOR  
SYNTHETIC SPORTS SURFACES**

Visit us at the 2020 AFCA Convention in Booth 200!

SMG Equipment, LLC  
2002 West Valley Hwy N. Suite 200  
Auburn, WA 98001  
253-249-7050 office  
info@smgequipment.com  
www.smgequipment.com

SMG Sportplatzmaschinenbau GmbH  
Robert-Bosch-Straße 3  
89269 Vöhringen (Germany)  
Phone +49 (0) 73 06 / 96 65 - 0  
Fax +49 (0) 73 06 / 96 65 - 50  
info@smg-gmbh.de  
www.smg-gmbh.de

Visit the App Store  
to download our  
app! (smg-gmbh)





Photo: RoadTripSports.com/Chuck Cox

# Frontiers Of Conditioning

By Ben Gleason, PhD, CSCS\*D, RSCC, USAW2, Louisiana Tech University, Ruston High School

The purpose of this article is to share promising conditioning concepts with coaches to enhance common training practices in the field. Below are three innovative strength and conditioning coaches' on-field summer conditioning programs. These concepts have strong physiological rationale, and are currently used with college-level athletes at several programs. A sample of each coach's content is presented separately, with care taken to provide a brief outline of the context of how it is used.

While suggested progressions and volumes are provided, it is necessary to note that volumes, intensities, and rest intervals should be adapted for athletes according to their levels of development, conditioning, and the current emphasis of a program, especially with youth and high school athletes.

## Cross-Field Tempo Running

*Damon Harrington, Head Strength & Conditioning Coach, Grambling State University*

Tempo running is a conditioning method made popular by Canadian national sprints coach Charlie Francis, among others. The tool is commonly used in some fashion nearly year-round for sprinters to develop and maintain aerobic conditioning, to drill proper sprinting technique, and to maintain or enhance body composition. This all takes place while reducing reliance on the glycolytic energy system and minimizing fatigue (in theory) and muscle damage that results from faster running paces upward of 75 percent of maximum speed.

According to Francis, a tempo session is performed up to three times per week for a sprinter. Optimal speed for extensive tempo running, as Francis called it, is 65 percent to 75 percent of the athlete's surface-specific maximal

speed. Repetition distances prescribed vary, with 100 meter specialists commonly running distances around 100 meters.

Total volume in one training session for a well-developed sprinter session is around 2,000 meters, therefore the athlete may accumulate 4,000 meters to 6,000 meters per week under tempo conditions.

In contrast, 400 meter specialists might run up to 4,000 meters per session, with similar rep schemes and slightly longer distances prescribed for each repetition. Francis implied, therefore, that specialists in shorter races would run shorter distances for tempo work.

During the summer, Coach Harrington uses the first and third training days for speed and deceleration training, then transitions to change-of-direction training in a circuit-based approach (not discussed in detail here), paired with lower body lifts.

On the second and fourth training sessions of the week, tempo running is performed on upper-body lift days through most of the summer. This is done to provide neurological consistency regarding high-force and high-power stimuli the lower body is exposed to.

During tempo running, he uses the typical three groups (big, mid, speedy) to increase his ability to observe his athletes' mechanics and body language. He decided on the upper volumes of his tempo conditioning regimen after reviewing in-practice GPS data, where most athletes accumulated higher speed running (faster running and some sprinting) volumes upward of 2,000 yards per practice. Harrington considers this the target to prepare his athletes for, and in his own words: "There are a lot of ways to get to 2,000 yards."

# Give your sports career a competitive edge with a Master's in Sport Studies from Tulane

GRADUATE SPORT CERTIFICATES IN  
ADMINISTRATION, COACHING, AND SECURITY



Courses Available Online  
**APPLY TODAY.**  
[sopa.tulane.edu/AFCA](http://sopa.tulane.edu/AFCA)

His players perform tempo runs across the field (53 1/3 yards) from sideline to sideline, with the volume increasing from 20 repetitions in the early summer to somewhere between 40-50 repetitions per session in mid-summer. The upper volume always depends on the fitness level of the athletes he is dealing with, with a reduction in quality determining the upper limit the athletes are exposed to over the summer — based on his coach's eye.

More specifically, if a higher fitness level is evident, then he will provide slightly more challenge. If a group possesses a lower fitness level, then a lower volume is prescribed. The work-to-rest ratio progresses from 1:5 to 1:3 (See Table 1), and the first session begins with 50 percent or less of the upper volume the athletes will perform (20 reps with 60 seconds rest). About the fifth week of summer, Harrington replaces tempo running with a repeat sprint ability and anaerobic capacity emphasis programming on the second and fourth training days (also paired with upper-body lifts).

One aspect of this method of tempo training that coaches may not consider initially is the impact of the crown of the field upon the quality of work. Athletes begin the tempo run at a mild incline, which requires a subtly increased forward lean, greater knee lift, and acceleration compared to flat surfaces. As they begin to run down the other side of the crown, the decline running may enable a slightly faster pace to be attained, which would present a slightly increased challenge to maintain technique.

A key coaching point for any tempo work is that purposeful attention to detail is applied to running technique. Athletes should demonstrate upright posture and high knee lift during the gait as they approach the higher speeds encountered during the drill, with coaches actively providing feedback to correct issues. If technical flaws are present, either the intensity (speed) is too high, the rest interval is too short for their level of conditioning, the volume is excessive, or a need for remedial technical work is apparent.

Table 1. Damon Harrington's 53 1/3 yard tempo run sample progression

| Week                    | 1  | 1  | 2  | 2  | 3  | 3  | 4  | 4  | 5  | 5  | 6   | 6  | 7  | 7  |
|-------------------------|----|----|----|----|----|----|----|----|----|----|-----|----|----|----|
| Session                 | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11  | 12 | 13 | 14 |
| # Reps                  | 20 | 20 | 20 | 20 | 20 | 20 | 30 | 30 | 40 | 40 | 50* | #  | #  | #  |
| Rest Interval (seconds) | 60 | 60 | 45 | 45 | 30 | 30 | 30 | 30 | 30 | 30 | 30  | #  | #  | #  |

\*optional progression indicated by high fitness, # = RSA & anaerobic capacity emphasis

## Speed Recovery

Get your key players back in the game fully recovered

- LA Rams
- Minnesota Vikings
- Green Bay Packers
- Carolina Panthers
- New York Jets
- U of Florida
- WA State
- U of Oregon
- U of Texas
- & many others



- Unloads the body
  - Decompresses the spine
- Allows deep breathing
  - Increases oxygenation
- Improves blood flow

Visit booth 936

Experience unprecedented relief and comfort to enter a drawing for a chance to win a free bodyCushion



"Your team will love it! I guarantee it!"

Tom Owens-Inventor of the bodyCushion

bodyCushion



bodysupport.com

### Sleds, Grappling and Shuttles

*Kurt Hester, Head Strength & Conditioning Coach, Louisiana Tech University*

Coach Hester designed his summer conditioning program to prepare his players for stressors encountered in camp, along with an 80-play game. Therefore, primary emphasis in the summer is on progressively accumulating volume of short-distance repeat sprinting. All players condition over summer in one of three traditional groups: big, mid, and speedy. Then they lift.

Speed and change-of-direction work occurs before a lift, and conditioning work detailed in this article occurs after a lift. Because of differing positional game demands, sessions are designed differently for linemen (big) and non-linemen (speedy and mid groups). Tempo runs (not detailed here) are performed on the first and third day, and the below conditioning methods occur on the second and fourth days of training (Tuesday and Friday).

**Linemen** - Linemen perform heavy sled work and grappling with a bar to prepare them for the rigors of engaging opponents. The sled demands are progressively increased according to Table 2. Rest intervals stay consistent between repetitions at 30 seconds, with 3 minutes rest between sets.

Grappling work is performed after sled work; Hester calls it the “Fifth Quarter.” It involves two athletes paired up holding a 50-pound, custom, 2-inch-thick steel bar. This is done within a fixed 3x3 yard box with 4-6 repetitions per set and 25 seconds rest between repetitions.

Athletes begin in an athletic position holding the bar, then on the whistle attempt to push the other athlete backward using the bar. Grappling is added in to the last four weeks of summer conditioning, and builds progressively from 7-10 repetitions.

Hester has the linemen run in the early afternoon several times per week, beginning in June. This is done because the group takes longer to lift, but has the additional benefit of

Table 2. Kurt Hester’s Four-Quarter Sled Progression

| Week                    | 1   | 2   | 3   | 4   | 5   | 6   | 7   |
|-------------------------|-----|-----|-----|-----|-----|-----|-----|
| Sets (quarters)         | 4   | 4   | 4   | 4   | 4   | 4   | 4   |
| Repetitions Per Quarter | 4   | 5   | 6   | 7   | 8   | 9   | 10  |
| Sled Load (pounds)      | 275 | 275 | 295 | 315 | 315 | 315 | 315 |
| Distance (yards)        | 15  | 15  | 15  | 10  | 10  | 10  | 10  |

**ELITE PERFORMANCE**  
**ATHLETIC TRAINING EQUIPMENT**

@prismaticUSA @prismaticUSA

**PRISMATIC SOLUTIONS**

**AFCA BOOTH #723**










EXCLUSIVELY SOLD AT

**PRISMATICUSA.COM**

201.247.2274

## ATHLETIC PERFORMANCE

exposing the athletes to harsher environmental conditions so they can tolerate camp and daytime games in the early season. This group is particularly sensitive to these stressors due to increased body fat. For safety reasons, he very carefully watches his players' body language and does not hesitate to increase rest periods or decrease repetitions based on what he sees, for any of the groups.

**Speedy And Mids** – Shuttle runs are performed by non-linemen on the second and fourth training sessions to target repeat sprint ability, in distances of 20 yards and 25 yards. The initial workout features four sets of four repetitions (16 total reps) with a 30-second rest interval between repetitions. Rest intervals between sets (quarters) are 2 minutes. Rest intervals are consistent throughout the program. The last session of summer conditioning features five sets of eight repetitions (40 total reps). In the fourth week through the end of the program, the conditioning session culminates in two 60-yard shuttle repetitions (30 yards down and back) where athletes compete one-on-one.

### The RSA Grid

*Bret Huth, Head Strength And Conditioning Coach, University Of The Incarnate Word*

Bret Huth designed this drill to develop the quality of repeat sprint ability in his athletes, and help them tolerate progressively

higher volumes of accelerative running. For context, Huth used this concept last summer on Monday training sessions, with tempo running on Tuesdays and Thursdays, and change-of-direction work on Wednesdays and Fridays.

Each position group's distances and volumes are based on GPS analysis of athletes in camp and in season within the Air Raid offense. He decided upon a rolling start instead of a stance start. This was done with the intention of reducing soft-tissue stress while exposing the athletes to volumes of position-relevant accelerative running in order to improve tolerance to these conditions.

To implement the concept with five athletes per line, organize the field with cones according to position groups and related distances (See Diagram 1). Group size and rest interval desired will dictate the number of lines. Coach Huth designed the drill to be implemented with between five and seven athletes per group; more athletes in each group will increase the rest intervals slightly.

Athletes always run to the right of the cones to ensure all of them can finish each repetition with intent and without obstacles. One coach will blow a whistle every three seconds to initiate movement, and the first players in line begin to walk on to the grid.

At the second whistle the second players start walking and the first players start to sprint the prescribed distance. As the

**STRENGTH.COM**  
VISIT US IN AFCA BOOTH 960 FOR FREE SAMPLES

**PERFORM AT THE HIGHEST LEVEL**  
energize. fuel. recover. thrive.

BuiltByStrength produces premium, natural, NSF Certified for Sport supplements for athletes who want to perform their best, be able to trust their supplements, and care about their long term health.

NO ADDED HORMONES | MADE IN THE USA | ALL-NATURAL INGREDIENTS | GLUTEN-FREE | NON-GMO

STRENGTH.COM | 877-410-2877 | SUPPORT@STRENGTH.COM

FREE SHIPPING ON ORDERS OVER \$199 IN THE U.S.

**JAWKU SPEED**  
SAY GOODBYE TO STOP WATCHES  
INCLUDES SPEED SENSOR MOBILE STAND USB CHARGER & FREE MOBILE APP

**MUSCLE BLASTER V2**  
5 VARIABLE SPEED PERCUSSION MASSAGER  
SILENT OPERATION RAPID MUSCLE RECOVERY PHYSICIAN APPROVED RELEASES KNOTS

**JAWKU**

VISIT US IN AFCA BOOTH 703 • JAWKU.COM

fifth players in line finish their sprints, the first players in line begin to walk again coming back to the start cone. This process is repeated for the desired number of repetitions in the set.

Between sets, 3-5 minutes of recovery is recommended (begin with 5 and progressively decrease rest over time). It is important to maintain strict whistle tempo to keep the rest intervals and athlete sequencing consistent.

Recommended distances for each position group reflected in Diagram 1 are: big (5-10 yards), mid (10-15 yards), and speedy (15-20 yards). These are position-specific distances based on GPS data, therefore coaches are recommended to consult published studies, their own GPS data, or a series of personal observations to produce alterations to distances, if desired.

A sample program for a college team may include the information in Table 3. To control quality, coaches are advised to ensure running technique does not become

degraded substantially during the set. If reasonable technique is compromised, distances should be decreased and/or longer breaks between sets applied. **AFCA**

Diagram 1

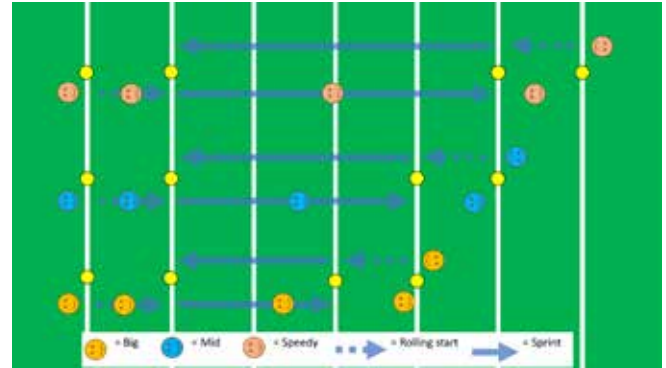


Table 3

| Week                    | 1  | 2  | 3  | 4  | 5  |
|-------------------------|----|----|----|----|----|
| Sets                    | 3  | 3  | 2  | 3  | 3  |
| Repetitions             | 4  | 6  | 5  | 6  | 8  |
| Big Distance (yards)    | 5  | 5  | 10 | 10 | 10 |
| Mid Distance (yards)    | 10 | 10 | 15 | 15 | 15 |
| Speedy Distance (yards) | 15 | 15 | 20 | 20 | 20 |

**Morgan Stanley**

## Does your money need a professional coach?

The right coach can help an athlete reach his or her goals. The same can be said of your finances. With guidance from a Financial Advisor, you can follow a path of fiscal responsibility and create a strategy that can help you maximize the potential of your investments.

We can work with you to develop a goals based strategy, to help you manage your investments and assets now and through the years to come.

Call us to arrange a meeting, and let's work toward a stronger future.

The appropriateness of a particular investment or strategy will depend on an investor's individual circumstances and objectives.  
© 2019 Morgan Stanley Smith Barney LLC. Member SIPC. CRC 2720571 10/19 FAS009 CS 9720840 11/19

**The WNK Group at Morgan Stanley**

**Keith Norris**  
First Vice President  
Financial Advisor  
502-394-4074  
keith.norris@morganstanley.com  
NMLS# 1297738

**Matt Kuerzi**  
Vice President  
Financial Advisor  
502-394-4094  
matt.kuerzi@morganstanley.com  
NMLS#1332000

4969 US Highway 42  
Suite 1200  
Louisville, KY 40222  
advisor.morganstanley.com/  
the-wnk-group

**2M** VISIT US IN AFCA BOOTH 871

## VIRTUAL REALITY FILM STUDY

SIMPLE. AFFORDABLE. CUSTOMIZABLE. MOBILE.

2MinuteDrill is the most effective gameday preparation tool in existence. With **simplified video-capture technology**, coaches can use 2MinuteDrill Virtual Reality Film Study to:

- Train your quarterbacks on pre-snap reads
- Train interior players on formation identification
- Train defensive backs on route recognition
- Train running backs on pass protection

DISCOVER HOW VIRTUAL REALITY WILL CHANGE YOUR GAMEDAY PREPARATION.

**2M** 2MINUTEDRILL.US • (301) 580-1247 • PEPPER@2MINUTEDRILL.US



Texas A&M

# GET STRONG



University of Pittsburgh



Colorado State University

***Pendulum***

[www.Pendulum-Strength.com](http://www.Pendulum-Strength.com)



# 2020 AFCA CONVENTION GUIDE



**AFCA**<sup>®</sup>

AMERICAN FOOTBALL COACHES ASSOCIATION

**NASHVILLE**  
JANUARY 12-14, 2020

# THE AFCA CONVENTION IS FOR MEMBERS ONLY. BADGES ARE REQUIRED FOR ADMISSION TO ALL EVENTS!

An AFCA Convention Badge is **REQUIRED** for admission to all AFCA sessions (beginning Monday at 8AM), including ticketed events. If you do not have a badge, you will not be allowed to enter the room - even if you have purchased a ticket. Lost badges can be replaced at AFCA Registration with Photo I.D.

## WELCOME TO THE CONVENTION

The following pages will help guide you through the 2020 AFCA Convention at Gaylord Opryland Resort and Convention Center.

### CONVENTION REGISTRATION

Registration is required for all members who attend the Convention. Name badges, necessary for admission to all events, and pre-paid tickets are distributed at Registration in Ryman Exhibit Hall C.

### REGISTRATION TIMES

Sunday, January 12, 9AM-5PM  
Monday, January 13, 9AM-5PM  
Tuesday, January 14, 9AM-Noon

## DON'T MISS EVENTS

Skills and Drills  
Kickoff Speaker  
Honors Luncheon  
General Sessions  
Divisional Head Coaches Meetings  
Divisional Assistant Coaches Meetings  
Tailgate Party  
Victory Formation Speaker  
American Football Coaches Awards

**CHECK OUT THE AFCA CHANNEL ON  
ALL GUESTROOM TELEVISIONS**

## PASSING THE PRESIDENTIAL TORCH

Ohio University head coach Frank Solich led the American Football Coaches Association (AFCA) as its president in 2019, succeeding outgoing 2018 AFCA President Bill Cronin, the head coach at Georgetown College.

In 2020, TCU head coach Gary Patterson will be the AFCA's new president. Patterson has re-written the record books in his 19 years at the Fort Worth, Texas, school. He is the Horned Frogs all-time wins leader with 172 career victories and his .710 winning percentage ranks fourth among active FBS head coaches (minimum of 10 years).

Patterson has guided TCU to six conference championships in three different leagues. The Horned Frogs won a Conference USA crown in 2002 with a 10-2 record, then won four Mountain West titles in 2005, 2009, 2010 and 2011. In just their third season in the Big 12 in 2014, TCU shared the conference title with a 12-1 overall mark.

The Horned Frogs have played in 16 bowls under Patterson, winning 11 of them. In 11 of his 19 seasons, Patterson has led TCU to at least 10 wins in those years. In a stretch from 2005 to 2011, the Horned Frogs went 77-13 with six bowl wins and three Top 10 finishes in the Amway Coaches Poll.

Patterson began his coaching career at Kansas State in 1982 as a graduate assistant. He went on to coach linebackers at Tennessee Tech and UC Davis before being named defensive coordinator at Cal Lutheran in 1987. Patterson moved on to Pittsburg State in 1988, then spent three years at Sonoma State before coaching the Oregon Lighting Bolts in 1992. He was the secondary coach at Utah State for two seasons, then one year at Navy before becoming defensive coordinator at New Mexico in 1996. Patterson followed Dennis Franchione to TCU in 1998 as defensive coordinator and did that until he was named head coach at the end of the 2000 season.

Patterson was elected to the AFCA Board of Trustees in 2010 and served as first vice-president in 2019. He has served as chairman of several AFCA committees during his time on the Board of Trustees.

## Exhibit Hall Concessions

In addition to the multiple dining options in the Gaylord Opryland, we will also have cash concessions in Ryman Exhibit Hall 2.

## Lost and Found

Bring all lost items to the AFCA Information Booth located in Delta B/C/D Lobby. If you have lost an item, please check at the AFCA Information Booth.

## MCI Housing Desk

Agents from MCI, the official housing agent of the American Football Coaches Association Convention, will be available Saturday through Tuesday, January 11-14, at the AFCA Information Booth in Delta B/C/D Lobby.

## Staying Connected with the Mobile App

The AFCA mobile app is the easiest way to navigate the countless speakers, panels, and educational opportunities while at the convention. It features the most up-to date information on scheduling and locations.

To download the mobile app, scan the QR code with your smart phone and search for AFCA in your app store.



## Professional Development Series

Convention attendees can earn professional development hours by participating in the Professional Development Series (PDS) and/or the High School Coaches Academy.

An attendance verification system will keep track of lectures attended. Those who attend the required number of lectures receive a Certificate of Completion identifying the number of professional development hours earned.

The Professional Development Series covers every lecture at the Convention and all attendees may participate.

Sessions available for PDS Certification include:

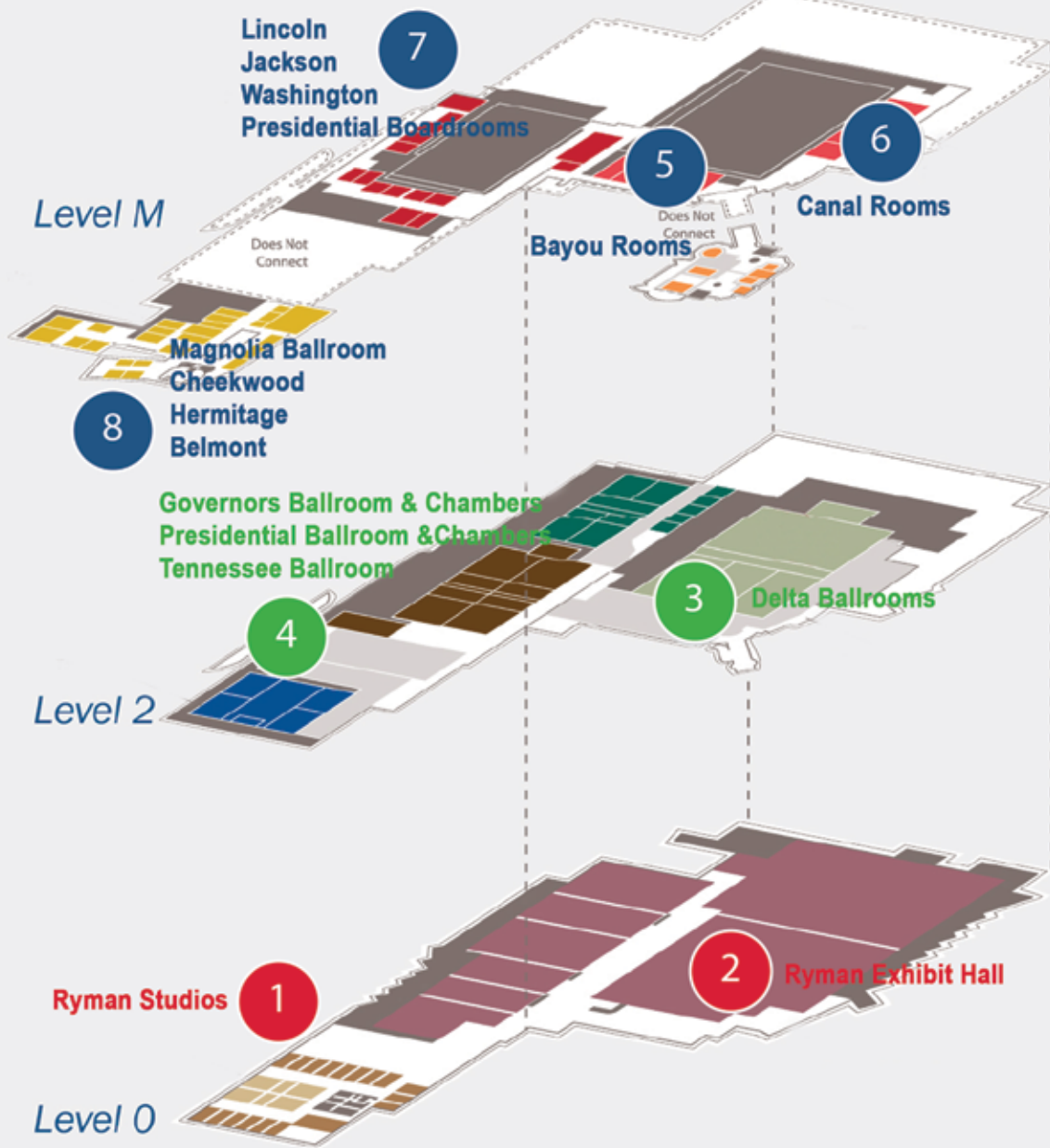
- High School Coaches Academy
- Kickoff Speaker
- Buzz Sessions
- General Sessions
- Graduate Assistants Career Forum
- International Sessions
- Victory Formation Speaker
- Outside the Lines
- Breakout Sessions



American Football Coaches Wives Association registration begins Sunday, January 12.

# GAYLORD OPRYLAND RESORT & CONVENTION CENTER MAPS

## CONVENTION CENTER LEVELS





**Tyler Almond**  
Defensive Coordinator, Dixie State University

**Brian Hartline**  
Wide Receivers, Ohio State University

**Zach Arnett**  
Defensive Coordinator/Linebackers, San Diego State University

**Chevis Jackson**  
Defensive Backs, University of Kansas

**Michael Barainyak**  
Head Coach, Widener University

**Darren Jackson**  
Special Teams Coordinator/Defensive Backs,  
Evangel University

**Pete Bennett**  
Wide Receivers, University of South Alabama

**Jason Lebeau**  
Head Coach, Western New England University

**Dominique Bowman**  
Co-Defensive Coordinator/Defensive Backs, Austin Peay University

**Darren Paige**  
Wide Receivers, Eastern Michigan University

**David Braun**  
Defensive Coordinator, North Dakota State University

**Robert Picazo**  
Quarterbacks, Rice University

**Matt Brock**  
Special Teams Coordinator/Offensive Line,  
Washington State University

**Bryn Renner**  
Cornerbacks, Florida International University

**Justin Burke**  
Tight Ends/Special Teams Coordinator,  
University of South Florida

**Elijah Robinson**  
Defensive Line, Texas A&M University

**Chris Calabrese**  
Head Coach, Asa College

**Tyler Roehl**  
Offensive Coordinator, North Dakota State University

**Dan Casey**  
Head Coach, St. David's School

**Vic So'oto**  
Defensive Line, University of Virginia

**Roderick Chance**  
Cornerbacks, University of Minnesota

**Chris Stutzriem**  
Head Coach/Quarterbacks, Rocky Mountain College

**Chili Davis**  
Inside Receivers/Assistant Special Teams Coordinator,  
New Mexico State University

**Scott Symons**  
Defensive Coordinator/Safeties, Liberty University

**Caid Faske**  
Defensive Ends, Stephen F. Austin University

**Clint Trickett**  
Tight Ends, Florida Atlantic University

**Sean Fisher**  
Running Backs, University of Tennessee – Martin

**Chip Vaughn**  
Defensive Backs, Air Force Academy

**Weston Glaser**  
Defensive Coordinator/Linebackers, Campbell University

**Ryan Wallace**  
Tight Ends, Purdue University

**Alex Golesh**  
Tight Ends, Iowa State University

**Will Windham**  
Safeties/Inside Linebackers, Kent State University

**Paul Gonzales**  
Safeties, Texas Christian University

**Cody Worley**  
Quarterbacks, Kennesaw State University

**Brady Grayvoid**  
Head Coach, Fort Atkinson High School

## 2020 CONVENTION SCHEDULE

**Schedule as of December 1, 2019. For the most current information, please check the AFCA website.  
All events held at the Gaylord Opryland Resort & Convention Center.**

### SATURDAY - JANUARY 11

|          |         |                                |                   |
|----------|---------|--------------------------------|-------------------|
| 10:00 AM | 5:00 PM | Information Booth              | Delta B/C/D Lobby |
| 8:00 AM  | 5:00 PM | AFCA Media Office              | Delta Island E    |
| 4:30 PM  | 6:00 PM | NAIA Football Officers Meeting | Ryman Studio F/G  |

### SUNDAY - JANUARY 12

|          |          |  |  |                  |
|----------|----------|--|--|------------------|
| 7:00 AM  | 8:00 PM  | Information Booth  | Delta B/C/D Lobby                                  |                  |
| 8:00 AM  | 5:00 PM  | AFCA Resource Center <i>provided by Coaches Choice</i>             | Delta B/C/D Lobby                                  |                  |
| 8:00 AM  | 5:00 PM  | Ticket Sales (at Information Booth)                                | Delta B/C/D Lobby                                  |                  |
| 8:00 AM  | 5:00 PM  | AFCA Media Office  | Delta Island E                                     |                  |
| 9:00 AM  | 5:00 PM  | Exhibits & Member Registration                                     | Ryman Exhibit Hall C                               |                  |
| 9:00 AM  | 4:00 PM  | Exhibit Hall Concessions   | Ryman Exhibit Hall C                               |                  |
| 9:00 AM  | 5:00 PM  | Foundation Booth   | Delta B/C/D Lobby                                  |                  |
| 9:30 AM  | 5:00 PM  | Skills & Drills  | Ryman Exhibit Hall C                               |                  |
| 7:00 AM  | 8:30 AM  | NAIA Raters Breakfast  | Hermitage A  |                  |
| 8:00 AM  | 8:50 AM  | Exhibits Committee Meeting   | Ryman Exhibit Hall C (at Exhibitor Check In Booth) |                  |
| 8:00 AM  | 8:50 AM  | Foundation Committee Meeting                                       | Ryman Exhibit Hall C (near Registration)           |                  |
| 8:00 AM  | 8:50 AM  | NAIA Assistant Coaches Committee Meeting                           | Ryman Studio C                                     |                  |
| 8:00 AM  | 8:50 AM  | Registration Committee Meeting                                     | Ryman Exhibit Hall C (at Registration area)        |                  |
| 8:30 AM  | 10:00 AM | Great Plains Athletic Conference Coaches Meeting                   | Jackson C/D  |                  |
| 8:30 AM  | 10:00 AM | Heart of America Athletic Conference Coaches Meeting               | Jackson B  |                  |
| 8:30 AM  | 10:00 AM | Kansas Collegiate Athletic Conference Coaches Meeting              | Lincoln C  |                  |
| 8:30 AM  | 10:00 AM | Mid-South Conference Coaches Meeting                               | Lincoln D/E  |                  |
| 8:30 AM  | 10:00 AM | Mid-States Football Association Coaches Meeting                    | Jackson E/F  |                  |
| 8:30 AM  | 10:00 AM | North Star Athletic Association Coaches Meeting                    | Jackson A  |                  |
| 10:00 AM | 11:15 AM | Fellowship of Christian Athletes Worship Service                   | Ryman Ballroom A                                   |                  |
| 11:00 AM | 11:50 AM | NAIA Assistant Coaches Forum                                       | Bayou E  |                  |
| 12:00 PM | 5:00 PM  | Miami Dade/Broward Football Coaches Association (Private Event)    | Cheekwood H  |                  |
| 12:00 PM | 1:50 PM  | NAIA Caucus Meeting & Ticket Distribution                          | Bayou E  |                  |
| 12:30 PM | 4:30 PM  | Rules Committee Meeting  | Ryman Studio L                                     |                  |
| 1:00 PM  | 5:00 PM  | Athletic Equipment Managers Association Workshop (Open Event)      | Ryman Studio P/Q/R                                 |                  |
| 1:00 PM  | 1:50 PM  | Convention Services Committee Meeting                              | Ryman Studio H/I                                   |                  |
| 1:00 PM  | 1:50 PM  | High School Committee Meeting                                      | Ryman Studio C                                     |                  |
| 1:00 PM  | 1:50 PM  | Meeting Room Committee Meeting                                     | Ryman Studio F/G                                   |                  |
| 1:00 PM  | 1:50 PM  | Professional Development Series Committee Meeting                  | Ryman Studio D/E                                   |                  |
| 2:00 PM  | 2:50 PM  | Awards/General Session Committee Meeting                           | Ryman Studio H/I                                   |                  |
| 2:00 PM  | 3:50 PM  | Division 2 Assistant Coaches Committee Meeting                     | Ryman Studio F/G                                   |                  |
| 2:00 PM  | 3:50 PM  | Division 3 Assistant Coaches Committee Meeting                     | Ryman Studio C                                     |                  |
| 2:00 PM  | 4:50 PM  | Division 3 Football Council Meeting                                | Ryman Studio B                                     |                  |
| 2:00 PM  | 3:50 PM  | FBS Assistant Coaches Committee Meeting                            | Ryman Studio D/E                                   |                  |
| 2:00 PM  | 3:50 PM  | FCS Assistant Coaches Committee Meeting                            | Ryman Studio A                                     |                  |
| 2:00 PM  | 2:50 PM  | High School Coaches Academy 1A                                     | HSCA   | Delta Ballroom B |
| 2:00 PM  | 2:50 PM  | High School Coaches Academy 1B                                     | HSCA   | Delta Ballroom C |
| 3:00 PM  | 3:50 PM  | High School Coaches Academy 2A                                     | HSCA   | Delta Ballroom B |
| 3:00 PM  | 3:50 PM  | High School Coaches Academy 2B                                     | HSCA   | Delta Ballroom C |
| 3:00 PM  | 3:50 PM  | NJCAA Coaches Meeting  | Bayou E  |                  |
| 3:00 PM  | 3:50 PM  | Program Committee Meeting  | Ryman Studio H/I                                   |                  |
| 3:45 PM  | 5:15 PM  | Colonial Athletic Association Head Coaches Meeting (Private Event) | Belmont A  |                  |
| 4:00 PM  | 4:50 PM  | ACCFA Coaches Meeting  | Bayou E  |                  |
| 4:00 PM  | 4:50 PM  | Assistant Coach Of the Year Committee Meeting                      | Ryman Studio D/E                                   |                  |
| 4:00 PM  | 4:50 PM  | First Timers Meeting   | Delta Ballroom C                                   |                  |
| 4:00 PM  | 4:50 PM  | High School Coaches Academy - National High School Coaches Forum   | HSCA   | Delta Ballroom B |
| 4:00 PM  | 4:50 PM  | Honors Luncheon Committee Meeting                                  | Ryman Studio H/I                                   |                  |
| 4:00 PM  | 4:50 PM  | Minority Issues Committee Meeting                                  | Ryman Studio F/G                                   |                  |
| 4:00 PM  | 4:50 PM  | Technical Manual Committee Meeting                                 | Ryman Studio A                                     |                  |
| 5:00 PM  | 7:00 PM  | Division 2 Coaches Connection                                      | Hermitage B  |                  |

|                            |          |   |     |   |
|----------------------------|----------|---|-----|---|
| 5:00 PM                    | 7:00 PM  | High School Executive Directors Meeting                                 |     | Hermitage A                                 |
| 5:00 PM                    | 5:50 PM  | Kick Off Speaker  | PDS | Delta Ballroom A                            |
| 5:30 PM                    | 7:30 PM  | NAIA Hall of Fame Honors Banquet  |     | Hermitage C/D                               |
| 6:00 PM                    | 7:50 PM  | Assistant Coaches Committee Chairmen Meeting                            |     | Ryman Studio C                              |
| 6:00 PM                    | 6:50 PM  | Buzz Session - Chalk War  | PDS | Jackson A                                   |
| 6:00 PM                    | 6:50 PM  | Buzz Session - Defensive Backs  | PDS | Canal A                                     |
| 6:00 PM                    | 6:50 PM  | Buzz Session - Defensive Coordinator Philosophy                         | PDS | Delta Ballroom C                            |
| 6:00 PM                    | 6:50 PM  | Buzz Session - Defensive Line   | PDS | Bayou A                                     |
| 6:00 PM                    | 6:50 PM  | Buzz Session - Linebackers  | PDS | Bayou D                                     |
| 6:00 PM                    | 6:50 PM  | Buzz Session - Offensive Coordinator Philosophy                         | PDS | Delta Ballroom B                            |
| 6:00 PM                    | 6:50 PM  | Buzz Session - Offensive Line   | PDS | Bayou E                                     |
| 6:00 PM                    | 6:50 PM  | Buzz Session - Quarterbacks   | PDS | Delta Ballroom D                            |
| 6:00 PM                    | 6:50 PM  | Buzz Session - Running Backs  | PDS | Bayou B                                     |
| 6:00 PM                    | 6:50 PM  | Buzz Session - Special Teams  | PDS | Jackson C/D                                 |
| 6:00 PM                    | 6:50 PM  | Buzz Session - Specialists  | PDS | Jackson B                                   |
| 6:00 PM                    | 6:50 PM  | Buzz Session - Strength & Conditioning                                  | PDS | Lincoln C                                   |
| 6:00 PM                    | 6:50 PM  | Buzz Session - Tight Ends   | PDS | Jackson E/F                                 |
| 6:00 PM                    | 6:50 PM  | Buzz Session - Wide Receivers   | PDS | Bayou C                                     |
| 7:00 PM                    | 7:50 PM  | Buzz Session - Defensive Backs  | PDS | Canal A                                     |
| 7:00 PM                    | 7:50 PM  | Buzz Session - Defensive Coordinator Philosophy                         | PDS | Delta Ballroom B                            |
| 7:00 PM                    | 7:50 PM  | Buzz Session - Defensive Line   | PDS | Bayou A                                     |
| 7:00 PM                    | 7:50 PM  | Buzz Session - Defensive Line   | PDS | Jackson A                                   |
| 7:00 PM                    | 7:50 PM  | Buzz Session - Linebackers  | PDS | Bayou D                                     |
| 7:00 PM                    | 7:50 PM  | Buzz Session - Offensive Coordinator Philosophy                         | PDS | Delta Ballroom C                            |
| 7:00 PM                    | 7:50 PM  | Buzz Session - Offensive Line   | PDS | Bayou E                                     |
| 7:00 PM                    | 7:50 PM  | Buzz Session - Quarterbacks   | PDS | Delta Ballroom D                            |
| 7:00 PM                    | 7:50 PM  | Buzz Session - Running Backs  | PDS | Bayou B                                     |
| 7:00 PM                    | 7:50 PM  | Buzz Session - Special Teams  | PDS | Jackson C/D                                 |
| 7:00 PM                    | 7:50 PM  | Buzz Session - Specialists  | PDS | Jackson B                                   |
| 7:00 PM                    | 7:50 PM  | Buzz Session - Strength & Conditioning                                  | PDS | Lincoln C                                   |
| 7:00 PM                    | 7:50 PM  | Buzz Session - Wide Receivers   | PDS | Jackson E/F                                 |
| 7:00 PM                    | 7:50 PM  | Buzz Session - Wide Receivers   | PDS | Bayou C                                     |
| 8:00 PM                    | 10:00 PM | AFCA /NCAA 35 Under 35 Leadership Institute Reception (Private Event)   |     | Water's Edge                                |
| 8:00 PM                    | 9:30 PM  | AFCWA Couples Ice Cream Social <i>presented by The Jason Foundation</i> |     | Ryman Ballroom C                            |
| 8:00 PM                    | 9:50 PM  | Minority Issues Forum   |     | Delta Ballroom C                            |
| 8:00 PM                    | 8:50 PM  | Strength & Conditioning Forum   |     | Bayou B                                     |
| 9:00 PM                    | 10:15 PM | Fellowship of Christian Athletes Coaches Huddle                         |     | Ryman Ballroom A                            |
| <b>MONDAY - JANUARY 13</b> |          |   |     |   |
| 6:00 AM                    | 7:00 PM  | Information Booth   |     | Delta B/C/D Lobby                           |
| 8:00 AM                    | 5:00 PM  | AFCA Resource Center <i>provided by Coaches Choice</i>                  |     | Delta B/C/D Lobby                           |
| 8:00 AM                    | 12:00 PM | Ticket Sales (at Information Booth)                                     |     | Delta B/C/D Lobby                           |
| 8:00 AM                    | 5:00 PM  | AFCA Media Office   |     | Delta Island E                              |
| 8:00 AM                    | 5:00 PM  | Foundation Booth  |     | Delta B/C/D Lobby                           |
| 9:00 AM                    | 4:00 PM  | Exhibit Hall Concessions  |     | Ryman Exhibit Hall C                        |
| 9:00 AM                    | 5:00 PM  | Exhibits & Member Registration  |     | Ryman Exhibit Hall C                        |
| 9:30 AM                    | 5:00 PM  | Skills & Drills   |     | Ryman Exhibit Hall C                        |
| 6:30 AM                    | 7:45 AM  | Fellowship of Christian Athletes Breakfast                              |     | Presidential Ballroom C/D                   |
| 7:00 AM                    | 7:50 AM  | FCS Executive Committee Meeting   |     | Ryman Studio D/E                            |
| 8:00 AM                    | 8:50 AM  | Division 2 Assistant Coaches Meeting                                    |     | Bayou A/B                                   |
| 8:00 AM                    | 8:50 AM  | Division 3 Assistant Coaches Meeting                                    |     | Bayou C/D                                   |
| 8:00 AM                    | 8:50 AM  | FBS Assistant Coaches Meeting   |     | Canal A                                     |
| 8:00 AM                    | 9:50 AM  | FCS Head Coaches Meeting (Head Coaches Only, No Proxies)                |     | Canal E                                     |
| 8:00 AM                    | 10:50 AM | High School General Session   | PDS | Delta Ballroom B                            |
| 8:00 AM                    | 10:50 AM | International Session   | PDS | Canal D                                     |
| 8:00 AM                    | 10:50 AM | Junior College General Session  | PDS | Delta Ballroom C                            |
| 8:00 AM                    | 8:50 AM  | Registration Committee Meeting  |     | Ryman Exhibit Hall C (at Registration area) |
| 8:30 AM                    | 10:00 AM | Friends of Bill W & Dr Bob  |     | Ryman Studio K                              |
| 9:00 AM                    | 10:50 AM | Division 2 Head Coaches Meeting (Head Coaches Only, No Proxies)         |     | Bayou A/B                                   |
| 9:00 AM                    | 10:50 AM | Graduate Assistants Career Forum  | PDS | Delta Ballroom D                            |
| 9:00 AM                    | 10:50 AM | NAIA Coaches Business Meeting   |     | Bayou E                                     |

|                             |          |   |            |                           |
|-----------------------------|----------|---|------------|---------------------------|
| 9:00 AM                     | 11:00 AM | Polynesian Coaches Association Meeting  |            | Ryman Ballroom A          |
| 10:00 AM                    | 11:50 AM | Division 3 Head Coaches Meeting (Head Coaches Only, No Proxies)                             |            | Bayou C/D                 |
| 10:00 AM                    | 10:50 AM | FCS Assistant Coaches Meeting   |            | Canal E                   |
| 10:15 AM                    |          | Honors Luncheon VIP Check In  |            | Presidential Ballroom B   |
| 11:30 AM                    | 1:00 PM  | Honor's Luncheon <i>presented by Amway</i>  |            | Presidential Ballroom C/D |
| 11:00 AM                    | 12:00 PM | Southern Athletic Association Coaches Meeting (Private Event)                               |            | Lincoln B                 |
| 12:00 PM                    | 5:00 PM  | Miami Dade/Broward Football Coaches Association (Private Event)                             |            | Cheekwood H               |
| 1:00 PM                     | 5:00 PM  | Athletic Equipment Managers Association Workshop (Open Event)                               |            | Ryman Studio P/Q/R        |
| 2:00 PM                     | 4:50 PM  | <b>General Session</b>  | <b>PDS</b> | Delta Ballroom A          |
| 2:00 PM                     | 4:00 PM  | Fellowship of Christian Athletes Character Coaches  |            | Ryman Ballroom C          |
| 6:30 PM                     |          | Tailgate Party <i>presented by FieldTurf &amp; NFL</i>                                      |            | Presidential Ballroom ABC |
| <b>TUESDAY - JANUARY 14</b> |          |   |            |                           |
| 7:00 AM                     | 7:00 PM  | Information Booth   |            | Delta B/C/D Lobby         |
| 8:00 AM                     | 5:00 PM  | AFCA Resource Center provided by Coaches Choice   |            | Delta B/C/D Lobby         |
| 8:00 AM                     | 5:00 PM  | AFCA Media Office   |            | Delta Island E            |
| 9:00 AM                     | 12:00 PM | Exhibit Hall Concessions  |            | Ryman Exhibit Hall C      |
| 9:00 AM                     | 12:00 PM | Exhibits & Member Registration  |            | Ryman Exhibit Hall C      |
| 8:00 AM                     | 12:00 PM | Foundation Booth  |            | Delta B/C/D Lobby         |
| 8:30 AM                     | 10:00 AM | Friends of Bill W & Dr Bob  |            | Ryman Studio K            |
| 9:00 AM                     | 11:50 AM | <i>General Session presented by Brand Armour</i>  | <b>PDS</b> | Delta Ballroom A          |
| 12:00 PM                    | 1:30 PM  | Club 35 Lunch & Reception   |            | Bayou E                   |
| 12:00 PM                    | 1:50 PM  | NCAA Rules Seminar  |            | Delta Ballroom B          |
| 1:00 PM                     | 1:45 PM  | Awards VIP Dessert Social (By Invitation Only)  |            | Delta A Lobby             |
| 2:00 PM                     | 3:50 PM  | Victory Formation Speaker with special presentation of the American Football Coaches Awards | <b>PDS</b> | Delta Ballroom A          |
| 4:00 PM                     | 6:00 PM  | FBS Head Coaches Meeting <i>presented by XOS/Catapult</i>                                   |            | Canal D                   |
| 4:00 PM                     | 4:50 PM  | <i>Outside the Lines 1 presented by Sports Attack</i>                                       | <b>PDS</b> | Delta Ballroom B          |
| 4:00 PM                     | 4:50 PM  | <i>Outside the Lines 2</i>  | <b>PDS</b> | Delta Ballroom C          |
| 4:00 PM                     | 4:50 PM  | <i>Outside the Lines 3: Understanding Traditional Vs. Advanced Football Analytics</i>       | <b>PDS</b> | Delta Ballroom D          |
| 5:00 PM                     | 5:50 PM  | Breakout 1  | <b>PDS</b> | Delta Ballroom B          |
| 5:00 PM                     | 5:50 PM  | Breakout 2  | <b>PDS</b> | Delta Ballroom C          |
| 5:00 PM                     | 5:50 PM  | Breakout 3  | <b>PDS</b> | Delta Ballroom D          |

## 2020 DFO Meetings

### Sunday, January 12, 2020

5:00 PM Committee-Trustee Meeting (Washington A)

### Monday, January 13, 2020

8:00 AM – 8:45 AM Breakfast (Meals in Lincoln C-D-E)

8:45 AM – 9:15 AM Welcome and Introduction of Sponsors (Washington B)

9:15 AM – 10:15 AM "Attitudes and Culture of Your Program"  
(Sharrod Everett – Florida State)

10:15 AM – 11:00 AM NCAA - Patrick Higgins / Chris Howard

11:00 AM – 12:00 PM College vs Pro DFO  
(Chris Matusek – Tennessee Titans)

12:00 PM – 1:00 PM Lunch

\*After lunch all FCS schools will break out to discuss FCS topics. (Jackson F)

1:00 PM – 1:30 PM NFL College Relations

1:30 PM – 2:30 PM How to Book All of Your Travel Arrangements

(Tory Teykl – Texas, Amanda Gilpin – UTSA, Ravi Savitala – Tulsa)

2:30 PM – 3:30 PM Traveling to Different Time Zones

(Nate Poss – UTEP, Ben Thienes – San Jose State)

3:30 PM Open Forum & Closing Remarks



# COACHING FOR SUCCESS



## JAN. 12-13, 2020 /// NASHVILLE, TN

NETWORKING /// INDUSTRY ADVICE /// CAREER EXPLORATION

SUNDAY, JAN. 12: 8AM - 1PM /// MONDAY, JAN. 13: 8AM - 5PM

Join us during the American Football Coaches Association (AFCA) Convention for a professional development workshop exclusively for former NFL players who are currently coaching OR interested in coaching.

The Coaching for Success Workshop is an opportunity for you to explore the many factors that go into navigating coaching as a career and enhancing your brand within the landscape.

LEARN MORE AND REGISTER AT [WWW.PLAYERSTRUST.COM/AFCA](http://WWW.PLAYERSTRUST.COM/AFCA)

**ISlide**  THE PLAYERS' SLIDE



SHIPS IN 7 BUSINESS DAYS  
SALES@ISLIDEUSA.COM  
781-352-0677



CUSTOM COLOR  
OPTIONS ALSO  
AVAILABLE

WWW.ISLIDEUSA.COM

U.S. Pat. 6,038,748

**Laundry Loops**

# The Original

and still the most efficient way to manage  
laundry for teams and groups!



LaundryLoops.com

(888) 246-5667

SEE US IN NASHVILLE! 2020 AFCA BOOTH #513



## 2019-2020 Membership/Convention Registration Form

Have your annual dues been paid for 2019-2020 (Fiscal year runs August 1 - July 31)? \*

|     |    |  |  |
|-----|----|--|--|
| Yes | No |  |  |
|-----|----|--|--|

If NO, are you a first-time member, renewing your membership, or re-joining from a previous year? \* (circle one)

|                   |          |            |  |
|-------------------|----------|------------|--|
| First-Time Member | Renewing | Re-joining |  |
|                   |          |            |  |

|             |            |
|-------------|------------|
| First Name: | Last Name: |
|-------------|------------|

|                   |            |
|-------------------|------------|
| Birthday (mm/dd): | Occupation |
|-------------------|------------|

|          |
|----------|
| Address: |
|----------|

|       |        |      |
|-------|--------|------|
| City: | State: | Zip: |
|-------|--------|------|

|        |        |
|--------|--------|
| Phone: | Email: |
|--------|--------|

|                 |
|-----------------|
| Husband's Name: |
|-----------------|

|  |
|--|
| Is your husband a member of AFCA? Yes/No |
|--|

|                               |                    |               |         |
|-------------------------------|--------------------|---------------|---------|
| Coaching Status (circle one): | Currently Coaching | In Transition | Retired |
|-------------------------------|--------------------|---------------|---------|

|                        |             |      |      |
|------------------------|-------------|------|------|
| Division (circle one): | High School | Juco | NAIA |
|------------------------|-------------|------|------|

|              |                 |                 |                 |
|--------------|-----------------|-----------------|-----------------|
| Professional | NCAA Division 1 | NCAA Division 2 | NCAA Division 3 |
|--------------|-----------------|-----------------|-----------------|

**AFCWA is going green!** If you require a printed version of the newsletter, please email our newsletter chair at [AFCWAnewsletter@gmail.com](mailto:AFCWAnewsletter@gmail.com).

|  |        |
|--|--------|
| Are you interested in becoming an official sponsor of AFCWA?<br>*If yes, our sponsorship chair will be in contact with you soon. | Yes/No |
|--|--------|

Would you like to volunteer with AFCWA? (circle one)

|              |   |                          |
|--------------|---|--------------------------|
| Count me in! | I can't attend convention, but would love to help other ways. | Sorry, not at this time. |
|--------------|---|--------------------------|

Do you have interest in becoming a presenter at a future convention?

|     |    |  |  |
|-----|----|--|--|
| Yes | No |  |  |
|-----|----|--|--|

I understand that by registering/attending the AFCWA Convention, I consent to my voice, name and/or likeness being used without compensation, in any and all media, for eternity, and I release the AFCWA, its directors, members and all individuals from any associated liability.

|            |
|------------|
| Signature: |
|------------|

We'd love to connect with you on social media! If you'd like, share with us your social media contact(s).

|           |            |
|-----------|------------|
| Facebook: | Instagram: |
|-----------|------------|

|          |
|----------|
| Twitter: |
|----------|

## Pay by Check

Please make checks payable to AFCWA and mail to:

Wendy Oliver  
 AFCWA Treasurer  
 25 Oxford Place  
 Columbia, KY 42728

Please select all that apply:

|   |  | Quantity | Subtotal |
|---|--|----------|----------|
| <b>Membership Dues</b>  | \$30   |          |          |
| <b>Convention Fee (AFCWA Member)</b>  | \$10 (if paid before 11/1)<br>\$15 (if paid between 11/1-11/31)<br>\$20 (after 12/1) |          |          |
| <b>Convention Fee (non-member)</b>  | \$45   |          |          |
| <b>Convention Luncheon</b>  | \$35   |          |          |
| <b>Belle Meade Mansion Lunch &amp; Wine Tasting (includes transportation)</b> | \$60   |          |          |
| <b>Ice Cream Social</b>   | Free   |          |          |
| <b>Donation</b>   |  |          |          |
|   |  | Total:   |          |

Donations for silent auction and door prizes are always appreciated!

\*All items are non-refundable unless an event is canceled by AFCWA.

**T-Shirt Size (circle one):** Small/Medium/Large/XL/XXL

\*Register for convention before December 1, 2019 to receive a t-shirt. Must be present at convention to receive t-shirt.

*Follow us on social media and stay connected with AFCWA.*



[Members Only - AFCWA](#)



[@afcwa\\_org](#)



[@afcwa](#)

30 40 50 40 30

# **AFC** **TAILGATE**



# **PARTY**

presented by



**MONDAY, JANUARY 13**  
**PRESIDENTIAL BALLROOM**  
**DOORS OPEN AT 6:30 PM**

- **MASSIVE SCREENS** •
- **FREE FOOD** •

EPISODE 66  
**GUS MALZAHN, AUBURN**

EPISODE 67  
**BOB STOOPS**

INSIDE THE HEADSET  
with the AFCA

EPISODE 65  
**P.J. FLECK, MINNESOTA**

EPISODE 35  
**BRONCO MENDENHALL, VIRGINIA**

**NEW EPISODES EVERY THURSDAY**

**STAY CONNECTED**

Facebook  
We Are AFCA

Instagram  
@WeAreAFCA

LinkedIn  
American Football Coaches Association

Twitter  
@WeAreAFCA

YouTube  
American Football Coaches Association

**AFCA WOULD LIKE TO THANK ITS 2020 EVENT PARTNERS**



# 2020 CONVENTION EXHIBITORS



**Booth: 871**  
See our ad on P. 47

**2 Minute Drill**  
15641 Haddonfield Way  
Darnestown, MD 20878  
301-580-1247  
www.2minutedrill.us  
Virtual reality film study

8K Solutions  
Area: 660  
MastRCam, Lyvve Coach

99Pledges  
Booth: 844  
Online fundraising platform for football teams and leagues to reach donors all over the country and keep 95% of the money raised on average.

Academic Gameplan/Jill McBride Baxter, Sports Law Attorney  
Booth: 511  
Program to lay foundation for success

Ace Sports  
Booths: 160-162  
LED Video boards, displays, scoreboards, court side displays

ACTIVE Network  
Booth: 8  
JumpForward software

Adams State University  
Booth: 16  
Education, masters degree

adidas  
Special Large Plaza: 205  
Sporting footwear and apparel



**Booths: 475 & 574**  
See our ad on P. 67

**All-Star Inflatables**  
11120 Grader Street  
Dallas, TX 75238  
888-349-4386  
www.all-starinflatables.com  
Inflatable run-throughs and hill training

Ameriprise Financial  
Booth: 847  
Financial planning/financial services

Andy Talley Bone Marrow Foundation  
Booths: 569-571  
Non-profit recruiter of stem cell/marrow donors

ARMS Software, LLC  
Area: 458  
Specialized recruiting and process automation software for college athletics

Arsenal Strength  
Booth: 5  
Strength equipment, gym design, consulting

ARYSE  
Booth: 15  
Orthopedic bracing



**Booths: 719-721 & 818-820**  
See our ad on P. 2

**AstroTurf**  
2680 Abutment Rd.  
Dalton, GA 30721  
800-723-8873  
www.astroturf.com  
Synthetic turf and installations



**Area: 652**  
See our ad on P. 25

**Atavus**  
1560 1st Avenue South  
Seattle, WA 98134  
206-695-2605  
www.atavus.com  
Coach education and measurement for tackling

**Event Sponsor**



**Booths: 545-547**  
See our ad on P. 35

**Athletic Edge**  
PO Box 1060  
Watertown, SC 57201  
800-743-7738  
www.aelockers.com  
Lockers, stools, benches and athletic training room equipment

Athletic Equipment Managers Association - AEMA

Booth: 821  
Equipment managers

B Sport Lockers  
Booths: 826-828  
Athletic lockers

B'Warmer - Earth Groove  
Booth: 869  
On-field thermal wear: hand warmer(muffs); LS tops, tights, etc.

Balfour  
Booths: 108-110  
Championship rings



**Booth: 862**  
See our ad on P. 79

**Bank of America Merrill Lynch**  
135 S. Lasalle Street, Suite 140  
Chicago, IL 60603  
888-550-6433  
www.bankofamerica.com  
Financial services

**Event Sponsor**

Baron Championship Rings  
Booth: 549  
Championship rings

Battle Front Software, LLC  
Booth: 841  
WARROOM team management & recruiting software

Battle Sports  
Booths: 167-169  
Football uniforms & gear

Big Game USA  
Booths: 252-254  
Leather footballs & display balls

BigSigns.com  
Booth: 166  
Stadium graphics



**Booth: 936**  
See our ad on P. 44

**Body Support Systems**  
1040 Benson Way  
Ashland, OR 97520  
541-488-1172  
www.bodysupport.com  
Body cushion

Brainbox Intelligent Marketing  
Booth: 6  
Great American Rivalry Series & football games



**Booth: 923**  
See our ad on P. 77

**Brand Armor**  
1301 6th Avenue W.  
Bradenton, FL 34205  
941-749-3322  
www.brandarmor.us  
Protection for the institution, the family, and the student-athlete from damaging digital data — push notifications and app-based reporting

**Event Sponsor**

BSN Sports  
Booths: 836-838  
Sports apparel & equipment

Buck's Bags  
Booth: 830  
Individual & team equipment bags, game & practice uniforms

Bulletin  
Booth: 761  
Sports apparel



**Special Area: 318**  
See our ad on P. 74

**Catapult Sports | XOS Digital**  
181 Ballardvale Street  
Wilmington, MA 1887  
800-490-7767  
www.catapultsports.com  
Coaching technology



**Booth: 509**  
See our ad on P. 43

**Center for Sport at Tulane University**  
Tulane School of Professional Advancement  
1415 Tulane Ave., HC-29  
New Orleans, LA 70112  
504-314-7169  
https://centerforsport.tulane.edu  
Stackable masters certificate program

**Event Sponsor**

Championship Analytics, Inc.  
Booth: 541  
CAI Game Book, football analytics, football strategy services



**Booth: 500**  
See our ad on P. 70

**Clell Wade Coaches Directory, Inc.**  
PO Box 177  
Cassville, MO 65625  
877-386-4840  
www.coachesdirectory.com  
Directory of school-based coaches and administrators



**Special Area: 418**  
See our ad on P. 11

**CoachComm**  
205 Technology Parkway  
Auburn, AL 36830  
800-749-2761  
www.coachcomm.com  
Coaching headset systems and practice solutions

# AFCOA<sup>®</sup>

## Trade Show



The American Football Coaches Association Annual Convention features a fantastic trade show hall in 2020 at the Gaylord Opryland Resort & Convention Center in Nashville, Tennessee. Complete with integrated Skills & Drills field, the AFCOA Trade Show helps coaches learn all about the products and services needed to run a successful football program. If you are interested in exhibiting at the 2021 AFCOA Trade Show in Nashville, please visit [www.afcaexhibits.com](http://www.afcaexhibits.com), call (608) 423-2701 or email [exhibitsmanager@afcaexhibits.com](mailto:exhibitsmanager@afcaexhibits.com)!



**Custom Area**  
See our ad on P. 61

**Coaches Choice**  
PO Box 1828  
Monterrey, CA 93942  
888-229-5745  
www.coacheschoice.com  
Educational DVDs,  
Books and More

**Event Sponsor**

Coaches Video/Webb Electronics  
Booth: 109  
Telescoping camera systems

Collegiate Sports Data/WatchGameFilm  
Booth: 846  
Recruiting data

Collegiate Sports Travel, Inc.  
Booths: 204-206-208  
Hotels/travel agent

Columbia Lockers  
Booths: 954-956  
Lockers

Competitive Sports Analysis  
Booth: 111  
Recruiting analytics

Complete QB/WR Camps  
Booth: 171  
Quarterback and receiver training camps

Concourse Team Express  
Booths: 173-175-177 & 272-274-276  
Football equipment, uniforms, apparel & footwear

Culture Strength  
Booth: 181  
Sexual harassment prevention & positive culture development

Dains Custom Athletic Lockers  
Booth: 839  
Custom athletic lockers

Diefenbach Group, PLLC - Collegiate Compliance  
Booth: 118  
Collegiate compliance legal services

DJO  
Booth: 107  
Bracing & supports/laser/electrotherapy

Douglas  
Booths: 823-825-827  
Football protective equipment, 2UNDR, Sports Star

Dreamseat  
Booth: 837  
Commercial grade logo furnishings

Drymax Technologies  
Booths: 218-220-222  
Manufacturer of socks, arm sleeves, wristbands, chinsavers

DVSPORT  
Area: 452  
Athletic video editing and instant replay

Dynabody Fitness Equipment  
Booth: 13  
Fitness equipment

Dynamic Fitness & Strength  
Booth: 969  
Strength equipment

Eastbay  
Booths: 18 & 20  
Team apparel, footwear, and equipment

**edjsports**

**Booth: 153**  
See our ad on P. 21

**EdjSports**  
732 Fast Market Street  
Louisville, KY 40202  
502-510-1505  
www.edjvarsity.com  
EdjVarsity

EquipCheck  
Booth: 848  
Equipment inventory management software

ETeamSponsor  
Booth: 172  
Crowdfunding platform

Fairlife - Core Power  
Booth: 857  
Beverage



**Booth: 924**  
See our ad on P. 61

**Fellowship of Christian Athletes**  
8701 Leeds Road  
Kansas City, MO 64129  
800-289-0909  
www.fca.org  
Sports ministry

**Event Sponsor**

**Booth: 432**



**Ripon Athletic**

**We Know Football...Past and Present**



# **SUPERIOR**

AMERICA'S MOST COMPLETE LOCKER LINE

**Recruit Like A Champion  
Demand Superior® Recruiter Lockers**

## **RECRUITER**

**SUPERIOR Wood Sport Lockers™**



**LIST INDUSTRIES INC.**

**800-776-1342**

**info@ListIndustries.com**

**ListIndustries.com**



**FieldTurf**  
7445 Cole-de-Lesse Road, Suite 200  
Montreal, QC H4T 1G2  
800-724-2969  
www.fieldturf.com  
Synthetic turf

**Event Sponsor**

FLVS Global  
Booth: 11  
Online school

Football Big Play Chains  
Booth: 183  
Football award chains

Formetco  
Booths: 700-701  
LED video scoreboards

Fox 40  
Booth: 849  
Whistles, coaching boards, coaching gear



**Front Rush**  
1333 N. Kingsbury Street  
Chicago, IL 60642  
215-489-2100  
www.frontrush.com  
Recruiting software

Game Day Skinz  
Booth: 122  
Full helmet decal

Game Day Vision  
Booth: 822  
Athletic facility graphics

Game On Mouthguards  
Booth: 555  
Custom fit athletic mouthguards

Gamebreaker, Inc.  
Booths: 437 & 536  
Soft shell protective equipment

GameOut Solutions, Inc.  
Booth: 840  
Laundry chemicals & programs, sales & service

GameStrat  
Booth: 737  
Sideline replay system



**GearBoss by Wenger**  
555 Park Drive  
Owatonna, MN 55060  
800-493-6437  
www.gearboss.com  
Athletic lockers and high density storage

GearGrid Corporation  
Booths: 747-749  
Athletic equipment storage and bulk equipment storage solutions

GForceTracker, Inc.  
Booth: 928  
Athlete monitoring system

Gilman Gear  
Special Large Bay: 280  
Football field equipment

Glazier Clinics  
Booths: 525-527  
Coach education

Global Football  
Booth: 430  
Events and Tours

GoArmy Edge  
Booth: 865  
GoArmy Edge Football - coaches virtual whiteboard



**Booth: 375**

See our ad on P. 26

**GoRout**  
43rd Street SW, #201  
Rochester, MN 55902  
866-777-1448  
www.gorout.com  
Wearable practice technology

Gridiron Throwbacks  
Booth: 863  
Throwing machine

Guardian Sports  
Booth: 201  
Soft-shell helmet cover



**Booths: 763-765-767-769**

See our ad on P. 85

**Hadar Mfg., Inc.**  
1515 11th Street N  
Humboldt, IA 50548  
888-655-1606  
www.hadarathletic.com  
Football practice equipment

Hellas Construction  
Booth: 961  
Sports construction

Helmet Tracker  
Booth: 523  
Inventory tracking/management application

Hi-Pod, Inc.  
Area: 466  
Endzone Cameras & sideline replay

Honey Stinger  
Booth: 855  
Waffles, chews, gels and bars made with honey

HUDL  
Area: 644  
Software

Hydro Graphics, Inc.  
Booth: 852  
Finishing on helmets & sports equipment

Integrated Sports Specialties  
Booth: 833  
Athletic laundry detergent, washers and dryers and locker room cubbies

Iron Neck  
Booth: 753  
Fitness equipment



**Booth: 964**

See our ad on P. 57

**Islide USA**  
65 Sprague St., East Building, 2nd Floor  
Boston, MA 2136  
781-352-0677  
www.islideusa.com  
Custom athletic slide sandals

J. Lewis Small Co., Inc.  
Booth: 14  
Championship rings



**Booth: 946**

See our ad on P. 88

**J3 Rings**  
1950 Hwy 7 West, Unit 28  
Concord, ON L4K 3P2  
800-461-9215  
www.j3rings.com  
Championship rings



**Booth: 703**

See our ad on P. 46

**JAWKU**  
PO Box 54186  
Phoenix, AZ 85078  
480-313-0873  
www.jawku.com  
Fitness wearable technology



**Booths: 918-920-922**

See our ad on P. 61

**Jostens, Inc.**  
7760 France Ave South, Suite 400  
Minneapolis, MN 55435  
952-830-3300  
www.jostens.com  
Championship rings & jewelry,  
Heisman Trophy

**Event Sponsor**

Jugs Sports, Inc.  
Booth: 567  
Ball throwing machines



**Booths: 445 & 544**

See our ad on P. 81

**Just Play Sports Solutions**  
1828 Walnut Street, Suite 300  
Kansas City, MO 64108  
785-764-9620  
www.justplaysolutions.com  
Game preparation, scouting, and playbook tools



**Booth: 553**

See our ad on P. 33

**KB360 Football**  
3027 Shadow Trace Circle  
Houston, TX 77082  
832-831-1536  
www.kb360football.com  
Recruiting platform



**Booth: 513**

See our ad on P. 57

**Laundry Loops, Inc.**  
PO Box 5167  
Bozeman, MT 59717  
888-246-5667  
www.laundryloops.com  
Laundry Loop with sock snare



**Booth: 260**

See our ad on P. 69

**Lazser Down**  
11201 E. 83rd Street  
Raytown, MO 64138  
816-645-6151  
www.lazserdown.com  
Digital down and distance system - Lazser Down



# 100% MADE IN AMERICA

All-Star Inflatables is a custom manufacturer specializing in inflatable sports football tunnels for little league, Pop Warner, high schools, college or the pros. Our blast-thru entrance tunnels come complete with your team colors, logos and mascots. These team tunnels are designed for many sport clubs including football, soccer, basketball and more. Let our creations bring your team to the next level!

- INFLATABLE TUNNELS, ARCHWAYS, HELMETS
- INFLATABLE MASCOT HEADS, STANDING MASCOTS
- INFLATABLE LOGO
- INFLATABLE TRAINING HILL
- INFLATABLE ADVERTISEMENT

TOLL FREE: 888-349-4386

DIRECT: 972-272-4191

WEB: [ALL-STARINFLATABLES.COM](http://ALL-STARINFLATABLES.COM)



Learn To Win Sports  
Booth: 824  
Interactive playbook learning software



**Booth: 185**  
See our ad on P. 40

**Legacy Building Solutions**  
19500 Co. Rd. 142  
South Haven, MN 55382  
877-259-1528  
www.legacybuildingsolutions.com  
Booth: 185  
Custom tension fabric buildings

Legend Fitness  
Booth: 937  
Commercial-grade strength equipment

Legend Rings  
Booth: 575  
Championship rings

Legends Lockers, LLC  
Booth: 158  
Custom wood lockers

Life Fitness/Hammer Strength  
Booth: 919  
Weight lifting equipment - racks, etc.



**Booth: 860**  
See our ad  
on P. 40

**Lift-A-Thon**  
520 Folly Rd., #111  
Charleston, SC 29412  
888-741-2963  
www.liftathon.com  
Fundraising software for football teams



**Booth: 474**  
See our ad on P. 3

**Light Helmets**  
5670 El Camino Real, Suite B  
Carlsbad, CA 92008  
760-444-0082  
www.lighthelmets.com  
Football helmets



**Booth: 875**  
See our ad on P. 65

**List Industries, Inc.**  
401 Jim Moran Blvd.  
Deerfield Beach, FL 33442  
800-776-1342  
www.listindustries.com  
Lockers for gyms and schools

LM Cases  
Booths: 938-940-942  
Custom engineered & manufactured cases & trunks for sports



**Booth: 374**  
See our ad on P. 82

**Lockers.com**  
1010 East 62nd Street  
Los Angeles, CA 90001  
1-800-LOCKERS  
www.lockers.com  
Lockers & athletic storage solutions

Longhorn Lockers  
Special Area: 604  
Lockers

Marriott International  
Booth: 867  
Hotels & lodging

MASA - Mid-America Sports Advantage  
Booth: 184  
Sports gear and equipment



**Area: 666**  
See our ad on P. 4, 5

**Matrix**  
1600 Landmark Drive  
Cottage Grove, WI 53527  
877-259-1528  
www.matrixfitness.com  
Exercise equipment

Maverick Awards  
Booth: 548  
Custom team jackets, framed awards/jerseys, blankets,  
watches

MaxPreps  
Booth: 872  
Free high school sports website

Mercury Luggage  
Booth: 105  
Customizable luggage, back pack, attaches, duffel bags

Moked Analytics  
Booth: 866  
Consulting

My Game Day Live  
Booth: 741  
Mobile media guides

NAERA  
Booth: 125  
Organization of football helmet reconditioning

National Preps  
Booths: 930-932  
Recruiting service

New Era Cap Company, Inc.  
Booth: 21  
Headwear and apparel

Oakwood Sports  
Booth: 771  
Locker rooms - Lockers

OES Scoreboards  
Booth: 262  
Video displays, scoreboards, scoring & timing solutions



**Booth: 124**  
See our ad on P. 22

**ORBI Inc.**  
300 Gooding Way  
Albany, CA, 94706  
+011 87089660507  
www.orbiprime.com  
5G 360-Degree Live Streaming Sports Helmet

**Parent Project Muscular Dystrophy/  
CTCMD** **Booth: 2**  
401 Hackensack Avenue, 9th Floor  
Hackensack, NJ 07601  
Phone: 201-250-8440  
Toll-free: 800-714-5437  
coachto curemd.org

Passback Sports  
Booth: 842  
Passback Football

PCC Air Purification  
Booth: 874  
Air purification system for school athletic facilities, locker  
rooms and storage

Perform Better  
Booths: 161-163  
Functional training equipment

Performance Sporting, LLLP  
Booth: 725  
Football gradebook software

PLAE  
Booth: 861  
Athletic flooring



**Booths: 731-733**  
See our ad on P. 23

**Porta Phone**  
145 Dean Knauss Drive  
Narragansett, RI 02882  
800-233-1113  
www.portaphone.com  
Coaching communications - headsets



**Booths: 755-757 & 854-856**  
See our ad on P. 87

**Power Lift**  
PO Box 348  
Jefferson, IA 50129  
800-872-1543  
www.power-lift.com  
Strength training equipment

Power Systems  
Booth: 943  
Fitness equipment & accessories



**Booth: 723**  
See our ad on P. 45

**Prismatic Solutions, LLC**  
411 Hackensack Ave.  
Hackensack, NJ 7601  
201-247-2274  
www.prismaticusa.com  
Tackle systems

Pro Football Focus  
Booth: 212  
Football data

Pro Quick Draw  
Booth: 157  
Software plugin for Microsoft Visio

ProCom Headsets  
Booths: 537-539  
Communication headsets for coaches

Q30 Innovations  
Booth: 10  
Traumatic brain injury protection

Qubit, LLC  
Booth: 168  
Communication devices

Qwikcut  
Booth: 12  
Software as a service - platform & sideline

RADAR Athletics  
Booth: 546  
Custom football back plates

Rae Crowther Co.  
Booths: 968-970-972-974  
Football sleds and pads



**Booths: 675 & 774**  
See our ad on P. 89

**Rally Athletic Bags**  
PO Box 1150  
Jenks, OK 74037  
800-932-3290  
www.rallyathleticbags.com  
Football bags, bags for all sports and sideline capes and  
jackets

ReadyList Sports  
Booth: 926  
Playbook learning/testing app

Recruiting Analytics  
Booth: 180  
AI-powered college football recruiting tools



**Booths: 1 & 156**  
See our ad on P. 31

**Regupol America**  
11 Ritter Way  
Lebanon, PA 17042  
800-537-8737  
www.regupol.com  
Weight room flooring and athletic facility surfaces

Riddell  
Booth: 401  
Helmets/pads

Riddell  
Special Large Plaza: 404  
Helmets/pads



**Booth: 432**  
See our ad on P. 64

**Ripon Athletic**  
290 Junction Street  
Berlin, WI 54923  
920-361-1500  
www.riponathletic.com  
Custom uniforms and jackets



**Special Area: 352**  
See our ad on P. 48, 95

**Rogers Athletic Company**  
495 Pioneer Parkway  
Clare, MI 48617  
800-438-4499  
www.rogersathletic.com  
Football sleds, shields and dummies,  
Pendulum weight racks and  
machines, portable medical tables

**Event Sponsor**

**ROUTE Analytics, Inc.**  
Booth: 739  
Recruiting decision support + predictive analytics

**Rubicon Elite Performance (REPSVR)**  
Booths: 17 & 19  
Training/performance development

**Safe Communication Consultants, LLC**  
Booth: 127  
App that automatically links parents to all messages between  
coaches and athletes

**Schmitz Foam Products**  
Booth: 4  
Shock & drainage pad for the artificial turf industry

**School Pride**  
Booths: 843-845  
Helmet decals, goal boards, facility graphics

**Schutt Sports**  
Booth: 947  
Football helmets, shoulder pads, apparel

**Sehat Sporting Goods**  
Booth: 170  
Sporting Goods



**Booths: 561-563-565**  
See our ad on P. 39

**Shaw Sports Turf**  
185 South Industrial Blvd.  
Calhoun, GA 30701  
866-703-4004  
www.shawsportsturf.com  
Artificial turf

**Event Sponsor**

**Shield Lockers**  
Booths: 119-121  
Custom athletic lockers

**Shields Designs**  
Booth: 948  
Awards, memorabilia, laser engraving

**Sidas NA**  
Booth: 929  
3D Foot Scanner with virtual shoe sizing and try-on, custom  
insole fabrication solutions

**Sideline Power**  
Booths: 266-268-270  
Headsets, endzone cameras, portable sound systems



**Booth: 965**  
See our ad on P. 69

**Signature Championship Rings**  
4630 Antelope Creek Rd., #140  
Lincoln, NE 68506  
800-273-8124  
www.signaturechampions.com  
Championship rings

**Skills Shark Athlete Evaluations**  
Booths: 727-729  
Athlete evaluation software



Lazzer Down and Distance Markers combine patented technology with state-of-the-art LED displays to deliver an unrivaled game day experience, whether on the field, on the sideline or in the stands.

- LIGHTEST ON THE MARKET
- FULLY WATERPROOF
- ROUNDED CORNERS AND SLIM PROFILE
- 18-MONTH WARRANTY
- POLYCARBONATE HOUSING
- 7+ HOUR RECHARGEABLE BATTERY
- CLOSED CELL FOAM PROTECTION
- SINGLE-HANDED OPERATION
- NON-REFLECTIVE MATTE FINISH
- TWO-PIECE PADDED ALUMINUM POLE

**SEE LAZZER DOWN IN AFCA BOOTH 260**

[WWW.LAZZERDOWN.COM](http://WWW.LAZZERDOWN.COM) 816-645-6151



**SIGNATURE**  
CHAMPIONSHIP RINGS

**THE BEST CHAMPIONSHIP RINGS  
THE RIGHT PRICES**

Because this season should be remembered forever



[SIGNATURECHAMPIONS.COM](http://SIGNATURECHAMPIONS.COM) | 800-273-8124 | [QUESTIONS@SIGNATURECHAMPIONS.COM](mailto:QUESTIONS@SIGNATURECHAMPIONS.COM)  
**VISIT US IN AFCA BOOTH 965**

SkyCoach, LLC  
Booth: 210  
Sideline replay



**Booth: 200**  
See our ad on P. 41

**SMG Equipment, LLC**  
2002 West Valley Hwy N., Suite 200  
Auburn, WA 98001  
253-350-8803  
www.smgequipment.com  
Equipment and tools for the installation and maintenance of running tracks & synthetic turf fields

Snap!Raise  
Booth: 873  
Online fundraising platform

Sorinex Exercise Equipment  
Booth: 953  
Exercise equipment

Southwest Host Services  
Booth: 773  
Hotels for team travel & recruiting



**Booth: 557**  
See our ad on P. 73

**Spacesaver**  
1450 Janesville Ave.  
Fort Atkinson, WI 53538  
800-255-8170  
www.spacesaver.com  
Athletic equipment storage

Sport Scope, Inc.  
Booths: 439-441 & 538-540  
Endzone cameras & sideline replay

**SPORTABLE™**  
GAMES IN NUMBERS

**Booth: 927**  
See our ad on P. 22

**Sportable Technologies Ltd**  
2nd Floor, Willow ouse  
72-74 Paul Street  
London  
EC2A 4NA  
+44 7961242634  
www.sportable.com  
Wearable Technology



**Booth: 864**  
See our ad on P. 26

**SportCoat**  
27100 Hall Road  
Flat Rock, MI 48134  
248-308-6594  
www.sportcoatna.com  
Paint/coatings company with over 2000 custom color formations created specifically for football



**Booths: 531-533**  
See our ad on P. 17

**Sports Attack**  
PO Box 1529  
Verdi, NV 89439  
800-717-4251  
www.sportsattack.com  
Ball throwing machines

Event Sponsor

Sports Laundry Systems  
Booth: 832  
Athletic laundry equipment

Sports-O-Zone LLC  
Booths: 519 & 521  
Athletic sanitizer

Sportsman's  
Booth: 829  
Team equipment, team uniforms

Sportsman's Reconditioning  
Booth: 831  
football reconditioning

SportSoft, Inc.  
Booth: 120  
Sports inventory software

SportStar  
Booth: 853  
Chinstraps & helmet accessories

SpotterEDU  
Booth: 123  
Automated attendance for student athletes

Sprinturf, LLC  
Booth: 966  
Manufacturing and installation of synthetic turf systems

SPT USA, Inc.  
Booth: 7  
Wearable GPS tracking for sports

**STRENGTH.COM**

**Booth: 960**  
See our ad on P. 46

**Strength.com**  
30 Maxwell  
Irvine, CA 92618  
877-410-2877  
www.strength.com  
Sports nutrition products

Sweet X Teams  
Booth: 174  
Laundry cleaning products

# Football CoachesInsider

Available to all coaches at any level  
**FREE Coaching Videos and Articles!**



- Free Videos
- Top Instructors
- Free Articles
- Free Coaching Tools
- Save Favorites

...and much more!

**Become a Coaches Insider Content Contributor!**

Share your content for a chance to be included in our newsletter, website, and social media. Contact jim@CoachesInsider.com for questions.



Register for your **FREE Access:**  
**www.CoachesInsider.com**

Additional Sport-Specific Content:

Track & Cross Country • Soccer • Football • Baseball • Volleyball • Wrestling  
Softball • Men's Basketball • Women's Basketball • Lacrosse • Athletic Directors

Swift Performance  
Booth: 155  
Testing and Training Sysetms

Teamworks  
Area: 636  
Athlete engagement software

Telemetry Sports  
Booth: 952  
Data services



**Booths: 256-258**  
See our ad on P.82

**Texon Athletic Towel & Supply**  
15239 Herriman Blvd.  
Noblesville, IN 46060  
800-328-3966  
www.texontowel.com  
Towels, laundry straps, laundry carts, z-racks



**Booth: 275**  
See our included  
postcard

**The Finisher**  
1701 W 94th Street  
Minneapolis, MN 55431  
888-507-4668  
www.thefinisher.com  
The Finisher flipsled

The Jason Foundation, Inc.  
Booth: 447  
Youth suicide prevention programs



**Booth: 819**  
See our ad on P.27

**The Right Stuff**  
6525 Gunpark Drive, Suite 370-121  
Boulder, CO 80301  
720-684-6584  
www.therightstuff-usa.com  
NASA-Developed Hydration

The Versaboard, LLC  
Booth: 113  
Field equipment - Offensive line boards

**Morgan Stanley**

**Booth: 962**  
See our ad on P. 47

**The WNK Group at Morgan Stanley**  
4969 U.S. Highway 42, Suite 1200  
Louisville, KY 40222  
800-966-4617  
advisor.morganstanley.com/the-wnk-group  
Financial planning

Thor Photomedicine  
Booth: 176  
Novothor, LX2.3, Photobiomodulation

Tracking Football, LLC  
Booths: 224-226  
Recruiting/scouting service



**Booths: 743-745**  
See our ad on P.37

**Turf Tank**  
3330 Cobb Parkway NW, Suite 324-380  
Acworth, GA 30101  
877-396-4094  
www.turftank.com  
Intelligent One GPS paint robot

Under Armour  
Special Area: 618  
Custom team apparel, uniforms, footwear and  
football equipment

Unequal Technologies Co.  
Booth: 449  
Helmet liners and chin straps

United Sports Brands  
Booths: 868-870  
Gloves, protective & padded apparel, mouthguards,  
sports med.

UNX Industries  
Booth: 182  
Laundry chemicals, dispensers & sanitizers

Varsity Scoreboards  
Booth: 973  
Scoreboards

Victory Game Clocks  
Booth: 944  
Practice timers, play clocks, elec. Down markets



**Booth: 775**  
See our ad on P.19

**Vokkero**  
25 Main Street, 3rd Floor  
Tuckahoe, NY 10707  
844-865-5376  
www.vokkerousa.com  
Wireless technology

VSP Graphic Group  
Booth: 159  
Environmental Graphics And Signage

Whistle Recruiting  
Booth: 913  
Recruiting - Software



**Booths: 505-507**  
See our ad on P.29

**Williams Strength, Total Strength & Speed**  
720 Chris Drive  
West Columbia, SC 29160  
888-532-8227  
www.totalstrengthandspeed.com  
Weight Room Equipment, Weight Room Design,  
Weight Room Drafting & Customizations, Racks &  
Rigs, Tsunami Bars

Wilson Sporting Goods  
Booths: 431-433 & 530-532  
Football manufacturer

Xenith  
Area: 366  
Helmets, shoulder pads, accessories, apparel

XTECH Protective Equipment  
Booth: 931  
Protective equipment - Football shoulder pads and accessories  
from the neck down.

ZB Products LP/Zoombang  
Booth: 3  
Sports protective gear

Zcruit  
Booths: 1012-1013  
Recruiting analytics

Zurvita  
Booth: 674  
Wellness products

AFCFA  
AMERICAN FOOTBALL COACHES ASSOCIATION

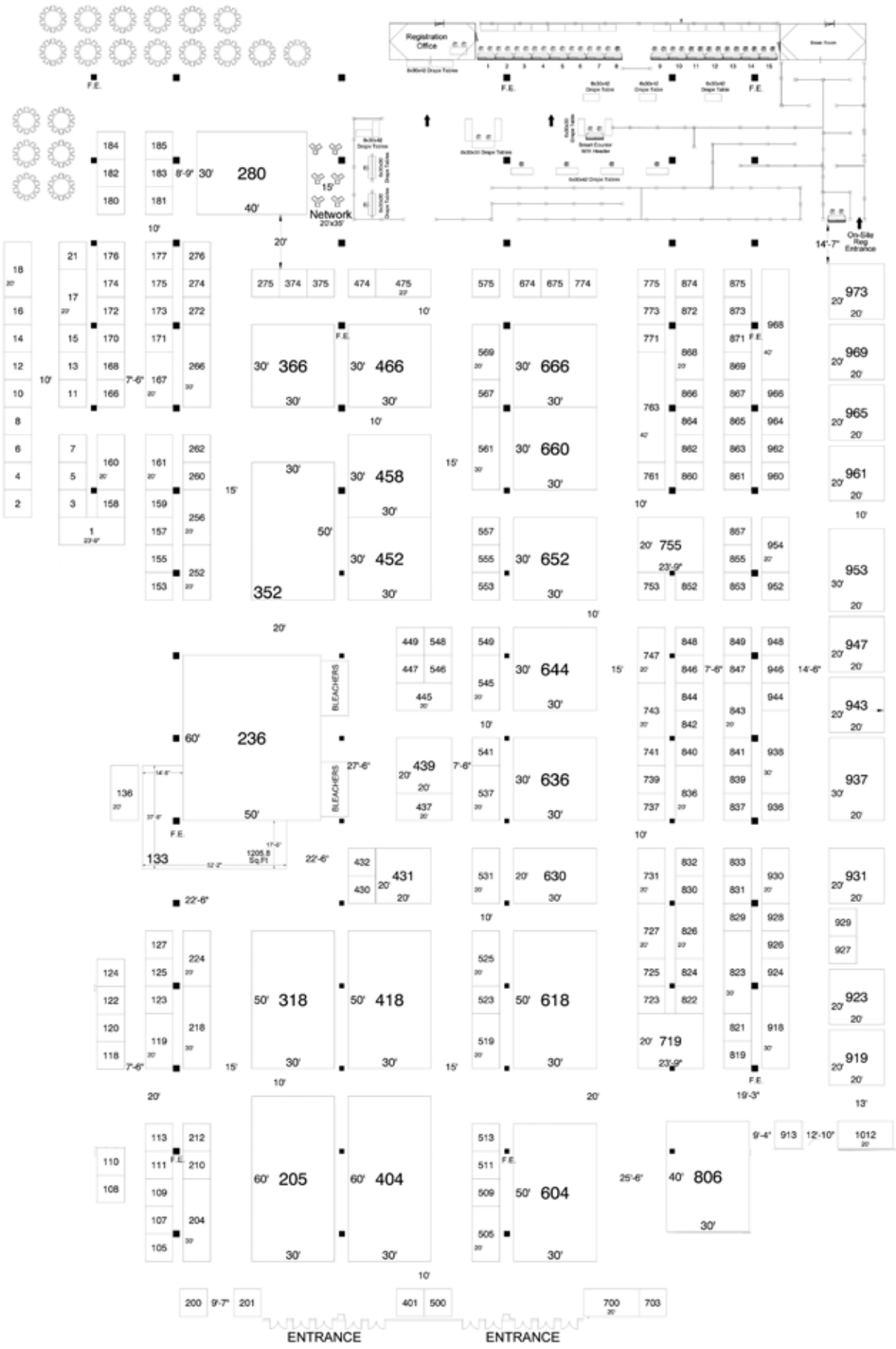
@WeAreAFCFA

Follow Us  
on Twitter!



2020  
 AFCA Convention  
 January 12-14, 2020  
 Gaylord Opryland  
 Resort &  
 Convention  
 Center  
 Nashville, Tennessee

# AFCA TRADE SHOW EXHIBITOR BOOTH MAP



**BOOTH MAP  
 CURRENT AS OF  
 December 13, 2019**



# A GAME CHANGER IN FOOTBALL STORAGE

Organize your gear so you can focus on developing athletes, not digging for equipment and uniforms. We'll help save space, protect gear, and make it easy to find what you need.

COME TALK TO US

**BOOTH #557**

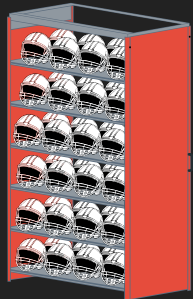


## THE BEST WAY TO **KEEP GEAR ORGANIZED** IN YOUR EXISTING SPACE.

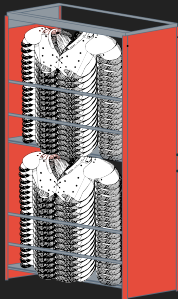
Keeping K-12 athletic programs, University and Professional team's focus on the field by protecting and organizing their gear with high-density mobile systems.



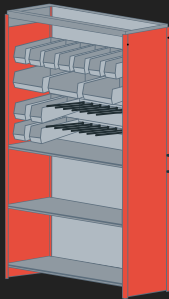
### CHOOSE YOUR ZONES. BUILD YOUR PROGRAM.



HELMET ZONE



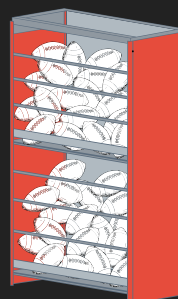
SHOULDER PAD ZONE



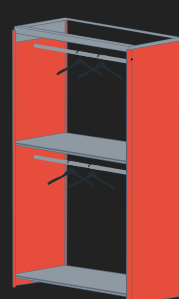
MISC. STORAGE ZONE



TOTE ZONE



FOOTBALL ZONE



JERSEY ZONE

Contact us today to optimize your space!

SPACESAVER.COM | 800.492.3434



# CATAPULT



## ATHLETE MONITORING

Our athlete monitoring solutions enable you to prepare your players for competition, keep up with the demands of elite sport, and support robust injury rehabilitation.



## VIDEO TECHNOLOGY

Our video solutions provide detailed insights that are used to inform tactical decisions, player feedback and talent identification.



## ATHLETE MANAGEMENT SYSTEM

AMS by Catapult is a platform that helps to build, manage and improve the performance of athletes and sports teams.



# Play Smart. Defy Limits.

We exist to build and improve the performance of athletes and teams.

[www.catapultsports.com](http://www.catapultsports.com)

# COLLEGE FOOTBALL IS MAYHEM



**This season protect yourself  
from Mayhem with Allstate.**



© 2019 Allstate Insurance Co.

# AFCA & AMWAY

# GREAT TEAM



Image by "GET Creative"

Coaches and business owners both build winning teams, both inspire, both motivate, both bring out the potential with those on their team. Both are a driving force for positive change and helping people achieve their goals. Amway recognizes this and is proud to partner with the American Football Coaches Association (AFCA), which is nationally known for its excellence in coaching, training and leadership.

Amway is a global, direct-selling consumer products company that has been empowering people to own their own businesses for more than 60 years. Now in the sixth consecutive year as the exclusive sponsor of the Amway Coaches Poll and presenting sponsor of the AFCA Coaches' Trophy.

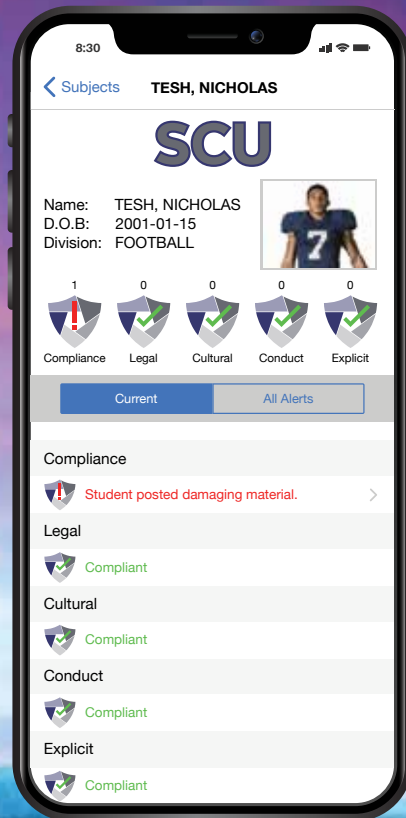
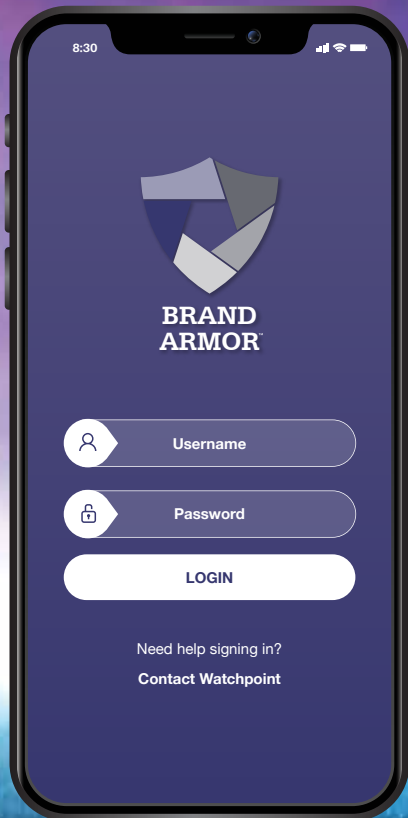
Amway is proud to drive success both on the field and in business. The teachings of AFCA coaches transcend coaching boundaries — tackling tough issues like perseverance, recruitment, leadership, discipline, teamwork and goal setting. And since the beginning of their partnership in 2014, the AFCA and Amway have arranged more than 100+ coach speaking appearances where coaches have inspired business leaders on these such topics.

**To learn more about Amway's partnership with the AFCA or on becoming an Independent Business Owner, visit [www.amway.com/coachespoll](http://www.amway.com/coachespoll).**



# YOUR BRAND. YOUR REPUTATION.

*Don't let a bad post on social media be the opponent that beats you.*



## Institutions

Protecting the reputation of the institution by monitoring and providing actionable insights to enhance the brand's public image

## Recruiting Service

Enhancing the quality of deliverables by supplying relevant intel on the character of recruits to ensure underlying principle fit

## Coach & Athlete Brand

Personal brand protection for coaches and athletes results in a significant capture of future earnings and marketability.

## CULTURE FIT

- Intelligence gathering
- Integrity summarization
- Identify damaging activity
- Discovering objectionable online content

## SOCIAL IMAGE TRAINING & CONSULTING

- Educational seminars
- Social media consulting
- Portfolio development

## SOCIAL LISTENING

- Reputation rehabilitation
- Web/App-based reporting
- Push notifications
- Mitigation of public relations issues

Honor a football coach who  
influenced your life  
in the

# Plaza of Influence<sup>®</sup>



100 Legends Lane | Waco, Texas 76706  
254.754.9900 | 254.754.7373 fax  
www.afcf.us



Capstone



Brick



Tile

## Plaza of Influence Order Form

Please print or type. You may also fill out this form at [www.afcf.us](http://www.afcf.us) under Plaza of Influence.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Are you an AFCA member?  Yes  No

Capstone (\$1,200)  Tile (\$500)  Brick (\$200) – **Order Total:** \$ \_\_\_\_\_

**On a separate sheet of paper:** (1) Please print or type your inscription information. We reserve the right to abbreviate. See the back of this card for line and character limits. (2) Please tell us how the honoree influenced you. Your gift information will be posted on our website [www.afcf.us](http://www.afcf.us).

**Inscription Limits:** Capstones: 7 lines, 30 characters per line;  
Tiles: 7 lines, 20 characters per line; Bricks: 3 lines, 20 characters per  
line *Note: Spaces are considered one (1) character*

### Payment Options:

Check (payable to American Football Coaches Foundation)

Money Order

Please charge my credit card:

VISA  MasterCard  AmEx  Discover

Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

*All information must be completed and signature affixed in order to process credit card payment.*

**For questions or information, contact:**  
Sara Schindler  
[sara@afca.com](mailto:sara@afca.com) • 254-754-9900

Our goal is to help you  
pursue yours.  
It's that simple.



At Merrill, we'll help you get ready for the future with a financial strategy that's just for you.

### **Rogers Holley/Hewlett Team**

**Joanna Rogers, CPFA**

Senior Financial Advisor

254.751.2705

[joanna.rogers@ml.com](mailto:joanna.rogers@ml.com)

### **Merrill Lynch Wealth Management**

510 N VALLEY MILLS DR

STE 700

Waco, Texas 76710

[www.fa.ml.com/rogers-holley-hewlett-team](http://www.fa.ml.com/rogers-holley-hewlett-team)



Merrill Lynch, Pierce, Fenner & Smith Incorporated (also referred to as "MLPF&S" or "Merrill") makes available certain investment products sponsored, managed, distributed or provided by companies that are affiliates of Bank of America Corporation ("BoFA Corp."). MLPF&S is a registered broker-dealer, Member SIPC and a wholly owned subsidiary of BoFA Corp.

Investment products: **Are Not FDIC Insured** **Are Not Bank Guaranteed** **May Lose Value**

The Bull Symbol and Merrill Lynch are trademarks of Bank of America Corporation.

© 2019 Bank of America Corporation. All rights reserved.

AR9PDGGT Vault-BAT4AD | MLWM-244-AD | 470948PM-0519 | 05/2019

# Power Read: Easy Reads And Adjustments For The Quarterback And Offensive Line

By Jason Lebeau, Head Coach, Western New England University

We are an up-tempo, no huddle, and multiple spread offense. Our base inside run play is mid zone, full-field attack play. Our main secondary inside run play is power. We run one-back and two-back power out of every formation in our offense. We have traditionally been a run-first team, but only run a few concepts for our offensive line.

Our quarterback is an athlete who can handle the zone read game as well as RPOs and play-action pass. We do utilize the quarterback run game and like to use our quarterback in the numbers game against the defense. The Power Read play is specifically designed for a quarterback you're okay with running between the tackles. We run the quarterback more than most teams because of our schemes.

Everything we do is about space on the field and finding where we have numbers and better matchups. For example, if the defense has five defenders in the box, then we want to run the ball there. If the defense has more numbers than we can block in the box, then we want to get the ball to the

outside and attack the perimeter. We consider the box to be outside shoulder of a normal tight end alignment on one side to the other and 7 yards deep.

## Power Read

We created our Power Read play by mixing the philosophy and techniques of our mid zone and power plays combined. We spend tons of time getting good at those two plays because we want our offensive line to continue to use the same skills repeatedly. That is a huge part of our fast-paced philosophy.

The play-side offensive linemen (including the center) execute the same techniques as the backside of our zone read scheme. This scheme adjusts depending on who the read is. The backside offensive linemen run our base power blocking scheme techniques including a skip pull and gap hinge.

The defense needs to defend backside B gap all the way to front side sideline during this play. Their alignment and reactions dictate where the ball is going to go for us.

Diagram 1

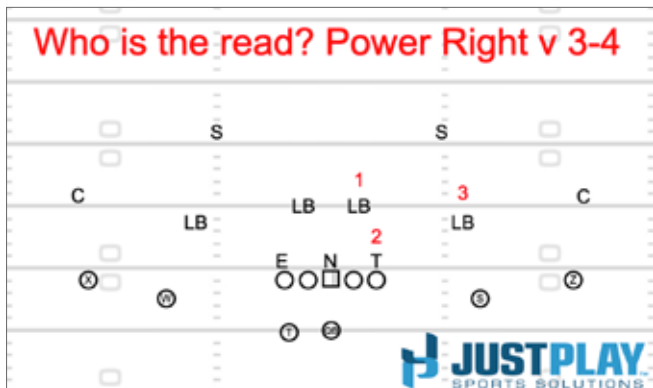


Diagram 2

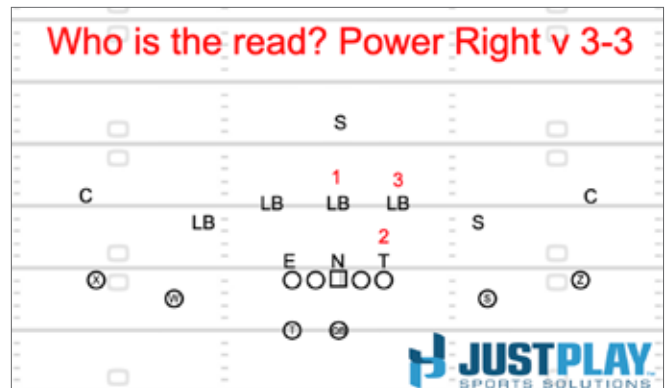


Diagram 3

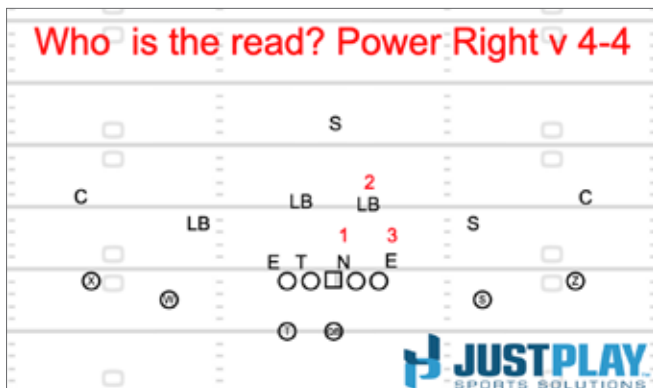
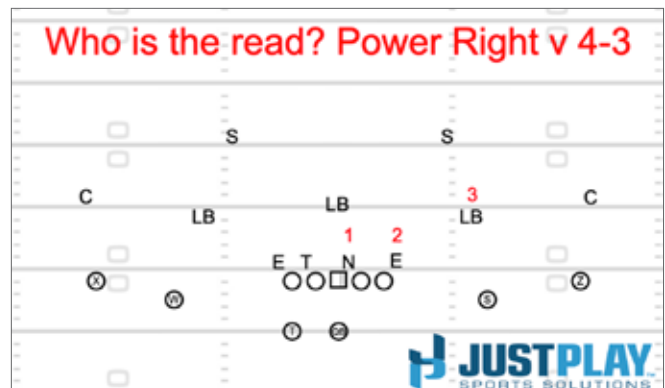


Diagram 4





## The Read

Who we read on this play adjusts depending on the alignment of the defense. Similar to many other plays in our offense, we use a count system to determine who the read is. We read No. 3 starting in the play-side A gap. We do not count a head-up nose guard aligned on our center.

Our quarterback is ultimately responsible for calling out the read to the rest of the offense. Our offensive line always utilizes a count system as well. The scheme will then adjust once the read has been identified.

Here are some examples of who the read is. The number 3 in each picture is who the quarterback will identify as the read.

In Diagram 1, the defense is aligned in a 3-4 front. If power is being run right, then the A gap defender to the play side (don't count a head-up nose) is the inside linebacker. The end/tackle to that side is number 2 and the potential B-gap defender. The linebacker just outside the box is number 3 and the read in this front.

The idea is, against this front, if number 3 stays outside the box, then the quarterback will keep the ball and run the quarterback power against a five-man box. We're looking for a 5-on-5 matchup with a quarterback who can run.

In Diagram 2, the defense is aligned in a 3-3 front. If power is being run right, then the A gap defender to the play side (don't count a head-up nose) is the stacked middle backer. The end/tackle to that side is number 2 and the potential B gap defender. The linebacker stacked over the end/tackle is number 3 and the read in this front.

If number 3 stays in the box, then we want the ball outside. If number 3 moves outside, then the quarterback will keep the ball and run the quarterback power against a five-man box. The potential movement (or lack of movement) of the read allows us to get the ball where we want against appropriate numbers.

In Diagram 3, the defense is aligned in a 4-4 front. If power is being run right, then the A gap defender is the nose guard aligned in the A gap. The inside linebacker to that side is number 2 and the potential B gap defender. The end aligned to that side is number 3 and the read in this front.

This is a much more standard look. If number 3 stays at the LOS and in the box, then we want the ball outside. If number 3 moves up-field or outside, then the quarterback will keep the ball and run the quarterback power against a five-man box. The

potential movement (or lack of movement) of the read allows us to get the ball where we want against appropriate numbers.

In Diagram 4, the defense is aligned in a 4-3 front. If power is being run right, then the A gap defender is the nose guard aligned in the A gap. The end to that side is number 2 and the potential B gap defender. The linebacker aligned outside to that side is number 3 and the read in this front.

Against this front, if number 3 stays outside the box, then the quarterback will keep the ball and run the quarterback power against a five-man box. We're looking for that 5-on-5 matchup with a quarterback who can run.

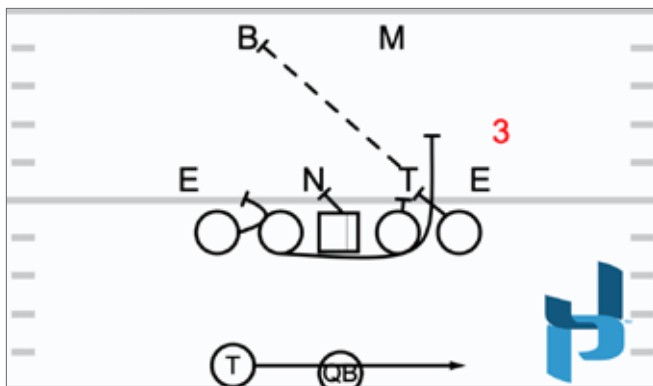
## Offensive Line Key Points

There are some key points to teach the offensive line to best execute this play. First, they need to know who the read is. The quarterback must clearly communicate who the read is and then the offensive line can execute their own communication system.

For the attack-side offensive lineman (read side), we want them to treat it like the backside of our zone read scheme. For example, if the read is the outside linebacker, then the offensive linemen will block the defensive lineman just like they would if we were not reading the defensive end on zone read. We call this our "brick" scheme. If the read is the defensive lineman, then we should zone block through the backside lineman to the backside linebacker.

In Diagrams 5-8, the backside offensive lineman is executing base power techniques. The backside guard is skip

Diagram 5



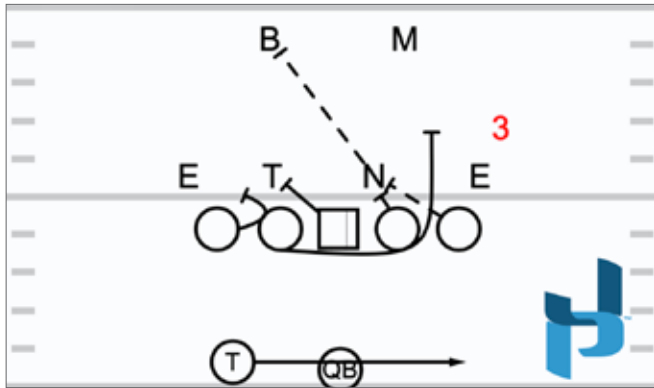
pulling for the front-side second-level threat. He is pulling to the zone side so he knows not to chase any flowing linebacker and to just zone climb. The backside tackle is gap hinging for the backside B gap just like he would in our power scheme.

**Lead Blocker**

This Power Read play can be run with or without a lead blocker. If you are utilizing lead blocking, nothing changes for the scheme, except now, the lead blocker has a job. He is responsible for the fire, wall, alley block. (See Diagram 9)

The blocker does not need to worry who the read is, but he does need to know that he will never block a defensive lineman. The first block he looks for is the fire block. This is

Diagram 6



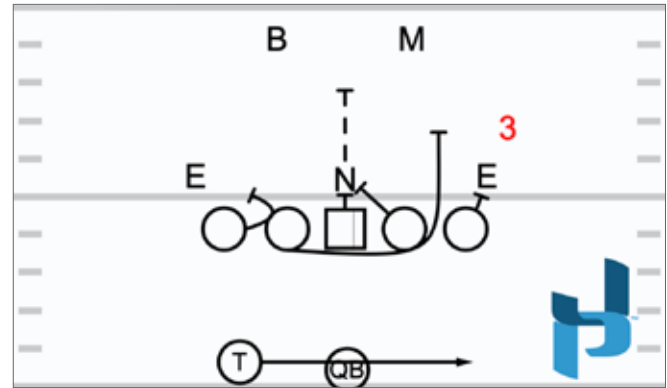
when a defender off the outside comes flying up-field (could be a blitz). The second block is the wall, which is when a second-level defender from inside the box flows outside. The third block which is typically a third-level defender coming downhill through the second level.

Our aiming point for the blocker is the outside hip of the defender. The lead blocker is really meant to be the blocker for the perimeter-run portion of the play.

**Quarterback Key Points**

There are some key points to teach the quarterback to best execute this play. He must understand the count system and then effectively communicate who the read is to the offensive

Diagram 7



**LOOP YOUR GEAR LOCK YOUR SOCKS**

GET A FREE LAUNDRY STRAP SAMPLE  
[textontowel.com/sample](http://textontowel.com/sample)

**TEXON**  
 SERVING the ATHLETIC COMMUNITY since 1976

25 COLORS  
 (800) 328-3966

**LOCKERS** lockers.com  
 1-800-LOCKERS

Volume Discounts Available!  
 Call us for a free quote or catalog!  
**1-800-562-5377**

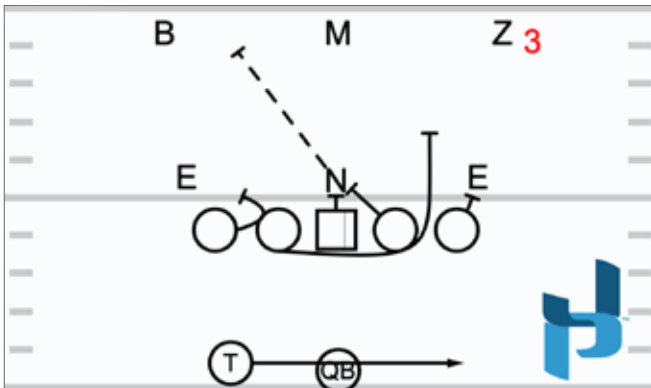
SALSBUURY INDUSTRIES

line. Then, if there are any motions — and more specifically, jet motions — he must make sure the timing is spot-on for the play to be best. We teach the quarterback to snap the ball during jet motion as soon as the guy in motion enters the tackle box.

In terms of technique, the quarterback will first take a step back with his inside foot. We teach our backs to align on the quarterback's heels, and we want them to be able to stay flat through the mesh point. After the step-back by the quarterback, he will then take a flat shuffle step toward the read. We tell him to keep eyes directly on the hips (and eyes) of the read key.

Typically, a small second shuffle will occur naturally, but we do not want him going further than the play-side B gap.

Diagram 8

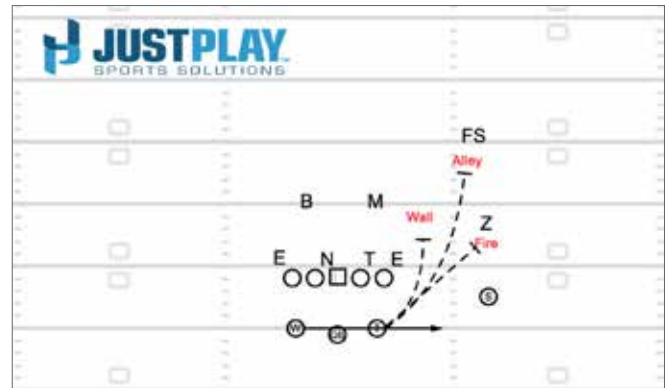


During the mesh, the quarterback must keep a firm grip on the football and his elbows in. Mesh must be practiced many times to get it right. It is our belief that it needs to be a “feel thing” and relationships must be created.

### Plays With Power Read

Power Read complements other plays well in our offense. Play-action off the jet look (as well as regular mesh) and using a pulling guard play-action work well for vertical attacks. We also like to run inside zone underneath the jet backfield action to keep the linebackers honest. Then, counters and running plays opposite the action is a great way to make sure the defense defends the full field against your schemes. **AFC**

Diagram 9



**You Deserve the Cart that Works for You**

**ROYAL**  
BASKET TRUCKS  
800-426-6447  
www.royal-basket.com

# Multiple Fronts In The 3-3-5

By Zach Arnett, Defensive Coordinator, San Diego State University

Across the college football landscape, there is an increase in hybrid defenses and defensive personnel groupings. The need to be multiple, and present different looks to the offense, has never been more important. After all, offensive coaches have done a fantastic job studying exactly how defensive players are coached to align and react.

Offensive play-callers are identifying with great success where on the field or who on the defense they can put under the most stress. Offenses are forcing defenses to cover every yard of the field both horizontally and vertically. Defensive coaches are fooling themselves if they think they can just line up in a couple of static fronts and play base defense all game.

Every year, there's more of an emphasis for defenses to generate turnovers and create lost-yardage plays to put the offense behind the chains. When defenses create negative plays like sacks and tackles-for-loss, it pushes the opposing offense out of its comfort zone. Offenses are comfortable when they know exactly how the defense is going to line up and react. We believe our 3-3-5 scheme allows us the flexibility to be multiple in our fronts, stunts and blitzes without having to constantly substitute personnel.

Two of the defense's advantages are to play harder and more aggressive than the offense, and to create confusion in the minds of the opposing offensive players. It is of particular importance to create confusion for the quarterback and offensive line.

Why is it that on 3rd-and-long — an obvious passing situation — that there are all kinds of unique defensive alignments and personnel groupings? Clearly the defense is trying to confuse the quarterback to prevent him from identifying the coverage and to also perplex the offensive line to create breakdowns in pass protection or at least get favorable one-on-one pass rush matchups. Why do defenses tend to show less variety in fronts, stunts and blitzes on 1st and 2nd downs? At San Diego State, we believe the defense should always be the aggressor. It should

constantly be trying to create some mental confusion for the opposing offense.

The credit for this philosophy goes to our head coach and defensive play caller Rocky Long. He always challenges our defensive staff to give our players a schematic advantage and constantly asks, "Why not?" in defensive game-plan meetings.

For example, can blitzing a linebacker in the B gap be just as effective of a 3-technique as a defensive lineman? Why not? The linebacker is not as big or probably as strong as the defensive lineman and lacks the repetitions of playing as a 3-technique. Clearly based on that criteria, the answer is a definitive no. But if the offensive line doesn't know pre-snap that the linebacker is going to become the 3-technique and the linebacker can use his quickness to get penetration, then he can be just as effective if not more.

Here I will diagram and explain a few of the different ways that we get into two very traditional fronts (Over and Bear). Hopefully, it provides some insight into how we game-plan the front and why we believe the 3-3-5 gives us the best flexibility to achieve the multiple looks we want to present to the opposing offense.

For simplicity, I'm only going to diagram the five offensive linemen and a tight end against our three defensive linemen and three linebackers to illustrate a couple of the different ways we create these fronts. Obviously, there are game-plan decisions that have to be made regarding what coverages you want to play, how best to disguise them, and how to insert additional defenders like safeties into the box to account for all the gaps an offense can create.

## Over Front

The easiest way for us to get into an Over Front is to kick the defensive line one way or the other, and walk a linebacker down to play either the weak-side 5-technique or a head-up 8-technique on the tight end as shown in Diagrams 1-2. You must decide which version is better for you based upon your personnel and the opponent's.

Diagram 1

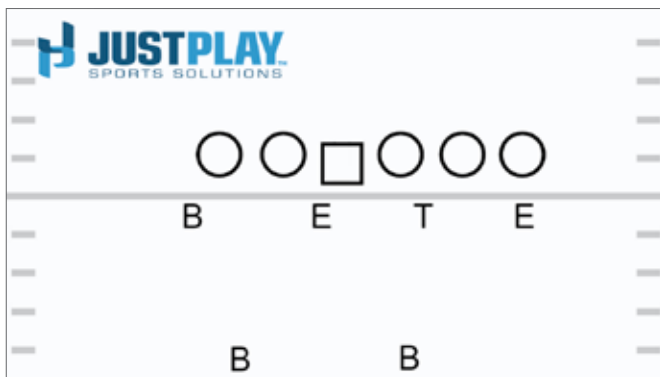
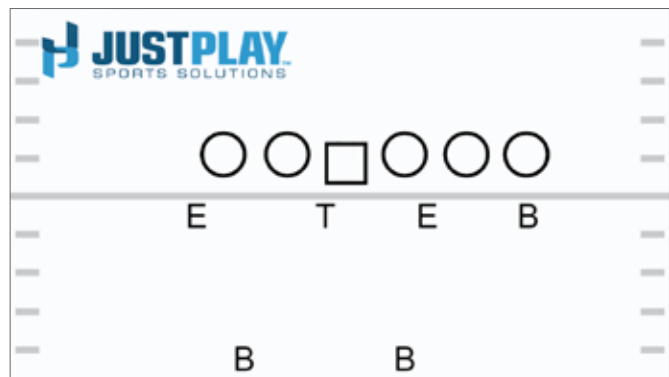


Diagram 2





**Hadar Tackle Rings**, come in multiple sizes to reduce the number of live hits in football practice for football players of all sizes and in a wide variety of drills. But don't just stop at tackling, Hadar Tackle Rings can be used for agility, footwork, timing and much more. And, with the built in football harness, use them for tackle ball stripping drills. Another effective tool to improve your team's football fundamentals.

**VISIT US IN  
AFCA BOOTH 763**



**Pop Up Football Dummies** feature molded padded bottoms that don't wear out when dragged across the field. Also, no blow up chambers to leak and fail. Heavy solid construction built to last. Available in three basic sizes. Optional arms can be fit on all pop up dummies.

**SAVE 10% OFF**  
Use Code: **AFCA20**



Go to work at practice and keep working. The **HX Series Football Sled** is the top-of-the-line football sled, featuring multiple pad options and configurations to let you do what you do best: coach football.

1. Powder coated & stainless steel hardware
2. Double runner construction
3. Heavy duty spring steel L-Bar
4. Multiple pad options available

**Made By Coaches,  
For Coaches!**



HadarAthletic.com  
Toll Free: (888) 655-1606

Against a team that likes to run the ball to an inline tight end, it's likely better to kick the defensive line strong so you have a defensive end matched up at the point of attack against the tight end. On the other hand, maybe your best defensive lineman is your nose tackle and you want him shaded on the center as much as possible to disrupt the snap and control the interior of the line of scrimmage. In that case, you would want to bring the outside linebacker down to the tight end and kick your defensive end down inside to play the 3-technique.

Perhaps you have a good edge-rushing outside linebacker and you like the matchup of him against the opponent's offensive tackle. You most likely want the ability to do both, because there are going to be situations in which you prefer one over the other. It's up to you to decide what fits your personnel the best and how much variety you can teach and practice while still effectively executing the scheme.

The two other variations of Over Front that we have the flexibility to get into start with our defensive line in a stack alignment. In that formation, the nose tackle is head-up on the center and the defensive ends are head-up on the offensive tackles. This is referred to as a 4-0-4 alignment. As seen in Diagram 3, a linebacker will walk down on the tight end and the defensive line will slant away from the tight end on the snap. After the defensive line executes its movement, we are in an Over Front. This can be disguised by blitzing the outside linebacker off the edge to the tight

Diagram 3

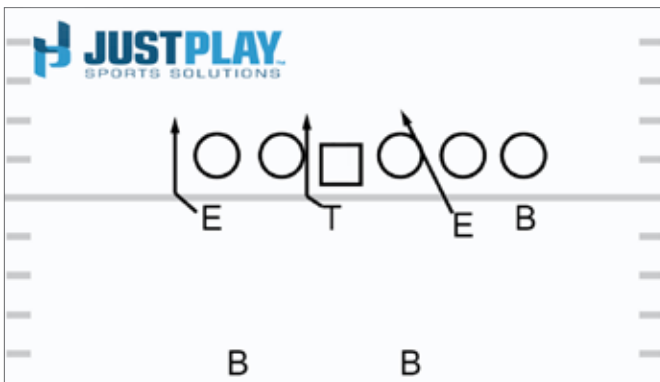
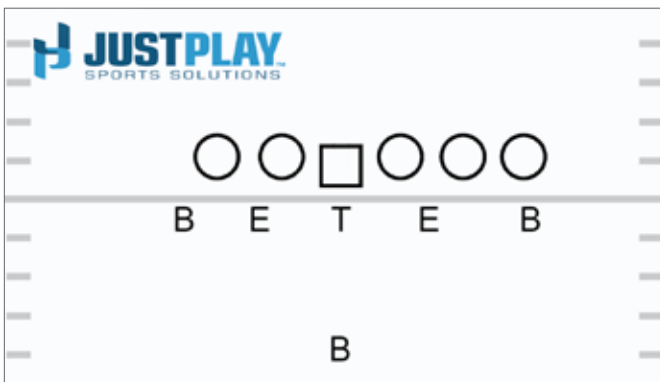


Diagram 5



end instead of showing it in pre-snap alignment. How you decide what you want the outside linebacker to accomplish and the technique you want him to play with will dictate whether you prefer him as a blitzer or part of the front pre-snap.

As shown in Diagram 4, we are still in Stack Front, but we are going to create the 3-technique to the tight end by blitzing a linebacker. It's your preference whether the middle linebacker or your outside linebacker is the B-gap blitzer, but in the end, you are still just playing Over defense. This has been a particularly effective variation for us against the spread offenses that like to base out of four-wide receiver sets. It disguises well and you can get the 3-technique exactly where you want him (for example, to or away from the offset running back in the shotgun).

**Bear Front**

Bear Front is becoming increasingly popular in defending the inside zone against the spread rushing attack, because it allows you to account for the interior gaps so you can walk second-level defenders out to an alignment to better play both run and pass. As shown in Diagram 5, the simplest way for us to get into a bear front is to simply walk both outside linebackers up on the line of scrimmage to become the 9-techniques and align the defensive ends in 3-techniques.

Similarly, in Diagram 6, we will start in a Stack alignment and stunt into Bear. We want our players

Diagram 4

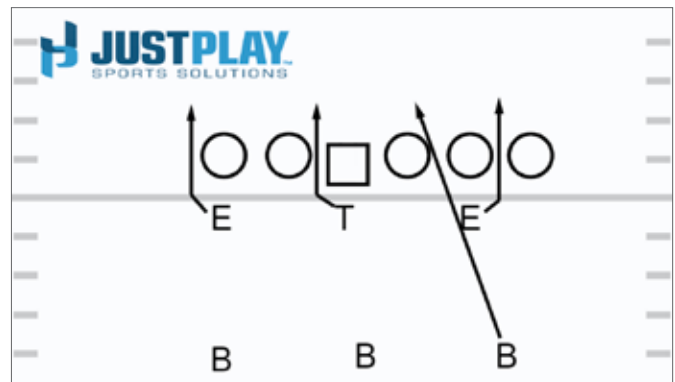
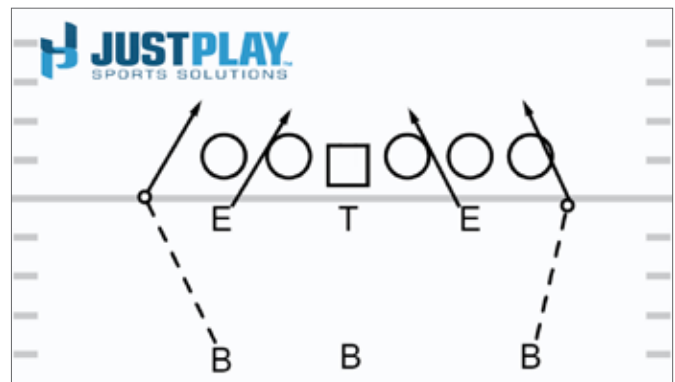


Diagram 6





*"We've had the pleasure to work with Power Lift on 3 different facilities, the latest being our South End Zone Athletic Performance facility. Power Lift assisted us from start to finish with the design and equipment selection. The end result speaks for itself as we have one of the top facilities in the country."*

*- Rohrk Cutchlow, Director of Athletic Performance  
University of Missouri*

# CONCEPT TO COMPLETION

*"Power Lift way exceeded our expectations in the production of our new weight facility. It is the crown on our new athletic facility that will carry us through the next 20 years. The little details and custom features make it one of the best weight facilities in Texas."*

*- Bill Elliott, AD/Head Football Coach, Calina ISD*

# POWER LIFT®

Power Lift prides itself in being the leading innovator of the most durable, heavy-duty, customizable strength-training equipment available. 80% of our installations are customized to fit each individual facilities' specific needs.

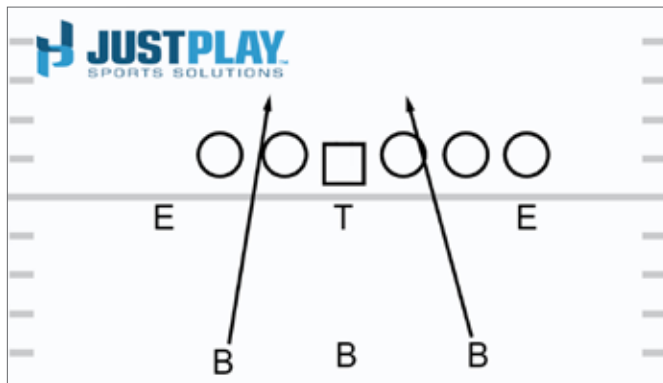
From Concept to Completion – Power Lift will be there to help you achieve all of your strength training goals. #powerliftproud

**CALL 800.872.1543 OR VISIT [POWER-LIFT.COM](http://POWER-LIFT.COM) TO GET STARTED**

to understand that pinching the defensive ends from 4-techniques and blitzing the outside linebackers off the edge represent a very aggressive defense, and we are trying to get penetration into the backfield to create negative plays.

The other two ways we get into a Bear Front are illustrated in Diagrams 7-8. Just as we diagrammed earlier in creating an Over Front by blitzing a linebacker into the B gap, we will accomplish the same thing by blitzing both outside linebackers into the B gaps. It is necessary

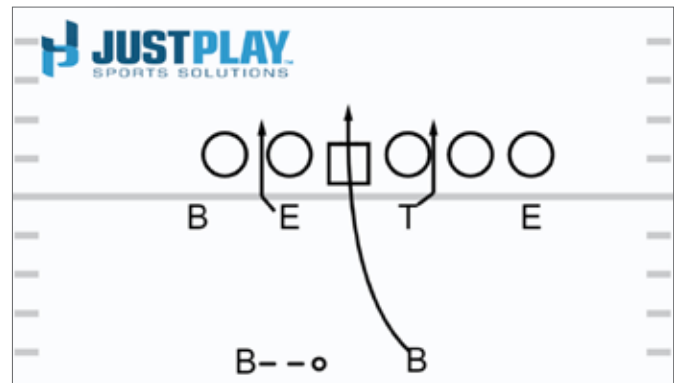
Diagram 7



to give your linebackers aiming points so you get them to accomplish what you want out of the blitz. Those aiming points could be the outside shoulders of the guards, the inside shoulders of the offensive tackles, or to hit the gap vs. teams with big splits and try to get as much penetration as possible.

The last variation for getting into a Bear Front starts in an Even Front with two head-up 2-techniques on the guards. On the snap, both 2-techniques will loop to become B-gap players and one of the linebackers will run a blitz

Diagram 8



**POWERBLOCK**  
COMMERCIAL DUMBBELLS

ONE PAIR OF **POWERBLOCKS** replaces racks of dumbbells

Easy as:

Select

Lift

**Sizes available:**  
4-32, 10-50, 5-90, 12.5-125 or  
12.5-175 lbs per hand

Call or click for brochure or quote  
 877-316-9856 [powerblock.com](http://powerblock.com)

**J3 RINGS**  
• EST 1980 •

Since 1980, **J3 Rings** has been specializing in one-of-a-kind jewelry and Team Rings that commemorate achievements. Using our state-of-the-art CAD software and 3D printing technology, J3 Rings will create your custom rings to your specifications. No order is too large or too small. We have "A Ring for Every Budget."

**SEE US  
IN AFCA  
BOOTH  
946**

(800) 461-9215 | [info@j3rings.com](mailto:info@j3rings.com) | [www.j3rings.com](http://www.j3rings.com)



right down the middle of the center, effectively becoming the nose guard.

You're probably not expecting your blitzing linebacker to become a 2-gap player the way you would a true nose tackle, but you might get better penetration up the middle by cutting your linebacker loose and allowing him to penetrate off the center's movement. You might also like this matchup in a pass-rush scenario if you think the quickness of your linebacker can cause trouble for the center.

Ultimately, there is no substitution for effort and intensity in the game of football, but as defensive coaches

we must look for new ways to create confusion and hesitation in the minds of opposing offenses to give our players the best opportunities to generate negative plays.

We try to be as multiple as we can effectively execute. There is no sense in having a bunch of variety if you can't successfully practice and employ it. The key is finding that perfect balance of variety and multiplicity in your fronts, stunts, blitzes and coverages, while still being

“There is no sense in having a bunch of variety if you can't successfully practice and employ it. The key is finding that perfect balance of variety and multiplicity in your fronts, stunts, blitzes and coverages, while still being able to get enough reps in practice to be proficient on game day...”

able to get enough reps in practice to be proficient on game day. **AFCA**



**RALLY ATHLETIC BAGS**  
NO 1 FOOTBALL BAG!  
WE ARE THE MANUFACTURER!

25 YEARS AND OVER 4,000 TEAMS NATIONWIDE!  
STRONGEST NO 10 MILITARY ZIPPER!  
HEAVYWEIGHT 1000 DENIER NYLON CORDURA FABRIC

**800-932-3290**  
  
**MADE IN USA!**

**PRO VARSITY** 36X18X18  
**\$45**



**PRO ULTIMATE 2** 40X20X20 **\$50**



**PRO GLADIATOR** 24X14X14 **\$50**  
5 POCKET BAG



**HAND WARMERS**  
**\$20**



**GREAT COACHES BAG!**  
THE PRO VARSITY NO 1 FOOTBALL BAG  
MADE IN THE USA!



**FULL CAPES**  
**\$65** QUILT LINED!



[WWW.RALLYATHLETICBAGS.COM](http://WWW.RALLYATHLETICBAGS.COM) EMAIL: [RALLYATHLETIC@TULSACOXMAIL.COM](mailto:RALLYATHLETIC@TULSACOXMAIL.COM)

**SEE US IN AFCA BOOTHS 675 & 774**

# Maximizing Special Teams Periods: Part II, Dual Coaching Drills

By Adam Moses, Special Teams Coordinator, Wide Receiver Coach, Recruiting Coordinator, Ohio Northern University

**Editor's Note:** The following article is continued from the November/December edition of *AFCA Magazine's* section on Special Teams Chalk Talks.

Once the initial individual drills and scheme have been installed, the progression continues to the Dual Coaching Drills for each of the specific units. The biggest correlations come with Punt-to-Kickoff and Punt-Return-to-Kickoff-Return.

The upcoming drills are used with dual purpose to take advantage of the limited practice time given. After the players understand that these drills correlate with each other, they can become more successful on their specific units.

The main drills that are used for these two units can be split into station work or longer periods. The stations allow different coaches to be involved, which instill within the players the importance of special teams. While there are certainly a variety of dual coaching progression drills we could cover, for the purposes of this article, we'll cover the following station drills:

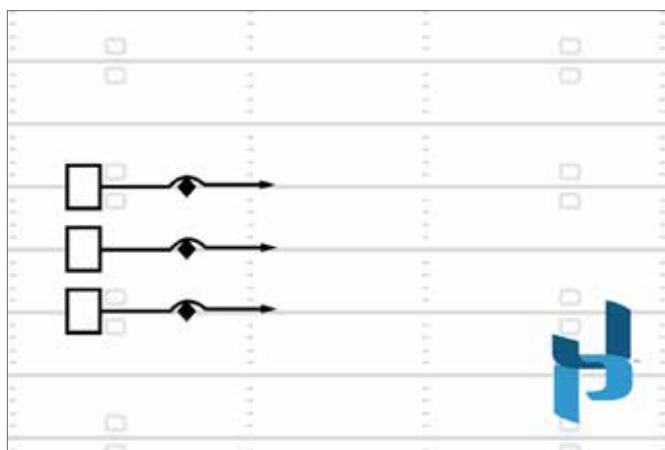
- Punt And Kickoff: Stick Avoid, Rip and Phase, Funnel, and Stun and Snatch
- Punt Return and Kickoff Return: Near Hip, Near Elbow, and High Screen

Station drills are an efficient way to get many reps using various techniques, allowing the players to recognize the crossover coaching — and ultimately the progressions — within the units.

## Punt And Kickoff — Stick Avoid

Stick Avoid relates to both punt and kickoff by concentrating on the ability to avoid an opponent blocker in the open field mid-sprint. Second, it allows the drill player to be evaluated on his ability to maintain his lane after avoiding the defender. (See Diagram 1)

Diagram 1



1. Three lines of players, three token defenders 5-10 yards off. Coming from off sideline to use yard lines as landmarks.
2. Kickoff player sprints at the defender.
3. Stick off foot in ground and violently rip/avoid the defender.
4. "Restack on the yard line to force kickoff player to remain in "coverage lane."

### Focus

- Maintain sprint speed through the "avoid" portion of the defender.
- Violent/physical rip through the defender.
- Restack on the yard line to keep lane control.

## Punt And Kickoff — Rip And Phase

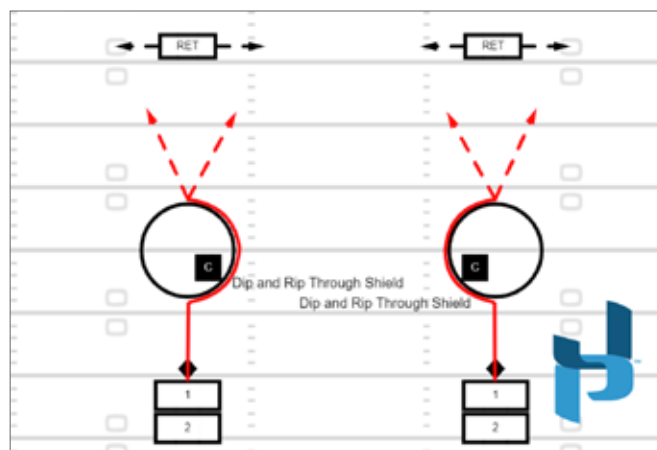
Rip and Phase focuses the drill player on physically ripping through his blocking contact, then adding the reactionary phase of a returner. The drill player must identify that this drill is in a close-quarters space linking to that section of kickoff coverage and punt coverage. (See Diagram 2)

1. One player at a time, one coach in the hoop, and one returner.
2. Drill player attacks the middle of the hoop, dips and rips to drill side, ends in phase with returner.
  - a. Keep returner on kickoff inside shoulder.
  - i. Rip to right — Keep on left shoulder.
  - ii. Rip to left — Keep on right shoulder.

### Focus

- Maintain full speed on dip and rip.
- Physical rip to get through the block.
- Shimmy/come to balance in phase with returner, cannot get out-leveraged.

Diagram 2



# AFCA INSIDER

Your Weekly Guide To Becoming A Better Football Coach



GET THE FREE OFFICIAL AFCA EMAIL NEWSLETTER

<http://Insider.AFCA.com>

### Punt And Kickoff — Funnel

Funnel station consists of the drill player identifying the return of the opponent. This is a free-run drill forcing the drill players to maintain their leverage via kickoff lanes and/or punt lanes. (See Diagram 3)

1. Four lines of drill players (two working together).
2. Coach throws the ball to returner. Returner moves horizontal as kickoff funnels him in.
3. Returner bursts through funnel as kickoff players fold in.

#### Focus

- Maintain lanes relative to the returner.
- Use the yard stripes as distance maintainers.
- Keep speed and footwork at point of attack ready to tackle.

### Punt And Kickoff — Stun And Snatch

Stun and Snatch is a drill to relate the punt protection release (stun and snatch aspect) as well as the last line of kickoff return (running to stun and snatch with returner read). This drill is used as the final station to build into the progression and approach to make the tackle. (See Diagram 4)

1. Split the group in three lines. Space 5 yards between lines, 10-15 yards from defenders.
2. Attack defender group, full speed.
3. Forceful stun punch.
  - a. Hands tight, explode hips, snap defender back, peek for returner location.

Diagram 3

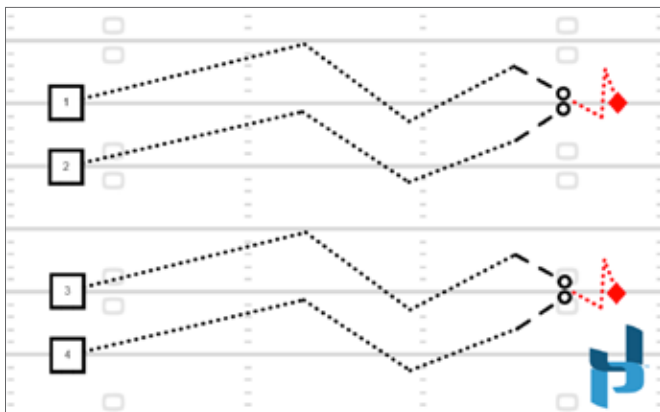
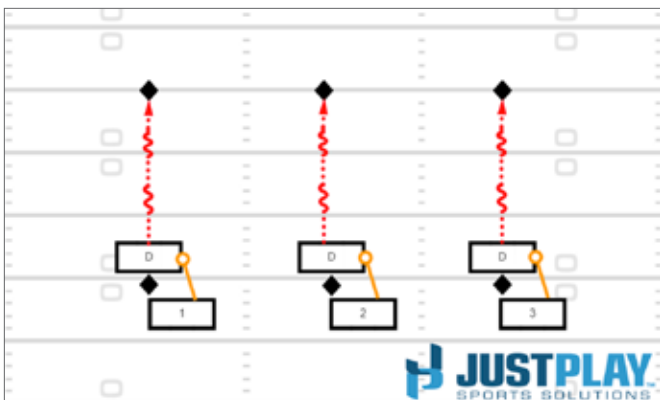


Diagram 5



4. Forceful snatch technique
  - a. Grab cloth and throw the defender opposite side of the returner location.
5. Stun should set the defender off balance, and snatch should throw the defender to the ground.

#### Focus Stun

- Sprint through the stun.
- Hands inside, on breast plate, physical to snap top half of the defender off balance.
- Peek returner location without losing momentum of force.

#### Focus Snatch

- After grabbing cloth on punch, pull breastplate down and angle opposite of your rip location.
- Rip with inside arm, which is the arm opposite the return location.

#### Focus Phase

- Keep returner on your inside shoulder not allowing out leverage.
- Should end three-man funnel on returner in phase ready for tackle.

### Punt Return and Kickoff Return — Near Hip

Near Hip is the first station of the return phase of special teams. The drill players must have great eye discipline and reactionary ability to maintain contact and phase with the coverage player. This technique is used when the return

Diagram 4

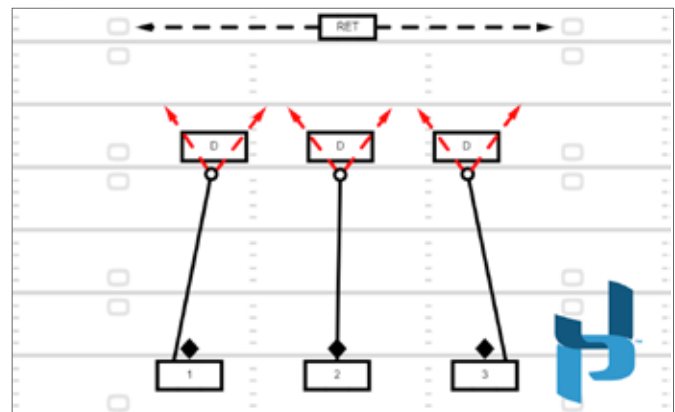
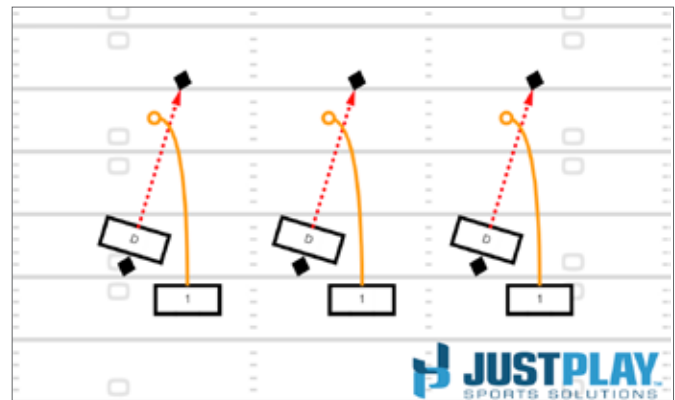


Diagram 6



unit has transitioned off of the initial strike and is running side-by-side with their assignments. The open-field aspect of this drill is to get the players to recognize the similarities of punt return and kickoff return. (See Diagram 5)

1. Place a cone at the goal line and at the 15-yard line.
2. Drill player starts in near hip, maintains contact entire time, forcing opposing player off the line.
3. Cover player bursts/stutters to force drill player to adjust to pace and speed of cover player.

**FOCUS**

- Drill player maintains leverage and contact with coverage player.
- Drill player keeps eyes on the near hip of the cover player. Eye discipline is important.
- Stay in phase during the stutter. The coverage player will adjust his path in a game.

**Punt Return and Kickoff Return — Near Elbow**

Near Elbow completes step two of the station return drills. The setup of the drill is the same as near hip, however the coverage player takes off with a faster pace forcing the drill player to strain to get back in phase.

Upon phase, contact the near hip if possible. If near hip is not possible, transition to the near elbow. Once the drill player locates the near elbow, he strikes and drives upward with a forceful rip to move the coverage player off his lane. Again, the takeaway here for the player is the open-field-blocking aspect of the return.

**Punt Return and Kickoff Return — High Screen**

High Screen is the final stage of the station drills. It focuses on the last possible scenario when a player experiences a miss-hit on the initial strike or a miss-judge on the approach angle necessary to sustain an open-field block. (See Diagram 6)

1. Place a cone at the goal line and at the 15-yard line.
2. Drill players start behind the goal line.
3. Coverage player bursts and drill player focuses on the returner (cone location), to bubble to the angle.
4. Take proper angle to cut off the coverage player.

**FOCUS**

- Punt return player must adjust angle based on speed.
- High Screen Technique: near hand/arm fires up through the chest of the coverage player.
  - Lean into the coverage player to force off the line.
  - Do not hit in the back.

With special teams slowly fading to the background in the game of football, it has forced special teams coaches to either fade with it or become more innovative than ever. The energy and simplicity brought to special teams by dual coaching gives answers to any program looking to thrive in special teams. The relationships become second nature to the players' belief systems to allow them to succeed at the highest rate throughout the game.

To check out the Dual Coaching Progression Drills that follow these station drills, visit [AFCainsider.com](http://AFCainsider.com). 

| ADVERTISER   | WEBSITE  | PAGE               |
|--|--|--------------------|
| 2MinuteDrill   | <a href="http://www.2minutedrill.us">www.2minutedrill.us</a>   | 47                 |
| 4th & Inches   | <a href="http://www.coachjohnTomlinson.com">www.coachjohnTomlinson.com</a>                           | 34                 |
| AFC A  | <a href="http://www.afca.com">www.afca.com</a>   | 16, 61, 63, 71, 91 |
| AFCF   | <a href="http://www.afcf.us">www.afcf.us</a>   | 78                 |
| All-Star Inflatables   | <a href="http://www.all-starinflatables.com">www.all-starinflatables.com</a>                         | 67                 |
| Allstate   | <a href="http://www.allstate.com">www.allstate.com</a>   | 75                 |
| Amway  | <a href="http://www.amway.com">www.amway.com</a>   | 76                 |
| AstroTurf  | <a href="http://www.astroturf.com">www.astroturf.com</a>   | 2                  |
| Atavus   | <a href="http://www.atavus.com">www.atavus.com</a>   | 25                 |
| Athletic Edge  | <a href="http://www.aelockers.com">www.aelockers.com</a>   | 35                 |
| Bank of America Merrill Lynch  | <a href="http://www.bankofamerica.com">www.bankofamerica.com</a>                                     | 79                 |
| Body Support Systems   | <a href="http://www.bodysupport.com">www.bodysupport.com</a>   | 44                 |
| Brand Armor  | <a href="http://www.brandarmor.us">www.brandarmor.us</a>   | 77                 |
| Catapult   XOS Digital   | <a href="http://www.catapultsports.com">www.catapultsports.com</a>                                   | 74                 |
| Center for Sport at Tulane University<br>Tulane School of Professional Advancement | <a href="http://centerforsport.tulane.edu">centerforsport.tulane.edu</a>                             | 43                 |
| Clell Wade Coaches Directory   | <a href="http://www.coachesdirectory.com">www.coachesdirectory.com</a>                               | 70                 |
| CoachComm  | <a href="http://www.coachcomm.com">www.coachcomm.com</a>   | 11                 |
| Coaches Choice   | <a href="http://www.coacheschoice.com">www.coacheschoice.com</a>                                     | 61                 |
| EdjSports  | <a href="http://www.edjvarsity.com">www.edjvarsity.com</a>   | 21                 |
| Fellowship of Christian Athletes   | <a href="http://www.fca.org">www.fca.org</a>   | 61                 |
| FieldTurf  | <a href="http://www.fieldturf.com">www.fieldturf.com</a>   | 61                 |
| Front Rush   | <a href="http://www.frontrush.com">www.frontrush.com</a>   | 13                 |
| Gearboss by Wenger   | <a href="http://www.gearboss.com">www.gearboss.com</a>   | 7                  |
| GoRout   | <a href="http://www.gorout.com">www.gorout.com</a>   | 26                 |
| Hadar Mfg.   | <a href="http://www.hadarathletic.com">www.hadarathletic.com</a>                                     | 85                 |
| iSlide   | <a href="http://www.islideusa.com">www.islideusa.com</a>   | 57                 |
| J3 Rings   | <a href="http://www.j3rings.com">www.j3rings.com</a>   | 88                 |
| JAWKU  | <a href="http://www.jawku.com">www.jawku.com</a>   | 46                 |
| Jostens  | <a href="http://www.jostens.com">www.jostens.com</a>   | 61                 |
| Just Play Sports Solutions   | <a href="http://www.justplaysolutions.com">www.justplaysolutions.com</a>                             | 81                 |
| Kay Park Recreation  | <a href="http://www.kaypark.com">www.kaypark.com</a>   | 15                 |
| KB360 Football   | <a href="http://www.kb360football.com">www.kb360football.com</a>                                     | 33                 |
| Launch Pad Products  | <a href="http://www.launchpadkickofftee.com">www.launchpadkickofftee.com</a>                         | 9                  |
| Laundry Loops  | <a href="http://www.laundryloops.com">www.laundryloops.com</a>                                       | 57                 |
| Lazser Down  | <a href="http://www.lazserdown.com">www.lazserdown.com</a>   | 69                 |
| Legacy Building Solutions  | <a href="http://www.legacybuildingsolutions.com">www.legacybuildingsolutions.com</a>                 | 40                 |
| Lift-A-Thon  | <a href="http://www.liftathon.com">www.liftathon.com</a>   | 40                 |
| Light Helmets  | <a href="http://www.lighthelmets.com">www.lighthelmets.com</a>                                       | 3                  |
| List Industries  | <a href="http://www.listindustries.com">www.listindustries.com</a>                                   | 65                 |
| Lockers.com  | <a href="http://www.lockers.com">www.lockers.com</a>   | 82                 |
| Matrix Fitness   | <a href="http://www.matrixfitness.com">www.matrixfitness.com</a>                                     | 4, 5               |
| NFL  | <a href="http://www.nfl.com">www.nfl.com</a>   | 61                 |
| ORBI   | <a href="http://www.orbiprime.com">www.orbiprime.com</a>   | 22                 |
| Porta Phone  | <a href="http://www.portaphone.com">www.portaphone.com</a>   | 23                 |
| Power Lift   | <a href="http://www.power-lift.com">www.power-lift.com</a>   | 87                 |
| PowerBlock   | <a href="http://www.powerblock.com">www.powerblock.com</a>   | 88                 |
| Prismatic Solutions  | <a href="http://www.prismaticusa.com">www.prismaticusa.com</a>                                       | 45                 |
| QB Equalizer   | <a href="http://www.theqbeq.com">www.theqbeq.com</a>   | 34                 |
| Rally Athletic Bags  | <a href="http://www.rallyathleticbags.com">www.rallyathleticbags.com</a>                             | 89                 |
| Regupol  | <a href="http://www.regupol.com">www.regupol.com</a>   | 31                 |
| Ripon Athletic   | <a href="http://www.riponathletic.com">www.riponathletic.com</a>                                     | 61                 |
| Rogers Athletic  | <a href="http://www.rogersathletic.com">www.rogersathletic.com</a>                                   | 48, 95             |
| Royal Basket Trucks  | <a href="http://www.royal-basket.com">www.royal-basket.com</a>                                       | 83                 |
| Samson Equipment Company   | <a href="http://www.samsonequipment.com">www.samsonequipment.com</a>                                 | 96                 |
| Shaw Sports Turf   | <a href="http://www.shawportsturf.com">www.shawportsturf.com</a>                                     | 39                 |
| Signature Championship Rings   | <a href="http://www.signaturechampions.com">www.signaturechampions.com</a>                           | 69                 |
| SMG Equipment  | <a href="http://www.smgequipment.com">www.smgequipment.com</a>                                       | 41                 |
| Spacesaver   | <a href="http://www.spacesaver.com">www.spacesaver.com</a>   | 73                 |
| Sportable Technologies   | <a href="http://www.sportable.com">www.sportable.com</a>   | 22                 |
| SportCoat  | <a href="http://www.sportcoatna.com">www.sportcoatna.com</a>   | 26                 |
| Sports Attack  | <a href="http://www.sportsattack.com">www.sportsattack.com</a>                                       | 17                 |
| Strength.com   | <a href="http://www.strength.com">www.strength.com</a>   | 46                 |
| Texon Athletic Towel & Supply  | <a href="http://www.texontowel.com">www.texontowel.com</a>   | 82                 |
| The Athlete Book   | <a href="http://www.theathletebook.com">www.theathletebook.com</a>                                   | 20                 |
| The Right Stuff - Wellness Brands  | <a href="http://www.therightstuff-usa.com">www.therightstuff-usa.com</a>                             | 27                 |
| The WNK Group at Morgan Stanley  | <a href="http://advisor.morganstanley.com/the-wnk-group">advisor.morganstanley.com/the-wnk-group</a> | 47                 |
| Turf Tank  | <a href="http://www.turftank.com">www.turftank.com</a>   | 37                 |
| USA Today  | <a href="http://www.usatoday.com">www.usatoday.com</a>   | 61                 |
| Vokkero  | <a href="http://www.vokkerousa.com">www.vokkerousa.com</a>   | 19                 |
| Werner Ladder  | <a href="http://www.wernerco.com">www.wernerco.com</a>   | 61                 |
| Williams Strength   Total Strength & Speed   | <a href="http://www.totalstrengthandspeed.com">www.totalstrengthandspeed.com</a>                     | 29                 |

While every effort has been made to ensure accuracy, publisher cannot assume responsibility for errors or omissions.



# Move The Chains

By Mike Podoll, Associate Publisher

## When Coaching Your Children Goes From Special To Magical

Most young coaches, with young families, think fondly toward the future, hoping that one day they'll coach their own sons on the gridiron and imagining what that time in their lives will be like.

Greg Brazgel is one of these coaches — only his experience has now been taken to the extreme.

Brazgel has been the only head football coach that Lake Country Lutheran (Wis.) High School has ever known. As a relatively new school — opening its doors in 1999 — the suburban Milwaukee high school debuted its varsity football program in 2004.

Brazgel's football program struggled to gain a foothold on-field, experiencing the pain of a 0-8 first season and a slow, yet steady evolution that led to a respectable 40-40 record in the first eight years of the program, from 2004 to 2011.

The Lightning football program has since blossomed into a perennial small school (enrollment of 375) Division 5 contender in Wisconsin. From 2012 to 2019, the Lake Country Lutheran Lightning have had a 90-10 record.

During those early years of the program, Brazgel's football team wasn't the only thing in his life that was taking shape. His family grew as well, with he and his wife welcoming a second son and daughter, who joined his 4-year-old son, Will.

With two boys who were four years apart, Brazgel did the math. He quickly realized that in 2019, both of his sons would be on the same team, in the same season — for one year only.

"The year 2019 was targeted in our household for a long time," says Brazgel. "My oldest son Will knew that he'd be a senior in 2019, and with a football coach for a father, he was obsessed with football early on.

"Both of my sons also realized that Will's younger brother, Nate would be a freshman on the 2019 team, as well. They understood it would be the only year they'd play together on the same team with their dad as coach.

"In 2012, my oldest son Will, who was in fourth grade at the time, came home from school one day with an art project he made — a coffee mug he had decorated with the words 'Lake Country Lutheran: 2019 Football State Champions.'"

Looking back, Brazgel laughs at how both his sons targeted 2019 early on and had their sights set for dad's team to have state-title aspirations.

"First off, we were pretty mediocre as a football program back in 2012," Brazgel says. "Honestly, the idea that we'd be a consistently winning program seemed a little dicey back then, or that I would even still be the head coach at the school eight years later.

"More importantly, I had no idea if my sons would be any good at football, or if they would even want to play football when they got to high school."

All those questions would be answered for Brazgel — as both the program, and his sons blossomed on the football field. In 2018, the Lightning made it all the way to the state semifinals, before losing and finishing 12-1.

This year marked the arrival of the highly anticipated 2019 season for the Brazgel household. Not much was expected of the 2019 Lake Country Lutheran team, as they had graduated their starting quarterback, their top rusher and their top receiver from the 2018 state semifinal team.

"I thought we had talent coming into 2019, and that we'd be decent if we all came together as a team," says Brazgel. "But in no way did I think we'd be a state title contender."


Throughout the course of 2019, the Brazgel family cherished every moment of the one year where both brothers played together for their dad. Older brother Will improved as a senior, turning into a first-team, all-conference wide receiver/cornerback, while younger brother Nate would be matched up against his older brother as a scout team player in practice every day — which led to some spirited dinner-table debates for bragging rights.

After a 1-1 start against two very tough non-conference opponents ("We run toward good opponents, not away from them," Brazgel says.), the Lightning began to grow and improve each week, winning the next 10 games in a row, including the state semifinal.

On Nov. 21, 2019, the Lake Country Lutheran (12-1) squad won the 2019 WIAA Division 5 State Championship at Camp Randall Stadium in Madison, Wis., in a thrilling 22-13 game against heavily favored Stratford (Wis.) High School, a team that earned 11 straight shutouts during the 2019 season.

As the final seconds ticked off the clock, Brazgel fell to the ground, thunderstruck by what had just transpired in his life.

"When you're a football coach, you know how it affects your family," Brazgel says. "For the last 16 to 18 years, my two sons, my daughter, and I, have all leaned on my wife to carry the burden of the household.

"It's just so special that we now get to experience winning a state championship together as a family in 2019 — a year that we've looked forward to for so long. We consider it a blessing from God and a magical experience that I'll always be grateful for." 

*Mike Podoll is the Associate Publisher of AFCA Magazine. Email: [mpodoll@threecyclemedia.com](mailto:mpodoll@threecyclemedia.com). Follow on Twitter: [@fcDaily\\_Podoll](https://twitter.com/fcDaily_Podoll)*



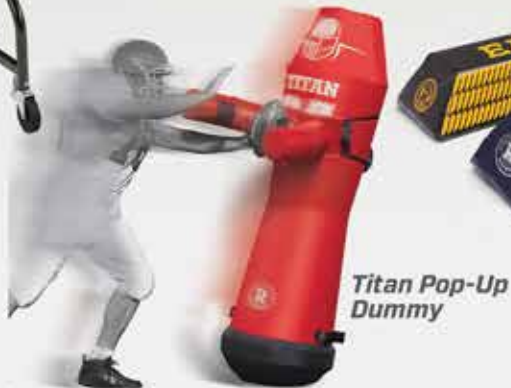
# PRACTICE PERFECT PERFORM



Zone Chute



TEK Sled



Titan Pop-Up  
Dummy



Custom Agiles

★ [www.RogersAthletic.com](http://www.RogersAthletic.com) ★



# SAMSON

**YOUR FACILITY. YOUR WAY.**

WWW.SAMSONEQUIPMENT.COM | 1-800-4-SAMSON

76



@SAMSONEQUIPMENTINC



@SAMSON\_EQ



@SAMSON\_EQ