



2016 Women Coaches Symposium

Friday, April 22, 2016, 7am-3pm
TCF Bank Stadium, DQ Room

The purpose of the Women Coaches Symposium is to provide high quality educational programming and professional development, an avenue for networking for women, space to build community among women coaches, and to increase and retain women in the coaching profession. Women coaches of all sports and all levels are welcome.

Read all the speaker bios [HERE](#).

Friday April 22

7:00-7:55 **REGISTRATION, NETWORKING & CONNECTING, AND BREAKFAST:** Coffee/tea and light breakfast served. We encourage you to arrive and register early, so you can spend the morning talking and networking with other coaches, visiting vendors, and choosing which of our 15+ amazing raffle items you want to win!

During registration and throughout the symposium check out our vendor tables! You can visit with [Shelly Bean the Sport Queen](#) and see her array of books. Shelly Bean the Sports Queen is a product of a new generation where being a “jock” is not only acceptable for girls, but encouraged! Talk with [Be the Match](#)[®] staff and learn about the National Bone Marrow Program. Find out more about the girls’ and women’s sport events hosted at the [Schwan’s Super Rink](#). Check out the [Women in College Coaching Report Card](#) and other materials from the [Tucker Center for Research on Girls & Women in Sport](#), including TC Co-Director Dr. Nicole M. LaVoi’s new book [Women in Sports Coaching](#). Also visit with our sport performance vendors [First15 Sport Performance](#) and the [Center for Sport and Performance Psychology](#).

8:00 **SYMPOSIUM OPENS**

8:00-8:10 **Introduction and Welcome**

Beth Goetz, Interim Athletics Director, University of Minnesota
Marlene Bjornsrud, Executive Director, [Alliance of Women Coaches](#)
Nicole M. LaVoi, Ph.D., Co-Director, Tucker Center, University of Minnesota

8:10-8:20 **Networking & Engagement Activity**

8:20-8:25

Intro to [Be the Match](#)[®], the 2016 WCS philanthropic partner. Be The Match[®] is a global leader in bone marrow transplantation. They conduct research to improve transplant outcomes provide support and resources for patients, and partner with a global network.



8:25-9:10

MINDFULNESS FOR COACHES (45 MNS)

Katie Schuver, Ph.D., Graduate Faculty for the Tibetan Healing Initiative at the [Center for Spirituality and Healing](#), University of Minnesota

There is a growing awareness of the ever increasing demands and challenges facing coaching professionals today. Exceptional performance standards, grueling practice and game schedules, dwindling resources, increased visibility, and managing unique team dynamics are just a few of the stressors coaches navigate on a daily basis. Mindfulness techniques have demonstrated to be effective in managing stress and promoting positive affect, and can be used to bring out the best in your coaching, your athletes, and your team. With practice, mindfulness-based techniques may help you to stay effective and skillful in high-pressure performance situations, make highly charged, high-stress decisions with intention and clarity, purposefully manage your invaluable energy, create and sustain a supportive team culture, and diffuse negative team dynamics.

While this workshop will focus on using mindfulness techniques to practice self-care and enhance your coaching skills, you will also learn how to share these tools and techniques with your athletes. When you and your athletes learn mindfulness techniques together, you have a common language for managing the rollercoaster of training and competition. This mental training gives them tools to make the most of your coaching as well as their natural talents and will inspire your athletes to give their best in practice, competition, and life.

9:15-9:45

TUCKER CENTER RESEARCH ON WOMEN COACHES (30MNS)

Nicole M. LaVoi, Ph.D., Anna Baeth, M.S., Marnie Kinnaird, M.S.



We will share our latest research on women coaches including the 2015-16 Women in College Coaching Report Card, AD perceptions of the scarcity of women coaches, as well as how experienced women coaches describe and develop resilience over the course of their coaching careers.

9:50-10:40

Developing a Mentally Strong Mindset (50MNS)

Cindra Kamphoff, Ph.D., Director of the [Center for Sport and Performance Psychology](#), University of Minnesota-Mankato

Peak performance for athletes and coaches happens as a consequence of both mental and physical factors. Yet, coaches don't always know the best ways to incorporate the mental component in their sport and coaching. In this presentation, Dr. Kamphoff will introduce us to the newest research in performance psychology and provide tools and strategies you can use to help you and your athletes develop a *Mentally Strong Mindset*.

10:40-11:40

JEAN K. FREEMAN KEYNOTE: Featuring Lin Dunn on “Keys to Success” (60mns)

Jean K. Freeman swam for the Gophers and was the Women's Swimming Head Coach at the University of Minnesota for 31 years, from 1973-2004. Freeman's teams had 29 winning seasons, two national individual champions and seven top-20 team national finishes. Her teams won 76 Big Ten individual and relay titles, and Freeman was honored four times as Big Ten Coach of the Year. In 1999, she was the first woman to win the Outstanding Service Award, the highest honor bestowed by the College Swimming Coaches Association of America. To honor Jean's legacy as a pioneer in women's sport and her commitment to giving back, hard work, honesty, team, caring for the whole person and excellence in every way, we have named this keynote in her honor. Jean passed away in 2010 after a battle with colon cancer.

Watch a video tribute to Jean K. Freeman “**More Than a Swim Coach**” [here](#).

Introduction: Terry Ganley, UMN Head Women's Swimming Coach

Keynote Speaker: Lin Dunn on “Keys to Success” is former NCAA, ABL, WNBA and Team USA women's basketball Hall of Fame coach, 2012 WNBA Championship Coach with Indiana Fever and [2016 Jostens-Berenson Lifetime Achievement Award](#) Winner.

11:40-11:55

Be The Match® make a difference and get involved

Philanthropy

Joy King, Executive Director of Be The Match Foundation and Senior Vice President of

Breanna Schlegel, Gustavus Adolphus College ('11) swimmer and Be The Match donor



11:55-12:25

Lunch, Networking, Visit Vendor Tables & Social Time

12:25-1:20

Breaking the Silence: Implementing LGBTQ Inclusion Strategies (55 MNS)

Nevin Caple, Co-founder and Executive Director of [Brfache the Silence](#)

Many coaches and ADs want to be inclusive but lack the education, tools or skills necessary to achieve this important goal. Brfache the Silence advances LGBTQ inclusion and equality in sports through solution-oriented strategies. In this session the needs of student-athletes and the needs of athletic staff and administration both individually and collectively will be addressed.

1:20-1:30

Movement Break by [Lolë](#), *Julie Dalberg*, [Lolë](#) Ambassador, & Yoga Instructor



Lolë is so much more than a line of activewear—it's an entire lifestyle that encourages women to be their best selves by leading active, engaged lives. It's our mission to help women to Live Out Loud Everyday (Lolë) by getting out, getting active and getting involved in their communities. Read [more](#) about Lolë's story and philosophy.

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1:35-2:25 **BREAKOUT SESSIONS-Pick 1 of these 3 amazing sessions (50mns)**

- A. **Developing and maintaining your digital brand: Tips, Tools, and To-dos for Coaches in a Media-Driven World.** [Austin Stair Calhoun](#), Ph.D., U of M School of Kinesiology, Team Lead, eLearning and Digital Strategy.

Digital Branding is a way to identify who you are, what differentiates you from others, and what makes you exceptional—as a professional and person. Your digital brand makes you authentic and relevant and helps you stand out from the crowd—it's what makes YOU you. A digital brand can expand opportunities for your personal and professional success, both now and in your future endeavors. This pre-symposium seminar will start the process of putting you in control of how people know you and provide you with the experiences, resources and tools you need to discover and maintain a digital brand in a media-driven world. Participants can expect to: Begin the process of discovering your digital brand; explore new tools to develop and launch your digital brand; and formulate an action plan for maintaining your brand as your professional experiences, visions and goals evolve.

- B. **WORK-LIFE HARMONY PANEL OF COACHES** moderated by [Marlene Bjornsrud](#), Executive Director, Alliance of Women Coaches. This panel will feature coaches that represent different levels of competition from youth to NCAA D-I, are at different phases of their careers and family, and will offer unique insights to this topic, one that nearly all women coaches face.

- *Susan Allen, USPTA Professional, Co-Head Coach Boy's Tennis, Shakopee High School*
- *Natalie Darwitz, Head Women's Hockey Coach, Hamline University*
Faith Johnson Patterson, Head Girl's Basketball Coach, Eden Prairie High School
Piper Ritter, Assistant Softball Coach, University of Minnesota
Cassie Weaver, Assistant Volleyball Coach, Gustavus Adolphus College

- C. **Coaching from the InSideOut.** [Jody Redman](#), Associate Director, MN State High School League



WHY DO WE PLAY? For many in our sports culture there is only one answer to this question—we play to WIN. I am going to suggest that there is some value in this answer. But winning, scholarships, and titles are not enough. The student-athletes participating in our programs need and deserve more. As important as our culture makes winning, scholarships and awards, these types of achievements don't sustain a student's life and they don't develop their human potential. In the book InSideOut Coaching, Joe Ehrmann poses four questions that provide a pathway to become an intentional coach. This session will explore those questions and more!

Continued...

2:35-2:50

Engagement Strategies for Women Coaches

[Marlene Bjornsrud](#), Executive Director, Alliance of Women Coaches



2:50

Raffle & Conference Wrap Up, Visit Vendors