



Youth Sports Today

YOUTH SPORTS TODAY

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National Council of Youth Sports
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MISSION STATEMENT

The NCYS is a nonprofit organization representing the youth sports industry to:

- Advance the values of participation; and
- Educate and develop leaders.

"Enhancing the Youth Sports Experience in America!"

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--Best Western Intl



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Hershey's STRIVE Awards Program Honors Youth Sports Hometown Heroes

The National Council of Youth Sports (NCYS) is proud to introduce the Hershey's STRIVE Awards. These annual awards recognize coaches, administrators and volunteers – from hometown communities throughout the United States – who have demonstrated a heartfelt passion, an enthusiastic commitment and a contagious spirit to help kids succeed in youth sports activities. Through their actions and professionalism, they demonstrate to young people that sports teach respect, initiative, values and excellence.

The National Council of Youth Sports (NCYS) comprises the who's who in the youth sports industry. Its membership represents more than 135 organizations and corporations serving 52 million boys and girls participating in organized youth sports throughout the United States.

STRIVE: Sports Teach Respect Initiative Values and Excellence

NCYS will present Hershey's STRIVE Awards in four categories:

National Youth Sports Administrator Of The Year
Recognize the national executive or staff member who has made an impact in their particular sport or youth sports in general.

Local Youth Sports Administrator Of The Year
Single out the professional or volunteer staff leader who makes their league or youth sports organization run smoothly in and out of season.

Volunteer Coach Of The Year
Honor the male or female coach who help young people develop their athletic talents while at the same time providing an atmosphere of good sportsmanship, fun.

Youth Sports Volunteer Of The Year

Recognize team managers, concession stand coordinators, fundraising captains, statisticians, tournament directors, league chairman, etc. who work behind the scenes and go the extra mile to help their community or league youth sports program succeed.

Parents, team members, board members, community leaders, staff members and coaches may nominate a deserving adult in any of the categories.

Visit www.hersheysfundraising.com or www.ncys.org in January 2004 and click on the STRIVE logo for the official rules and nomination procedures. Nominations accepted from January-May 28, 2004.

For more information: contact Sally S. Cunningham, Executive Director of the National Council of Youth Sports at 772-781-1452 or youthsp@s@aol.com.

COUNT ON ME™

It's This Simple!

SHOP ONLINE AND
GENERATE FUNDS \$\$\$
FOR YOUR ORGANIZATION!

When you join CountOnMe™ (membership is FREE) a percentage of every dollar you spend at participating online merchants is rebated to the association you personally select.

Imagine the wonderful feeling of knowing that every time you shop online, you're also helping your kid's team.

TURN TO PAGE 2 FOR DETAILS

CountOnMe™ Guarantees Your Organization An Uninterrupted, Year-Round Income Stream

National Council of Youth Sports is thrilled to announce a strategic partnership with the most advanced concept in fundraising ever -- CountOnMe™.

Unlike bake sales, car washes, picnics, and other fundraisers, CountOnMe™ guarantees you a virtually uninterrupted, year-round income stream. This means the potential for hundreds of thousands of dollars for your programs and operations, and thousands of dollars or more for your association and each affiliate group in your organization.

The CountOnMe™ merchants automatically allocate a percentage of every purchase to your organization for distribution on the national, regional and local team level.

CountOnMe™ is truly fundraising for the 21st Century. All the organization has to do is continue to shop from our favorite online and local retailers, using our existing credit or bankcards. And all its affiliates has to do is make sure that the parents, grandparents, aunts and uncles, friends and neighbors become CountOnMe™ members (membership is absolutely FREE!) and shop at merchants who support the CountOnMe™ program for your organization.

Here' how to put CountOnMe to work for your organization:

- 1) Complete and return an organizational membership form to add your organization to the list registered at www.CountOnMe.com.
- 2) Inform your members, affiliates, parents, and supporters about the importance of joining CountOnMe by choosing your organization to receive rebates each time they shop.
- 3) Encourage your supporters to shop at CountOnMe.com...over 200 participating top national merchants will reward your organization with up to 20% rebate.

Membership is FREE. Shoppers pay no membership fees. All they do is shop and

Nothing happens until you register. Once you do, a world of possibilities opens up.

It's THAT simple!

Community by community, merchant-by-merchant, shopper-by-shopper, CountOnMe™ is building a new way for communities to help good business be the same as goodwill toward neighbors. CountOnMe™ helps organizations, shoppers and merchants to feel that great feeling when you shop...a feeling that good business and goodwill are partners in every community.

CountOnMe™ has automated the process of delivering rebates and rewards to organizations, worthy causes and charities by "piggybacking" reward transactions on the ultra-secure credit and debit processing systems that communicate between the merchants' banks, credit card issuers, and consumer banks that offer credit, debit, and check cards. They do it that way to protect shoppers' information, to increase the efficiency of merchant transactions, to communicate securely between banks, and to make fundraising as easy as saying, "Count On Me!" A great feeling when you shop!

Call John Schaper at 813-469-0064 for more information.

National Council of Youth Sports Board of Directors

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This very dedicated NCYS Board of Directors wishes to thank the entire membership for its untiring support and loyalty to help the organization achieve its aspiring goals.

PARENTS CHECKLIST IN SPORTS

- 1) Maintain a "Fun is #1" attitude.
- 2) Treat others as you wish to be treated.
- 3) Praise athletes for just participating, regardless of their athletic skills.
- 4) Look for positives in athletes; avoid ridicule or sarcasm.
- 5) Remain calm when mistakes are made, and help athletes learn from mistakes.
- 6) Help athletes from getting down on themselves when things don't go well.
- 7) Don't be obsessed with your involvement in sports. There is a life after sports.
- 8) Maintain a sense of humor.
- 9) Emphasize teamwork in team sports; teach them to think "we" instead of "me."
- 10) Lead by setting a good example in sportsmanship: winning without gloating and losing without complaining.

On-line Criminal Background Checks Are “Promoting Safety,”

Protecting the children and our teams and leagues from possible loss of personal or association assets due to litigation is everyone's responsibility. NCYS has stepped forward as a prominent national organization with a national volunteer background screening program for America's youth programs.

“NCYS is proud to offer its members reliable, rapid, comprehensive online background check service at a very reasonable cost,” says Sally S. Cunningham, NCYS Executive Director. “Honestly, background checks on volunteers are one of the most important services the NCYS has ever offered to its membership.”

For \$1.75 an NCYS member will receive a multi-state criminal search instantly. Additionally, the organization will receive \$0.25 back for every check conducted by someone affiliated with the organization to enhance the association's programming!

NCYS President Wanda L. Rutledge says, “IntelliCorp Records was proudly selected for the depth of its database, the quality of its delivery capability, the integrity of its leadership, and their passionate commitment to protecting children.”

The criminal background search is a nationwide Super Search that

automatically performs a multi-state criminal search covering 47 states, instantly. Records vary by state, and most include statewide convictions, arrests, court records, and inmate records.

Also included in the Super Search are the sex offender and IntelliCorp criminal repository records—the largest of its kind. IntelliCorp delivers the most comprehensive address histories and SSN information of any company in the country, and is the originator of exclusive criminal data.

With this criminal screening tool in place, NCYS members will have access to 23 billion records in addition to all data and services. These services will allow NCYS members to determine if an adult (administrators, volunteers, and coaches) has a criminal record anywhere in the United States by uncovering violent criminals who could pose potential danger to our youth sports participants.

“Our children are our most valuable assets, and we look forward to providing NCYS an effective way to protect them,” says Chad Salahshour, President and CEO of IntelliCorp Records, Inc. “IntelliCorp will benefit NCYS, not just by offering consistent, reliable services, but also by making the safety and security of our youth a top priority.”

The criminal history requests are ordered from the IntelliCorp.net website. The following information will be needed from the applicant: Last Name, First Name, Date of Birth, and Social Security Number.

Where available a criminal history search will provide the: case number, file date, charge code, charge description, disposition (guilty, dismissed, deferred adjudication), disposition date, and sentence. Criminal searches typically look at a minimum of ten years of history.

IntelliCorp Records is first-class, reputable company. They are 150% committed to this as a child's safety program and they are backed by the integrity and credibility of one of the largest insurance services companies in the world, Insurance Services Office.

ISO is the world's largest insurance company and premiere source of liability risk information, bringing critical credibility and setting the standard of excellence in providing the most advanced criminal screening technology available today.

For more information on how to participate in the online background screening program or to answer more specific questions, call John Sebeck or Cris Cruz in Ohio at IntelliCorp toll-free at 888-946-8355.

DID YOU KNOW?

800,000 Children are Missing Each Year, That's 1 Every 40 Seconds

The **National Child Identification Program** is the largest child I.D. effort ever conducted, with more than 10 million Child I.D. kits distributed throughout the country. National Child I.D. provides families with a viable tool that puts vital information about their children at their fingertips. If needed, this information can be turned over to authorities to help reunite a missing child with his or her family.

The **inkless fingerprint Child I.D. Kit** provides parents and guardians with a clean and convenient way to record their child's fingerprints and physical characteristics on a card they can keep at home. It's clean, safe, sensible and confidential.



TRAVEL DISCOUNTS!

Wake Up!

An exciting program has awakened within the youth sports industry and **The World's Largest Hotel Chain®**. It's a natural partnership for National Council of Youth Sports, its members and Best Western International.

We've Got You Covered!

Two ways to save and enjoy hotel room lodging discounts:

Team Travel for sports group events. Call 1-866-661-5437.

Personal Travel discounts on individual hotel reservations with the MVP “Member Value Program” offers savings up to 20% off regular rates. Call 1-800-441-1114. Mention MVP ID#00150780.

“It's not whether they win or lose, it's where they stay after the game!”

JARVIS AND PECK'S "SKILLS FOR LIFE" DELIVERS SUCCESS WITH PRACTICAL SOLUTIONS TO

Mike Jarvis and Jonathan Peck have really captured the keys to success with realistic and easy-to-use principles. "Skills for Life" offers no psychobabble. It is all about down-to-earth, straightforward and solid advice to help the reader succeed – in business, in relationship, in life. It is a how-to book for those committed to helping others realize their full potential or a reference guide for individuals who still consider themselves a "work in progress."

Its authors, Mike Jarvis and Jonathan Peck, have learned the lessons offered through life-long involvement with the worlds of sports and business.

Mike Jarvis is the nationally respected head men's basketball coach at Boston University, George Washington University and more recently St. John's University in New York. Jonathan Peck is a successful management and communications

consultant with over thirty-five years of experience building and expanding businesses, teaching, and developing the "Skills for Life" program.

Skills for Life is the natural evolution of the "Shoot Straight" program Jarvis created for youth in the 1970's. He used the game of basketball as a vehicle to teach young people about the important issues of life. Peck took Skills for Life on the road and, for some seventeen years, has conveyed its concepts to thousands of high school and college students. The program has also been used to assist organizations with employee development, and by individuals seeking advice at all stages of their careers.

Anyone who has attempted to shepherd another human being thru a process of growth and development knows well the difficulty of the task, and how helpful it is to have an ally. *Skills for Life* is that ally.

Each chapter deals with fundamental skill sets that must be mastered in order to succeed and excel in today's complex society. Winning or losing a "game" is not the central thesis. The way you go about trying to achieve; the way you treat yourself and other's; the manner in which you handle stress, difficult situations, and change; how you execute your plan; and the measure of peace you can achieve – these are concepts of Skills for Life.

Skills for Life, LLC is donating \$8.00 to NCYS for every book purchased by its affiliates and their members. Books can be purchased on the web by logging on to www.SkillsForLife.com. Click "Buy the Book", then follow the instructions thru the checkout process. When asked to "Redeem Coupon" enter the code "NCYS" and click on "Redeem Coupon."

Portions of this article were extracted from the Foreword of "Skills For Life" with permission.



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Membership in the National Council of Youth Sports places you on the list of "Who's Who in Youth Sports."
Join the NCYS Membership team today! Call 772-781-1452 or visit our website at www.ncys.org.