National Council of Youth Sports  
Leadership Training Conference  

Sponsored by Best Western International

Saturday, October 26, 2002
7:00pm – 8:30pm - VIP Reception for NCYS Attendees
Presented by NFL and NFL Players Association

Sunday, October 27, 2002  *  8:00am – 3:45pm
8:00am – 9:30am NCYS Annual Meeting
New fundraising, marketing, and member services opportunities!
Featuring NCYS Corporate Partners: Chris Cope; Best Western International
Kenny Hansmire; National Child Identification Program
Mike Delaney & Steve Richman; National Pen Corporation

9:45am – 11:30am Training Session
“TIME OUT! Maximizing Safety, Minimizing Liability”
Overview: “If it wasn’t an accident, it would be called an “on-purpose!” Don’t let an accident or unsuitably trained coaches ruin your organization. While most events are run without mishaps, all youth sports administrators and event planners need a well-planned, comprehensive, safety and risk management plan. This session highlights a new cutting-edge sports medicine safety course and effective, responsible athletic training while prudently managing your liability risks.
Moderator/Panelist: Gregg Heinzman; Youth Sports Research, Rutgers University
Distinguished Panelists: Paul Anderson; Natl Sports Law Institute of Marquette Univ Law School
Larry Lemak, MD; National Center for Sports Safety
Rochel Rittgers, ATC/L; National Athletic Trainers Association

12:25pm – 1:00pm Keynote Address
“Pursuing Victory With Honor - Gold Medal Standards for Youth Sports”
Featuring Michael Josephson, Character Counts!  Presented by SportsTravel

1:15pm – 3:45pm Training Session
“Who’s Responsible for Protecting the Plate?”
Phil Donahue-style Town Hall Meeting with prestigious panel & audience.
Overview: Have things gotten out of perspective as far as youth sports are concerned? What is the role of the parents, coaches, officials and administrators? What is the role of the media? What are the changing expectations of the sporting communities’ role in positive youth sports programming? Why do kids play sports? Are there limits of responsibility on issues such as ethical issues, anger management, risky behavior, standards, risk management, abuse, sportsmanship, coaching education, personal, social and physical well-being, leadership, management, fundraising, etc.? And if so, what are the limits? How real are the issues or do they scare tactics? You will be talking about this feisty town hall meeting for years to come!
Moderator: Michael Josephson; Character Counts!
Distinguished Panelists: Barry Mano; National Association of Sports Officials
Rob Miller; National Association of Intercollegiate Athletics
Lisa Delpy Neirotti, Ph.D., George Washington University
Peter Roby; Sport in Society, Northeastern University
Marjorie Snyder, Ph.D.; Women’s Sports Foundation
Jim Thompson; Positive Coaching Alliance
Paul Leighton, Salem News
MONDAY, OCTOBER 28, 2002
8:15am TEAMS 2002 Begins
Opening Ceremonies! General Sessions! Expo Open!

3:00pm – 4:00pm Workshop #1 NCYS Track
“Event Security & Effective Risk Management”
Overview: The realities of the post-9/11 world have had an impact on every event organizer. In this up-to-the-minute session, you’ll gain insights that will make your events and travel safer. Topics to be discussed include dealing with airport security, on-site safety and credentialing, and how insurance can be used to manage the risks associated with organizing sporting events.
Moderator: Karen "KC" Collins; USA Field Hockey
Distinguished Presenters: Bill Alaoglu, En-Linea (credentialing and on-site event safety)
                            Michael Dean; Francis L. Dean Associates (risk management)
                            Admiral Ike Richardson; Transportation Security Administration (travel safety)

4:30pm – 5:30pm Workshop #2 NCYS Track
“Working with Pro Leagues: A View from the Grassroots”
Overview: An emerging trend among the professional leagues is to build community outreach through involvement with grassroots sports organizations and events. In this session, you’ll learn about this growing trend and discover how event organizers and event hosts can build relationships with the professional leagues even if their city does not have a professional team.
Moderator: Larry Landolt, Lynchburg Parks & Recreation
Distinguished Presenters: Tom Brasuell; Major League Baseball
                         Jon Butler; Pop Warner Football
                         Steve Keener; Little League Baseball
                         Clay Walker; NFL Players Association

TUESDAY, OCTOBER 29, 2002
3:00pm – 4:00pm Workshop #3 NCYS Track
“Non-Traditional Ways to Fund Sporting Events”
Overview: Event organizers—especially those at the grassroots—are always looking for ways to support and grow their events and programs. Discovering new and surprising sources of funding has never been more important. In this session, you’ll hear new ways to attract corporate sponsorship, gain an understanding of the support your sport can receive from cities that want to host your events, and learn how to derive revenue from team travel activities.
Moderator: Wanda L. Rutledge, NCYS President
Distinguished Presenters: Gary Curgin; CSTT Sports Management International (team travel revenue)
                         Bobby Dodd; Amateur Athletic Union (wrapping-up the package)
                         Pam Gerig; Palm Beach County Sports Institute (bid city backers)
                         Mike Millay; WDW Sports Attractions (celebrities & corporate sponsors)

4:30pm – 5:30pm Workshop #4 NCYS Track
“Building Value in Your Brands”
Overview: The branding of events and programs is key to developing long-term success. Understanding and grossing the value of your brands can help you grow your organization. In this session, developing your brands around the youth culture will be discussed, as will co-branding, intangible benefits, promoting your brand through public relations, and protecting your brand and marks.
Moderator: Sally S. Cunningham, NCYS Executive Director
Distinguished Presenters: Steve Cook; Good Sports (developing the brand around the culture-from the X-treme)
                         Lewis Hardy; Licensing Resource Group (the why’s, the how’s and the benefits)
                         Abe Key; PONY Baseball/Softball (the positive result!)
REGISTRATION: As an NCYS member your registration fee of just $350 entitles you to admission at all meetings, meals, activities and functions at the NCYS Leadership Training Conference AND TEAMS 2002! You can obtain a registration form and register on-line, go to www.teamsconference.com to register now!

HOTEL: A special rate of $189 per night has been negotiated at the Hyatt Regency McCormick Place for TEAMS 2002 participants. To reserve your room at this special low rate, call (800) 233-1234 and identify yourself as a TEAMS 2002 participant. These rooms will sell out, so call now to make your reservation.

AIRFARE: NCYS and TEAMS 2002 participants can receive discounted airfares on American Airlines, which serves Chicago O'Hare and Midway Airports. Discounts of up to 15% are available for participants who book their air travel at least 60 days in advance. Discounts of up to 10% are available when booking less than 60 days in advance. You may make your reservations through your travel agent or by calling the American Airlines Meeting Services desk toll-free at (800) 433-1790. To receive the special TEAMS 2002 fares, refer to American Airlines Discount Code A01H2AP.

CAR RENTAL: NCYC and TEAMS 2002 participants can receive discounts for rental cars through Avis Rent A Car. To make a reservation, call your travel agent, or call toll-free (800) 331-1600. To receive the special TEAMS 2002 rates, please refer to Avis Worldwide Discount Code D005591.

TENTATIVE SCHEDULE: Detailed information on the NCYS Leadership Training Conference and NCYS Workshop Tracks at TEAMS 2002 information is attached. An overview of session is provided. And take special note of the very impressive lineup of high quality of presenters! This really is “The Super Summit of Youth Sports!” It’s The Go-To Conference!

NCYS VIP RECEPTION: Don’t miss this first class event on Saturday evening being presented especially for NCYS Members and Corporate Sponsors!!!

KEYNOTE SPEAKER: Michael Josephson, founder, Character Counts! Presented by SportsTravel.

QUESTIONS: Call National Council of Youth Sports at 772-781-1452 or email us at youthspts@aol.com.
SATURDAY, OCTOBER 26, 2002
NCYS arrivals
7:30pm – 7:00pm - Registration
7:00pm – 8:30pm - VIP Reception for NCYS Attendees, Presented by NFL and NFL Players Association

SUNDAY, OCTOBER 27, 2002
7:30am – 7:00pm - Registration

7:30am – 8:00am - Continental Breakfast

8:00am - 3:45pm - NCYS Leadership Training Conference

8:00am - 9:30am NCYS Annual Meeting
   New fundraising, marketing, and member services opportunities!

9:30am - 9:45am - Morning Networking Break

9:45am – 11:30am - Training Session
   "TIME OUT! Maximizing Safety, Minimizing Liability"

11:30am - 12:15pm - NCYS Buffet Luncheon

12:25pm – 1:00pm - Keynote Speaker: Michael Josephson, Character Counts!, Presented by SportsTravel
   "Pursuing Victory With Honor - Gold Medal Standards for Youth Sports"

1:00pm – 1:15pm - Afternoon Networking Physical Activity Break!, Led by Judy Young, Ph.D.

1:15pm – 3:45pm - Training Session
   "Who’s Responsible for Protecting the Plate?” Town Hall Meeting Style

5:00pm - 7:00pm - Expo Open/Reception in Expo Hall

7:00pm – 10:00pm - Off-site Networking Function - TBA

10:00pm - 12:00am - Late-Night Lounge
MONDAY, OCTOBER 28, 2002
7:00am – 7:00pm - Registration
7:45am - 10:00am - Morning Hospitality
8:15am – 8:45am - TEAMS 2002 - Opening Ceremonies & Welcome to Chicago
   Greetings from NCYS President Wanda L. Rutledge
8:45am – 9:45am - General Session #1
9:45am - 10:00am - Morning Break
10:00am - 11:15am - General Session #2
11:30am - 3:00pm - Expo Open
11:30am - 1:00pm - Buffet Lunch in Expo Hall
12noon – 3:00pm - Personal Appointment Sessions on Expo Floor
3:00pm – 4:00pm - Workshop #1 - NCYS Track
   "Event Security & Effective Risk Management"
4:00pm – 4:30pm - Networking Break
4:30pm – 5:30pm - Workshop #2 - NCYS Track
   "Working with Pro Leagues: A View from the Grassroots"
5:30pm - 7:00pm - Event Organizer Happy Hour
7:00pm - 10:00pm - Off-site Networking Function - TBA
10:00pm – 12:00am - Late-Night Lounge

TUESDAY, OCTOBER 29, 2002
7:00am – 5:30pm - Registration
7:45am - 10:00am - Morning Hospitality
8:30am – 9:45am - General Session #3
9:45am - 10:00am - Morning Break
10:00am - 11:30am - General Session #4
11:30am - 3:00pm - Expo Open
11:30am - 1:00pm - Buffet Lunch in Expo Hall
12noon – 3:00pm - Personal Appointment Sessions on Expo Floor
3:00pm – 4:00pm - Workshop #3 - NCYS Track
   "Non-Traditional Ways to Fund Sporting Events"
4:00pm – 4:30pm - Networking Break
4:30pm – 5:30pm - Workshop #4 - NCYS Track
   "Building Value in Your Brands"
5:30pm - 7:30pm - Closing Reception and AAU Youth Excel Silent Auction
7:30pm - 10:00pm - Off-site Networking Function TBA
10:00pm – 12:00am - Late-Night Lounge

September 24, 2002