NEW names...NEW logos... SAME high-quality programs!

For 35 years the National Alliance for Youth Sports (NAYS) has led the charge for positive and safe youth sports programs for all children.

And thanks to dedicated recreation professionals and volunteers nationwide, and on U.S. military bases worldwide, tremendous progress has been made.

Now, as a new year is under way, NAYS is proud to unveil new program names and logos that represent NAYS' continuing mission to enhance youth sports and also enable its portfolio of comprehensive training programs to be clearly identified with the well-known and respected NAYS brand.

““This is a much-needed change,” said John Engh, executive director of NAYS. “The NAYS brand is well established among the youth sports industry and all the administrators that run our programs on the local level all around the world. But the volunteers involved only know us by our program names so this rebranding will do a much better job of connecting all of our programs and members with the NAYS name.”

NAYS’ volunteer coach training program that nearly 4 million coaches have gone through, known since 1981 as the National Youth Sports Coaches Association (NYSCA), has been renamed the NAYS Coach Training and Membership program; and coaches who complete the training will be a NAYS Coach.

Furthermore, its Parents Association for Youth Sports program is now the NAYS Parent Orientation program; and those who complete the 30-minute program that helps adults better understand their roles and responsibilities will be referred to as a NAYS Parent.

The training program for youth sports officials that features insight from top professional officials from the NFL, NBA, MLB and MLS, previously known as the National Youth Sports Officials Association, is now the NAYS Officials Training and Membership program; and those who complete it become NAYS Officials.

The National Youth Sports Administrators Association program, which helps volunteer administrators with their varied responsibilities, has become the NAYS League Director Training and Membership program; and individuals who complete it will be known as a NAYS League Director.

The Academy for Youth Sports Administrators is now the NAYS Academy for Youth Sports Administrators; and those recreation professionals who complete this specialized training to earn the coveted Certified Youth Sports Administrator credential become NAYS Certified Youth Sports Administrators.
Are your coaches ready?

The start of the spring sports season isn’t too far away across the country — so now is the perfect time to begin preparation for your coaches’ trainings!

Make sure you take advantage of the tools in your Member Organization Account Area to help make the process as efficient as possible. Just log in with your NAYS ID and password at www.nays.org.

OFFERING LIVE COACH TRAININGS?

• Schedule your training dates, and notify the coaches.
• Take inventory of your supplies and make sure you have all the materials for your scheduled trainings. You can order supplies through your Member Account at www.nays.org, by emailing AccountServices@nays.org or by calling Member Services at (800) 729-2057.

DON’T FORGET… Submitting rosters online is the preferred and quickest method to turn in your rosters to NAYS headquarters. Contact a NAYS representative for helpful tips before your next live training!

SENDING COACHES TO COMPLETE THE TRAINING ONLINE?

Remind coaches the NAYS Online Training is open 24/7 and is a great option for busy coaches.

If your organization pays for coaches to complete the NAYS Online Clinic, log in to your Member Account to pre-register them through the Pre-Register Coaches feature.

If your coaches self-pay, be sure to give them your Organization name so they can select the correct Organization affiliation when registering — it’s the only way they’ll appear on your Coach List!

BE SURE TO LET YOUR COACHES KNOW ABOUT ALL OF THE FREE ADDITIONAL TRAININGS AVAILABLE TO THEM

This is a sampling of the outstanding FREE trainings and resources available to NAYS members:

BULLYING PREVENTION: Bullying is an important issue that affects the health and well-being of children participating in all sports, at all age ranges and levels. This program provides valuable information on preventing bullying, recognizing it when it does occur, and the appropriate steps to take to respond when it happens.

CONCUSSION AWARENESS: Concussion awareness and prevention is important in youth sports today as it affects the health and well-being of children participating in all sports, and at all levels. This training features information on recognizing the signs and symptoms associated with concussions, the keys to minimizing the risks of young athletes sustaining concussions, steps for dealing with a suspected concussion, and more.

COACHING CHILDREN WITH MENTAL HEALTH CHALLENGES: When you volunteered as a youth sports coach you did so with the understanding that you have an important responsibility to meet the needs of all of the kids on your team - the super talented, the uncoordinated, the shy and those who may be dealing with a mental health issue that challenges their ability to function at the same level as many of their teammates. This program provides valuable information on coaching children who are dealing with issues such as attention-deficit/hyperactivity disorder (ADHD), Tourette syndrome, depression and many other types of disorders.

PROTECTING AGAINST ABUSE: Child abuse is an important issue that affects the health and well-being of children participating in all sports, and at all age ranges and levels. This training features information on protecting you and your athletes during activities, as well as dealing with abuse and its many forms when it does occur.
Scott Denson had a distinguished 26-year career in the U.S. Army, where he valiantly deployed twice in support of Operation Iraqi Freedom and Operation Enduring Freedom, earning two Bronze Star Medals for his honorable service and outstanding leadership on the battlefield.

And for the past five years this retired sergeant major with a heart of gold has continued that incredible service and leadership at Andrews Air Force Base, where he is a beloved volunteer coach, mentor and role model for youngsters participating in sports there.

Denson was nominated for the NAYS Coach of the Year award by Brandon Compton, director of youth sports programs at Joint Base Andrews. He was selected among more than 100 nominations that were received by NAYS headquarters.

“I always look back to my experiences with the coaches that I had growing up,” Denson says. “I go back and look at the good experiences and the bad experiences and that motivates me with the kids that I’m coaching. I want all the kids that I’m interacting with to have a positive experience when it comes to sports.”

Denson coaches softball, T-ball, basketball and soccer – where he teaches children not only the fundamentals of their respective sport but incredibly valuable life lessons, as well.

These include displaying good sportsmanship at all times, caring for and supporting their teammates, and always putting forth maximum effort.

“It’s important that we encourage these kids to reach for the stars and give their best effort when they are out there playing sports,” Denson says. “I told my sports director that I don’t have any soldiers to lead anymore, but I have all these kids on the base that I can help and that’s what I try to do.”

Gregory Prayer served his country for nearly 27 years in the United States Marine Corps.

And his pride for his country and spirit for community service is as strong as ever.

Prayer embodies what a youth sports program volunteer is all about as he tirelessly and unselfishly gives everything he has to the Camp LeJeune-New River Community in North Carolina.

“It’s all about the kids,” says Prayer, this year’s recipient of the National Alliance for Youth Sports’ prestigious Parent of the Year award. “As long as you remember that it’s all about the kids then you can’t go wrong.”

The Parent of the Year award is sponsored by Nationwide, a proud supporter of the award and incredible individuals like Prayer who are making a difference in children’s lives through sports.

“I try to lead by example,” Prayer says. “And I think that it’s very important that kids hear positive comments. I hate to hear parents yelling from the stands for their child to do something and the kids then get down on themselves.”
Meet the 2016 Excellence in Youth Sports award winners!

Each year the National Alliance for Youth Sports presents the prestigious Excellence in Youth Sports Awards, which honor organizations that are doing superior jobs of conducting diverse activities that focus on providing safe and positive experiences for all participants. The Excellence Awards were created by Athletic Business magazine and NAYS, and this year’s recipients were honored during the annual Youth Sports Congress in Orlando, Fla.

COUNTY OF L.A. DEPT. OF PARKS AND RECREATION – EAST AGENCY

At the County of Los Angeles Department of Parks and Recreation – East Agency it focuses on enhancing the physical, emotional, social and educational well-being of all its youth sports participants.

So regardless of what sport children are involved in – and there are plenty to choose from – they’re assured of having a positive and well-rounded experience.

It’s one of the many reasons that the department is a recipient of the prestigious Excellence in Youth Sports Award.

“The East Agency has a commitment with the community to ensure that the facilities and programs we provide enrich people’s lives,” says Anthony Montanez – Regional Recreational Director. “The program structure differs from facility to facility, but the vision and goals of each facility are the same.”

Along with providing opportunities to play traditional team sports like baseball, softball, basketball, soccer and volleyball children can also pick from an interesting menu of sports that often aren’t available in many communities with water polo, synchronized swimming, diving, tennis and martial arts.

“We are literally changing and shaping young lives through sports,” says Montanez. “We offer many sports in various disciplines and we can assure that children’s futures will be brighter because they have been exposed to sports mainly through us.”

TOWN OF CARY PARKS, RECREATION & CULTURAL RESOURCES

At the Town of Cary Parks, Recreation & Cultural Resources in North Carolina fun, participation, sportsmanship and skill development are what it’s all about.

“Our youth sports program is inclusive of every child in our community,” says Kyle Bacon, Program Attendant – Sports, for the Town of Cary. “Every boy and girl ages 5 through 18, regardless of experience or skill level, has an opportunity to participate with their peers in a fun, encouraging, educational environment.”

Children can compete in sports such as baseball, softball, basketball, volleyball, tennis – and even disc golf.

Plus, there is an impressive offering of year-round sports camps that keep kids active, engaged and learning. These camps are available for lacrosse, running, skateboarding, BMX, volleyball, golf, basketball, baseball, softball, tennis and soccer.

“Thousands of kids participate in our baseball, softball, basketball and volleyball leagues, as well as a large number of camps, clinics and lessons,” Bacon says. “Whether the child is just starting out and learning the game, or whether they’ve been playing for years and are looking to hone their already well-developed skills, we have a place for them in our program.”

NAVAL STATION ROTA SPAIN

When it comes to providing high-quality youth sports programming that kids will remember for a lifetime, the staff at Naval Station Rota Spain Youth Sports and Fitness Program does it as well as anyone.

Committed to helping children embrace healthy activities and lead active lives, the staff consistently rolls out fun and innovative programs, which helped it earn the prestigious Excellence in Youth Sports Award.
There are plenty of opportunities for kids to play team sports like soccer, flag football, lacrosse, basketball, softball and baseball.

Plus, they get to participate in 3k and 1k fun fitness runs, and even mini triathlons.

“Even though the distances are not really difficult it does push the children to test their ability and it’s growing every year,” says Jeff Shelton, a Recreation Specialist at the Naval Station Rota Spain Youth Sports and Fitness Program and a Certified Youth Sports Administrator (CYSA). “The community asked for it and we brought it in slowly from a biathlon in 2012 to the triathlon of the last three years. Although this event is for the kids the parents are actively engaging in activities that push these young athletes to the limit. Together we are pushing for a healthier Rota community.”

DETROIT PARKS AND RECREATION DEPARTMENT

The Detroit Parks and Recreation Department staff delivers on its “We Make It Happen” slogan every single day.

And the 300,000 youngsters that annually participate in its programs are clearly reaping the benefits.

“We have recognized that not every child is a basketball, baseball or football player,” says Lawrence-Thomas. “We want to make sure that we are on the cutting edge and are able to offer something for everyone. We keep our ear to the ground and listen for what our customers, the citizens of our great City, are looking for and provide what they need. When the program works, others want to join in on the fun, and when it doesn’t work we try to see what can be done to make it work.”

U.S. ARMY GARRISON STUTTGART

Honesty and integrity are two of the U.S. Army’s core values.

At the U.S. Army Garrison Stuttgart Youth Sports & Fitness in Germany, its staff is committed to helping the more than 3,500 children who annually participate in its programs embrace those values, as well as many others.
NAYS unveils NEW Coaching Youth Sports training video

The National Alliance for Youth Sports (NAYS), as part of its on-going efforts to provide volunteer coaches with the best resources and information, is pleased to announce the release of its new Coaching Youth Sports training video.

The video, hosted by well-known ESPN broadcaster Karl Ravech, will be used at all NAYS on-site coach training clinics. It is also available online for those coaches who will be completing the training from the comfort of their home.

The training covers features insight from well-known and respected professional and collegiate coaches, including Chicago Cubs manager Joe Maddon, Duke basketball coach Mike Krzyzewski, New York Giants coach Ben McAdoo, Rutgers women’s basketball coach Vivian Stringer, Minnesota Wild hockey coach Bruce Boudreau, and many more.

The training is broken down into several sections, which include:
- What it means to be a coach
- Youth sports violence
- Conducting practices
- Game Day management
- Injury prevention
- Nutrition and Hydration

Each section features valuable insight and information provided by top coaches, as well as leading experts in the fields of sports psychology, athletic training and nutrition and hydration.

Once a coach views the Coaching Youth Sports video, completes the review and exam questions and accepts the NAYS Code of Ethics for Coaches they are directed back to the training menu to view the sport-specific video for the sport they are coaching.

THE NEW NAYS COACHING YOUTH SPORTS VIDEO FEATURES THESE WELL-KNOWN AND RESPECTED COACHES:
Mike Krzyzewski • Roy Williams • Joe Maddon • Vivian Stringer • Don Mattingly • John Harbaugh • John Fox • Danny Manning • Sean Payton • Ben McAdoo • Jeff Lebo • Ken Hitchcock • Bruce Boudreau • and many more!

Congratulations to the following individuals who earned their Certified Youth Sports Administrator (CYSA) credential in 2016 – joining more than 3,500 others worldwide – by completing the Academy for Youth Sports Administrators training program. These individuals are taking valuable steps to help make youth sports better in their community.
Check out SportingKid Live today!

Our SPORTINGKID LIVE site – www.nays.org/sklive – is the absolute best resource when it comes to youth sports. You’ll find features, news, research, trends, coaching and parenting tips, and anything else pertaining to youth sports.

The content changes daily with insight from top professional and college coaches; features on top athletes; the latest youth sports studies on issues like concussions and bullying; legal insight; common issues that all youth sports parents face; and so much more.

Plus, all the stories are archived, so you can use the search tool to easily find past articles that have appeared.

Just take a look at some of the individuals who have shared their insights with us recently:

Joe Madden: The manager of the Chicago Cubs discusses the importance of coaches watching not only what they say to a young athlete, but how those words are delivered

Sage Steele: The ESPN announcer reveals how participating in sports as a child helped her conquer painful shyness and now speak on camera in front of millions

Karch Kiraly: One of the greatest players in the history of volleyball and coach of the U.S. Olympic team shares his valuable insight on motivating kids and getting the best out of their ability.

Chad Hennings: The three-time Super Bowl champion with the Dallas Cowboys talks about the importance of instilling character in young athletes, and how to make it happen

David Pollack: The ESPN football analyst, father of two and a volunteer youth sports coach, shares his approach for making sure that every child on the team has a rewarding experience

Brian Engblom: The three-time Stanley Cup champion addresses sports specialization and how crucial it is for kids to play a variety of sports while growing up.
Walz is wrong: ANY reward is good at young age levels!

Louisville women’s basketball coach Jeff Walz recently went on a rant against participation awards in youth sports; NAYS Executive Director John Engh offers his take on this hotly debated issue.

Managing mistakes: How one coach is handling his emotions

A volunteer coach addresses his behavior with the parents of his player.

WANTED: Your story ideas!

Would you like the great work you, your staff or someone in your community is doing to be featured on NAYS.ORG? We want to hear from you to share your efforts with others. Send your story ideas to Greg Bach at gbach@nays.org