



**CONTACT:**

Beth McRae

The McRae Agency

[beth@mcraeagency.com](mailto:beth@mcraeagency.com)

480-990-0282

## **Positive Coaching Alliance Announces Phoenix Expansion**

### ***Nonprofit works to build character through youth sports***

**PHOENIX (February 7, 2013)** — [Positive Coaching Alliance](#) has announced the official kick off of its new [Phoenix Chapter](#). Established in 1998, Positive Coaching Alliance (PCA) is a national nonprofit organization committed to providing all youth and high school athletes a positive, character-building youth sports experience.

PCA reaches youth and high school sports leaders, coaches, athletes, parents and officials through live works shops, online courses, published books and articles and a series of alliances with nationally recognized coaches, athletes, academicians, businesses and national youth sports organizations.

Central to its work, are the PCA models:

- The Double-Goal Coach® has a first goal of winning; second and more important is the goal of teaching life lessons through sports
- The Second-Goal Parent® concentrates on life lessons, while letting coaches and athletes focus on competing
- The Triple-Impact Competitor® strives to impact sports on three levels by improving oneself, teammates and the game as a whole

PCA Phoenix board members include: Lon Babby, president, Phoenix Suns; Stefanie Francis, co-founder and managing director, Navigate Research; John Graham, CEO, Sunbelt Holdings; Derrick Hall, president, Arizona Diamondbacks; Scott Harkey, partner, Owens and Harkey Advertising; Krista Howard, senior manager, Deloitte; Megan Lennox, partner, Bryan Cave LLP; Tom Lewis, CEO and founder, T.W. Lewis; Scott O'Connor, owner, SteepleRock Ventures; Mike O'Hearn, president,

Coyotes Ice; Mike Nealy, president/COO, Phoenix Coyotes; Dr. Harold Slemmer, Executive Director, Arizona Interscholastic Association; Mike Stanley, CEO, EB Endeavors; Jordan Taylor, president/CEO, Pyramid Financial; and Paul Yatkowski, operations officer, Corporate Citizen.

The new chapter launches with major financial support from Tom Lewis and the T.W. Lewis Foundation. “We are excited to help this quality organization get started in Phoenix,” said Tom Lewis. “We believe that it will make a large and positive impact on youth sports throughout the Greater Phoenix area.”

“Thanks to Tom Lewis and the T.W. Lewis Foundation, the youth of Phoenix will benefit from character development through sports,” said PCA Founder and CEO Jim Thompson.

“We are excited to be a part of such an exquisite organization that brings the same positive, character-building philosophy that the AIA has adopted. We are hopeful that our member schools will take advantage of the opportunities that this program has to offer,” said AIA Executive Director Dr. Harold Slemmer.

Schools and youth sports organizations interested in partnering with PCA-Phoenix to host workshops for coaches, parents, leaders and high school-aged student-athletes may contact PCA-Phoenix Partnership Manager Margaret Clark O’Donnell at [margaret\\_odonnell@positivecoach.org](mailto:margaret_odonnell@positivecoach.org).

For more information on Positive Coaching Alliance in Phoenix, please visit <http://phoenix.positivecoach.org>. For more information on T.W. Lewis Foundation, please visit <http://www.twlewis.com/foundation>.

### **About Positive Coaching Alliance (PCA)**

*Since its launch in 1998 at Stanford University by Founder and CEO Jim Thompson, Positive Coaching Alliance (PCA) has impacted more than four million youth athletes. PCA reaches youth and high school sports leaders, coaches, athletes, parents and officials through live works shops, online courses, published books and articles and a series of alliances with nationally recognized coaches, athletes, academicians, businesses and national youth sports organizations. For more information, visit <http://www.positivecoach.org>.*

## **About T.W. Lewis Company**

*T. W. Lewis built its reputation for fine homebuilding in Phoenix by building 250 to 350 quality homes annually, since its inception. A new chapter has opened for T.W. Lewis, which has entered into a partnership with David Weekley Homes, a well-respected, national private builder. Under the new partnership, homes are marketed in Arizona as T.W. Lewis by David Weekley Homes, with Founder and CEO Tom Lewis remaining active in management. Although no longer considered a homebuilder, T.W. Lewis continues to be an integral part of the Arizona landscape by [leasing luxury T.W. Lewis homes](#), developing land and making real estate investments. For more information, visit <http://www.twlewis.com>.*

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