



**Teaching you how to play
the recruiting game**

Athletes in Transition

Elementary School to High School

An Information Guide for Parents

Written By

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Notes to Reader:

- U.S. always denotes “The United States”
- NCAA always denotes “National Collegiate Athletic Association” in the U.S. and governs Division 1 and Division 2 basketball
- NAIA denotes “National Association of Intercollegiate Athletics” and is another level of college basketball in the U.S. some would say is equivalent to D2 colleges
- The terms college/university are used interchangeably when discussing the Universities in the U.S. When you watch March Madness on television, they use the term “college basketball” — these are in fact Universities as we know them in Canada. Junior Colleges (JUCO) in the U.S. is equivalent to community colleges here in Canada.
- U Sports - National Governing of University Sports in Canada

| Introduction |

This parent Information Guide is the result of connecting with many parents who expressed concern about the lack of information available to parents and students transitioning to high school sports. This guide is to help parents build a solid foundation of knowledge with respect to athlete development and to assist in the navigation through the confusing process of recruitment. The end goal is putting the student-athlete in the best possible position academically and athletically to eventually play on a high school/prep team which could lead to a scholarship at the collegiate level.

My youngest son attended a prep school in the U.S. for two years and took a full scholarship at a Division 2 school for two years, then transferred to a Canadian University for his final three years. Going through the process with him has taught me many things. For instance, as much as I am an experienced coach and have an understanding of the world of basketball, this knowledge by itself did not guarantee my son a scholarship. That was dependent on his academics, attitude, athleticism and our action plan. Prep Schools are growing in Canada and ultimately the decision should be based on finding the right fit of a program that provides strong academics, development & exposure and not about if they should play in Canada or the U.S.

It is clear with all the success that Canadians are having in securing scholarships to U.S. colleges and playing in the NBA, WNBA or overseas, parents are starting to think about this earlier than ever for their children. This guide is intended to help you by summarizing all the important elements to consider for your child's development as a student-athlete, both academically and athletically. I cannot emphasize enough that parents play a vital role in this process and cannot be of the mindset that their child is mature enough to manage this by themselves. Many parents, due to a lack of understanding of the sporting world, often leave their decisions to the organization, coach, or a family friend that knows more about sports. The best thing you can do is to be present and be an advocate for your young person and ask the "right" questions of that coach and organization. Important questions to ask are, "What is the coach's philosophy?" "What is the organization's vision?" and "What are their plans for your child's development?" Each year there should be a reassessment of your child's development to determine what's working well, what has changed, what needs improvement and attention.

| My Services |

The vision for Coach Mom is to provide an independent resource that can assist in navigating all of the confusing processes of preparing a student-athlete for an athletic scholarship or playing at the next level. I will help to guide you to make sound, informed decisions. Often parents are confused or unsure about how to start the process and more importantly, not sure who to listen to or who to trust! I know how and can help you navigate through the process.

Currently, I've sent over 100 student-athletes (female & male) to reputable prep schools in Canada & the US and just as important, I am a great listener that helps you and your family navigate this process in many ways!

MVP Package - Comprehensive Plan

Once you have decided you need support for your student-athlete academically and/or athletically; attending a Prep School is a goal or playing at the next level, whatever that means for your student-athlete, I can assist with the process. This is accomplished by creating a specialized Comprehensive Plan for your son or daughter. The key to recruitment is to start early, keeping in mind all the points mentioned in this guide. A crucial mistake parents and athletes make is waiting to get recognized, or depending on organizations to get them scholarships. Knowledge of how to get your student-athlete to the next level (academically and athletically) is my expertise. At our first meeting, I will start by listening and asking questions in order to get a clear understanding of the student and parental goals. I combine that with my extensive knowledge to design a customized developmental plan and help parents or guardians find the best reputable prep school for their student-athlete. What follows are some typical steps in this process:

A Comprehensive Assessment

- Athletic assessment & Skill Development
- Academic assessment
- Financial Implication

A Specialized Plan

- Customized to-do list and schedule to keep you organized and on time
- Discussion of school visits
- Testing – SSAT, SAT, input, and advice
- Communication with coaches and administrators

PLUS assistance and guidance in regards to the Application process:

- Filling out Applications
- Additional guidance through the Application process
 - Common applications
 - When to apply
 - Application fees
 - The Interview
 - Essays
 - Guidance through the Financial Aid process
 - Guidance on choosing the right school

If the MVP package is right for you please email inquiries to info@coachmom.co

Please email inquiries to info@coachmom.co.

Prep School Showcase:

Each year starting in 2017, I've invited Prep School Coaches from Canada and the U.S. to assess girls and boys ranging from grades 6-12. For those of you thinking grade 6 is early, for some but not for all! Understanding the academic & athletic rigors of working towards playing at the prep & collegiate level is the goal. Also, in Ontario, grades received in grade 7 were previously used to determine what academic stream the student-athlete will take in high school and this has had a direct impact on if a player attends NCAA D1/D2 or at a University in Canada. Although Ontario is working toward de-streaming some courses, understanding how this may affect the student-athlete is vital. I use the workshops to educate parents and student-athletes on all that is relevant to development, discuss the recruitment process and invite special guests to speak on topics such as:

- Athlete Care 101
- Entrepreneurship Through Sports
- What Makes You Recruitable (Academics, Character & Talent)
- Referee's Decision Making Process
- Skills That Pays the Bills
- How to support the student-athlete
- SAT
- Social Capital, Personal, Business Brand & Technology
- Yoga for Ballers
- Financial Literacy
- Athletes after COVID - Mental Health Implications

Other Services

I understand as parents you are not even sure if your student-athletes will still be interested in playing basketball in high school and beyond. I have other services such as a basketball-specific development plan, academics support and report card review.

Booking a Workshop

If you are interested in booking a workshop for your group, school or club on topics such as:

- What Makes You Recruitable
- Facts & Myth about Prep School & Recruitment
- Athlete Development

Athlete Recruiting Service (Collegiate):

Athlete Recruiting Service (ARS) is a newly developed recruiting service that guides student-athletes through their basketball journey to help them reach the collegiate level. ARS is available for student-athletes who are looking for exposure, personalized evaluations and to learn about all of their collegiate options including D1, D2, D3, JUCO, NAIA & USports. Our ARS recruiters have relationships with collegiate coaches and reach out to them on the student-athlete's behalf, ensuring optimal exposure and opportunity.

To learn more, visit our website:
www.arecruits.com

Please email inquiries to
info@coachmom.co. or
support@arecruits.com

| Healthy Child Development |

It is essential as a parent or guardian that you understand the Principles of Healthy Child Development and sound programming.

The five Principles of healthy child development are:

A Caring Adult: The existence of a caring adult who provides supportive relationships is the one key attribute that stood out in defining quality programs for children. The establishment of caring, positive, and supportive relationships with adults can help children ages 6 to 12 develop positive social skills, self-esteem and self-confidence. A program's quality is dependent upon effective interactions between staff and youth within the environment that staff creates.

Friends: Positive peer interaction is a key component of effective programs. Friends expand the child's world beyond one's family; share humour; test loyalty; form their first audience; and offer support and criticism. Positive environments foster inclusion, acceptance, the opportunity for fun in constructive play and the opportunity to develop and practice pro-social skills.

Participation: Children need to make choices, have a voice and do things by and for themselves, which supports positive self-expression, physical activity and interaction with others.

Play: Stressing fun, creativity, and cooperation. Play lets children shape their environment using their imagination. In addition, play is integral to the acquisition and development of motor and social skills, cognitive function and creativity.

Mastery: Providing children with activities and tasks that enable them to feel special, important and successful. This type of rich content-based learning, led by teachers and coaches who encourage mastery (both through structured and unstructured strategies) helps to promote learning.

Get more information at:

<http://www.highfive.org/what-high-five/mission-vision-and-principles>

| Academics, Academics, Academics |

Playing a sport at the prep school or collegiate level will require an athlete to maintain a certain percentage or grade point average (GPA) to get into the institution and to keep a spot on the team. Often coaches here in Canada at the high school level, Rep and AAU teams will ask to see player's report cards in an attempt to monitor a player's academics. Some coaches follow through and others do not, however, this should be monitored from home in the first place. One of the very first questions coaches recruiting for prep schools and colleges ask is, "How are his or her grades?" If you take nothing else away from this guide, understand that **academics matter**. Even if you have heard that some other athlete's older brother did not have good grades but got to college or even the NBA, do you really want to base your child's future on this notion? Plus, times have changed!!

| What are Acceptable Grades |

Student-athletes want to maintain mid 70's or higher in high school, or they run the risk of not getting accepted into a college or university in Canada or the U.S. Let me state for the record, the higher your grades the more schools can recruit you, this applies to prep & collegiate level. Understandably the transition from Elementary School to High School can be difficult for some students and I recommend a proactive approach rather than reactive. I will state it again: it is your responsibility as parents/guardians, with the help of their teachers, to keep them focused and on the right path. If your child found elementary school math, science and/or English difficult, the probability exists that they will have similar issues in high school. Get him or her academic help, whatever that looks like for your child.

I find it difficult to hear from parents of students that they had difficulty in elementary school with grades, yet attended every practice and game for school and club teams. These misplaced priorities are unacceptable. Get the student support, albeit a tutor or organizational support. Various Board of Education and organizations have programs in place to provide additional support. Prep schools, colleges and universities will turn your child away if they don't have good grades. Getting your child into good study habits and time management practices should be the goal, not just for sports but for life. Forming habits is much easier when children are younger versus attempting to make changes when they are older. Not all students will go to university, so do know there is a path for students to take. Some student-athletes inadvertently narrowed their choices to attend college/university because they did not understand the importance of getting good grades in high school, while others found it difficult to maintain the rigors of school and ball. If your child has a identified/ documented learning disability, rest assured there is a pathway for them as well.

| Specialization Too Early |

The question of when to specialize is often at the forefront of parents' minds. According to Human Kinetics - Long Term Athlete Development:

When children are between the ages of 6 and 12, parents are responsible for getting them involved in a variety of sports and activities. Côté (1999) refers to this important period as the sampling years. Sampling various sports and activities gives young athletes the opportunity to develop their fundamental movement skills and experience a variety of environments. After this period of diversity and skill development come the specializing years, when the athlete begins to focus on one or two sports activities.

Although focusing on one sport develops the skills, coordination and sport-specific fitness necessary for doing well in that sport in the short term, it limits and/or prevents the development of other transferable sports skills. Transferable skills allow athletes to participate in a variety of sporting and social situations, which increases the likelihood that they will have a positive and fun experience in the sport. Consequently, it is beneficial for young athletes to participate in various sports and to meet and interact with a number of coaches.

Some of the negative consequences of specializing in one sport too early are overuse injuries (DiFiori, 2002) and chronic injuries such as tennis elbow, rotator cuff injuries, stress fractures, and ACL injuries, especially in female athletes (Harber, 2007). Early specialization also contributes to a one-dimensional self-concept as a result of "...a constrained set of life-experiences" (Coakley, 2000, as cited in Hill, 2009, p. 133).

To become positive and productive, athletes need to develop the social and psychological skills that allow them to adapt to various situations outside of their sporting community. Young athletes may put too much of themselves into one sport and then feel devastated when they fail. They may become obsessed with winning and grow especially frustrated when they do not win. This can lead to an imbalanced lifestyle as they abandon their social lives, spend all of their time training and deny themselves the opportunity to build the mental and social skills needed for living a successful life away from the playing field (Coakley, as cited in Hill, 2009).



Burn out is another important factor! When their schedules become too busy, athletes can feel as though they no longer have any control over their lives. Symptoms such as depression, eating disorders and chronic fatigue may manifest. You may also see your athlete getting sick more frequently, feeling unmotivated or performing poorly.

| Your Daughter/Son is Good |

What exactly does this mean in elementary school? Your child could be taller, stronger and faster than other kids his/her age but this does not mean that it will remain this way forever. Using basketball as an example, once your child is established as being “better” than the other kids, the topic of rep/AAU basketball will be put onto the table. You might even be approached by coaches for 1 on 1 or small group skill development which in most cases, has a cost attached to it.

Acknowledging that your child is good, a coach might let him/her get away with certain behaviours that could form into bad habits later. It is very important to be involved, well informed and have your own resources: knowledgeable people that you trust will be able to provide constructive criticism as well as praise.

Another point to emphasize is the example of height in the context of the sport of basketball. The tallest kids can sometimes be placed in the post/block at a young age, this is detrimental because if growth stops and the other kids catch up in height, your child could be a 6’2 (M) or 5’6 (F) basketball player (essentially a guard) with no ability to play outside of the post or more importantly handle the ball skillfully at all. At this stage, players should be given skill development for all positions and should also focus on the fundamentals of running, jumping and throwing. However, you should also know what works for one player does not automatically mean it will work for another. If you are thinking that your child is still displaying strong athletic potential by grade 7/8 you need to focus on a number of things:

Since I wrote this guide several years ago, many things have changed! The trend now is the majority of players looking to play at the collegiate level now plays at a prep school. This has shifted over the last 7 years and many high school programs (not prep) no longer have a competitive basketball program to help the level of development that is required to play post-secondary.

Back to what I was saying, if you are thinking by grade 7 or 8 your son/daughter is presenting with the athletic skills and interest/passion to continue playing basketball at a high level, here are some things to consider:

1. Which high school should they be attending? Should you consider staying at your home school where the basketball program isn’t strong and work with a trainer and club/AAU team for development or consider going to a prep program? Remember, high school should be about development, so having a program, coach or a system that follows through with this principle of development is extremely important. Along with development is the opportunity to play. Attending a high school where the athlete will actually play is key. Development without an opportunity to execute in-game situations is not ideal.

Prep Schools have grown exponentially in Canada and they are not all created equally! Understand that some prep programs have one team that may mainly target grade 11- post grad (5th year) students and others have several teams including a Jr. prep program focusing on grades 9 & 10. Most female prep programs have one team while many male programs have multiple teams.

Now let’s be realistic because if you are switching schools each year to ensure you get more playing time, it’s time to look at your athlete’s skill level and ability. If you are unsure of what to do, get a true assessment to determine the best fit of a program. Before you make decisions, look at all the options, attend team practices (if possible) and check out the coach’s coaching style and philosophy. Speak with other parents and athletes that attend the program and see if the school has a history of development and taking players to the next level, for example, USports/ Community Colleges or U.S. Colleges.

2. High school course selection, as previously mentioned has changed, effective 2021. Prior to 2021 if you are thinking of the Canadian stream University or the U.S. stream College Division I, II or NAIA; your student-athlete must take the academic versus the applied courses in high school. In the US stream, the NCAA Eligibility Centre lists core courses you **MUST** take to be deemed eligible for a D1/D2 scholarship and these courses are all in the academic stream. Effective September 2022 (**Ontario**) the grade 9 courses math, science, English, geography and French will be offered under one stream. Math and science will be offered as a de-streamed course that still fulfills the prior academic and applied course prerequisites, including being acceptable under NCAA academic requirements. Applied level English, French and geography will no longer be offered and students will only be offered to take the academic level, remaining acceptable and unchanged under NCAA academic requirements. De-streaming will be effective only for grade 9 courses, however for the school year 2023-2024 beyond, courses will only be offered in the academic or locally developed stream for grade 10 students. The link below explains de-streaming in Ontario, as well as providing a chart to help grade 9 and 10 students make sense of the new changes to come for the upcoming school years.

<https://www2.yrdsb.ca/schools-programs/de-streaming>

A key piece of information you need to know is that in the U.S. system, your grades or your grade point average (GPA) counts starting from grade 9, versus Canadian colleges and universities, who mainly look at grades starting from grade 11 & 12. This is important because the student-athlete needs to understand grades matter!

3. Prep programs should have knowledge of all that was previously mentioned however it’s good for you to understand requirements in order to support the student-athletes

4. Get to know this website:
http://fs.ncaa.org/Docs/eligibility_center/Student_Resources/DL_ReqsFactSheet.pdf
Coach Mom knows how to navigate this system and is always available for consultations, click here: <http://coachmom.net/contactus/>

5. Go to all teacher/parent meetings, introduce yourself to teachers, principals and vice-principals. Let them know that if your daughter or son starts to slip in homework completion or assignments, to let you know immediately. I have often expressed to parents that this is a very important partnership because when you think about it, teachers at school see your student-athlete almost half as much as you, having them at home. Therefore, working together towards a common goal; your child’s success, is vital!

6. Be proactive, not reactive. Put a plan in place for your student-athlete early.

| Families are also Recruited |

The student-athlete's support system in the stands and in front of coaches can set the stage for serious issues with recruitment in the future. Most prep & collegiate coaches interact with parents and families in order to determine the character of the player and family; coaches also talk to other coaches. You can hurt your child's future with inappropriate behaviour!

| How Much is too Much |

A parent's fear of his or her child falling behind in training is real and many will often follow random advice from other parents without really questioning WHY they are falling behind in the first place! Skill development is very important for any athlete, however; the formula does not look the same for everyone. Deliberate and intentional training a few days a week is better than training with a "one size fit all" model five days per week. My children started soccer at the age of 4 and we sampled Tae Kwon-do, art classes, tackle football and competitive swimming all the while taking them to learn to skate and swim with programs offered by Parks & Recreation. They participated in all the above programs while still in elementary school. Again, every student-athlete is different. My youngest didn't start seriously thinking of playing at the next level or taking one-on-one training until grade 9 and by the end of grade 10 decided he wanted to attend a prep school. Although his Canadian high school was amazing academically, he wanted to pursue getting a scholarship. Let me state for the record that it was **him** expressing an interest and desire for prep school; it came from his own wishes and goals for his future, not mine! This was important to share because I have observed situations where it appears the parent wants it more than the student-athlete.

Seasons are becoming longer and longer with no rest periods and young athletes are over-training: in their eagerness to see their children succeed, parents do not understand that there needs to be a time when their bodies are simply recovering and recuperating. Back in my day of learning how to coach, there was a clear distinction between pre-season, in-season and postseason. This periodization determined what type of training the athletes would do, which included a recovery period, not because an athlete was hurt but because he/she needed the chance to recuperate. The School Sports Guidelines are an excellent resource to follow in relation to a number of games per week, game length and practice length according to the age of the athlete. How well an athlete takes care of their body can help determine how long they compete. I cannot emphasize enough the value of this OFF-training time period!

<http://www.schoolsport.ca/youth-basketball-guidelines/>

| Putting your Athlete in the Best Position |

In all honesty, it is so important to focus on academics, discipline, structure, character, raising your child to have good manner and an ability to speak articulately. It has been said that **"talent gets you noticed; character gets you recruited"** (James Leath). Give your athlete responsibilities and a routine that includes doing chores, because if they do go away to a prep school, college or university they will need to know how to do their own laundry, etc. You are not doing the student-athletes any favours by doing everything for them as they get older. Teach them how to self-advocate with family and with teachers. Also teach them how to treat other people with kindness.

I will never forget when one of my sons came home in grade school with a mark on an assignment he did not like and was rather upset because he had put a lot of time into the project. I asked him what he was going to do about it and in return, he asked, "What can I do about it?" I told him, "Think of some reasons you think you should get a better mark and present that argument to the teacher." The teacher was so impressed with the fact he came to speak to her about it and his points were sound, so she gave him a better mark. To this day, this young man still likes to negotiate.

There are many high-quality skill development organizations and individual coaches available that can assist you with the process if you and your family are serious about taking your student-athlete to the next level. I say "family" because it becomes a commitment, financially and physically. Time will need to be negotiated among members of your family. There are also many organizations or coaches who are questionable in their ability to teach anyone. Do your homework and if you are not sure, this is where Coach Mom can provide assistance.

Surround yourself with knowledgeable and trustworthy people who can be honest with you! You will begin to hear this statement often, "Trust the Process." Understanding the process will assist you in trusting it. Know this: development does NOT happen overnight and requires time, patience and a good support system. No doubt there are very special players from an early age, but everything still applies to these special athletes.

| Social Media |

Before I became Coach Mom I was and still am a mom of 3 sons. I know and have experienced the realities of social media. Your kids need you to help them manage themselves appropriately, set realistic guidelines and practice with them. Athletes lose scholarship offers because of the things they put out, like or retweet on social media. By all means, search the web for many current examples! U.S. college coaches are allowed to re-tweet content from athletes they are recruiting. This clearly says coaches will follow players on social media, so questionable content can hurt them. Some clubs and AAU coaches often follow their players so hopefully this assists with the monitoring. Speak with your athlete about social media handles (how they identify themselves) and the content they post, re-post or like. These things leave a digital footprint and can have serious implications later in life, not only for a scholarship but also for a job!

Student-athletes are their own brand and can certainly leverage social media to promote themselves. On the flip side remember everything seen on social media is NOT TRUE!

| Ranking |

This has become a new trend where everyone is talking about who the top players are in their age group. As the athlete moves further and further into competition, he/she may become consumed with studying rankings, along with who is playing at what club, who has gone off to a prep school or who is a bust. Especially in elementary school, rankings have no place and should not be done. I will say this: **a ranking is nothing but a number**; your athlete should be paying more attention to their academics, character and development.

| Exposure Events |

Athletes attend these events for exposure in an attempt to secure the attention of coaches at a prep school or hopes for a college/university scholarship. Student-athletes at the elementary level should not be focusing on these events yet. Evaluation type events with a targeted focus on feedback and education by reputable organizations are more the type of event that should be explored in grades 6, 7 & 8. Now there are exceptions to the rule. Some kids in grade 6, 7 & 8 are already playing on an AAU travel team and parents and coaches may be tempted to expose them to such an event to see how well they compare to other athletes that are older.

Be mindful that one component I have not discussed in detail in this guide is the mental state of an athlete. In my opinion, at times athletes are pushed too far too fast; they have plenty of time to attend such showcases in high school. Not to mention two plus years of COVID has challenged everyone, particularly children and youth! Be mindful, invest and find support for the student-athlete if you see signs.

| Opportunities for Competition |

AAU Programs

Amateur Athletic Union programs expose their athletes to tournaments that happen mainly in the U.S. during the live period. The live period means college coaches are allowed to actively scout at tournaments. Most athletes enter AAU programming starting in grade 9, though there are exceptions where grade 8 athletes can play on the team due to their skill level. Most athletes that play AAU are looking to play at the next level mainly DI, D2 or CIS.

CYBL

The Canadian Youth Basketball League is a local Canadian league based in Ontario and provides an opportunity to play in local tournaments starting from grade 4 to grade 12. For the most part, stronger players/teams are opting to play in this league over OBL.

JUEL League

The JUEL League is an independent provincial league that provides exposure and opportunities for players throughout Ontario. JUEL Prep includes grades 9 and 10, to help transition players into the JUEL League. The JUEL league includes grades 11 and 12 and is inclusive for all players, providing high-levels of competition, exposure and athletic opportunities for all student-athletes.

OBL

The Ontario Basketball League (OBL) is an inclusive, age and ability-appropriate, province-wide league structure run by Ontario Basketball designed to provide meaningful competition for male and female athletes in all age categories (U10 to U19) and all levels of play (OBLX, AAA, AA, and A) to promote safe and stage-appropriate athlete development according to Long-Term Athlete Development (LTAD) principles. This is a good test to see if your student-athlete can manage extracurricular activities at a young age. What I like about this league is a rule such as equal shifting which is

a great idea. Equal shifting means one player cannot play the entire game! Most organizations that compete in OBL have a history of what divisions they enter teams in. Therefore this is something to research so you find the best fit for your student-athlete, recreationally or competitively.

OBLX

Also operated by Ontario Basketball for age categories U13 to U19 and are considered the top teams from the OBL league. See the link attached that explains the rules and league play. <https://basketball.on.ca/competitions/obl/about/>

Varsity Program & League (Boys)

Organizations are starting to create opportunities for players in high school to improve individual skills while playing games to apply what they learn. Within today's trends, players are considered high level players or not. The issue with this is these considerations occur too early which hinders 'late bloomers' from achieving their full potential. For such an athlete this program provides them the opportunity to develop skill development which is an integral part of overall development. This program accomplishes its objectives by maintaining a training to game ratio, practicing two days a week with games against other clubs or teams all facilitated by high-level coaches. Look out for these programs! They are on the rise!

Pound the Rock League (PTR)

Pound the ROCK Basketball League has been created to work with all members of our basketball community to help build a supporting system for healthy competition, flexibility for tournaments, tailored performance camps and a social component for players and supporters to interact.

| CONCLUSION |

This guide was created and intended to be used as a tool. I hope you have found it to be useful. Throughout the creation and editing process, it was audited by several parents for feedback and opinions and the response was positive and exactly what I wanted to hear. Some of the comments included, "...very good, straight to the point and helpful..." "Excellent, candidly written and such good information," and "It is AWESOME, I do wish we had something like this to help us a few years ago."

I'm not here to sell you a pipe dream. My goal is to educate you on developing your student-athletes academically, athletically and the recruitment process as a whole. It's to inspire you to take action and control your student-athlete's future. I would love to hear your feedback and help you support your son/daughter on their educational and athletic pursuits. Please contact me at: info@coachmom.com

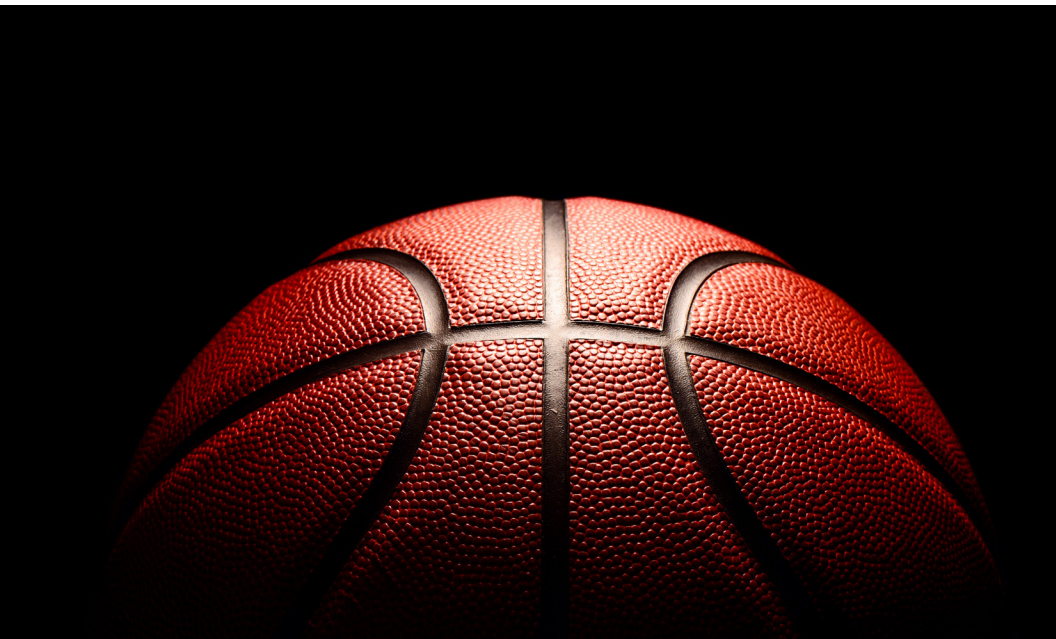
“Your child's success or lack of success in sports does not indicate what kind of parent you are. But having an athlete that is coachable, respectful, a great teammate, mentally tough, resilient and tries their best IS a direct reflection of your parenting.”

(Source unknown)



Author Bio:

Sharon Butler is a mom to three amazing young men! Her youngest son received a full scholarship at an American College and after two years has opted to play for a Canadian University. Sharon has a Bachelor of Physical and Health Education Degree from the University of Toronto where she played varsity basketball for 4 years. She is a Certified Level 3 coach and has coached at the College level in Toronto, ON for 15 years. In addition, she represented Ontario and Canada in the sport of Netball, traveled to numerous countries, and competed in the Commonwealth Games. Sharon established COACH MOM after seeing a need for a consultant that would offer assistance to student-athletes and families to help navigate the complex world of youth sports, rep teams and the multitude of choices and decisions that is presented to them, as they consider playing at the next level.







Teaching you how to play
the recruiting game



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www.coachmom.net