

# BEYOND COACHING



# AU-DELÀ D'ENTRAÎNER

## BEYOND COACHING CONFERENCE

| DATE & TIME                                    | SESSION                                    | ROOM           |
|--|--|----------------|
| <b>FRIDAY SEPTEMBER 29<sup>TH</sup> 2017</b>   |  |                |
| 6:00-6:40pm                                    | Registration                               | Welcome Center |
| 6:40-7:00pm                                    | Ice Breaker                                | Trinity Royal  |
| 7:00-8:00pm                                    | Interactive Information Session            | Trinity Royal  |
| 8:00-8:10pm                                    | Break                                      | Trinity Foyer  |
| 8:10-9:20pm                                    | Introductory Keynote: Lorraine Lafrenière  | Trinity Royal  |
| 9:20-11:30pm                                   | Welcome Reception & Posters                | Ballroom BC    |
| <b>SATURDAY SEPTEMBER 30<sup>TH</sup> 2017</b> |  |                |
| 8:00-8:30am                                    | Hot Breakfast                              | Ballroom AB    |
| 8:30-9:10am                                    | Coach NB Annual General Meeting            | Ballroom AB    |
| 9:20am-10:35                                   | Plenary Presentation – Beyond X's & O's    | Ballroom AB    |
| 10:35-10:50am                                  | Nutrition Break                            | Foyer B        |
| 10:50am-12:00pm                                | Concussion Awareness                       | McAvity        |
| 10:50m-12:00pm                                 | Culture Sensitivity in Coaching            | Allison        |
| 12:00-1:00pm                                   | Coaches Week Celebration Luncheon          | Ballroom AB    |
| 1:00-2:30                                      | Keynote Presentation (Waneek Horn-Miller)  | Ballroom AB    |
| 2:30-2:40                                      | Bathroom Break                             |                |
| 2:40-3:40pm                                    | Putting LBGTQ+ Research into Practice      | McAvity        |
| 2:40-3:40pm                                    | Building Empathy & Character into Training | Allison        |

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## Biographies & Abstracts

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### INTERACTIVE INFORMATION SESSION

Various topics will be discussed in 10 minute increments.

#### TABLE 1

##### CREATING INCLUSIVE SPORTS TEAMS: HOW SOCIAL NETWORK ANALYSIS CAN HELP

**PRESENTER(S):** Ashley M. Duguay & Todd M. Loughead

**ABSTRACT:** While sport can serve as a mechanism to celebrate diversity and support inclusion by providing a safe context for individuals to interact with others and express themselves through athletic performance, it can also incite discrimination (Elling & Knoppers, 2005; Schinke, Blodgett, McGannon, & Parham, 2014). As such, it is paramount that sport personnel (e.g., managers, sport psychology consultants, coaches) proactively direct efforts towards understanding the dynamics of diversity and inclusion within sport contexts. Unfortunately, assessing diversity and inclusion can prove challenging and has been identified as a weakness within the literature (Garcia, Shin, D'Souza, 2008; Jackson, Joshi, & Erhardt, 2003). To this end, the present examination explores how coaches can use social network analysis (SNA), a tool that allows for the examination of social relations between team members while simultaneously accounting for individual-level attributes, as a means of measuring their existing team environment and evaluating their diversity and inclusion efforts.

#### TABLE 2

##### UNDERSTANDING THE NEW BRUNSWICK COACH: INSIGHT INTO THE MOTIVATIONS AND DEMOGRAPHICS OF BEING A VOLUNTEER COACH

**PRESENTER(S):** Dr. Jonathon Edwards & Dr. Cory Kulczycki

**ABSTRACT:** Volunteer coaches are the lifeblood of youth sport (Bouchet & Lehe, 2010; Edwards & Leadbetter, 2016). Wiersma and Sherman (2005) indicated that “the existence of community-based sport programs depends primarily on the leadership of volunteer coaches” (p. 325) and their importance within community sport cannot be overstated. Thus, the purpose of this study was to explore the demographics and motivations associated with volunteer coaching within New Brunswick (NB). Data were collected from a provincial coaching survey (n=263 respondents) and 12 qualitative interviews. In general, results revealed that volunteer coaches are typically between the ages of 36-45 and that volunteer coaching involves both intrinsic (e.g., “internal drive”) and extrinsic (e.g., “motivate kids”, and “create leaders”) motivations. Based on the results, provincial and community sport organization management can gain an understanding of the demographics and motivations that are relevant for volunteer coach recruitment and retention.

**TABLE 3**

**TAILORING COACHING TO ATHLETES' NEEDS: HOW THE STRENGTH OF FEMALE ATHLETES' FEAR OF NEGATIVE EVALUATION BY THEIR COACH INFLUENCES THEIR PERCEPTIONS OF PERFORMANCE**

**PRESENTER(S):** Danielle Cruickshank & L. Darren Kruisselbrink

**ABSTRACT:** The behaviours of a coach can be effective for one athlete but not another. We examined whether there were differences in how female athletes' who are characterized by high and low levels of fear of negative evaluation (FNE) perceive their coaches behaviour to influence their sport performance. Twelve female club rugby players were interviewed. Transcripts were coded and the data were organized into repeating ideas, sub themes, higher order themes and global dimensions through inductive analysis (Auerbach & Silverstein, 2003). Athletes repeatedly identified negative coaching behaviours, positive coaching behaviours and the coach-athlete relationship as affecting their performance, however the impact of coaching behaviours and the coaching behaviours they preferred did not differ among athletes with high and low FNE. There appears to be multiple coach behaviours that influence the performance and overall well-being of athletes however, FNE does not seem to shape the perceptions or impact of these coach behaviours.

**TABLE 4**

**GENDER DIVERSITY & INCLUSION WITHIN THE SPORT OF ROLLER DERBY**

**PRESENTER(S):** Coach Trevor Goodwin

**ABSTRACT:** For the past seven-years the sport of Roller Derby in New Brunswick has been at the forefront of the East Coast provinces in both athletic accolades, ability and in regards to gender diversity and inclusion. We have actively worked to promote a climate that is welcoming and inclusive of transgender, intersex, and gender expansive participants and have aimed to ensure that all skaters', volunteers', and employees' rights are respected and protected.

This has been accomplished by a series of topics ranging from providing workshops for coaches, officials, players and fans on proper gender language use, how to open dialogues within your organization about inclusion, Coaching beyond the bench and methods for coaching multi-gendered teams. As a sport not always granted the validity it deserves, roller derby is an important piece to improving diversity and inclusion within all sports.

**TABLE 5**

**IMPORTANCE OF SPORT & RECREATION IN FIRST NATION COMMUNITIES #TEAM88**

**PRESENTER(S):** Jason Peters

**ORGANIZATON:** Aboriginal Sport & Recreation New Brunswick

**ABSTRACT:** Are you a coach that's starting a sport program within an Indigenous community? Do you coach Indigenous athletes?

Relationship building is a big part of working with Indigenous communities and their youth. This takes time; after all, there is a 500-year old relationship that hasn't been the most positive. As a coach, you need to be present within the community by getting to know community members (Elders, Chief, and Council).

Two major happenings have changed the Indigenous landscape within Canada: 1) the Truth and Reconciliation Commission and 2) the overall demographics within the context of Indigenous peoples. These same two happenings have also had an effect on sport and Indigenous peoples.

**TABLE 6**  
**PARASPORT NB: PROMOTING INCLUSION**

**PRESENTER(S):** Sally Hutt

**ORGANIZATON:** Parasport New Brunswick

**ABSTRACT:** Parasport New Brunswick is the Provincial Sport Organization for Wheelchair Basketball and Wheelchair Rugby, however we have recently evolved to be the umbrella organization for all 26 Paralympic sports. In this interactive session, Parasport NB will discuss how persons with a disability can be integrated within existing programs, and what it means to reverse inclusion.

**TABLE 7**  
**INTEGRATING NEWCOMERS INTO SPORTS**

**PRESENTER(S):** Valentin Boinitski, *Communications Specialist* & Guy Verna, *Event Coordinator/Volunteer Recruitment*

**ORGANIZATON:** Saint John Multicultural and Newcomers Resource Centre

**ABSTRACT:** This session will provide information on the peculiarities of working with newcomer and immigrant youth in sports activities. It will draw on examples of the work done by the Saint John Newcomers Centre in this area.

**TABLE 8**  
**MENTAL HEALTH RESSOURCES FOR YOUR ATHLETES**

**PRESENTER(S):** Véronic Arseneau, *Community Education Coordinator*

**ORGANIZATON:** Canadian Mental Health Association New Brunswick

**ABSTRACT:** This session will provide a general overview of the Canadian Mental Health Association New Brunswick, what the organization does around the province, and how coaches can access their services or refer their athletes to their services.



**PLENARY ABSTRACT:** Lorraine Lafrenière will kick off the conference with a motivating talk about building a culture of innovation, accountability, excellence in education and coach development. In this session, Lorraine will unveil the Coaching Association of Canada's key highlights. She will also share her experience as a woman in business and in coaching. An empowering presentation you will not want to miss!

**BIOGRAPHY:** As CEO of the Coaching Association of Canada, *Lorraine Lafrenière* was twice named to the Canadian Association for Advancement of Women and Sport Top 20 most influential women in 2014 and 2015. During this time, she successfully led the partnership to complete the transition of the National Coaching Certification Program. She also supported the Canadian Sport System to launch the Responsible Coaching Movement to protect youth in sport through coaching strategies. Her career spans more than 25 years across many sectors within the Canadian Sport system including roles with the Canadian Olympic Committee, National Sport Organizations, the Canadian Broadcasting Corporation, as well as Petro-Canada, one of Canada's leading Olympic and Paralympic Games sponsors.

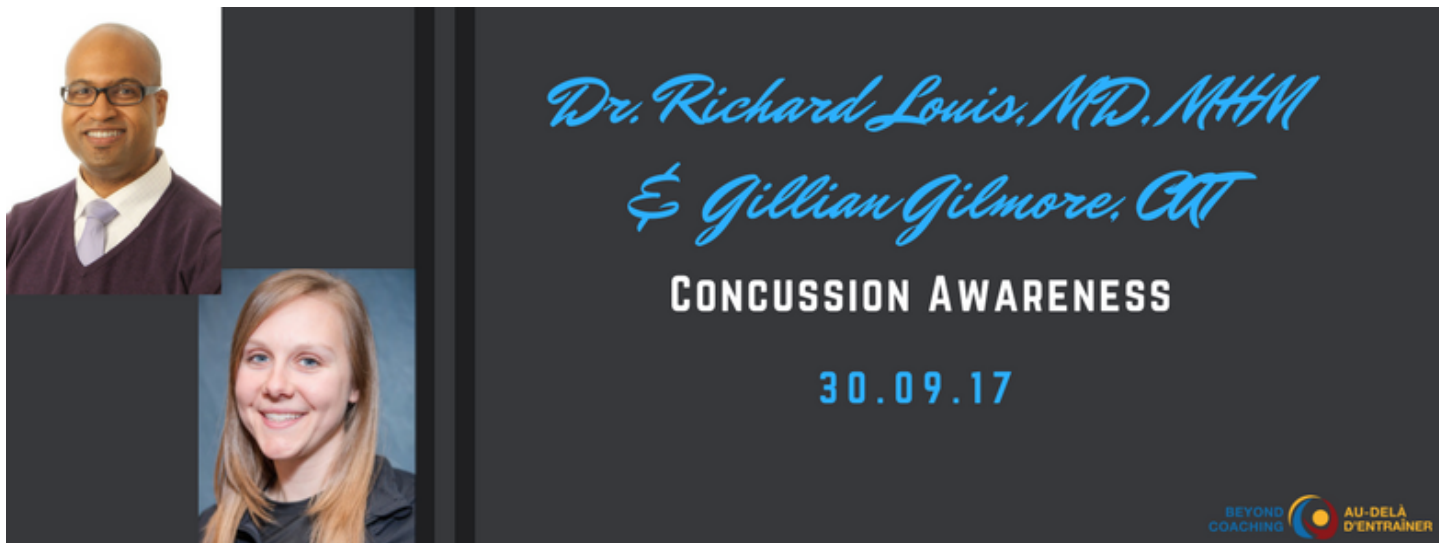
Along with her passion for sport, Lorraine's commitment to volunteerism has been consistently demonstrated throughout her career. She has had the honour to serve on the boards and committees of many organizations including the Ottawa Sports Hall of Fame, Canadian Cancer Society (Ottawa-Carleton), Run for the Cure, Big Sisters of Ottawa, and Ottawa-Carleton Epilepsy. She was also the co-chair of the 2004 Ontario Summer Games held in Ottawa. Lorraine is the mother of two and she is a proud cancer survivor. She is an advocate of resiliency in all facets of life.



**PLENARY ABSTRACT:** In this presentation, Glen will talk about the characteristics of the greatest coaches and how they developed their teams into winning programs. The winning went far beyond the results on the field, however, and Glen will touch on the importance of how coaches made a difference by connecting with their players via the growth mindset, developing trust and character with key takeaways that coaches can immediately implement with their teams.

**BIOGRAPHY:** *Glen Mulcahy* is a speaker with a down to earth flair who shares his knowledge from a lifetime of involvement in multi-levels of sport. Glen has a degree in Human Kinetics at the University of British Columbia, is a contributor to One Million Skates and both an instructor and regional evaluation coordinator for BC Hockey. As a Hockey Canada NCCP instructor/mentor of adult coaches for BC Hockey, Glen has now certified over 2000 coaches in the Pacific Coast Amateur Hockey Association since 2009. He brings a 360-degree view of sports that is unique, from that of a youth athlete, to a coach of various sports for 20+ years and also parent of two children playing both recreational and competitive sports.

His lifetime in sports includes honors while playing various team sports including municipal banners as well as provincial titles in Hockey, Football and Rugby. His belief in focusing on transformational long term developmental vs. transactional short term immediate results orientated coaching you will find both refreshing and inspiring. Glen is passionate about sharing what he has learned to bring the game back to the kids and lead others to do the same.



**SESSION ABSTRACT:** The objective of this session is to provide coaches with the knowledge of how to identify a concussion (the recognition tool), what to do in the event an athlete has a concussion, and the transition back to sport (return-to-play). Gillian and Dr. Louis will explain how concussions vary and the *why* behind the methods of getting the athlete back into play. Moreover, they will emphasize the importance of a collaborative team approach as everyone has a role to play in order to ensure a safe return to sport.

**BIOGRAPHY:** *Dr. Richard Louis* is the provincial Injury Prevention Coordinator for the NB Trauma Program. Richard has a wealth of clinical education, as well as a Master's Degree in Health Services Management from the University of Moncton. As Injury Prevention Coordinator, Richard provides leadership and coordination to injury prevention programs across the province.

Gillian Gilmore, a certified athletic therapist with the Ken-Val Rehab & Sport Injury Centre. She has travelled across Canada as an athletic therapist but recently this past August has attended the World University Games in Taipei, Taiwan for the Canadian men's soccer team. Gilmore completed her kinesiology degree at UNB, was introduced to the craft while working as student therapist with the university's rugby team. She then went on to do her masters at York University in Toronto.



*Dr. Cheryl MacDonald, Althea Arsenault  
Cline Gideon & Sabrina Durepos*

**CULTURE SENSITIVITY: OVERCOMING BARRIERS**

**30.09.17**

**FACILITATED BY NEALE GILLESPIE**

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**SESSION ABSTRACT:** An individual's culture is influenced by many factors, such as race, gender, religion, ethnicity, socio-economic status, sexual orientation and life experience. Reactions to cultural differences are automatic, often subconscious and influence the dynamics of the coach-athlete relationship. Our panel members each bring to the table their own unique insights on how to promote inclusion in sport. By taking part in this session you will learn how to better understand and embrace the differences of others as well as provide an inclusive environment for all.

**BIOGRAPHY:** *Althea Arsenault* is the Manager of Resource Development with the New Brunswick Economic and Social Inclusion Corporation (ESIC). ESIC is the Crown Corporation under GNB that is tasked with the implementation of the provincial poverty reduction plan. Her responsibilities at ESIC range from project management, policy and procedures, PAC, Board, finance, KPIs, financial literacy, Ministerial briefing material, research and presentation at both Main Estimates and Standing Committee on Crown Corporations, and numerous committees. Previous to ESIC, Althea spent the last 25 years managing non-profits in sports, universities, hospitals and government. In her spare time, Althea is an active volunteer within her community and with Triathlon New Brunswick. As the TriNB Vice-President, Provincial Team/Canada Games Team Manager, Coach Coordinator, National Technical Official and mother of a former athlete she is heavily involved in all aspects of the sport.

*Sabrina Durepos* is former Paralympian who credits many of her past coaches for providing her the opportunity to succeed as a wheelchair basketball athlete. Now, as her playing career has come to a close, Sabrina is focused on giving back to the community in a way that will allow youth to have a positive experience with sports. Sabrina has been active as both a high-performance coach at the Provincial level, as well as involvement at the recreational and grassroots levels. This comprehensive commitment has truly shown that everyone matters when she is coaching!

*Dr. Cheryl MacDonald* is a sport sociologist working as a postdoctoral fellow at the Institute for Sexual Minority Studies and Services at the University of Alberta in Edmonton. A New Brunswick native, she was a goaltender for the inaugural Moncton High School girls ice hockey team and has gone on to study gender, sexuality, and ice hockey at the male Major Midget AAA, Major Junior, and U Sport levels. Dr. MacDonald holds a PhD in Social and Cultural Analysis from Concordia University in Montreal and her dissertation on understandings of gender and sexuality as well as attitudes towards homosexuality in male youth ice hockey was nominated for best thesis



at the university and national levels. Through this work, she has become co-chair of the Western Canadian board of the You Can Play Project, a not-for-profit organization that supports the inclusion of LGBTQ+ athletes in sport.

*Cline Gideon*, NCCP Coach Developer for the Aboriginal Coaching Module, First Nations Subject coordinator with NB Dept. of Education has a Masters of Education with the University of New Brunswick. Cline is a passionate advocate for the value and benefit of sport and recreation opportunities within the First Nation communities. He champions putting the health and wellness of communities first.



**SESSION ABSTRACT:** Waneek Horn-Miller has overcome discrimination, self-doubt, and an infamous incident of violence to emerge as one of North America's most inspiring Indigenous speakers. She lived through the Oka crisis in 1990, and now delivers riveting keynote presentations aimed at bridging the gap and repairing the relationship between indigenous and non-indigenous people.

Sport can be an empowering experience for its participants and it was sport that lifted Waneek out of a difficult place. She shares her message of overcoming obstacles and promoting positive social change in Indigenous communities in Canada. Waneek Horn-Miller is proud of her heritage and is highly involved in the aboriginal community. Today's presentation encompasses the essence of this year's Beyond Coaching conference theme: Inclusion in Sport. Waneek draws on her experiences as the former co-captain of Canada's Olympic women's water polo team to teach her audiences how to build self-esteem through a balance of education and sport. She believes that we have to "fix our own backyard" and encourages Canadians to look beyond colour and the border to work as a team and solve issues together

**BIOGRAPHY:** *Waneek Horn-Miller* is a Mohawk from the Kahnawake Mohawk Territory near Montreal. She works and travels extensively throughout the Aboriginal world. Through her work as a sports commentator for CBC and APTN, Waneek has become a community advocate for sport, fitness and wellness. She also has traveled extensively throughout North America as a motivational speaker. She was a member of the Gold medal winning 1999 Pan Am Games women's water polo team and was co-captain of Canada's water polo team at the 2000 Sydney Olympics. As one of Canada's few Aboriginal Olympians, Waneek has used her passion and experiences in sport to influence Aboriginal and non-aboriginal leadership towards making Sport and Wellness a community building priority.

As one of Canada's few Aboriginal Olympians, Waneek has used her passion and experiences in sport to influence Aboriginal and non-aboriginal leadership towards making Sport and Wellness a community building priority. Waneek is currently working as the brand ambassador for the aboriginal forward company Manitobah Mukluks, and is the director of the Storyboot Project, a program that supports traditional artist by selling their work for art prices world-wide, and the running of storyboot schools, where the art of mukluks and moccasin making is passed onto the next generation.



*Coach Melanie Melanson*

**BUILDING EMPATHY & CHARACTER INTO TRAINING**

**30.09.17**

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**SESSION ABSTRACT:** Many coaching courses will tell us that we aren't just coaching soccer players, track athletes, swimmers etc. we are coaching young individuals who are growing through sport. In this session, Mel will talk about her experiences in taking a whole athlete approach to coaching and strategies to build empathy, character and mental skills into training. This session will have opportunities for discussion and sharing, so please come with questions and ideas as well as an open mind.

**BIOGRAPHY:** *Melanie Melanson* is the head coach of the Codiac Vikings Aquatic Club in Moncton, New Brunswick. She has been a part of the Swimming New Brunswick community for the past 25 years with 11 of those having been in a coaching capacity. She attended Canada Games in 2013 as one of 2 women in coaching apprentices and went to the Winnipeg Canada Games this past summer as an assistant coach. She was Swim New Brunswick's Development Coach of the Year in 2014 and Fredericton Aquanaut Swim Team's Coach of the Year in 2014. In her time coaching with Fredericton she established programs for their athletes that helped build confidence, emotional and mental skills as well as strategies to deal with stress, pressure, failure and personal challenges. She transfers those skills into everyday training and reinforces those lessons within her practices. Mel believes in coaching the whole athlete and only with a balanced approach to training will athletes truly be able to reach their full potential.



**SESSION ABSTRACT:** The connection between research and practice in sport can be limited. That is to say that although sport-related academic research proliferates in Canada, we are less likely than other countries to use it when administering sport programs or dealing with athletes in a range of contexts. This presentation will combine research on understandings of gender and sexuality as well as attitudes towards homosexuality in male Major Midget AAA ice hockey as it complements community outreach initiatives such as gender and sexuality workshops in high schools or among youth ice hockey teams. Boys' and men's hockey, in particular, has drawn attention as a sport that encourages anti-LGBTQ+ attitudes and this has been highlighted by the current lack of openly gay men in the NHL despite efforts such as Hockey is for Everyone month, Pride Tape, and You Can Play nights throughout the league.

**BIOGRAPHY:** *Dr. MacDonald* is a sport sociologist working as a postdoctoral fellow at the Institute for Sexual Minority Studies and Services at the University of Alberta in Edmonton. A New Brunswick native, she was a goaltender for the inaugural Moncton High School girls ice hockey team and has gone on to study gender, sexuality, and ice hockey at the male Major Midget AAA, Major Junior, and U Sport levels. Dr. MacDonald holds a PhD in Social and Cultural Analysis from Concordia University in Montreal and her dissertation on understandings of gender and sexuality as well as attitudes towards homosexuality in male youth ice hockey was nominated for best thesis at the university and national levels. Through this work, she has become co-chair of the Western Canadian board of the You Can Play Project, a not-for-profit organization that supports the inclusion of LGBTQ+ athletes in sport.