



*Impact Sports. Impact Life.*

## **CHARACTER BUILDS FOOTBALL COACHES CLINIC**

### **Friday**

- 7:00 Arrival and Social
- 8:00 Introduction by Lou Judd
- 8:05 The Foundation Of Sportsleader by Paul Passafiume
- 8:20 Building Boys Into Men by Matthew Van Smoorenburg, LC
- 9:20 Social
- 9:50 Power Run Offense by Bruce Scifres
- 10:30 Steering Kids Away From Drugs And Alcohol by Bruce Scifres
- 11:05 Social
- 11:30 How To Reach The Heart Of The Athlete by Chris Willertz
- 12:00 Social

### **Saturday**

- 8:15 Breakfast
- 9:00 Forging Willpower by Paul Passafiume
- 9:40 Social
- 10:00 No Huddle Spread Offense by Mike Gims
- 10:40 Building Leadership In Quarterbacks by Mike Gims
- 11:15 Social
- 11:45 Athlete Testimonies
- 12:15 Lunch
- 1:00 44 Defense by Joe Nichols
- 1:40 Character Development & Mentoring Within A Public School by Joe Nichols
- 2:15 Social
- 2:45 Practice Management by Bill Letton
- 3:25 Creating A Mentoring Culture Within Your Coaching Staff by Dan Duddy
- 4:00 Social
- 4:15 Football Done Right Changes Lives by Jason Brooks, LC
- 4:45 Conclusion
- 5:00 Departure

For more information please contact Lou Judd  
SportsLeader Regional Director  
859.512.2572  
[ljudd@sportsleader.org](mailto:ljudd@sportsleader.org)



## **SPEAKER BIOS**

### **Chris Willertz – Assistant Coach Winton Woods High School, Cincinnati, OH**

As a player, Chris graduated in 1985 from Bay City Handy High School in Bay City, Michigan. While in high school, he excelled as a three-sport athlete, gaining All State honors in football, basketball, and track and field (shot put), while graduating third in a class of 220 with a 3.9 GPA. Coach Willertz then attended Michigan State University, lettering from 1986-1989 as defensive end. While at MSU, Chris was a member of the 1987 Big Ten Champions and 1988 Rose Bowl Champion Spartans. Chris earned several awards at MSU: Academic All Big Ten in 1988 and 1989, Second Team Academic All-American in 1989, and Most Improved Player in 1989.

Chris began his coaching career in Hamilton, MI, coaching freshman football for two years. He then moved to Kentucky and coached at Simon Kenton High School from 1992-1996. In 1997, he was named defensive line coach at Oak Hills High School, serving there until 1999. He then worked as defensive coordinator at Winton Woods High School from 2000-2004. 2005-2006 he was the linebackers coach at Archbishop Moeller High School.

Chris and his wife, Krista, have three children.

### **Dan Duddy – Head Coach Monsignor Donovan High School, Toms River, NJ**

This is Dan's 30th year of coaching high school football. He played high school football for, then coached with for 14 years, the legendary Warren Wolf at Brick High School in New Jersey.

Dan was head coach at Central Regional High School, Bayville NJ, posting ten straight winning seasons, a championship, and multiple qualifications for the state tournament, along with several coaching honors.

This is his second season at "Donovan".

Dan is the father of eight children, the two oldest being college student/athletes, and married to wife Maura for 20 years.

### **Bruce Scifres – Head Coach Roncalli High School, Indianapolis, IN**

Bruce graduated from Plainfield High School where he starred in football, basketball and track. He played tailback at Butler University where he set three school rushing records and was named MVP and ALL Conference. As a senior he was the recipient of the Hilton U. Brown Mental Attitude Award. Bruce was recently inducted into the Butler University Athletic Hall of Fame. Bruce teaches Advanced Physical Conditioning at Roncalli.



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After leading the Rebels to an undefeated state championship season in 1993, Bruce was named AAA Coach of the Year and was selected to coach in the 1994 North-South All-Star game. After leading the Rebels to a second consecutive state championship in 1994, Bruce was named Indiana's Coach of the Year for all classes! Bruce was again named AAA Coach of the Year as he led the 1999 Rebels to a perfect 15-0 State Championship season. After leading the Rebels to three consecutive AAAA State Championships in 2002, 2003 and 2004 he was named Indiana Coach of the Year for all classes once again!

Bruce and his wife Jackie have four children.

### **Bill Letton – Head Coach Lexington Catholic High School, Lexington, KY**

This was Coach Letton's fifth season at LCHS; he is entering his second season as Head Coach and third as defensive coordinator. In 2005 LCHS won the Class AAA State Championship.

Prior to joining the Knights, Letton has served as Head Coach at Prestonsburg High School, Paris High School, and Montgomery County High School over a period of fifteen years. Over his career, he has guided his teams to two Regional Championships, six District Championships, and a State Runner-up finish (Prestonsburg) in 1993. Coach Letton has received Coach of the Year recognition at the district, regional, and state levels from various publications and organizations.

Coach Letton is a 1987 graduate of Centre College where he was a four-year starter at tight end. While at Centre, he set school records for a single game, season, and career receptions. He was also a two-time All Conference selection and received the team's award for special team's play. Coach Letton played his high school football at Montgomery County High School where he was Team Captain and Most Valuable Player his senior year.

Letton earned a B.S. degree in Economics while at Centre and holds a M.A. degree in Guidance and Counseling and Rank I degree in Educational Leadership from Morehead State University. He teaches courses in Literature at LCHS.

Coach Letton and his wife of nineteen years, Lori Garland Letton, have three sons.

### **Paul Passafiume – Head Coach St. Agnes, Louisville, KY**

Attended St. Xavier High School in Louisville, KY where he played safety and WR helping to lead the Tigers to 2 state championships. After HS he graduated from the University of Kentucky and quickly became an entrepreneur. He is currently President of PS Management, Inc. and Passafiume Development, Inc.

Paul has been the Head Coach at St Agnes for 14 years. In 2005 St. Agnes won the City Championship.



In 2004 he helped SportsLeader get off the ground. He is our Founding Coach.

He also is the Founder of YMCL, a leadership group for high school athletes in Louisville.

Married to Jean and they have 5 children.

### **Mike Gims – Head Coach Cincinnati Hills Christian Academy, Cincinnati, OH**

Mike went to Lakota High School in Cincinnati, OH where he played WR. He attended the University of Cincinnati and majored in education and health.

Mike has been coaching football for 19 years. He began his coaching career at Landmark Christian where he was an Assistant for 4 years and the Head Coach for 2. Then he served as the Offensive Coordinator at Hughes High School for 2 years.

At that point he helped the CHCA varsity football program get off the ground and has been with them ever since, 7 years as the Offensive Coordinator and 4 years as the Head Coach. In 11 seasons they have posted only 1 losing record.

CHCA was the 2005 State Runner Up.

Mike is married to Kathy and they have 2 daughters.

### **Joe Nichols – Head Coach DuPont Manual High School, Louisville, KY**

Joe attended Providence High School in Clarksville, IN. He played linebacker and fullback. He then went on to play football and major in education at Hanover College.

He has been in education for 11 years now.

He was an Assistant Coach at Providence for 3 years and then moved to Manual to be an Assistant for 5 years. He has been the Head Coach at Manual for 7 years now and is quickly becoming the most successful coach in Manual's long history.

Manual is one of the most storied football programs in the country. Their rivalry with the Male Bulldogs, dubbed the Old Rivalry, dates directly to 1892 and is one of the oldest high school rivalries in the country.

Joe is Married to Tanya and they have 4 children



### **Matthew Van Smoorenburg, LC**

Played HS football in Oregon where he was a team captain and student body president. He majored in electrical engineering at the University of Portland.

He then went on to be an assistant coach for his former high school team and grade school team. He was also a grade school head basketball coach.

He studied philosophy and theology in Rome at the Gregorian University and Regina Apostolorum respectively.

A renowned public speaker, he delivers conferences all over the mid-west on character development and virtue.

### **Jason Brooks, LC**

Jason played varsity football at Wauwatosa East High School (Milwaukee, Wisconsin) for two years and was a team captain his senior year (class of 1991). He went on to play NCAA Division III football at Ripon College (Ripon, WI) for three years.

He played in every game as a freshman and started every game as a sophomore and junior. After his junior year, his teammates voted him the team's most valuable defensive player; and the league coaches voted him second-team, all-conference.

At Ripon, Jason was studying biology and getting certified to teach high school biology. He was looking forward to teaching and coaching, when he felt called to a life of service at the age of 20. He later went on to study philosophy and theology.

He is currently serving as the chaplain of the Lumen Institute in Chicago, but he is still a Green Bay Packer fan.



## CLINIC DETAILS

Registration Fee (non-refundable)

- \$80 per coach double occupancy. \$135 per coach single occupancy. Postmarked before January 4th.
- **\$105 per coach double occupancy. \$160 per coach single occupancy. Postmarked after January 4th.**

Cost includes clinic, hotel, Saturday breakfast and lunch.

Schedule: Starts Friday January 25th at 7 PM. Ends Saturday January 26th at 5 PM

Location: Cincinnati-Northern Kentucky (CVG) Airport Marriott. There is a free shuttle from the airport to the hotel.

SportsLeader seeks to help coaches mentor their players so as to promote solid character development building leaders on and off the field.

We have a structured and proven battle plan to help you do better what you are already doing – building men.

Our web site is [www.sportsleader.org](http://www.sportsleader.org).

We are hosting a coaches clinic titled Character Builds Football at the Cincinnati-Northern Kentucky Airport Marriott on January 25-26.

Our hope is to give the coaches some solid scheme strategy as well as help encourage football coaches to mentor their players and give them some concrete strategies how to build character.

For more information please contact Lou Judd  
SportsLeader Regional Director  
859.512.2572  
[ljudd@sportsleader.org](mailto:ljudd@sportsleader.org)



**CHARACTER BUILDS FOOTBALL COACHES CLINIC  
REGISTRATION**

January 25-26, 2008  
Marriott Cincinnati-Northern Kentucky Airport  
2395 Progress Drive  
Hebron, KY 41048

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Home Address: \_\_\_\_\_  
\_\_\_\_\_

Email: \_\_\_\_\_

Mobile Phone: \_\_\_\_\_

Coaching Position: \_\_\_\_\_

School or Team Name: \_\_\_\_\_

T-Shirt Size: \_\_\_\_\_

Registration Fee (non-refundable)

\$80 per coach double occupancy. \$135 per coach single occupancy. Postmarked before January 4<sup>th</sup>.  
\* \$105 per coach double occupancy. \$160 per coach single occupancy. Postmarked after January 4<sup>th</sup>.

Cost includes clinic, hotel, Saturday breakfast and lunch.

Please make checks payable to SportsLeader and mail with registration to:

Lou Judd  
1325 Old State Rd  
Park Hills, KY 41011

[www.sportsleader.org](http://www.sportsleader.org).

The clinic will begin on Friday the 25th at 7:00 PM (arrive after having dinner) and will end at 5 PM on Saturday the 26th.



**Directions to Marriott Cincinnati Airport  
2395 Progress Drive, Hebron, KY 41048  
859-586-0166 (Front Desk)**

From I75/71 North or South:

Take Exit 185- I275 and head West towards the airport.  
Stay on I275 for 3.25 miles and take Exit 4A KY 212. Bear right at the exit (it is a one-way).  
212 dead-ends into a stop light .10 mi. ahead.  
At the stoplight, turn Left onto Petersburg Road, KY 20.  
You will see the Marriott ahead on your Right.  
Turn Right onto Progress Drive at the next light and Left into Parking Lot.

From I275 East:

Take Exit 4 KY 212. Turn Left onto 212.  
212 dead-ends into a stop light .12 mi. ahead.  
At the stoplight, turn Left onto Petersburg Road, KY 20.  
You will see the Marriott ahead on your Right.  
Turn Right onto Progress Drive at the next light and Left into Parking Lot.

From I275 West:

Take Exit 4A KY 212. Bear right at the exit (it is a one-way).  
212 dead-ends into a stop light .10 mi. ahead.  
At the stoplight, turn Left onto Petersburg Road, KY 20.  
You will see the Marriott ahead on your Right.  
Turn Right onto Progress Drive at the next light and Left into Parking Lot.

From I74 East:

Take I275 South, Exit 5.  
Proceed 20 miles to KY212, Exit 4. Turn Left onto 212.  
212 dead-ends into a stop light .12 mi. ahead.  
At the stoplight, turn Left onto Petersburg Road, KY 20.  
You will see the Marriott ahead on your Right.  
Turn Right onto Progress Drive at the next light and Left into Parking Lot.

From CVG – Cincinnati Northern Kentucky Airport (less than 1 mile):

Proceed on KY 212 to the stop light at the dead end. Turn Left at light.  
You will see the Marriott ahead on your Right.  
Turn Right onto Progress Drive at the next light and Left into Parking Lot.