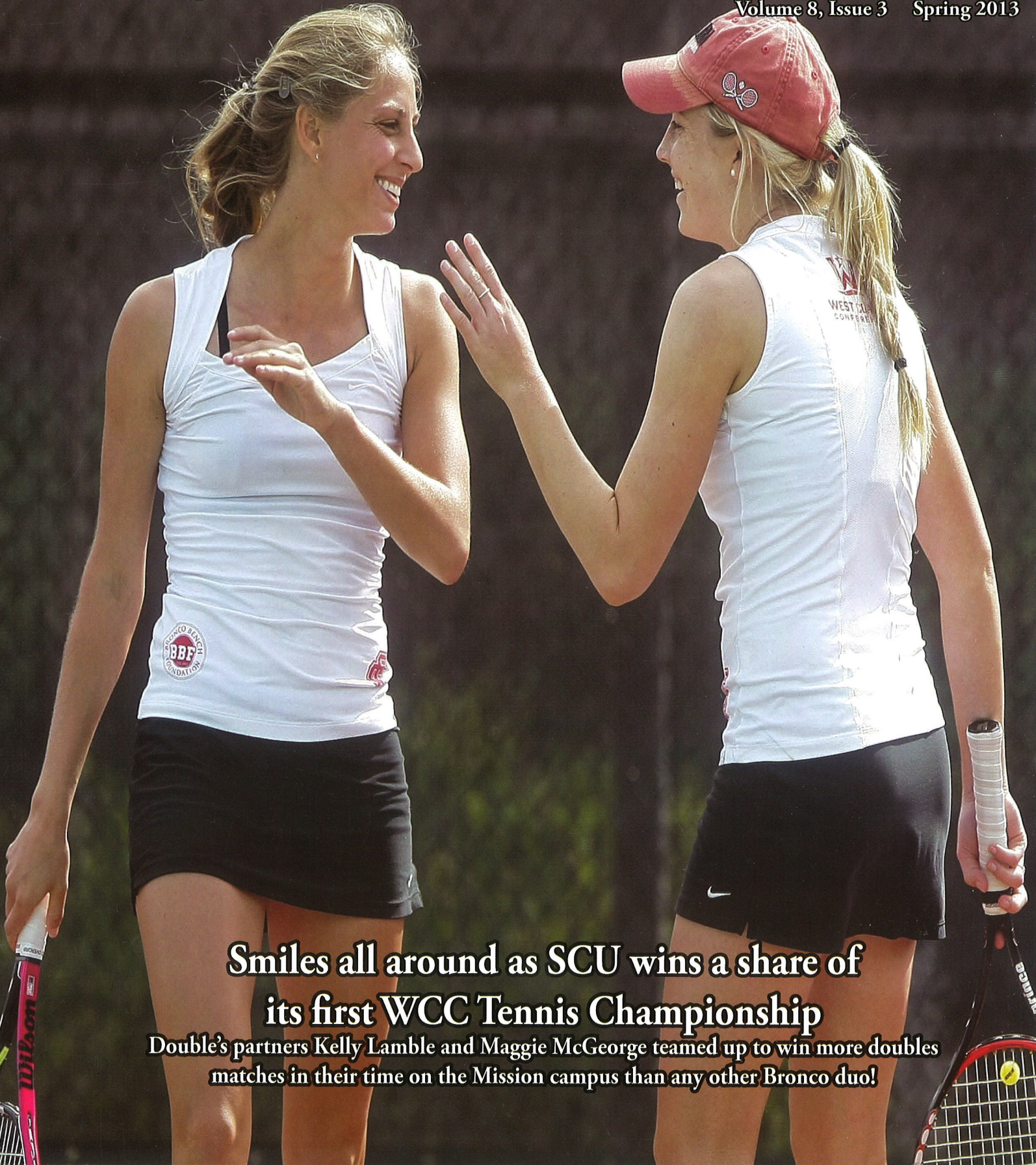


SANTA CLARA

BRONCO SPORTS

A publication of Santa Clara University Athletics and the Bronco Bench Foundation

Volume 8, Issue 3 Spring 2013



Smiles all around as SCU wins a share of its first WCC Tennis Championship

Double's partners Kelly Lamble and Maggie McGeorge teamed up to win more doubles matches in their time on the Mission campus than any other Bronco duo!

From the Athletic Director



Santa Clara's Institute for Sports Law and Ethics ("ISLE"), a unique collaboration involving Santa Clara's Athletic Department, the Santa Clara Law School and Santa Clara's Markkula Center for Applied Ethics, awarded its first national award for sportsmanship at a formal dinner at Santa Clara's Adobe Lodge on May 1. The event was emceed by Tom Ferry of ESPN, and was attended by, among others, ISLE board members Brent Jones, Ronnie Lott and Brandi Chastain, as well as many other Bay Area sports notables, including representatives from the Sharks, A's and 49ers.

This new annual honor has been dubbed the "ETHOS" award, which, in addition to being an acronym for ethics of sports, is also a Greek word that means "character". It will be awarded annually by ISLE to an individual or organization whose action, initiative or program contributed to furthering the ethics of sport in the United States.

The first recipient is Jim Thompson and his organization – The Positive Coaching Alliance – which for the past 15 years has been working aggressively nationwide to transform the culture of youth sports away from the "win at all costs" mentality into a much more positive, nurturing, character-building experience. They are moving the dial. Jim's organization has conducted more than 10,000 workshops at over 1,700 schools, leagues or other youth sports organizations impacting more than 4.5 million young adults and kids.



JIM THOMPSON

I am a firm believer in the rare and unique ability of sports to teach critical life lessons that are often not otherwise easily learned. I think we've assembled a great collection of coaches here at Santa Clara who not only believe that just as fervently as I do, but practice it daily as their life's work. Unfortunately, both in my role here observing intercollegiate athletics today and in my involvement with my own three kids' participation in youth sports, all too often I witness first-hand the destructive impact that a misguided coach or program can have on the participants involved. We've seen some high-profile cases of misguided coaches attracting national attention lately, but there are countless similar examples across the country in youth sports that, while equally as damaging, might go unreported and perhaps even unnoticed. Against this backdrop, we couldn't be more proud to honor Jim and the Positive Coaching Alliance as our first recipient of the ETHOS Award. I think that makes a strong statement about what both our organization and the award are all about – setting an ambitious standard and tone for future recipients.

Thanks for your continued support!

Dan Coonan
Athletic Director

SANTA CLARA ATHLETICS

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ON THE COVER

Maggie McGeorge and Kelly Lamble teamed up with fellow seniors Jessica Agra and Alex Zaniewski to help clinch a share of the West Coast Conference title in women's tennis this spring.

Bronco Sports Magazine is in its eighth year highlighting the happenings in the athletic department at Santa Clara University.

Bronco Sports is a production of Santa Clara University Athletics and the Bronco Bench Foundation. Cover photo by John Medina with all layout and design by Jessica Shusko '15 and Michelle Schmitt. Photography by Denis Concordel, Don Jedlovec, John Medina, Michelle Schmitt, CBI photographers and Kimberly Wasenburger Hull. Printing by Theatre Publications in Santa Clara. Contributing writers and additional assistance provided by: Dan Coonan, Janice DeMonsi, Chelsea Flintoft '14, Kaitlin Fuelling '13, Staci Gustafson, Joey Karp '09, Carolyn Linck '11, Tomomi Menjo '13, Jeff Mitchell, Brandon Rebboah '13, Andy Schatzman '83, Michelle Schmitt, Jessica Shusko '15, Phil Simon, Kimberly Veale, Grace Vickers and Rusty Weekes '71.

Institute for Sports Law and Ethics Awards Dinner

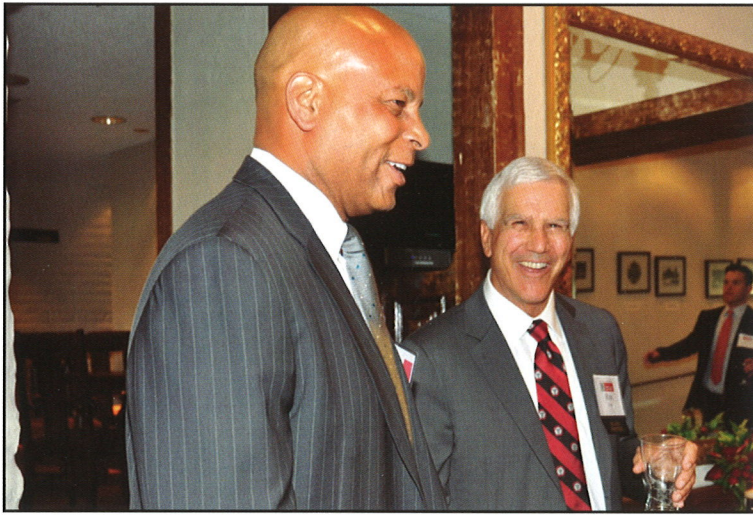
INAUGURAL ETHOS DINNER ON MAY 1, 2013



Jim Thompson, winner of the inaugural ETHOS Award & chairman of Positive Coaching Alliance, and SCU Athletic Director and ISLE Board member & co-founder Dan Coonan



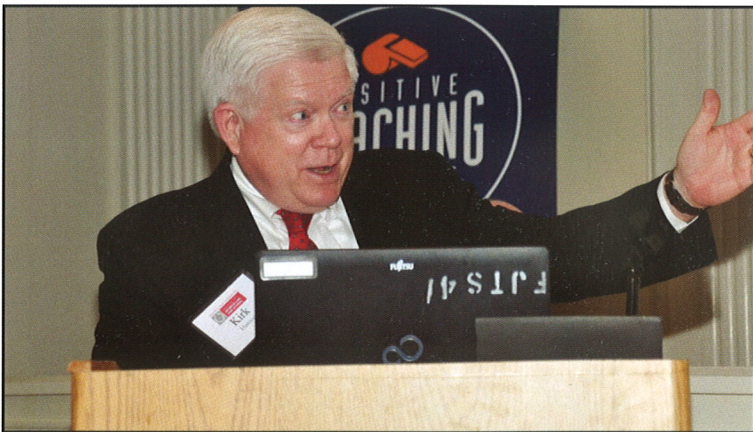
Stanford Law Professor, Author and former NLRB Chairman Bill Gould (middle) poses with fellow ISLE Board members and NFL greats Brent Jones '85 (left) and Ronnie Lott (right).



Ronnie Lott with prominent sports lawyer and ISLE Board Chairman Ron Katz



ISLE Board member and co-founder Kirk Hanson (Executive Director of Santa Clara's Markkula Center for Applied Ethics), second from the left, poses with new student Board member Matt Savage '12 (a former SCU cross-country student-athlete and Hackworth fellowship recipient), far left, Chris Mosier '11 (former cross-country student-athlete, former SCU student-body President and present SCU law student), third from left, and Board member and former Santa Clara and NFL great Brent Jones '85, far right.



ISLE Board member and co-founder Kirk Hanson