



FOOTBALL CANADA AUGUST 2008 REPORT

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CANADA AND MEXICO ARE TRIUMPHANT AT IFAF SENIOR FLAG FOOTBALL WORLD CHAMPIONSHIP



Defending Male and Female Champions France Defeat USA In Both Bronze Medal Games

MONDAY, JULY 28, 2008 - St-Jean-Sur-Richelieu, Quebec - Host Canada's men's team and the women from Mexico were crowned champions of the fourth International Federation of American Football (IFAF) Flag Football World Championship in St-Jean-Sur-Richelieu, Quebec.

The world's premier senior 5-on-5 flag football players from thirteen countries and three continents were competing in the biannual IFAF showpiece tournament for adults at the Campus Fort St-Jean, located 12 miles from Montreal.

IFAF Senior Flag Football World Championship Women's Results

Semi Finals

Mexico 44 France 7

USA 6 Canada 15

Bronze Medal: France 19 USA 13

Championship Game: Mexico 27 Canada 18



IFAF Senior Flag Football World Championship Men's Results

Quarterfinals:

Canada 60 Japan 0

Denmark 35 Italy 28

USA 37 Germany 13

Israel 13 France 39

Semifinals:

USA 12 Canada 42
Denmark 27 France 14
Bronze Medal: USA 0 France 45
Championship Game: Canada 12 Denmark 6

FOR MORE INFORMATION PLEASE VISIT WWW.FLAGWORLD2008.CA



2008 FOOTBALL CANADA CUP – SHERBROOKE, QC



For the second straight year Football Canada Cup was hosted by Bishop's University and the University of Sherbrooke. The host city and committee once again put on an outstanding show for the local community and spectators who had travelled from abroad.

This event showcases the top talent within the Under 19 and Under 17 age groups from across the country. Football Québec was able to celebrate twice as their Under 17 team defended their title on Friday July 11th against Southern Alberta, the following night the Under 19 teams celebrated their victory over the 2007 Champions team Alberta.

Football Canada would like to thank all players and coaches for their dedication to the event. A special thank you to Football Québec, the Host Organizing Committee and all the local volunteers for all the time and effort put into this year's event.

The 2009 event will be hosted in Saskatoon, SK from July 3rd to the 12th, 2009. More information will be made available as we move closer to the date.



NFL U15 FLAG FOOTBALL NATIONAL CHAMPIONSHIPS

Cornwall, PE hosted 8 provincial teams for the National Championships on July 3, 2008. Teams included British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia and the host province of Prince Edward Island.



Congratulations to Team Ontario out of Hamilton with Coach Matt Hill, who won the event for the second consecutive year. A job well done to Team Alberta coached by Ron McNeil who captured second place and Team Quebec coached by Laurent Dubreuil who came in third.

Please visit www.footballcanada.com for all results and photos

FOOTBALL CANADA NAMES RICHARD MUNRO AS NEW GENERAL MANAGER

OTTAWA – Richard Munro of Ottawa, who has generated in excess of \$160 million for various charities and non-profit organizations, has been named the new General Manager for Football Canada.

Munro was executive director for two national sport organizations from 1978 to 1984: the Canadian Canoe Association (now CanoeKayak Canada) and Run Canada, an umbrella group of Athletics Canada at the time. It was while with Run Canada that he helped conceive the Terry Fox Run that has raised more than \$400 million for cancer research. He was the manager of the inaugural Terry Fox Run.

Munro, a multiple national champion distance runner, eventually left sport for a few years and was most recently executive director with the Dentistry Canada Fund, the Canadian Dental Association's national charity.

"I'm really excited about the future of football and where it's headed with the national teams and the growth of the sport internationally," Munro said. "In this regard, I believe the sport is well positioned for some significant growth with its national profile and Football Canada's 125th anniversary in 2009 will provide a great opportunity to enhance the sport's visibility and stature within the Canadian marketplace."

One of Munro's first orders of business will be building upon the sport's relationship with the CFL and commissioner Mark Cohon.

RICHARD MONRO JOINS IFAF EXECUTIVE COMMITTEE

Football Canada's General Manager Richard Munro has been elected as a continental federation (Pan-American) representative to the International Federation of American Football (IFAF) Executive Committee.

The election was held at the annual IFAF Congress in the southern Spanish city of Sevilla. A record number 28 nations were represented at the congress with the number of countries represented within IFAF increasing to a total of 52 with the ratification of the Bahamas, Brazil, India, Hungary and Turkey as full members. Bulgaria received temporary membership. For more information please visit: www.ifaf.info/newsprint.php?ID=235



IFAF Congress delegates in Sevilla

YOUTH EXCHANGE 2008

The Active Living Alliance for Canadians with a Disability (ALA) brought in 50 young people from across Canada to Ottawa for the experience of a lifetime. The program is a partnership between ALA and the YMCA Youth Exchange Canada Program which is funded in part by the Department of Canadian Heritage. The eighth annual ALA Youth Exchange was held at Carleton University from June 27th to July 3rd, 2008.

Delegates interacted with their peers from coast to coast learning communication and advocacy skills and participate in events with an "active living" flavor. Activities of previous Exchanges included rock climbing, table tennis, sledge hockey, sailing, visits to Parliament Hill, sightseeing and tubing on the Rideau River.

This year Football Canada's representative Rick Sowieta had the rewarding opportunity to participate as a volunteer and introduce football to the participants. Activities included catching and throwing and playing low organized games.

For more information on the Active Living Alliance visit: www.ala.ca



NATIONAL COACHING CERTIFICATION PROGRAM FINAL APPROVAL FOOTBALL – COMMUNITY SPORT – INITIATION



The Coaching Association of Canada and the National Coaching Certification partners have given approval for the Football Canada's Community Sport – Initiation Program.

Coaches in the Community Sport stream typically become involved on a voluntary (and often short-term) basis because their children participate in a sport. They tend to work with participants of all ages who are new to the sport.

The NCCP is the recognized national standard for coach training and certification in Canada.

Each year, more than 50,000 coaches take an NCCP workshop and since it began, more than 1 million coaches have participated in the program, making it one of Canada's largest adult education programs.

For a list of upcoming Football Technical Courses please contact your local Provincial Amateur Football Association. A complete list of Provincial Associations can be found at www.footballcanada.com/associations.asp.

SAINT JOHN CAPTURES MARITIME WOMEN'S FOOTBALL LEAGUE TITLE WITH WIN OVER MONCTON



July 21, 2008 – Saint John Storm topped the Moncton Vipers 24 – 14 in Halifax to win the Judy Upward Trophy as the Maritime Women's League Champions.

For more information visit: www.footballnewbrunswick.nb.ca/

MANITOBA FEARLESS TAKE ROAD TRIP TO ALBERTA

The Manitoba Fearless travelled to Edmonton, this past July to participate in an all female tackle football tournament. The Manitoba team consisted of 31 women and six coaches.

The Fearless beat Edmonton 13 – 6 in game one and Calgary 27 – 0 in game 2 before succumbing to an Alberta all star team 8 – 7.

This tournament was a first of its kind in Western Canada and there are plans to hold a similar tournament next year with more teams as female tackle football continues to grow. For more information concerning the Manitoba Fearless contact Tannis Wilson at tannisw@mts.net.



COACHING ARTICLE

“BUILDING PLAYER TRUST, COMMUNICATION AND RESPECT: NOT EASY...BUT OVERWHELMINGLY REWARDING”

By: Lee Barette

Coaching Situation:

We had a situation in a recent game at the Football Canada Cup. We were in an intense battle with Team Quebec...an outstanding football game, that I would characterize as one of the best atmospheres I have been involved with...at any level.

With about 2 minutes left in the game we were leading by 6 points...possession of the ball on our opponents' 40 yard line...and attempting to drive deep into their end of the field in order to score more points and expend more time on the clock. It was a first down play, and during the play one of our players dislocated his knee cap / patella tendon. A very painful injury...and an injury that is unpleasant to look at.

Before I discuss what ensued...I think it is important for us adults to understand why kids act the way they act...they act the way they do because of us. They simply mimic us...so if we complain to officials and say that it was the officials' fault...guess what they are going to say? So if we say the other team was doing this and doing that...guess what they are going to say. If we chastise a certain player in front of the entire team...guess who they are going to chastise after the game?

So back to our situation...the player lay on the field in pain, while the medical staff attended to the injury and dealt with the situation in a superior and professional manner.

While I was on the field with the injured player...the rest of our team was on our bench...the following situation occurred that was detrimental to us as a team for the rest of the game.

We had a couple players come off the field saying that they saw our opponent 'cheap shot' our player...actually giving a detailed account of the 'cheap shot'. So what happened to our bench...total anarchy...we had some players become so upset that they were hyperventilating, crying, etc...efforts by the coaches to bring the situation under control were futile. This was a pressure situation that not one of our kids had been involved in before.

The referees approached me and asked if I saw a cheap shot...I said "no"...I said some of our players "saw a cheap shot"...but I also told the referees that in my experience that players tend to exaggerate...and I did not feel comfortable taking their word on the matter.

Fortunately or unfortunately, I was correct. Upon reviewing the film, the play was a very innocent play where our player unfortunately just planted the wrong way...no cheap shot took place.

Long story short...we lost the game by a point. And in those last 2 minutes of the game after the injury, our players were 'in a state of anxiousness' that caused them to make mistakes that inevitably caused us to lose the game.

What is the lesson here?

X's and O's of football are very crucial...but it is the 'soft skills' of a coach that will go a long way in determining the success of a team, and a player...on the football field...and on the field of life.

Coaches use many different 'motivational' techniques to inspire a team. I am not here to critique those techniques...but I will give you some food for thought.

Here is how I see it...coaches are always trying to build players' trust and communication skills...as well as demanding them to respect their coaches and their teammates.

I have been involved with coaches who have tried to motivate by saying "the other team is dirty"...or "they don't respect us"...or "they aren't up for this game"...etc...The 'us versus them' mentality I understand...but I think it is detrimental to building the players' trust, communication skills, and respect if what we say to them is "questionable" in its truth.

To me these assumptions give us as coaches less credibility with our players...kids are extremely intelligent...they may not be able to tell you why they think what a coach says is wrong...but they can usually intuitively figure those things out.

If we as coaches don't show emotional control...can we expect our players to show it?
If we as coaches constantly point the finger at others...referees, other team, other players, parents...can we expect our players not to be finger pointers?

I understand that kids grow up trying to get what they want...and they do this through manipulating the truth. Football is a great opportunity for us to mitigate this behaviour. Football can teach our kids so many life skills...if we as coaches foster those teaching situations.

Positives that came out of our situation...losing a football game.

Thirty-six kids learned more from a loss than they could have ever done if we won the football game. They learned about how they personally react to immense pressure...and hopefully learned how to deal with that pressure. They learned that communication is critical to the success of a team in high pressure situations...they learned about trust and respect. It is very

important to not only respect your coaches, teammates, opponents, and officials...but it is important to respect the game itself.

I am proud of all 36 kids' effort in that game versus Team Quebec. I am also glad that they experienced such a tremendous atmosphere and pressure situation. In that 2 ½ hours those kids learned so many life skills...and probably learned more about themselves in that 2 ½ hours than they have in their entire life.

This is why I coach.

Lee Barette, Head Coach of Team Ontario (U-17), has coached at the minor level, CIS level, and guest coached at the CFL level. He has been a member of the American Football Coaches Association(AFCA) and the Canadian Universities Football Coaches Association(CUFCA). He played his minor and high school football in Cambridge, Ontario and his university football at Acadia University in Wolfville, Nova Scotia. He started a minor football program in the Annapolis Valley (Nova Scotia)...which 10 years later has resulted in the introduction of 4 area high school teams and 2 minor organizations with peewee and bantam teams. In 1998, he completed an honours thesis on the "Development of Canadian Football at Acadia University 1956 to 1979"...a historiography of Football in the Maritimes and Acadia University. He can be reached for comment at lee.barette@freedom55financial.com .

PHOTOS OF THE MONTH



Storm and Fearless in Calgary



Calgary Touch Football Association

BOOKS OF THE MONTH

Preparing to Win – CIS Football Training Manual

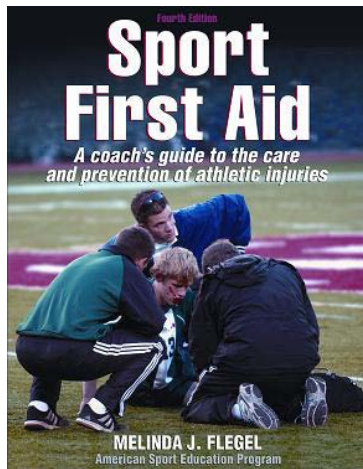
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HUMAN KINETICS

Sport First Aid-4th Edition



As a coach, you're likely the first on the scene when one of your athletes falls ill or suffers an injury on the field of play. Are you prepared to respond? What exactly is expected of you—by your athletes, their parents, and the law?

Newly revised and updated to reflect the latest research and best practices put forth by the American Heart Association and the American Safety and Health Institute, this fourth edition of Sport First Aid provides high school, collegiate, and club sport coaches with detailed action steps for the care and prevention of more than 110 athletic injuries and illnesses.

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An expanded section on anabolic steroids and performance-enhancing drugs assists coaches in recognizing the effects of performance enhancers and in educating their athletes on the dangers of steroid use. To prevent injuries from occurring in the first place, strategies for reducing athletes' risk of injury or illness are also featured, such as implementing preseason conditioning programs, creating safe playing environments, planning for weather emergencies, ensuring proper fitting and use of protective equipment, enforcing proper sport skills and safety rules, and developing a medical emergency plan.

Sport First Aid is a potentially lifesaving resource that you and your coaching staff can rely on to make smart decisions when encountering emergency situations with your athletes.

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