



2015 Southwest Regional Conference

Sport and Exercise Psychology



JOHN F. KENNEDY UNIVERSITY
TRANSFORMING LIVES, CHANGING THE WORLD

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Schedule

FRIDAY, MAY 15

- 4:00 pm Registration Opens
- 5:00 pm Welcoming Remarks and Introductions
- 5:15 pm Presentation - **Anthony Trucks**, Former NFL Linebacker, Certified Strength and Conditioning Specialist
- 6:15 pm Keynote Presentation - **Dr. Jim Taylor** - "10 Attitudes that Make or Break Athletes"
- 7:30 pm Networking Event - *Sponsored by Kinder's BBQ and JFK University's Student Government Association*

SATURDAY, MAY 16

- 8:45 am Opening Address and Pitch Presentations - *Coffee provided by PEET's Coffee*
- 9:30 am Breakout Session I
 - **Dina Finta** - "5 Finger Elevator Pitch"
 - **Graham Betchart** - "Working with NBA Athletes"
 - **Josh Flushman and Daniery Rosario** - "Gaining Entry with High School and Collegiate Athletic Directors"
- 10:30 am Breakout Session II
 - **Sgt. Parish, Ashley Herrell, and Fernando Lopez** - "Master Resilience Training with the U.S. Army"
 - **Dr. Randall Coeshott** - "Pros and Cons of Licensure in Sport Psychology"
 - **Dr. Vicki Tomlinson** - "AASP Certified Consultant"
- 11:30 am Research Presentations
- 12:30 pm Lunch
- 1:15 pm Presentation - "JFK University's Life Enhancement through Athletic Participation: Using Sport Psychology to Teach Life Skills"
- 2:30 pm Keynote Presentation - **Coach Bob Ladouceur**
- 4:00 pm Pitch Contest
- 6:00 pm Wrap-up

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Greetings Student and Professionals in Sport Psychology,

Thank you for joining us for the inaugural AASP Southwest Regional Conference here at John F. Kennedy University here in Pleasant Hill, CA. It is our hope that you will walk away from here with a new or renewed sense of what can be done with an MA in Sport Psychology. Many of our students here have worked at bringing you the utmost professionals from the field of Sport Psychology as well as established figures in neighboring fields as well. This combination of coaches, trainers, clinicians and directors embody the dynamic field of Sport Psychology as it stands today. Allow me to introduce to you the notable figures that you will be hearing from this weekend.

Keynote Speakers



Dr. Jim Taylor is a highly recognizable figure in the Sport Psychology community and has worked with successful Olympic Athletes as well as professional athletes from the NFL, MLB, NBA, PGA, ATP, and WTA.

Dr. Taylor will share "**10 Attitudes That Make or Break Athletes**" on Friday evening. He will also be on-hand to interact with, and answer questions from, students regarding this topic and others from his work as a consultant in the upper echelon of Sport and Performance Psychology.



Coach Bob Ladouceur has been a long-time high school football coach with the De La Salle Spartans in Concord, California. Coach Lad led his team to a 151 game winning streak and numerous State championships and national rankings. The story of his team was recently told and featured in the film "When the Game Stands Tall".

Coach Ladouceur's presentation on Saturday afternoon will share some of his experiences with the team and how he worked with his athletes on their mental performance. Coach Ladouceur developed and utilized the "Perfect Effort" model with his athletes, which focused heavily on the mental demands of football.

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Professional Speakers



Anthony Trucks of Anthony Trucks Industries, and Trucks Training is an author, performance & business coach, and highly sought-after speaker. Before he started his own training, consulting, and coaching business over 6 years ago, Anthony spent three years in the NFL as a linebacker for the Tampa Bay Buccaneers, Washington Redskins, and Pittsburgh Steelers after graduating from the University of Oregon.

www.anthonyspeakers.com/trust-your-hustle/



Dina Finta currently serves as Associate Director and Faculty of JFK University's Institute of Entrepreneurial Leadership. She has instructed, advised, and mentored entrepreneurs in launching or reshaping their businesses since the inception of the program in 2011. Through anecdotes and experience, Dina effectively trains students on the art of entrepreneurship, pitching their businesses and product/service launch. She is the former CEO of a corporate training company based in Louisiana and Texas with a breadth of experience successfully working with corporations on specialized areas of employee engagement, sales and leadership. A true Southerner, Dina still supports her undergrad alma mater - the LSU tigers, and will be completing her MBA from JFK University in June 2015.



Graham Betchart is an internationally recognized mental strength and conditioning coach for basketball players. Graham is passionate about helping players reach their full potential by creating and maintaining a mindset for success. He believes the mind can be trained like the body. With over 10 years of mental skills training, Graham has trained basketball players and teams of all levels. His current work includes working with four first round draft picks in the 2014 NBA draft including #1 pick Andrew Wiggins, #4 pick Aaron Gordon, #6 pick Marcus Smart, and #13 pick Zack Lavine.

www.playpresent.com/

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Professional Speakers



Josh Flushman is in his eighth season with UC Davis Athletic Department as a member of its senior management team for the department. He supervises several sports including football, baseball, men's tennis, women's tennis, and women's soccer; oversees strength and conditioning, nutrition, and sport medicine and psychology programs; and coordinates gameday operations. Flushman made his way back to Davis in 2007 after graduating from UC Davis with a BA in Psychology and a minor in Human Development in 2000. He joined the staff as the Assistant Athletic Director and Director of Football Operations and transitioned in 2011 into the role of Associate Athletic Director of Sport Enhancement and Development. Prior to his time at UC Davis, Flushman was Olympic Sports Operations Assistant at UC Berkeley from 2001 through 2006 and then served as its Director of Olympic Sports through 2007. Josh earned a master's in sports psychology from JFK University in 2005.



Daniery Rosario attended the University of Central Florida where he received his bachelor's degree in Psychology with a minor in Coaching. Shortly after he decided to move across the country and attend JFK University in Pleasant Hill, CA to pursue his master's degree in Sport Psychology. As now the Athletic Director at Leadership Public Schools, it is his belief that physical activity and vigorous exercise is complementary to the educational purposes of the school. It is his mission to foster commitment, resilience, and integrity as a means to guide our students to excellence far beyond what is left on the scoreboard.



Randall Coeshott provides counseling and assessment services to individuals wanting greater satisfaction and enjoyment out of their sport, health, or life. He teaches principles of sport psychology, helping athletes develop a number of different important mental skills for competition and life and work with individuals seeking relief from psychological distress, as well as those wanting to achieve life goals, obtain more fulfillment and enhance their well-being. Randall collaborates with clients to help them overcome their challenges and facilitate long lasting change using an integrative approach to psychotherapy helping individuals adapt thoughts, feelings, and behaviors that will help them develop healthy coping strategies. <http://sporthealthlife.com>

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Professional Speakers



SFC David Parish has 19 years of Army experience and has been a part of the Comprehensive Soldier and Family Fitness (CSF2) program since it first began five years ago. He is one of only four soldiers Army wide to earn the role as a Primary Instructor for CSF2's Master Resilience Training courses.

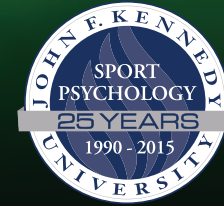
Fernando Lopez, a graduate of JFK University's Sport Psychology program, currently works for CSF2 and has a personal consulting practice, The Mental Component. He has worked at multiple levels of sport, from youth to Olympic athletes. **Ashley Herrell**, who earned her Master's in Sport Psychology at JFK University, works for CSF2 at Camp Parks in Dublin, CA. Her experiences stem from team sport environments, which she now applies to her work with medical units in the Army Reserve. These presenters will share their knowledge and experiences within the CSF2 program. They will discuss both the resiliency and performance enhancement aspects of the program, as well as the impact of the program in the military environment.



Certified as a BPS (British Psychological Society) Chartered Psychologist in the UK, **Vicki Tomlinson** is also qualified as an AASP Certified Consultant. Within her role as BPS Chartered Psychologist and Head of Education and Welfare at a professional soccer academy, Vicki's objective has been to manage well-being and to promote working practice within the performance environment. Dr. Tomlinson also recently completed doctoral research in psychological well-being and qualitative research methods that utilized both mainstream theory and an exploration of culture and practice.

Dr. Tomlinson's teaching and research experiences are complemented by 11 years of professional practice and experience in European professional soccer, with particular reference to psychological well-being, youth development and coaching practice. Through this, she has gained invaluable insight, knowledge and understanding into the culture of professional and high performance environments. She has also experienced travelling to international competitions at senior and junior level within different sports.

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