

For Current or Former "College" Head Coaches **All Sports - All Levels**

REGISTER FOR THE MOST TALKED ABOUT PROFESSIONAL DEVELOPMENT FOR COLLEGE COACHES



REGISTRATION: \$300

DAY & HALF **EXECUTIVE LEADERSHIP**

Program that will stretch your current leadership style and the values that shape it.

- Transform your locker room standards.
- Elevate the mindset of your athletes to assist them with achieving peak performance.
- · Refresh your team culture.

HOST HOTEL HILTON CHARLOTTE UNIVERSITY PLACE



TURED SPEAKERS



Rooted to Rise A Hall of Fame Coach's Perspective on Leading as A Weigh of Life



Jerritt Elliott Texas ~ 2022 Volleyball National Champion

The Three Essentials Components of a Championship Program: Talent, Culture and Brand



Tim Elmore Growing Leaders

Transforming the Locker Room: Building a Healthy Team Culture



Dr. Emmett Gill

Ready, Set, Rewire: Mental and Emotional Support for TCIC (Top Coach In Charge)



Collin Henderson Master Your Mindset

Discover Mindset Training Tools to Transform the lives of your Student-Athletes and Elevate their Performance



Bev Kearney
7x Track & Field
National Champion

Train Competitors Not Performers



Graham Neff Clemson, Director of Athletics

The Expectations of the Head Coach in Today's Culture



Dr. Mari Ross

Ready, Set, Rewire: Mental and Emotional Support for TCIC (Top Coach In Charge)



Matt Doherty Former Head Coach UNC & Notre Dame

Emotional Intelligence How it impacts your leadership style.



Group Coaching Session Reflect & Reset

THIS EXECUTIVE LEADERSHIP **CURICULUM WAS CREATED FOR TRANSFORMATIVE LEADERS**

- JOHNNY & FELICIA ALLEN

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May 22, 2023

Greetings to our A STEP UP Symposium Participants, Assistant Coaches Hall of Fame Class of 2023, and guests. Welcome to Charlotte, the 'Queen City.'

We are ecstatic to be back in person again for our three (3) symposiums ~ A STEP UP, Next Level, and the Head Coaches Executive Leadership Academy. It's going to be a monumental week highlighted by the induction ceremony of six who are among the best in the game, our Assistant Coaches Hall of Fame Class of 2023. Thank you for joining us to honor our Hall of Famers and for the personal commitment to invest in yourself and the future of your sport.

A STEP UP is an intimate, engaging, and collaborative learning environment that encourages interaction, dialogue, and feedback. Be open to exploring new insights, coaching strategies, and philosophical approaches to building a Championship program. We challenge you to step out of your comfort zone and network through various points of connection to develop relationships that will offer diverse perspectives about what it means to win.

The presenters will offer their professional and personal experiences and invite you to share your own. The symposium experience welcomes shared thinking. So, choose to be present. Be willing to take some risks, ask questions, seek feedback, and test your assumptions about how you do things. Be intentional about talking with one another and listening with your head and heart.

We hope that our time together will result in your personal and professional renewal and equip you with the tools to pursue your dreams and goals. Our sincere gratitude to each of you for attending and taking A STEP UP with us.

Congratulations again to our A STEP UP Hall of Fame Class of 2023.

Let's make this week an unforgettable experience!

Johnny and Felicia Allen

In Service,

Johnny and Felicia

Allen A STEP UP, INC.

Symposium Directors



OFFICE of MAYOR VI LYLES

600 East Fourth Street Charlotte, NC 28202 Charlottenc.gov



May 17, 2023

Greetings!

As Mayor of Charlotte, I would like to welcome to Charlotte all the attendees of A STEP UP Professional Development Symposiums on May 22-25, 2023 and A STEP UP Assistant Coaches Hall of Fame Class of 2023 on May 23, 2023 for your induction ceremony.

I hope that those here from outside the Charlotte area will enjoy their stay and experience all that the largest city in the state of North Carolina has to offer, from the wonderful eateries to the Levine Center of the Arts, with its variety of museums, just to name a few. I invite each of you to venture out and explore the wonder, the beauty and the people who made this a great city. We are especially proud of the Levine Center for the Arts which includes the Harvey B. Gantt Center for African-American Art and Culture, the Bechtler Museum of Modern Art, Discovery Place and the NASCAR Hall of Fame.

Best wishes for an enjoyable and successful event.

Yours truly,

Vi Alexander Lyles

Mayor



Head Coaches Executive Leadership Academy Participants Information Sheet May 24-25, 2023

A STEP UP is a two- and half-day professional development Symposium to Educate, Connect, Equip, and Inspire current and future generations of Coaches. For more visit: www.astepuplive.com

Hilton Charlotte University Place Hotel

8629 J M Keynes Dr, Charlotte, NC 28262

Phone: 704-547-7444

Event Info

Symposium Professional Development Attire: Business Casual (school

identified polo or collared shirt/blouse, slacks, dress, skirt,

no jeans, no shorts, no gym clothes.)

A Step Up Charlotte Symposium Event Contacts		
Felicia Hall Allen (Event Director)	(704) 968 – 1987	fh@feliciahallallen.com
Johnny Allen (Event Director)	(704) 488 – 9000	Johnnya803@gmail.com
Becky Adams (Travel Coordinator)	(920) 723 – 6235	adams.becky@gmail.com
Lauren Flaum (Registration Coordinator)	(419) 290-8609	Isflaum@gmail.com

Hilton Univ	Parking Information ersity Place & Johnson C. Smith	A S	tep Up Symposium Attire
Participants	Participants are responsible for their own parking charges. HOTEL GUESTS: FREE Parking while spaces are available. Johnson C. Smith: FREE Parking	Participants	Business Attire and/or Collared Shirts, Slacks, Blouse w/ Pants, Skirts, or Dress NO SHORTS. NO JEANS. NO GYM CLOTHES.

HILTON CHARLOTTE UNIVERSITY PLACE

ADDRESS

8629 J M KEYNES DR.
CHARLOTTE, NC 28262

AMENTITIES

Enjoy recreational amenities such as a 24-hour fitness center and a seasonal outdoor pool. Additional features at this hotel include complimentary wireless Internet access, concierge services, and gift shops/newsstands. Guests can get around on the complimentary shuttle, which operates within 5 miles.

BUSINESS AMENTITIES

Featured amenities include a 24-hour business center, express check-in, and express check-out.
Planning an event in Charlotte? This hotel has facilities measuring 20000 square feet (1800 square meters), including conference space.

PHONENUMBER

844-209-2487

Dining at Hotel

Enjoy a meal at the restaurant or snacks in the hotel's coffee shop/cafe. Wrap up your day with a drink at the bar/lounge. Cooked-to-order breakfasts are available daily from 6:00 AM to 10:30 AM for a fee.

PARKING

Free self parking is available onsite.





MAY 22-24

ASTEPLE VEL

NEXT LEVEL

For Aspiring Head Coaches with 5 years or more 'college' coaching experience. HALL OF FAME
MAY 23

Honoring the Best 'Assistant' Coaches in the Business. HEAD COACHES
EXECUTIVE LEADERSHIP
MAY 24 - 25

HEAD COACHES
Executive Leadership Academy

College Heads 'all' sports welcome to attend.

Front Desk Restaurant & Other Recommendations...

University Area:

Boardwalk Billy's - American

Ciro's - Italian

Zapata's – Mexican

Don Pedro - Mexican

Love, Sushi - Japanese

Firewater - Upscale American

Famous Toastery - Brunch

Bar Louie - Bar/American

Ninety's Ice-cream & Sandwiches - Sweets/Dessert

Cava - Mediterranean (similar to Chipotle)

Blaze - Pizza

Seafood Connection - Seafood Spot

Crackin' Crawfish - Seafood

Frankie's of Charlotte – Game Bar (Huntersville)

Anntony's – Caribbean

Plaza Midwood/NoDa:

Whiskey Warehouse - Bar

Snug Harbor - Bar

Peculiar Rabbit – Bar

Irie Vibes – Caribbean

Haberdish - Southern/Brunch

Sabor – *Latin/Tacos*

Amelie's – French/Bakery

Matthews/Mint-Hill:

Pho Huong Que - Family Owned Vietnamese

Metro Diner - Brunch/Dinner

King of Spicy - *Indian*

King Crab - Seafood Boil

American Deli - Wings/Seafood

Viet-Thai Noodle House

Uptown:

Suite - Bar/Club (Epicenter)

Midnight Diner - Brunch/Lunch

Pinky's

Sea Level NC - Seafood

Mert's Heart & Soul - Southern

Ink & Ivy

Cajun Queen - Cajun/

Flemings Steakhouse (Epicenter)

Vappianos - Italian

Mama Ricotta's - Italian

Wet Willies - Bar (Frozen Drinks)

Alexander Michael's - Bar & Grill

VBGB - Beerhall/Bar

South Charlotte:

Zinicola - *Upscale Italian*

Topelo Honey - <u>Brunch</u>

Another Broken Egg - Brunch

Midwood Smokehouse - Barbeque

CowFish - Burgers & Sushi (SouthPark)

Dogwood Southern Table & Bar (SouthPark)

RuRu's Taco's - Taco Place

Leroy Fox - SouthEnd

131 Main - Upscale American

DIRECTIONS TO HOTEL FROM CHARLOTTE DOUGLAS AIRPORT

- Take 1-85 N from Josh Birmingham Parkway
- Follow I-85 N to NC-24 E/W W.T. Harris Blvd.
- Take exit 45A from I-85 NContinue on NC-24 E/W W.T.Harris Blvd
- Use the 2nd from the left lane to turn left onto JW Clay Blvd
- Destination will be on the left

What is Business Casual Attire?





HEAD COACHES LEADERSHIP ACADEMY - AGENDA

WEDNESDAY, MAY 24, 2023

2:00 pm – 7:00 pm	Registration
2:00 pm – 2:10 pm	Welcome
2:10 pm – 3:30 pm TOPIC: Transforming the Locker Room: Building a Healthy Culture On Your Team Presenter: Tim Elmore, Growing Leaders	
	10 Minute Break
3:40 pm – 5:40 pm	TOPIC: Discover Mindset Training Tools to Transform the Lives of Your Student Athletes and Elevate Their Performance Presenter: Collin Henderson, Master Your Mindset
	10 Minute Break

5:50 pm – 6:25 pm Group Coaching/Reflections – Led by Maren Walso

5 Minute Transition

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6:25 nm	– 6:35 nm	Check Out

10 Minute Transition

6:45 pm – 8:00 pm Meet & Greet – Welcome Reception

THURSDAY, MAY 25, 2023

7:30 am – 8:00 am	Breakfast Available
8:00 am – 8:45 am	Christian Conversation (Optional)
9:00 am – 9:15 am	Win the Day
9:15 am – 10:20 am	TOPIC: Rooted to Rise: Leading as a Weigh of Life Sherri Coale, Women's Basketball Hall of Fame Coach

10 Minute Break

Virtual Presenter: Jerritt Elliott, Texas Volleyball Coach National Champion The Three Essentials Components of a Championship Program: Talent, Culture and Brand
TOPIC: Train Competitors, Not Performers Bev Kearney, 7x Track & Field National Champion
Lunch – Café Conversations
Check In
TOPIC: Ready, Set, Rewire ~ Mental and Emotional Support for TCIC (Top Coach In Charge <mark>– Dr. Mari Ross & Dr. Emmet Gill</mark>
10 Minute Break
TOPIC: What Athletic Directors Expect of Head Coaches In Today's Culture Graham Neff, Clemson AD
10 Minute Transition
Round Table Discussions
Check Out - Reflections



Speaker Bios

Bev Kearney

Beverly Kearney, affectionately known as "Coach Bev" is one of those rare visionary stars who believes that greatness exists within everyone. Her passion and gift for coaching, consulting, and mentoring has inspired individuals and groups in various professions to achieve their greatest successes. Recognized as one of the most successful coaches in NCAA history, Bev has been inducted to various halls of fame as a sports legend including the prestigious International Women's



Sports Hall of Fame. Her record of seven national championships is one of the highest among African-American and Female coaches in the country. She has been honored with the BET Legacy Award for

Education alongside the likes of Dr. Maya Angelou, Stevie Wonder and the Tuskegee Airmen. She was also honored with a "Lifetime Achievement Award" from Auburn University marking only the second time in History that a woman has received that award and the first African-American in history to receive the award.

Woman's Day magazine named her as one of their "50 Women on a Mission" along with such notables as Michelle Obama, Hilary Clinton, and Angelina Jolie. The Buoniconti Foundation honored Bev as a Great Sports Legend joining other alumni legends such as Michael Jordan, Dean Smith and Muhammad Ali. Bev has also been an honored guest at The White House.

She has served as Head Coach of the University of Texas and the University of Florida, as an Assistant Coach at the University of Tennessee, the University of Toledo and Indiana State University. The men and women she coached throughout her 30-year career stand out as some of America's best with over 15 Olympians, several World, Collegiate, and American record holders.

Her many accolades do little justice to her ability to strategically and purposefully motivate, empower and coach others to turn their goals into gold.

Coach Bev's InPursuit consulting services provide individuals and corporate team members with strategies to thrive in high-performance environments.





Collin Henderson

Collin Henderson is the founder and CEO of Master Your Mindset, LLC, an industry leader in the field of mental conditioning. He is a speaker and author of five books dealing with peak performance. Collin received both his undergraduate and masters degree from Washington State University where he was a starting two-sport athlete, Pac-12 Champion, Captain, and All-American.

Collin has over a decade of experience as a sales professional and sales trainer with two Fortune 500 medical sales companies, where he set sales records, won multiple representative of the year honors and number one finishes. His groundbreaking podcast, Master Your Mindset, has thousands of downloads helping performers of all types win the inner-game.

Since starting his company in 2016, Collin's innovative trainings on mindset, culture, and high performance have been utilized by some of the world's best organizations and institutions including: Nike, Zillow, Microsoft, Los Angeles Dodgers, Lululemon, Alaska Airlines, Salesforce, Paychex, Stryker, and universities across the country including Tulane University, Oregon State University and Miami University.

Collin is also a regular mental conditioning contributor to Russel Wilson's innovative company Limitless Minds, who provide elite mindset training to the nation's top corporations including Johnson & Johnson, GE, Goldman Sachs, and Chick-fil-a.

Collin is happily married to his amazing wife Kendra and they have five beautiful children. The Henderson's live in Issaquah, Washington.



Dr. Emmett Gill

Dr. Emmett Gill currently serves as an assistant professor at the North Carolina Central University (NCCU) Department of Social Work.

Prior to arriving at NCCU, Dr. Gill worked at the U.S. Military Academy Center for Enhanced Performance were he supervised men's and women's basketball student-athletes with academic and athletic performance enhancement as well as at Rutgers University.

Dr. Gill is also the founder of the Student-Athlete's Human Rights (SAHRP) — a 501©4 organization dedicated to social justice for student-athletes. Dr. Gill's scholarship focuses on the intersection between social work and collegiate athletics.



Dr. Mari Ross

Dr. Mari Ross joined UNC Charlotte Student Affairs in August 2021. She oversees the Health & Wellbeing Unit that consists of the <u>Center for Counseling and Psychological Services</u> (CAPS), the <u>Student Health Center</u> (SHC), the <u>Center for Wellness Promotion</u> (CWP) and <u>University Recreation</u> (UREC).

Ross comes to Charlotte from NCCU in Durham. As assistant vice president for student affairs, she provided executive leadership,

budgetary oversight and forecast, policy development and staff management to student health, counseling services, office of health promotions, campus recreation and wellness, student accessibility services, career and professional development and women's center.

Prior to NCCU, Ross spent seven years at Tennessee State University in Nashville, Tennessee, where she served as an assistant vice president for student affairs from January 2018 to July 2019 and as counseling center director and athletics behavioral health consultant from April 2012 to January 2018.







Elliott, who holds a 583-121 career record in 24 seasons as a collegiate head coach and a 533-109 mark in 21 years at Texas, has brought enthusiasm, experience and growing success to UT. That has translated to Top 10 rankings the past 16 seasons, 15 trips to the NCAA Regional finals, nine NCAA Semifinal appearances, five NCAA Championship appearances (2009, 2012, 2015, 2016 and 2020) and capacity crowds at Gregory Gymnasium, the home of Texas Volleyball. Elliott's sustained success allowed him to become the program's winningest head coach, surpassing Mick Haley's 522 wins at Texas from 1980-96.

Elliott has a keen eye for young talent and he has developed a reputation as one of the nation's best recruiters. In fact, all but four of his recruiting classes have been ranked nationally, and he has a total of eight top-two recruiting classes (2003, 2006, 2007, 2008, 2011, 2012, 2015, and 2017 classes) on his Texas resume and 10 overall, including his classes at USC (2000 and 2001). Elliott's 2011 class was his first top-ranked class at Texas after previously bringing in four classes that ranked second. His philosophy of recruiting "to win national championships" - not just filling perceived needs of a team - has proven successful, as his last two classes as the head coach at USC went on to win back-to-back national titles in 2002 and 2003.

Elliott's peers have taken notice of his work in Austin, voting him the AVCA National Coach of the Year in 2012 while earning AVCA Region Coach of the Year honors in 2004, 2007, 2010, 2011, 2013 and 2021. He is also the eight-time Big 12 Coach of the Year honoree (2004, '07, '10, '11, '14, '18, '20 and '21).

Additionally, Elliott earned Pac-10 Coach of the Year honors in 1999 and 2000 in his two years as the Women of Troy's head coach, as well as AVCA Pacific Region Coach of the Year accolades in 2000 after leading USC to its first volleyball final four appearance in 15 seasons and first-ever share of the Pac-10 Championship.

Elliott played collegiate volleyball at Pepperdine in 1986-88 and at Hawai'i during the 1989-90 season. The Pacific Palisades, Calif., native attended Palisades High, where he was high school teammates with 1996 U.S. Olympic beach volleyball gold medalist Kent Steffes. Elliott was an All-L.A. City second-team selection as he helped Palisades to a 36-0 record in his final season.

Born April 28, 1968, Elliott earned his bachelor's degree in kinesiology from Cal State Northridge in 1991. He has a daughter, Kahle (May 18, 1998), and two sons, Parker (July 26, 2005) and Mack (Oct. 20, 2006). Elliott and wife Andrea Nucete-Elliott were married on March 11, 2018.







After competing at Penn State, in the WNBA, and internationally, Maren exchanged her sneakers for a clipboard and whistle. She was an assistant coach at The United States Naval Academy, and her alma mater, Penn State University, before leading the North Dakota State Bison as head coach. With a Broadcast Journalism degree from The Pennsylvania State University, Maren has now moved to the other side of the camera as an analyst. She is excited to bring the game into family rooms across the country and is passionate about growing the game.

For the past three seasons Maren has worked as an analyst for both he lvy League and the Atlantic 10.

Maren is a leadership coach and program strategist, holding her ACC credential from the ICF. She enjoys staying active and attending sporting events. Maren resides in Philadelphia.



Dr. Tim Elmore

Dr. Tim Elmore is the Founder and CEO of Growing Leaders, a non-profit organization created to develop emerging leaders. He and his team equip secondary school students, college students and recent graduates from thousands of campuses across the US and around the world to think and act like authentic leaders. Since founding Growing Leaders, Tim has spoken to more than 500,000 students, coaches, teachers and parents and the organization has partnered with over 8,000 diverse schools, universities and organizations including Purdue University, The University of Alabama Athletics Department, the San Francisco

Giants, the Nebraska Department of Education, the National FFA Organization, and the Houston Rockets. Tim's expertise on the emerging generation and generational diversity has led to media coverage in The Huffington Post, The Wall Street Journal, Forbes.com, USA Today and The Washington Post. He has also appeared on CNN's Headline News and Fox and Friends to discuss Generation iY. Most recently, Tim was named as one of the Top 100 Leadership Speakers of 2018 in article by Kevin Kruse for Inc. magazine. Tim is the author of more than 30 books, including the best-selling Generation iY: Our Last Chance to Save Their Future, Habitudes®: Images that Form Leadership Habits and Attitudes, Life Giving Mentors,12 Huge Mistakes Parents Can Avoid: Leading Your Kids to Succeed in Life and Marching Off the Map. His newest book Generation Z: Unfiltered releases in September 2019.





Graham Neff

Graham Neff was <u>named Clemson's 14th Director of Athletics</u> on December 23, 202. His first year in Tigertown was at full speed, as he oversaw significant facility development, including investments at football and a women's sport expansion project to house Clemson's new lacrosse and gymnastics teams. He led the bringing of Clemson's multimedia rights in-house, developed a comprehensive NIL program and launched a streaming service, Clemson+. IPTAY has seen record-breaking growth in the past year, which included the largest gift in IPTAY history.

The 39-year-old has been in senior leadership positions within Clemson Athletics since 2013, including as chief financial officer and director of capital projects prior to his most recent role as deputy director of athletics. Neff has helped oversee the build and financing of more than \$200 million in facility improvements, aided in the continued development of IPTAY, and served as a sport administrator for football and men's basketball.

Neff works consistently with key university stakeholders, including the university Executive Leadership Team, The Board of Trustees, IPTAY Board of Directors, Athletics Council, as well as several university committees and appointments.

Neff has helped develop several key areas of the department, including the financial philosophy, fundraising, student-athlete welfare, and external operations management, and in 2019 was named one of *Sports Business Daily's* Power Players and in 2021 was named to SBJ's 40 Under 40 list.

Prior to his role as Deputy AD, he joined Clemson in 2013 as Associate AD of Finance and Facilities. Before Clemson, Neff served two-plus years in several senior administrative roles at Middle Tennessee State Athletics, with emphasis in finance, facilities and external operations.

A civil engineering graduate of Georgia Tech, he served as a student manager for Coach Paul Hewitt and the men's basketball program, advancing to a Final Four in 2004. Neff worked in the Financial Advisory Services group at Deloitte and Touche from 2006 to 2008, prior to returning to a finance and ticketing role at the Georgia Tech Athletic Association. He earned an MBA from Georgia Tech in 2010.

Neff and his wife Kristin have three sons, Grady and twins Emmett and Nolan.



Sherri Coale

Sherri Coale is a master motivator, an engaging speaker, a gifted writer and a keen observer of everyday life. As a collegiate basketball coach, she had the opportunity to stand on the grandest platforms--Final Four courts, Olympic Gold Medal stands, the Hall of Fame stage. Outside the lines she is a wife, a mother, and most recently a GG. Sharing what she continues to learn from her very full world is the privilege of her life.

Career Accolades

- Women's Basketball of Fame 2016
- Naismith Coach of the Year Finalist (2001, 2002)
- Oklahoma Sports Hall of Fame, Class of 2020
- USA basketball world University games (head coach, 2013)
- Winningest coach in OU women's basketball history
- Kay Yow Cancer Fund Past President and Fund Board of Directors
- WBCA Past President
- Four-time Big 12 Coach of the Year (2000, 2001, 2006, 2009)
- 19 consecutive NCAA tournament appearances
- Three Final Fours (2002, 2009, 2010)
- Six Big 12 regular season titles (2000, 2001, 2002, 2006, 2007, 2009)
- Four Big 12 tournament titles (2002, 2004, 2006, 2007)
- Kay Yow Cancer Fund Impact Award, 2019
- Oklahoma Christian College Hall of Fame
- Norman High School Hall of Fame



Head Coaches Leadership Academy Speakers Contact Information

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Beverly Kearney	bevinpursuit@aol.com	
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		Clemson University Athletic Department Jervey Athletic Center P.O Box 31
Graham Neff	neffg@clemson.edu	Clemson, SC 29633
Sherri Coale	skb.coale@gmail.com	



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Congratulations

Congratulations on a successful A Step Up Symposium and Assistant Coaches Hall of Fame Induction Ceremony for the Class of 2023!

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