

Cal

COACH

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In This Issue

Coach Johnny Ralston
Assesses the High
School Prospect

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A Message From Our
President

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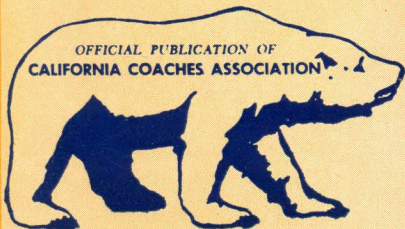
CCA 1963-1964 Budget
Is Passed

★ ★

Membership Applications
And Reports

★ ★

OFFICIAL PUBLICATION OF
CALIFORNIA COACHES ASSOCIATION



What Is the College Coach Looking For In a High School Prospect?

By JOHNNY RALSTON
Head Football Coach
Stanford University

At the conclusion of every football season and prior to the following spring, college football coaches all over the country are engrossed in the tedious task of attempting to screen many recommended football prospects. They are

player is actively participating on Saturday afternoon representing his university. If a player does not have the ability to be an active participant on game days, then the scholarship money has not been spent properly.

I have often thought that the three solid necessities that a young prospect must possess if he is to go on into college football, and they might be listed in any order, are: First, the desire to make contact or "hit." Second, the speed with which he moves or his basic quickness. Third, his positive attitude toward learning or desire to improve himself.

Through the media of game films, which almost every high school participating in eleven-man football now uses as a teaching aid, college coaches can determine the first two prerequisites for a college player. As the film is studied closely by a film viewing committee, an attempt is made to determine whether the prospect likes to make contact and to judge his speed in relationship with the other twenty-one men on the field. It is almost vital that a coach gets to see two or more films on a particular prospect as there always is the element of inconsistency in performance due to illness, mental problems, or possible injury to the player.

The third determinant in rating a prospect is much more intangible. Here
(continued on page 4)



COACH JOHNNY RALSTON
Upset Victor Over Notre Dame

attempting to determine a workable group of twenty- to twenty-five top student athletes that are worthy of financial assistance. Athletic budgets dictate the necessity of spending the scholarship dollars wisely. By that is meant that if a scholarship is granted to a prospective athlete the school concerned will receive a return on this investment when the



—Paul Harless,
President, California
Coaches Assn.

A Message From The President

One common denominator for all the "Old Pro" types of coaches is their sincere feelings of owing a huge debt to the sports they coach. They repay their obligations in many ways, but all feel it necessary to support, encourage, and take part in their professional organizations.

The "Old Pro" is not just a leader on the playing fields, but he also carries the ball in the administration and organization of his sport.

In California there is only *one* organization that services the athlete and his coach at the junior high, high school, and junior college levels and in all sports. That organization, of course, is the California Coaches Association.

CCA services *your* sport by sponsoring and financing: 1) clinics throughout the state; 2) the Cal-Coach magazine, the first coaches' magazine in the state; 3) representation of the coaches of California at State CIF meetings; 4) local clinics for the athlete by local chapters. *And it does all this for only \$3.00 per year dues.*

CCA is "big league" and has earned your support; won't you fill out the enclosed membership blank, write out your check, and send it in today??

Congratulations to S.F. State

Hats off to Joe Verducci and Vic Rowen for bringing Clark Shaughnessy to San Francisco State for a one week clinic this past summer. The "old Master" won a lot of new friends with his wisdom of the game.

FALL 1963

Want to Form a New CCA Chapter?

By JIM YOUNG
(Chapter Organization)

Eight local chapters and approximately 1000 members show the California Coaches Association is the fastest growing coaches' organization in California. Already the CCA has CIF affiliation and is recognized by CASSA as the official State coaches' group. CCA embodies all sports on the junior high, senior high and junior college levels.

Why Form a New CCA Chapter?

Some of the current proposed benefits are: 1) a survey of coaching pay with aims toward fair pay scale for coaching; 2) State, or North and South sectional tournaments; 3) CCA clinics; 4) improved coaching and coaching conditions; 5) a quarterly magazine; 6) classification appraisal; 7) CIF representation; 8) CASSA recognition as the coaches' association of California; and 9) professional value of being represented by a statewide organization interested in the promotion of all sports at the junior high, high school, and junior college levels.

How to Form a New CCA Chapter

Any dedicated and enthusiastic coach can promote the formation of a new chapter in his league, area, or section. If you wish complete literature on how to form a local chapter, or if you wish verbal assistance at your first meeting, write or call:

Jim Young
Tennyson High School
Hayward, California
School Phone: 537-9806
Home Phone: 828-1064

Where Are Current CCA Chapters?

1) Hayward area; 2) Kern County Coaches Association; 3) Metropolitan East Bay (Oakland area); 4) Paul Bunyan (Redding, Shasta, Modoc, Lassen, Tehama, and Trinity counties); 5) Siskiyou Coaches Association; 6) Vallejo Coaches Association; 7) Superior California Athletic League (Dixon area); and 8) Washington Township (Fremont area).

Sports Chairmen Need Your Help

The CCA sports chairmen urge you to contact them in regards to your particular sport. One of the biggest jobs of a CCA sports chairman is to set up the program for the annual convention. If you have any suggestions please call them. The following is a list of the 1963-64 sports chairmen:

Football—Bob Muentner

Basketball—Stan Buchanan

Track and Cross-Country—Pat Ryan

Baseball—Bill Hurst

Junior High Chairman—Bob English

Swimming—Paul Chappelle

Wrestling—George Galli

Golf—Pat Murphy

Gymnastics—Jack Smith

Tennis—(Needs a chairman)

California Coaches Association Board of Directors

PRESIDENT—Paul Harless
McClymonds High School,
Oakland

PAST PRESIDENT—Hale Roach
El Cerrito High School,
El Cerrito

1st VICE PRESIDENT—
Paul Briggs, Bakersfield
High School, Bakersfield

2nd VICE PRESIDENT—
Ed Strelow, Las Lomas
High School, Walnut Creek

3rd VICE PRESIDENT—
Paul Chappelle, Oakland
City College, Oakland

4th VICE PRESIDENT—
Doug Pederson, Del Valle
High School, Walnut Creek

SECRETARY—Bill Rockwell
Oakland City College, Oakland

TREASURER—Ed Hopkins
Armijo High School, Fairfield

EDITOR—Bob Troppmann
Redwood High, Larkspur
MEMBERSHIP CHAIRMAN—
Ed Strelow, Las Lomas
High School, Walnut Creek

Fellowship of Christian Athletes

A follow-up article on the recent summer Conference held in Ashland, Oregon, will appear in the next issue of the CAL COACH, it was announced by Cal Riemcke, College of Marin Basketball Coach.

State Board and Section III Meetings

September 15th, 1963—State Board
Oakland

October 12th, 1963—Section III
College of Marin

November 17th, 1963—State Board
Oakland

December—Section III
(Date and place to be set later)

January 11th, 1964—Section III
Oakland City College

January 18th, 1964—State Board
Oakland

February 9th, 1964—Section III
Jack Tar Hotel, San Francisco

March 25th—State Board
Jack Tar Hotel, San Francisco

April 14th, 1964—Section III
(Date and place to be set later)

May 3rd, 1964—State Board
(Date and place to be set later)

California Coaches Association Section III Officers

PRESIDENT—Ed Hopkins

Armijo High School, Fairfield

VICE PRESIDENT—Jim Young

Tennyson High School, Hayward

SECRETARY—Cal Riemcke

College of Marin, Kentfield

EDITOR—Jim McHugh

Oakland High School, Oakland

Chapter Representatives

HAYWARD AREA CHAPTER

Jim Young

Tennyson High School

VALLEJO CHAPTER

Bob Albrecht

Hogan High School

WASHINGTON TOWNSHIP

CHAPTER

George Byers

State Track Meet One Week Later

The State Track Meet has been changed to June 5 and 6 in the Southern Section which is one week later than previously announced.

The sectional track meet dates have not been officially set as yet but the information will be out shortly, according to Mr. Phil Hempler, secretary of the North Coast Section.

State Board Passes Budget for 1963-64

State Board Treasurer Ed Hopkins announced the Budget for the following year:

ESTIMATED INCOME	\$8,700.00
Membership	\$2,100.00
Convention fees	4,600.00
Exhibitors	1,500.00
Other	500.00

ESTIMATED EXPENSES	\$8,675.00
President	50.00
Secretary	400.00
Treasurer	50.00
Membership	800.00
Convention	4,500.00
Small clinics	250.00
Telephone	100.00
Travel allowance	375.00
Board of Directors	150.00
Insurance and bond	75.00
Publicity	75.00
Magazine	1,400.00
Miscellaneous	300.00
Other Officers	150.00

Deadline for Issues

The next issue of the Cal Coach, the pre-convention issue, will go into the mails on Monday, February 3, about seven weeks ahead of the March 26-27 convention dates. It will be a special issue with the full convention story, pictures, and other special features.

Issue number three will go into the mails on Monday, April 6; it will feature two pages of pictures taken at the convention.

The final 1963-64 issue will go into the mails on Monday, June 1. We are sorry for the delay in getting out issue No. 1, but will be "on the ball" from here on out.

IMPORTANT ADDRESSES AND PHONE NUMBERS

Mr. Delmer B. Marshall
1521 A Shattuck Ave., Berkeley
Phone: 845-3444

Mr. Phil Hempler
1108 Bissell Ave., Richmond
Phone: BE 4-3825

Asides & Offsides

By COACHESE

• At the end of his first semester away from home, a well-known football star wrote to his dad: "Made A's and B's—feather in my cap!"

After the second semester he wrote: "Made the honor roll—another feather in my cap!"

After the third semester he wired: "Sacked—send money." His dad telegraphed back: "Use feathers. Fly home."

* * *

• Colleges are sometimes defined as institutions which occasionally lower entrance requirements with an end in view—not to mention promising tackles and halfbacks.

* * *

• "What does 'college bred' mean, pop?"

"College bread is a four-year loaf made from the flavor of youth, and the old man's dough!"

Clinic Calendar

One of the main functions of the CCA is to have all clinics sanctioned and coordinated through the main office. We are in hopes of listing all the clinics in Northern California. Help us make this list grow—send in information on the clinic today.

Clinics that have been sanctioned for the coming year are as follows:

Holiday Coaching Clinic — December 26 and 27, 1963—Rickey's Hyatt House, Palo Alto. Write Box 3312, San Jose, California

Coach-of-the-Year Football Clinic —Jack Tar Hotel—Feb. 22-23, 1964

California Coaches Convention, Jack Tar Hotel—March 26th and 27th

Athletic Injury Conference—San Rafael—March

10th Annual Redwood Football Clinic, Redwood High, March 14

Send us the information on your clinic today.

More on Coach Ralston

(continued from page 1)

the college coach needs assistance from the high school coach. We refer to these intangibles as the four "D's"; desire, discipline, determination, and dedication. Any or all of these adjectives go together in determining a prospect's attitude toward learning. Perhaps it should be classified as individual or personal pride.

We all have seen many players that are driven with this desire to get better progress to stardom. The college football prospect must have a basic pride that drives him to want to improve in every practice opportunity. This pride must carry over into the intensity governing his play. As an example, he does not like to get knocked down nor does he like to get knocked back. Fierce personal pride will not allow this. Also, he must be willing to think football both on and off the field. He must take criticism with an eye to what this criticism was intended and that being to make him a better player. He must be a good team man and hold the team above himself.

The information on willingness to make contact and speed can be determined from a football film. The "nine pound heart" within a player governs his attitudes. This cannot be measured by any known scale. This information can best be determined from his high school coach. Only a high school coach who has observed his player over three or four years and through many, many practice sessions can accurately judge a boy's attitude toward learning. It has always been our intent as college coaches to work closely with the high school coaches in California. Our success is based on the fine preparation that high school players are receiving as well as by gaining and building confidence in the recommendations we receive from you.

As we improve our players' basic skills, we want to be ever-vigilant to guide, foster, and direct these intangibles or attitudes. In this we will achieve our finest satisfaction.

California Coaches Association
c/o Ed Strelow
445 Crestmont Drive
Oakland 19, California

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Change of Address

(For Magazine and Membership)

For all changes of address (either home address or schools) fill out the following COMPLETELY and send to: California Coaches Assoc., 445 Crestmont Dr., Oakland, Cal. 94619

1. _____, _____

Last Name First Name

2. New (or present) school

_____, _____

Jr. Col. _____ Name _____ H.S. _____ Jr. H. _____ City _____

3. New (or present) home address

_____, _____

Street _____ City _____ Zip # _____

4. Old school (if you are changing)

_____, _____

Name _____ City _____

If you are reporting a change June 1st or later, send \$3.00 dues for the new school year.

ROGERS

COACHES SPECIAL!

Rough Rider Slacks 13.95

Regular 17.95 value

OAKLAND: 1209 Broadway
RICHMOND: 8th & Macdonald
SAN LEANDRO: 1196 E. 14th St.

Membership Report

Although I have been very busy—as I am sure most of you have been—at the start of school and have not sent your membership cards as promptly as I would have liked, I have made some changes in procedure and the cards themselves and hope to have your new card in your hands within a week of the time I receive your dues in the future.

Our paid membership this past year was about 100 members more than any other previous year. Local clinics and the establishment of local chapters are bringing many new members into the CCA.

In order to hold our ground and to increase our numbers, we need the support of our past members in the form of yearly renewals.

Enclosed in this magazine is a postage paid addressed envelope. Won't you take a moment to fill it out—enclose your \$3.00—and drop it in the mail.

If you are joining or renewing at local chapter meetings or at many of the clinics this year you will receive your membership card on-the-spot instead of receiving a receipt.

You can also renew directly to me by taking your old card and sending it with \$3.00 to the address listed on the reverse side.

—Ed Strelow
Membership Chairman