

# Virginia Military Institute

## Coaching Leadership and Performance Symposium **A Holistic Perspective**

Hosted by the VMI Department of Physical Education/Exercise Science

**PROGRAM GOAL:** *Provide to the coaching community, a unique opportunity to learn from leading experts the keys to developing successful athletic programs, built on Sound Ethical Leadership and Core Values—PLUS cutting edge tips on designing and implementing Performance Enhancement Training Programs!*

**WHERE:** Cormack Hall and Performance Training Center  
Virginia Military Institute  
541 North Main St. Lexington, VA

**WHEN:** March 30, 2019

**TIME:** 7:30 am-5:00 pm

**COST:** **Free: Registration will be limited to 100 participants**  
**Register at:** <https://www.vmi.edu/academics/departments/physical-education/coaching-leadership-and-performance-symposium/>

**QUESTIONS CONTACT:** Dr. Jimmy Coale at: [coaleja@vmi.edu](mailto:coaleja@vmi.edu) 540-464-7575,  
or Dr. Jay Johnson at: [johnsonjb@vmi.edu](mailto:johnsonjb@vmi.edu) 540-464-7554

### KEYNOTE SPEAKERS:



**Dr. Mike Gentry:** Founder and President of High School Strength, and Former Associate Athletics Director for Athletic Performance at Virginia Tech will address how to get the most out of your athletes in the weight room



**Dom Starsia:** Former Lacrosse Coach at University of speaking on tips for successful coach, importance of leadership in athletics

### PROGRAM HIGHLIGHTS:



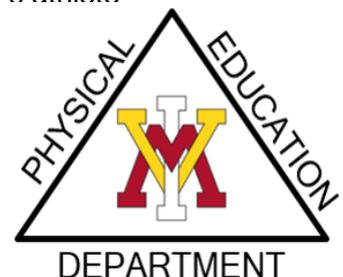
**Tyrone Powell:** Director of Athletics at Windward School in Los Angeles, CA will be speaking on developing leadership qualities in young people



**Colin Pfaff:** Head Boy's Basketball Coach at Windward School in Los Angeles, CA will provide insight/tips on coaching today's athlete



**Bill Walton:** Former Director of Cross Country and Track and Field at James Madison University will define success and excellence and provide insight into handling failure



## PROGRAM SCHEDULE

7:30 am	<b>Registration and Sign-In (must be pre-registered)</b>	
8:00 am	Welcome.....	Dr. Jay Johnson & Dr. Jimmy Coale
8:10 am	<b>KEYNOTE SPEAKER:</b> Coaching the Athlete – Not the Lift.....	Dr. Mike Gentry
9-9:50 am	Training Session I: Olympic Lifting Technique.....	Dr. Jay Johnson
	Training Session II: Speed, Quickness, and Agility.....	Coach Jarrett Ferguson & Coach Jim Whitten
10-10:50 am	Training Session III: Training the Multi-Sport Athlete.....	Coach Dave Lawson
	Training Session IV: Plyometrics, Jumping, and Functional Training.....	Dr. Jimmy Coale
11-11:50 am	Training Session V: Performance Deficiencies in the High School Athlete.....	Coach Dave Forman
	Classroom Session I: Healthy Eating Strategies for the Amateur Athlete.....	Ms. Deanne Moosman
	Classroom Session II: Programming for ACL Injury/Averting ACL Tears.....	Dr. Richard Freedman
12:00 pm	<b>Lunch: Free for all participants. Catered in Cormack Hall</b>	
1:00-1:50	<b>KEYNOTE SPEAKER:</b> Keys to Successful Coaching & Ethical Leadership in Sport.....	Coach Dom Starsia
2:00-2:50	Classroom Session III: Developing Leadership Qualities in Young People.....	Mr. Tyrone Powell
	Classroom Session IV: Handling the Mental and Physical Aspects of Injury.....	Dr. Mike Krackow
3:00-3:50	Classroom Session V: Coaching Today’s Athlete.....	Coach Colin Pfaff
	Classroom Session VI: Defining Success/Excellence and Handling Failure.....	Coach Bill Walton
4:00-4:30	<b>Round Table: Q&amp;A Session</b>	

*“A Coach will influence more people in one year than the average person will in an entire lifetime” -- Billy Graham*

**CSCCa approved CEU’s 2.75**  
**Coaches from ALL sports will benefit greatly from this experience!**

## BIOGRAPHIES

### Keynote Speakers

#### Dr. Mike Gentry: Founder and President of High School Strength



*Dr. Gentry is currently the Founder and President of High School Strength. He is a former Associate Athletics Director for Athletic Performance at Virginia Tech. Upon his departure from Virginia Tech, Coach Beamer said of Coach Gentry—“Mike poured his heart and soul into our student-athletes for 29 years. He pushed them as athletes and helped make them better people in the process. He sure inspired me, and I know how much he inspired our team. I couldn’t have asked for anyone better in Mike’s capacity.” Gentry was inducted into the USA Strength and Conditioning Coaches Hall of Fame in 2010, and was awarded the Strength and Conditioning Coach of the Year by American Football Monthly in 2004. From his early days at the University of North Carolina, East Carolina University, and, then, Virginia Tech, Gentry developed the strategies and tools that helped individual athletes realize and improve upon their performance. At VT he oversaw several specialized facilities and staff for 21 athletic teams representing over 500 student athletes, and supervised the sport psychology and sports nutrition programs. “Derrick Brooks and Warren Sapp, both NFL Hall of Fame players who played at FSU and Miami, and never throw compliments to anyone....always told me the toughest most physical games they ever played on any level where against VT – that’s because of Coach*

*Gentry...He has had the biggest impact on my life and beyond. I thought all strength coaches would be like him, and was always disappointed because there is no one like coach.” Jim Pyne, All American Offensive Lineman, Virginia Tech; 9 yr NFL Career. Gentry has co-authored two books with Tony Caterisano, Ph.D., a Professor of Exercise Physiology at Furman University (A Chance to Win: a complete guide to physical training for football, 2004 and The Ultimate Guide to Physical Training for Football, 2013) and has authored articles in American Football Monthly. In addition to his leadership role in High School Strength, Gentry serves as a Public and Keynote Speaker to Civic Clubs and organizations, as well as Regional and National Conferences, professional meetings and special events. Mike has a son, Roy Christopher (Bo), a former member of the Hokie football team from 2008-2011, and he is married to the former Wendy Ann Williams, and they live in Blacksburg.*

#### Dom Starsia: National Hall of Fame Lacrosse Coach



*Coach Starsia was recently announced as one of six head coaches to lead the newly formed Professional Lacrosse League(PLL) which will showcase 150 of the best lacrosse players in the world. The inaugural season for the PLL will kick off in June of 2019. In 24 seasons as the Head Coach at the University of Virginia Starsia’s teams won four NCAA titles, reached the final four 13 times, and had 21 NCAA Tournament appearances. He finished his college coaching career at the in 2016 with a total of 375 (UVA and Brown University) career wins —the most all-time wins by a coach at a Division I school. In 2008, Coach Starsia was inducted into the National Lacrosse Hall of Fame, and he has been recognized three times with the USILA top honor—the F. Morris Touchstone Division I Head Coach of the Year award. During his coaching tenure, Virginia has featured 125 All-Americans, 71 All-ACC selections, eight ACC Rookies of the Year and seven ACC Players of the Year. In*

*addition, UVA has produced five NCAA Championship MVPs. His 2006 Team will go down as one of the greatest in sport’s history with an unprecedented 17-0 record on way to the programs 3<sup>rd</sup> national championship in eight years. A native of Valley Stream, N.Y., Starsia came to UVA from his alma mater, Brown University, where he distinguished himself as an outstanding coach and athlete. He became Browns’s head lacrosse coach in 1982 and compiled a 10 year record of 101-46. While at Brown-where he remains second on the school’s list for most wins-he developed five first-team All-Americans, 20 Ivy League first-team players, four Ivy league Players of the Year, and three Ivy League Rookies of the Year. He took the Bears to the NCAA playoffs in five of his last six years, including the last three. The Bears won two Ivy League titles (1985 and 1991) and advanced to the NCAA quarterfinals three consecutive seasons (190-1992). Starsia led them to their finest season in 1991 with their first-ever undefeated regular season (13-0). The also won the Ivy League title and the New England Championship, and finished with a No. 2 national ranking. Starsia received his first two Morriw Touchstone Award as the Division I Coach of the Year in 1985 and 1991 while at Brown. He has served on the NCAA Championship advisory committee, the USILA All-American selection committee, the Tewaaron Trophy selection committee, as well as the ACC Sportsmanship Committee. He was inducted into the Central Virginia chapter of the US Lacrosse Hall of Fame in 2003 and is a charter member of Brown University’s Advisory Council on Athletics. Starsia is considered one of the best teachers, motivators and tacticians to have ever coached at the collegiate level.*

## Program Speakers

**Dr. James Coale:** Professor, Virginia Military Institute



*Dr. Coale is Professor and Head of the Department of Physical Education at the Virginia Military Institute, a position he has held since 2003. He began his teaching career at VMI in 1979 as a member of the Physical Education Faculty. In addition to his teaching responsibilities, he initiated the strength and conditioning program for NCAA athletes at VMI in 1980—and served as the Director of Strength and Conditioning until 2014. Coale earned a Bachelor of Science degree in Physical Education from Springfield College in 1979, a Master of Science degree in physical education from James Madison University in 1982, and a Ph.D. in exercise physiology from the University of Maryland in 1987. While at the University of Maryland he served as a volunteer assistant working with the football team for two years. In addition to training numerous college athletes over the years, he also has conducted a number of strength and conditioning clinics for youth—and continues to do consulting in the area of performance training and fitness. He also impacts the development of young people through his work with the College Orientation Workshop (COW) Program. COW is a 4-week summer enrichment (academic and physical) program for minority youth. He serves on the board, and acts as the on-site director for COW. He and his wife, Kathy, have three sons – Kevin, Danny, and Ryan. All of the boys began strength training at an early age, and were scholarship athletes at the Division One Level in three different sports. Kevin played lacrosse at the University of Virginia, Danny played football at Virginia Tech, and Ryan played baseball at James Madison University.*

**Dave Forman:** Football Strength Coach Virginia Military Institute



*Coach Forman is in his third season as the football program's head strength and conditioning coach at the Virginia Military Institute...came to VMI from the University of Colorado where he was the Director of Sports Performance working the Buffaloes' football program from January, 2013 through December, 2015. ...oversaw the entire CU Sports Performance department and designed and outfitted a 12,500 square foot \$1.5 million Champions Center Weight Room....spent two years as Head Football Strength and Conditioning Coach at San Jose State University, where he was a staff member of the 2012 squad that was a Military Bowl participant...prior to that, Forman served three years as a Stanford Cardinal strength and conditioning assistant coach from 2008-10 and worked with the football and wrestling programs...in Forman's final year at Stanford, the Cardinal under head coach Jim Harbaugh enjoyed a banner season going 12-1 including an Orange Bowl title and a final fourth-place ranking in the major polls...while in Palo Alto, Forman also worked with Stanford's wrestling program that finished a university all-time best 11th place at the 2011 NCAA Championships... held Assistant Strength and Conditioning positions at Sacramento State (2006—07) and Northern Arizona (2007) as well as internship positions with University of Notre Dame in 2006 and the Detroit Tigers during spring of 2004...has ties to the Shenandoah Valley area at James Madison University where he began his strength and conditioning career as an undergraduate student assistant and was a member of the football team as a linebacker from 1999-2002...earned his Bachelor's degree in Kinesiology from JMU and later earned a M.S. in Exercise Science at the University of Mississippi, Oxford in 2006...a native of Glendale, N. Y., Forman is a graduate of St. Francis Prep (Fresh Meadows, N. Y.) and is certified by the Collegiate Strength and Conditioning Coaches Association and National Strength and Conditioning Association.*

**Jarrett Ferguson:** Trainer - Steel Train Performance



*Coach Ferguson is a Master Trainer with Steel Train Performance. A native of Goodview, VA and graduate of Staunton River High School, Jarrett Ferguson attended and was a walk-on football player for Virginia Tech. His first time lifting in an organized setting was his freshmen year at Virginia Tech. Master Strength Coach Mike Gentry said "The only way to the football field was through the weight room." Jarrett took those words to heart and earned a scholarship, became a four year starter. He was eventually drafted by the Buffalo Bills. Jarrett started his career in strength and conditioning under Mike Gentry as an intern in 2003. He became the Assistant Director of Strength and Conditioning under Master Strength Coach Sonny Sano at Ohio University from 2004-2005. From there he became the Assistant Strength Coach at the University of North Carolina at Chapel Hill under Master Strength Coach Jeff Connors from 2005-2006. He returned to his alma mater as the Senior Director of Strength and Conditioning for football in 2006-2018 under Coach Gentry. Through his work as a strength coach, Jarrett has trained many athletes that have gone on and have*

done great things, believing he is lucky to have been a scene in their movie. He strives to help all his student-athletes to become better people by teaching them how building each other up, working hard and holding yourself and others accountable will help them later in their lives, careers, and relationships. Jarrett is a graduate of Virginia Tech with a degree in Education and a Masters degree in the Education for Health Promotions. He holds certifications in USA Weightlifting, Strength and Conditioning Coach Certified (SCCC) through Collegiate Strength and Conditioning Coaches Association (CSCCA), CPR/First Aid/AED, and is a Master Strength and Conditioning Coach (MSCC) through the CSCCA.

**Dr. Richard Freedman:** Medical Director, Personal Trainer—Charlottesville, VA:



*Dr. Freedman is the medical director for Albemarle Veterinary Health Care Center in Charlottesville, VA, and has always had a passion for coaching and athletics. In addition to his practice, he is a certified personal trainer in the Charlottesville area with a very strong following. He was born and raised in Pa. and was very active in his children's high school athletic programs while they were growing up. He also served as the head lacrosse coach (1998-2006) for elite youth teams (U13 and U15 travel) for the Charlottesville-Albemarle Youth Lacrosse Club (CAYLC), and he also as served as the Commissioner of CAYLC from 2002-2006. During his youth-coaching tenure he implemented the Stanford Coaching Alliance Principles into the local middle school lacrosse league, and over 50 of his former players went on to play lacrosse at the collegiate level. Prior to coming to Charlottesville, Dr. Freedman had college coaching experience as a football coach, and also as a strength coach. He has two adult children, a daughter Danielle and a son Chad who both played college lacrosse. Danielle played defense for Duke University and graduated in 2006, and Chad played midfield for Washington College graduating in 2010. Dr. Freedman has a B.S. in Biology with a minor in Kinesiology from Gettysburg College, and earned his VMD from the University of Pennsylvania.*

**Dr. Jay Johnson:** Professor, Virginia Military Institute



*Dr. Jay Johnson is a Professor in the Department of Physical Education at the Virginia Military Institute (VMI) in Lexington, Virginia. He is also the Director of the VMI Summer Session. Dr. Johnson holds certifications from the National Strength and Conditioning Association as a Certified Strength and Conditioning Specialist (CSCS). He also holds his Level I Track and Field Certification from the USATF. Dr. Johnson was an assistant strength and conditioning coach at Virginia Tech between 1998 and 2006. Prior to his stint at Virginia Tech, he was the Head Strength and Conditioning coach at Radford University (1996-1998). Dr. Johnson earned his PhD from Virginia Polytechnic Institute and State University (Virginia Tech), M.S. from Radford University, and a B.A. from Emory and Henry College where he was a four year letter winner on the football team. A native of Radford, Virginia, Dr. Johnson and his wife, Anne, have two children – son Jack, and daughter Emma.*

**Dr. Mike Krackow:** Professor, Virginia Military Institute



*Dr. Michael Krackow is a Professor in the Department of Physical Education at Virginia Military Institute (VMI) in Lexington Virginia. He is also the Director of the Exercise Science minor. He holds certifications from the National Strength and Conditioning Association as a Certified Strength and Conditioning Specialist and Tactical Strength and Conditioning Facilitator. He is also a Certified Athletic Trainer through the National Athletic Trainers Association, and Licensed as an Athletic Trainer and Physical Therapist Assistant in Virginia. Dr. Krackow earned his PhD from Virginia Polytechnic Institute and State University, M.Ed from University of Cincinnati, and a B.S. from Hofstra University. Prior to teaching at VMI, he was the Chair of the Rehabilitation and Wellness Department at Jefferson College of Health Sciences in Roanoke Virginia.*

**Dave Lawson:** Director of Sports Performance-Olympic Sports, Virginia Military Institute



*Coach Lawson is of Director of Sports Performance for Olympic Sports at the Virginia Military Institute. He previously served as Director of Strength and Conditioning at the University of Tennessee from 2012 to 2016, developing strength and conditioning programs for the Volunteer football team and monitoring programs for the additional 22 sports teams. Throughout his career, Lawson has served as strength coach for football teams that have participated in 12 bowl games and captured four conference titles and basketball teams that have reached both NCAA and NIT tournament play. He has coached over 20 Strength and Conditioning All-Americans, eight football All-Americans, and over 100 football players either drafted or signed as free agents by the NFL. Lawson served three years (2010-12) at University of Cincinnati as the Assistant Athletic Director of Performance and Director of Football strength and conditioning when the Bearcats won two football championships. He also held prior posts at Central Michigan University for three seasons (2007-09); Eastern Michigan for six years (2001-06); West Virginia University (1995-2001) for six years, and at West Virginia Tech where his career began in 1992-1993. Lawson holds certifications as Strength and Conditioning Coach by the Collegiate Strength and Conditioning Coaches Association and as a Running Speed and Explosion Specialists. He is also a charter member of the Power Systems Advisory Board. Lawson earned a Bachelor of Arts degree in physical education from West Virginia Tech in 1992 and a master of science degree in physical education from West Virginia University in 1995. Lawson and his wife, Shannon, have four children, BrittLeigh, Emma, Maggie, and J.D*

**Deanne Moosman:** Instructor, Virginia Military Institute



*Deanne is a health and nutrition educator for the Department of Physical Education at the Virginia Military Institute. She holds a Master of Science degree in Biology from Eastern Kentucky University and a Bachelor of Science in biology from the University of Rhode Island (URI). She was a four-year letter winner and co-captain for the URI swim team as well as a four-year finalist at the Atlantic 10 Swimming & Diving Championships. She is a certified nutrition and wellness consultant (AFPA) and is also a certified USA Triathlon coach. Deanne has participated in competitive sports all her life, including field hockey, soccer, swimming, rowing (crew), and triathlon. Her most recent passion is Brazilian Jiu Jitsu. Deanne has been a long-time coach of swimming and triathlon. In addition to teaching at VMI, she has coached the NCAA swim team and the triathlon club. Her research at VMI involves developing strategies for better eating habits in college students.*

**Bill Walton:** Former Director of Cross Country and Track and Field, James Madison University



*Bill Walton is currently a volunteer assistant coach for the James Madison University Women's Cross Country and Track and Field programs. Walton has a long history with JMU and Track and Field, starting with his own successes on the men's team as a sprinter and long/triple jumper upon it's initiation in 1971. After graduation, Walton returned to the program, starting as a part-time assistant and eventually achieving a promotion to head coach in 1984. Walton served for 30 years as the Director and Head Coach of the program with an emphasis in sprints, hurdles, and horizontal jumps. Notably, his coaching career culminated in many successes for his athletes, both men and women, including 31 NCAA All-Americans and 42 IC4A/ECAC Champions. He was honored as the Mid-Atlantic Region Outdoor Track and Field Coach of the Year in 1990 and the CAA Cross Country Coach of the Year in 1987 and 1992. Committed to lifelong coaching, teaching, and learning, Walton is also an adjunct in the JMU Department of Kinesiology with a popular course in Marathon Training. He remains active in the Track and Field community, serving as a member of the NCAA Track and Field Committee with roles in planning and officiating. A native of Lancaster, Pa., Bill and his wife, Sara, currently reside in Bridgewater, Va., and have two sons, Brett, a 2005 graduate of the University of Richmond, and Matt, a 2008 graduate of North Carolina State.*

**Jim Whitten:** Instructor, Virginia Military Institute



*Jimmy Whitten is currently a full-time faculty member of the VMI Physical Education Department. Prior to his teaching assignment, he served as the assistant AD for Sports Performance, overseeing Olympic Sports in 2014, and football in 2015. Jimmy came to VMI in 2004 and served as the Head Strength Coach for VMI's Olympic Sports teams for 10 years. He came to VMI from East Carolina University where he was Director of Strength and Conditioning. While at ECU, Whitten implemented the strength and conditioning programs for Pirate Football and Men's Basketball for three years. He also headed up the strength programs for the Pirate Baseball, Softball, Men's Track, Men's and Women's Soccer, and Swimming teams. Prior to his ECU tenure, Whitten was head strength and conditioning coach for UNC-Charlotte from July, 1999, to February, 2001. He was also assistant strength and conditioning coach at his alma mater, Virginia Tech, for two years after serving as a graduate assistant in the program for two years. He was a defensive end standout for the Hokies and was named the team's Co-MVP as well as most valuable*

*defensive lineman in 1990. He also held the Captain's Award for Hokie Football in 1990. Whitten earned a Bachelor of Science in Education at Virginia Tech in 1991 and earned a Masters of Arts in Counselor Education at Virginia Tech in 1996. Whitten is a USA Weightlifting Certified Club Coach. He is also a member of the Collegiate Strength and Conditioning Coaches Association. Whitten's off-the-field interests include martial arts and he is a Brazilian Jiu-Jitsu Brown Belt. A native of Danville, Va., Whitten and his wife, Eileen, have two children - daughter Mandolin, and son Luke.*

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