



# Business of Rowing 2.0

presented by

RegattaCentral  
www.regattacentral.com

## SESSION DESCRIPTIONS – ALL TIMES TENTATIVE

**Friday, December 7, 2018**

**Title: Rowing Is Growing – Welcome Panel (FRIDAY – 1:30-2:30pm)**

Speaker: Patrick McNerney, Arshay Cooper

*Description: Rowing is growing! USRowing CEO Patrick McNerney sits down with gamechangers in our sport to give you a preview of what's to come during Business of Rowing 2.0 and talk about exciting changes happening as we speak.*

**Title: Leading Your Organization – Developing a Positive Coaching Culture (FRIDAY – 2:30-4pm)**

Speaker: Positive Coaching Alliance

*Description: Creating a positive, character-building youth or high school sports experience requires organizational leaders committed to creating and maintaining a Development Zone™ for developing “Better Athletes, Better People.” This workshop helps your leadership team do exactly that. One key outcome of the workshop is a written action plan for your leadership team, created with the guidance of the PCA Trainer (workshop facilitator), specific to the needs and circumstances of your organization and the population it serves. Throughout the workshop, and reflected in the action plan, is an emphasis on PCA’s “Single-Goal” Leader model, in which shaping the culture of your organization is the primary task of your leadership team.*

**Title: Making Your Boathouse The Lighthouse (FRIDAY – 4-5pm)**

Speaker: Arshay Cooper

*Description: How do we get our boathouse to reflect the diversity in our city and in our country? In this workshop Arshay Cooper discuss three important topics: how to recruit athletic students from under resourced communities, how to transform high school rowers to be leaders of leaders, and how to get their family and community involved.*

**Saturday, December 8**

**Title: Adding Adaptive Is Easy – All The Steps Required For A More Inclusive Program (SATURDAY – 9-10am)**

Speaker: Alice Henderson

*Description: Alice Henderson believes it is incumbent upon able bodied rowers to share our sport with others. Rowing was developed for men who were 6'4 and in their 20s. The equipment has since been adapted to accommodate smaller men, women, youth and masters, and people with limited mobility are part of that continuum. This session will teach you all the ways to start and fund an adaptive rowing program at your club.*

**Title: California Dreamin' Big (SATURDAY – 10-11am)**

Speaker: Luke Walton, DeDe Birch, Beth Anderson

*Description: The vast majority of rowers in America live a long ways away from California, and yet the state successfully hosts some of the year's most premier rowing events. We sit down with some of the state's top regatta organizers and ask them what you can do to grow your regatta, whether you are looking to stand out on a crowded weekend or looking to draw more people to a distant venue.*

**Title: Invest In Your Athletes (SATURDAY 10-11am)**

Speaker: Liz Fusco, Amanda Kraus

*Description: Investing in young people pays big dividends. Learn from experts in the field how a small investment can make a big difference for your rowers. From training tables packed with affordable snack options, to a tutor that keeps them on track, these are the gamechangers for your crew.*

**Title: Safety First (SATURDAY – 11am-noon)**

Speaker: Rachel Le Mieux

*Description: Rowing is not only growing, it is evolving at a rapid pace. As innovation in our sport advances, regattas get bigger, river and lakes get busier, and new clubs are founded to handle the increased demand, we are faced with multiple challenges. One of the most important challenges for which we must remain focused is "safety". Our approach to safety has many prongs: Athletes, coaches, referees, volunteers, boathouses, equipment and regattas. Join us for a panel discussion about safety in our sport and how you can help keep our sport safe.*

**Title: Double Goal Coach – Coaching for Winning and Life Lessons (SATURDAY – 1-3pm)**

Speaker: Positive Coaching Alliance

*Description: The research and experiences of great coaches across the country is clear: Positive is Powerful. In this highly interactive two-hour workshop – sparked by video-based advice from top pro athletes and coaches on PCA's National Advisory Board – attendees explore why and how to pursue both winning and the more important goal of teaching life lessons through sports.*

**Title: When The Price Is Right (SATURDAY – 2-3pm)**

Speaker: Steven Casey

*Description: What is the true cost of rowing at your program and how could budgeting for financial aid help your program grow? Steven Casey is the rowing head coach and director of financial aid at Pine Crest School. He will share what independent schools have known for a*

*while: the key to growing your program isn't just asking a fair price for what you offer, it's about asking a fair price that allows you to welcome a broader community.*

**Title: Maximize Potential Through Diversity, Inclusion, and Equity (SATURDAY – 3-4pm)**

Speaker: Richard Butler

*Description: A diverse team with unique individual perspectives can deliver exceptional results. Having such a team calls for a leader, staff, board members to arm themselves with and coach with an arsenal of inclusive practices and self-awareness. This course gives you deeper insights into yourself, your team, and the benefits of inclusion at all levels in your organization. Through self-assessments, and proven hands-on activities, you'll develop deep cultural competencies and get tools to create an environment fueled by the passion to be inclusive.*

---

**BIOGRAPHIES**

**Beth Anderson** is the director of junior rowing at Newport Aquatic Center. Anderson previously served as program director and coach at Oakland Strokes, winning 19 USRowing national championships. Beth graduated from UCLA in 1986 with a Bachelor of Arts degree in History, obtained Master's Degree in Sports Management from Purdue University in 1991, and was the Varsity Women's Rowing Coach at the University of California at Davis from 1991 to 1993. Anderson recently was a major part of the organizing committee that ran the 2018 USRowing Masters National Championship on Lake Merritt in Oakland, California.

**DeDe Birch** is the rowing manager and masters rowing coach at the Sacramento State Aquatic Center, overseeing the operations and often acting as regatta director for many of the regattas held at the popular Lake Natoma race course. DeDe is also the varsity women's coach at Capital Crew. She is a graduate of Cal State East Bay with a master's in Kinesiology specializing in Skill Acquisition and Sports Sociology.

**Richard T. Butler** is the HR Manager Employee Talent and Wellness for the City of Pittsburgh. He is an accomplished and results-oriented leader, with a cross functional and diverse background that includes business leadership, coaching, fitness and business development. He previously worked as the executive director of Three Rivers Rowing in Pittsburgh, Pennsylvania, and as the Inclusion Manager at USRowing, and is a current diversity and inclusion advisor for USRowing, Pittsburgh Ultimate Frisbee and the Robert Morris University Women's Crew.

**Steven Casey** rowed at Orange Coast College and the University of San Diego. His coaching career started as a Graduate Assistant at Oregon State University. Steven is currently the rowing coach and Director of Financial Aid at Pine Crest School in Fort Lauderdale. He completed his MBA in 2010 and is working toward his doctorate with a focus on Middle-Income Families and School Choice.

**Arshay Cooper** is a Benjamin Franklin award-winning author, 2017 USRowing Anita DeFrantz award winner, motivational speaker, coach, and Chief Program Officer at Row New York. Arshay

has spent his life cultivating a unique set of experiences, including being raised by a single mother on the Westside of Chicago, that make him a much sought after speaker to audiences ranging from professional athletes to high school students. He is highly regarded for his ability to inspire and motivate every audience he encounters.

**Liz Fusco** grew up in the Berkshire Mountains of Western MA, where she spent her childhood exploring the outdoors, hiking, biking, swimming, and wakeboarding. She received her Bachelors in Dietetics with a minor in Kinesiology at the University of Rhode Island in 2011. While pursuing master's degrees in Exercise Physiology and Nutrition Science at San Diego State University, Liz began an assistantship at the Chula Vista Olympic Training Center in 2012. After graduating from SDSU in May 2014, she completed her dietetic internship at the Methodist Hospital in Houston, TX. She returned to the Olympic Training Center in April as a sport nutrition consultant to rowing, track cycling, BMX, triathlon, archery, and rugby. Liz likes to make all aspects of sport nutrition as practical and approachable as possible.

**Alice Henderson** started rowing in 1982 and has been involved in the sport in some capacity ever since, as a rower for Washington and the US, head collegiate and high school coach, US and FISA referee/umpire and founder of two clubs as well as serving a term on the Board of USRowing. Three years ago Alice started coaching adaptive athletes; she averages eight hours of coaching adaptive athletes a week. In 2017 she coached the PR3 2x that won trials and finished 5th at Worlds.

**Amanda Kraus** is the executive director of Row New York. Amanda founded Row New York in 2002 in an effort to make the sport of rowing, paired with top-notch academic support, accessible to young people in NYC. In addition to her work at Row New York, she was a United States fellow to South Africa through a sports-based youth development exchange. She is a regular blogger on the Huffington Post as well as an Adjunct Associate Professor at NYU's Wagner School of Public Service and a member of the Catalog for Giving's board of directors. Amanda is a recipient of numerous awards including: 2012 Community Leadership Award winner by President Obama's Council on Fitness, Sports, and Nutrition (2012), USRowing's Anita DeFrantz Award (2011), USRowing's John J. Carlin Service Award (2008), and NYU Partnership Award for serving girls and women with disabilities. Amanda has an MA in Education from Harvard and a BA in English from the University of Massachusetts at Amherst, where she was captain of the women's crew team, a member of the DII National Championship boat, and a member of the Commonwealth Honors College.

**Rachel Le Mieux** has been involved in the sport of rowing since 1979. She started her career as a coxswain for the Western Washington University women's crew. She served as an assistant coach for the 1984-1985 season. She is still active as a coxswain and competes each year at the San Diego Crew Classic with the awesome Portland Boat Club. She has competed at the annual Head of the Charles Regatta over the course of 20 years and has several medals, including 4 first place medals. Rachel became a USRowing referee in 1999, advanced to referee in 2001 and became a FISA umpire in 2006. She has been involved in the USRowing Trials process since 2009 and currently serves as the Trials Coordinator for the 2017-2020 Olympic Quadrennium. Rachel is serving her second stint on the Referee Committee. In 2018, after several years

participating as the NW Representative to the USRowing Safety Committee, Rachel was asked to serve as the chair. She has been getting back into coaching and has served as a volunteer part-time coach at the College Club of Seattle. Rachel is currently enrolled in the Masters of Science Program in Sports Coaching and Leadership at Drexel University and will graduate with her MS in 2019. In her professional career, Rachel is a partner at Peterson Sullivan LLP, a CPA firm located in Seattle, Washington.

**Positive Coaching Alliance (PCA)** develops 'Better Athletes, Better People' through resources for youth and high school sports coaches, parents, administrators and student-athletes. PCA has partnered with roughly 3,500 schools and youth sports organizations nationwide to deliver live group workshops, online courses and books by PCA Founder Jim Thompson that help those involved in youth and high school sports create a positive, character-building youth sports culture. PCA resources, which have reached more than 8.6 million youth, strive to transform high school and youth sports into a Development Zone® culture, where the goal is to develop Better Athletes, Better People to become the prevailing models in youth and high school sports. PCA gains support from a National Advisory Board, including National Spokesperson and 11-time NBA Champion Coach Phil Jackson, and many other top coaches, athletes, organization leaders and academics who share PCA's mission.

**Luke Walton** is the Director of Operations of the San Diego Crew Classic. Walton is a California native, participated in the 2004 Olympics in the men's pair and has since made the switch to being a triathlete. Luke is a co-founder of Engine Room Fitness, LLC and is the vice president of the San Diego Crew Classic board.