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State Media Release

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CIF RECOGNIZES THIRTEEN RECIPIENTS OF 2009-2010 MODEL COACH AWARD

Sacramento – Thirteen coaches statewide have been selected as 2009-10 CIF Model Coach Award winners. Now in its ninth year, the CIF Model Coach Award program is designed to recognize coaches who have served as positive role models in their schools and communities, and who have exhibited the traits apparent in the 16 principles of Pursuing Victory with Honor.

The winners, nominated through their local CIF Section office, will receive an award and be honored in conjunction with their sport’s state championship or at an event of the recipient’s choosing.

A model coach demonstrates and teaches six core ethical values: trustworthiness, respect, responsibility, fairness, caring, and good citizenship (the “Six Pillars of Character”). The CIF believes that the highest potential of sports is achieved when teachers/coaches consciously Teach, Enforce, Advocate and Model (T.E.A.M.) these values and are committed to the ideals of Pursuing Victory with Honor.

“This is the highest and most prestigious award the CIF bestows upon its coaches,” CIF Executive Director Marie M. Ishida said. “We are honored to recognize coaches throughout our state who are dedicated to impacting the lives of high school student-athletes by not only teaching them the values of Pursuing Victory with Honor and the Six Pillars of Character, but also that there is more to participating in sports than just winning and losing.”

2009-10 CIF Model Coach Award Winners (alphabetical order)

Name	School, City (Section)	Sport(s)
<i>KC Adams</i>	<i>Anchorpoint HS, Gilroy (CCS)</i>	<i>8 Man Football</i>
<i>Pam Borg</i>	<i>Yreka HS (NS)</i>	<i>Cross Country, Track and Field</i>
<i>Rich Cotruvo</i>	<i>Justin-Siena HS, Napa (NCS)</i>	<i>Football</i>
<i>Mark Cunningham</i>	<i>University HS, Irvine (SS)</i>	<i>Football, Track</i>
<i>LaDeane Hansten</i>	<i>Sonora HS (SJS)</i>	<i>Swimming</i>
<i>Mark Krail</i>	<i>Pioneer HS, San Jose (CCS)</i>	<i>Football</i>
<i>John Kufner</i>	<i>Happy Camp HS (NS)</i>	<i>Football</i>
<i>Shannon Moreno</i>	<i>Mount Miguel HS, San Diego (SDS)</i>	<i>Volleyball, Softball</i>
<i>Glenn Recasner</i>	<i>El Cajon Valley, San Diego (SDS)</i>	<i>Cross Country, Track and Field</i>
<i>Jack Thomson</i>	<i>Sierra HS, Manteca (SJS)</i>	<i>Baseball, Football, Golf</i>
<i>Pam Wimberley</i>	<i>Menlo-Atherton HS (CCS)</i>	<i>Girls’ Basketball</i>
<i>Jeff Young</i>	<i>Robert Louis Stevenson HS, Pebble Beach (CCS)</i>	<i>Lacrosse</i>
<i>Richard Zuber</i>	<i>Eagle Rock HS, Los Angeles (LAS)</i>	<i>Baseball, Girls’ Soccer</i>

-- Bios on all recipients follow --

KC ADAMS (Anchorpoint Christian HS, Gilroy)

8-Man Football

KC Adams has long been a fixture in Gilroy youth sports programs. When he arrived at Anchorpoint Christian HS in 2003, the school had no competitive athletic program. In the fall of 2004, KC formed boys and girl's basketball teams, and added baseball and softball teams that spring. In 2007, KC spearheaded the formation of an 8-man football league within the CCS, a program that continues to grow among small member schools. KC believes in the character building power of team sports and many a troubled youth have turned their lives around under his mentoring. His peers have voted him coach of the year on several occasions. More significantly, KC is known among his fellow coaches as a person who will go out of his way to help them be successful in their own programs.

PAM BORG (Yreka HS)

Cross-Country, Track & Field

For more than twenty years, Pam Borg has coached at the high school level. Her teams have consistently achieved a high level of success within the Northern Section. More importantly, she has created a coaching legacy that embodies the six pillars of Pursuing Victory with Honor. As many of her athletes have testified, they gain more from Coach Borg than athletic instruction; they receive an education in life lessons, in making good choices and taking responsibility.

RICH COTRUVO (Justin-Siena HS, Napa)

Football

Since coming to Justin-Siena in 1998, after eight seasons as the head coach at Monte Vista HS, Rich Cotruvo has turned the small private school in Napa into one of the most competitive teams in the NCS. The Braves have won four NCS championships (2000, 2003-04, 2008) under his direction and several more league championships, despite being the smallest school in the Marin County Athletic League. In addition to his coaching duties, Cotruvo has been involved with the NCS Seeding Committee and Power Rating committee, and was instrumental in getting his school a new artificial surface that will not only be used by the Justin Siena Braves football team, but the community as well.

MARK CUNNINGHAM (University HS, Irvine)

Football

It is ironic that the six pillars of Pursuing Victory with Honor are more often seen in defeat rather than in victory. Mark Cunningham's Trojans of University High School did not have a stellar season on the playing field, but that did not prevent Cunningham from leading his young men with dignity. No matter the final score, Coach Cunningham demonstrated a respect for the game to which all should aspire. No moment demonstrates this more than in the final game of the season. Cunningham created an opportunity to honor Terry Henigan, the soon-to-be-retired head coach of rival Irvine High School. The Trojans did not win the game that night, but Coach Cunningham managed to teach his players what honor is.

LADEANE HANSTEN (Sonora HS)

Swimming

For more than 15 years, LaDeane Hansten has successfully directed both the Boys' and Girls' Swim Teams at Sonora High School. In that time, those two teams have combined for 13 Valley Oak League Titles; from 2002-2006, the Lady Wildcats won five consecutive VOL titles. But more important than her winning record, Coach Hansten has fostered an enthusiastic environment. It is not unusual for more than 100 athletes to annually come compete for Coach Hansten, nor is it unusual for those athletes to be by the side of the pool, cheering on teammates in need of encouragement. Coach Hansten has clearly demonstrated that she and her athletes embody the six pillars of Pursuing Victory with honor, which make her the perfect choice for this prestigious award.

MARK KRAIL (Pioneer HS, San Jose)

Football

Mark Krail has been coaching football for 17 years at Pioneer High School. Mark's teams have performed exceptionally well, winning league titles and qualifying for the CCS playoffs. More importantly, his teams have a reputation for playing the game competitively but with honor, dignity and exemplifying the virtues in Pursuing Victory with Honor. Outside of coaching, Krail works as Athletic Director of Pioneer High School, serves as Chairman of the CCS Football Committee and the Executive Committee.

JOHN KUFNER (Happy Camp HS)

Football

Stories from "Kufner Land" are legendary, not because of overwhelming success on the field, but rather because they are the stories of athletes who have learned respect for themselves, their opponents and the game they play from a coach who constantly strives to emphasize the six pillars of character both on and off the field. John Kufner began coaching football during the 1970s. He retired a few seasons ago, only to find that no one was willing to fill his shoes. With the program facing elimination, Kufner came out of retirement and continues to coach the Indians. Kufner, who believes so much in the value of extra-curricular activities, has donated both his time, and, on occasion, his money; it is not unusual for John to buy a hungry student a meal or an athlete pads or cleats. Coach Kufner represents the best side of high school athletics and is infinitely deserving of this award.

SHANNON MORENO (Mount Miguel HS, Spring Valley)**Volleyball, Softball**

Originally hired as an athletic trainer at Santana High School, Shannon Moreno has grown beyond that role. She is a teacher and a coach who gives a moral compass to her athletes. She is committed to their long-term success and is willing to sacrifice short-term goals, such as winning games, in order to achieve it. Despite the strict rules that her athletes must adhere to, she is described as a “kid magnet” by her colleagues. Students and athletes gravitate toward her because she is a person of strength and character, a person who gives 100% of herself all the time.

GLENN RECASNER (El Cajon Valley HS, San Diego)**Cross-Country, Track & Field**

Winning is important to every coach, but Glenn Recasner has made it his life’s work to teach athletes lessons that go beyond the field of play. Recasner has been coaching Cross-Country and Track and Field for nearly 20 years. During that time, he has guided his runners to the highest levels of success athletically and aided many students in achieving their goals and ambitions beyond high school. Alumni continually return to El Cajon to seek his council. He offers them both guidance and inspiration. He continues to teach his athletes commitment, hard work and respect, and for these reasons, he is deserving of the CIF Model Coach of the Year Award.

JACK THOMSON (Sierra HS, Manteca)**Baseball, Football, Girls’ Golf**

In a coaching career that has lasted for nearly three decades, Jack Thomson has excelled beyond expectations. In baseball, his primary sport, Thomson has lead two different high schools (Manteca and Sierra) to eight Valley Oak League titles. He has twice been named Valley Oak League Coach of the Year. He has been named the *Modesto Bee* and the *Stockton Record* Coach of the Year. Thomson was inducted into the Baseball Coaches Hall of Fame in 2005, and has served on the selection committee for Rawlings High School All American Team since 2006. Despite his many accolades, what Thomson may best be remembered for is serving as a pillar of the Manteca community, acting as a role model to young men and getting the best out of his players.

PAM WIMBERLY (Menlo-Atherton HS, Atherton)**Girls’ Basketball**

Pam Wimberly is a true girls’ basketball pioneer, having begun her coaching career in 1969, when the game in California was still played with six players per team. She reached a personal milestone in December 2009, when she won her 600th game as a coach in a contest against Half Moon Bay High School. Under her leadership for the past 41 years, the Bears have won 17 league championships and four Central Coast Championships. Wimberly won the Women’s Sports Foundation Coach of the Year Award in 1995, and currently serves as athletic director at Menlo-Atherton.

JEFF YOUNG (Robert Louis Stevenson HS, Pebble Beach)**Football, Lacrosse**

During his 30-year tenure at R.L. Stevenson HS, Jeff Young has coached both countless numbers of outstanding young men and teams in football and lacrosse. He has more than a half dozen Santa Cruz league championships in lacrosse, the most recent coming in 2009. And although his teams have won on numerous occasions, winning is something that Young does not stress; rather he pushes his athletes to work hard, to be the best person you can be, to win and lose with equal grace and humility. Outside of coaching, Young has served on several Central Coast and CIF committees, always providing a steady and thoughtful voice as well as a wonderful sense of humor.

RICHARD ZUBER (Eagle Rock HS, Los Angeles)**Baseball, Girls’ Soccer**

As with all great coaches, Richard Zuber is about more than wins and losses. He knows that his primary responsibility is to work with kids; winning is secondary. But the wins have piled up in a 15-year coaching career. His baseball teams have made it the City Championship games in Dodger Stadium and his Girls’ Soccer teams have never failed to qualify for the playoffs. Coach Zuber has managed to earn the respect of his athletes, foster a winning program, and demonstrated at every turn the six Pillars of Pursuing Victory with Honor.