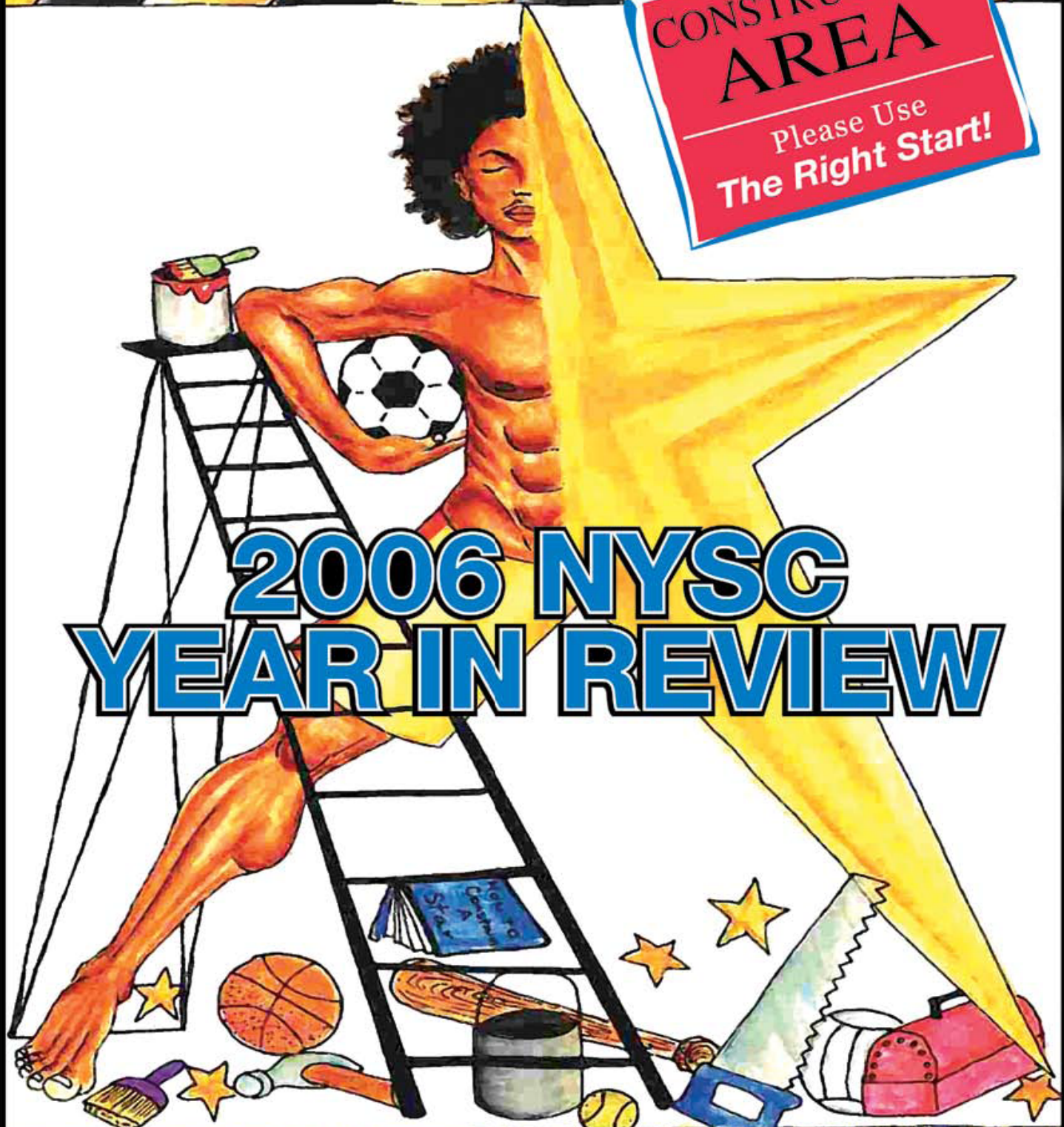


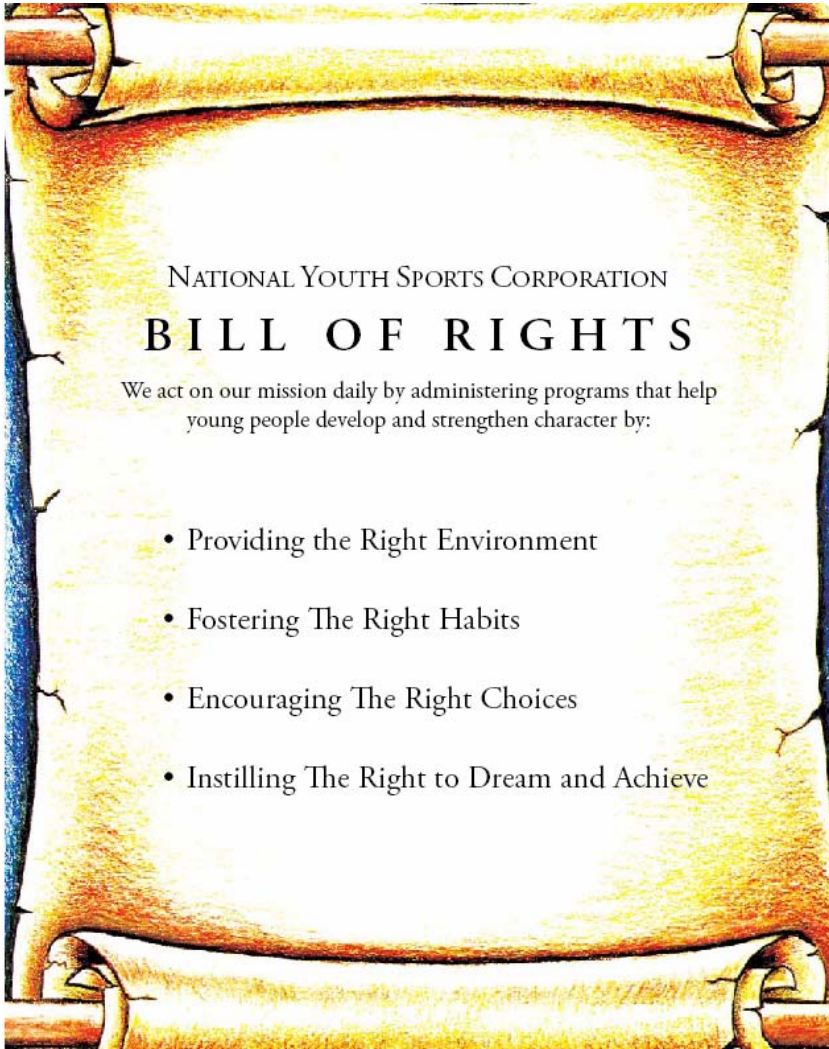
STARS UNDER CONSTRUCTION • STARS UN

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The Right Start!

2006 NYSC YEAR IN REVIEW



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On the Cover:

The artwork on the cover of this document was created by Clinton Lowery of Broad Ripple High School in Indianapolis. The artwork was submitted for the National Youth Sports Hall of Fame art contest.

We congratulate Clinton and extend our best wishes for continued success!

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www.NYSCorp.org



Greetings

As chair of an organization that gives youth "The Right Start" one might think I could come up with a more clever opening. Suffice it to say, 2006 was the most remarkable of NYSC's four outstanding years of service to the nation's youth.

In May, we wrote history by inducting our first class into our National Youth Sports Hall of Fame. We created this one-of-a-kind shrine to honor the unsung pioneers who made the youth sports movement the force it is today. The recognition gala that weekend was an unmatched hallmark for those who have contributed selflessly in relative obscurity for years. From concept to fruition, the hall of fame dream came together in fewer than 10 months. I cannot wait to see what happens this time around, with reasonable lead time.

That next month, our flagship, the National Youth Sports Program kicked off on many college campuses around the country, just as it had for the previous 37 years. The same spirit of education, sportsmanship and fun was present in this summer's program. But it was generally shorter and was held on 74 campuses, down from the 202 of the previous year. The reason for the reduction was that the federal government's priorities changed. That resulted in no federal money for NYSP in 2006.

Yet, we continued the program on fewer campuses with fewer youth for a reduced period of time, utilizing unused funds from previous year. Certainly, downsizing was not a goal of ours, but, as you will

read in the coming pages, it brought some rewards. Quantity served went down, but quality experiences rose. Some campuses that received no funding simply raised their own money to keep their NYSP afloat.

Youth Education through Sports (YES[®]), a tremendously successful series of sports clinics that serve youth at the sites of NCAA[®] championships throughout the academic year, also made major changes during the last couple years. Now, collegiate student-athletes serve as the youth's mentors and the coaches are helpers. The result has been a great benefit to both parties.

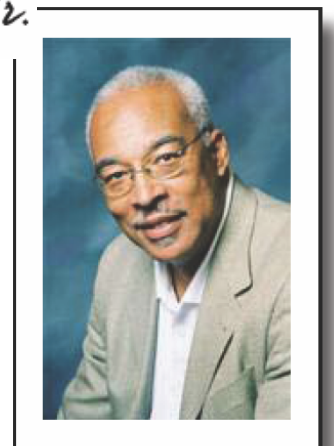
Spencer Johnson's classic book on change, 'Who Moved My Cheese?' tells us that, though we may find change troubling at first, it will make us better once we accept it. That has happened to NYSC. We continue to look for ways to improve while maintaining our status as the premier national youth sports organization in the country.

Thank you for your support as we continue to help mold our nation's youth.

Sincerely,

Daniel Boggan Jr.

*Chairman
NYSC Board of Directors*



Letter from the President

Dear youth sports enthusiast,

Each work day, the views from our seventh floor office windows in downtown Indianapolis remind our staff of the NYSC mission the minute they walk in the door.

To the west sits the RCA Dome, where many children dream of starring one day. Northward lies the bustling downtown that's a far more likely future destination for earning a living. Just as in other cities across the country, our business center is a place of opportunity for those properly prepared, where more than just a select few for whom professional sports becomes a livelihood can contribute to society and earn a living through their chosen career path.

Yet sport remains an attention-grabber, so we use it to teach life lessons. We know that it takes proper direction from not just parents but a host of caring adults to help pull success more within reach of youth. We strive to assist in that quest every day.

Getting young people into the proper mindset of belief, preparation and achievement reminds me of the construction project we see out our south windows, where the cranes slowly erect Lucas Oil Stadium. That facility, like some of our youth in our programs, didn't look too promising at first. Once

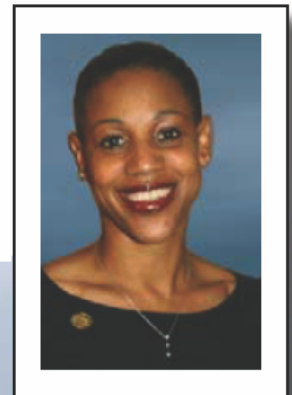
nothing more than a huge hole in the ground, it's taking the form of a modern NFL stage, slowly but steadily.

That transformation reminds me of the way children in communities all across the United States become successful adults. It's an arduous process. Before these young people can become stars, a blueprint must be drawn, ground must be broken, a foundation must be fashioned.

That's where we come in. From our flagship National Youth Sports Program to Youth Education through Sports clinics to this year's new Right Start Clinics, our cutting-edge programs help pave the way so youth can achieve lasting adulthood success and make positive contributions in their community.

As this year's theme says, stars are indeed under construction at NYSC. I invite you to be our heavy equipment. Grab a hard hat and lend a hand in whatever way you can. We've got work to do.

Sincerely,
Rochelle M. Taylor
President
National Youth
Sports Corporation





National Youth Sports Corporation

"Youth" and "corporation" may seem odd companions at first. The former conjures up the healthy heartbeat of a playground, vibrant smiles on swings and slides, playing catch, running and jumping ... falling, yes, but then getting up and starting over a little bit wiser, all in celebration of being a kid.

Contrast that with the image of a corporation. Finely dressed colleagues ponder proper paradigms in a board room, pens, pads and PDAs beside them. "Youth" is something they used to be, someone they nurture when they get home.

Different worlds. Except at the National Youth Sports Corporation (NYSC), where those worlds link in a life-changing way. Here, the get-to-it drive of the corporate tends to the serious business of channeling youthful energy to build a brighter future for all, mindful that learning takes place best when fun appears on the lesson plan.

Just from its name, you can tell that the National Youth Sports Corporation is different. That's not just because the word "sports" dovetails the two apparent antonyms. At NYSC, the cream of grown-up resources and the energy of the young sit down together ... but just long enough to plan ... before taking off on a transforming journey.

NYSC itself is no stranger to learning to flourish in a challenging environment. The organization was born from change in 2000. The National Youth Sports Program (NYSP), then a government initiative administered by the NYSP Fund, Inc., and staffed by NCAA employees, needed to split from the office of the latter to preserve the ability to receive the federal funding that placed the program on the map in 1969.

Six years later, the NYSC umbrella weds the wisdom of its professional 12-person staff in Indianapolis and that of hundreds of professionals and volunteers around the country to prepare youth for life using sports as a hook. The various programs run by these educational experts – the flagship NYSP, the NCAA Youth Education through Sports (YES) clinics, and the new Right Start Clinics – help the NYSC achieve its noble mission of preparing youth for life's challenges. National Youth Sports Corporation

Since that move, NYSC has blossomed into a full blown youth movement. In YES, under the backdrop of some of the most exciting of NCAA Championships, youths age 10-18 of all backgrounds learn about new and favorite sports from top-flight college coaches and student-athletes who volunteer their time



This fall, NYSC developed Right Start Clinics to provide middle school youth with the tools to succeed in sports and life. In addition, Right Start Clinics educate youth sports coaches and parents about how to properly channel their desire to help youth get the most out of sports.

We debuted the National Youth Sports Hall of Fame in May to honor youth coaches, volunteers and other outstanding individuals who have led the youth sports movement nationally with little if any recognition.

Through it all, NYSC continues solidifying relationships and conducting youth events for many other similarly minded groups, including the NCAA, Indiana Center for Cultural Change (ICCC), Special Olympics, the Lyn St. James Foundation, the Coca-Cola Circle City Classic, St. Francis Hospital, Indianapolis Parks and Recreation, and the Catch the Stars Foundation.

The target for the multi-faceted NYSC is to prepare the young people who participate in its programs to face everyday challenges as they grow older. Once having engaged in an NYSC activity, participants will be able to better contribute to their families, schools and communities.

We invite you to learn more about NYSC and its programs. You'll want to play a part in its magic mix of education, sports skill instruction and fun, all geared toward preparation for a lifetime of success and achievement.

You have what it takes to continue. Come along. We've got work to do. But pack a smile. You'll like where we're taking you. Remember, along the way, you must walk tall, talk tall, stand tall.

America's future is watching.



NYSP Participating Cities & Universities – 2006

ALABAMA

*Livingstone – University of West Alabama**
Mobile – Bishop State Junior College
Normal – Alabama A&M University
Tuscaloosa – Stillman College

ALASKA

*Anchorage – University of Alaska**

ARIZONA

Tucson – University of Arizona

ARKANSAS

Fayetteville – University of Arkansas

CALIFORNIA

*Bakersfield – California State University**
Davis – University of California
Los Angeles – Univ. of Southern California
*San Jose – San Jose State University**

CONNECTICUT

New Haven – Yale

DISTRICT OF COLUMBIA

University of District of Columbia

FLORIDA

*Miami – Florida Memorial University**
St. Petersburg – Eckerd College

GEORGIA

*Albany – Albany State University**
Atlanta – Morehouse College
Fort Valley – Fort Valley State University

ILLINOIS

Chicago – Daley College
Kennedy-King College
*Quincy – Quincy University**

INDIANA

*Notre Dame – University of Notre Dame**
West Lafayette – Purdue University

IOWA

Davenport – St. Ambrose University

KANSAS

*Kansas City – Kansas City Kansas
Community College**
Pittsburg – Pittsburg State University
*Wichita – Wichita State University**

LOUISIANA

Baton Rouge – Southern University
Grambling – Grambling State University

MARYLAND

*Princess Anne – Univ. of Maryland
Eastern Shore*

MASSACHUSETTS

Lowell – University of Massachusetts

MICHIGAN

Detroit – University of Detroit Mercy

MINNESOTA

St. Paul – University of St. Thomas
*St. Peter – Gustavus Adolphus College**

MISSISSIPPI

Holly Springs – Rust College
Itta Bena – Mississippi Valley State Univ.
Jackson – Jackson State University
University – University of Mississippi

MISSOURI

St. Louis – Harris-Stowe State University

MONTANA

Missoula – University of Montana

NEBRASKA

Kearney – University of Nebraska

NEVADA

Las Vegas – University of Nevada

NEW JERSEY

Sewell – Gloucester County College

NEW MEXICO

Albuquerque – Univ. of New Mexico
*Las Vegas – New Mexico Highlands
University*
*Luna Community College**

NEW YORK

Brooklyn – Medgar Evers College
Buffalo – Canisius College
Jamaica – York College
Rochester – Monroe Community College

NORTH CAROLINA

Charlotte – Johnson C. Smith University
Durham – North Carolina Central Univ.
Fayetteville – Fayetteville State Univ.
*Raleigh – Saint Augustine's College**
*Sanford – Central Carolina Comm. College**

NORTH DAKOTA

*Belcourt – Turtle Mountain Comm. College**
OHIO

Cleveland – Case Western Reserve
Columbus – Ohio State University
Toledo – University of Toledo
Youngstown – Youngstown State Univ.

OREGON

Portland – Portland State University

PENNSYLVANIA

Philadelphia – Temple University

SOUTH CAROLINA

*Orangeburg – South Carolina State
University*

TENNESSEE

Jackson – Lane College
Nashville – Tennessee State University

TEXAS

Corpus Christi – Texas A&M University
El Paso – University of Texas
Houston – Texas Southern University

UTAH

Lake City – University of Utah

VIRGINIA

Hampton – Hampton University

WEST VIRGINIA

*Institute – West Virginia State University**
Morgantown – West Virginia University

WISCONSIN

Eau Claire – University of Wisconsin
Milwaukee – Marquette University

2006 = 58 institutions receiving grant funds
* 2006 = 16 institutions locally funded



National Youth Sports Program



An Email Message	
From:	billy@mycousins.net
To:	bobby@crosstown.com
Subject:	NYSP this summer
Hey, I forgot that my mom signed me up for some stupid camp next week so I can't hang out at the playground. (It's over at the U of all places. I'm on my cousin's computer right now, taking a break from checking out the cool sites. I'm outta that camp as soon as possible.)	

Pack your bags, we're going to camp, but it's different from what you think. You don't need to bring much – a swimsuit, workout clothes – everything else is there, even food. Did I mention this won't cost your family a dime?

You go home every night, but if you were going to college here, you'd probably stay overnight most of the time. A lot of adults will be around, but it's mostly kids. They outnumber the adults at least 15 to 1. The youngest will be 10. The oldest will be 16.

A young person's summertime is chock full of traps. Some are concrete. Some, like a bad attitude, are abstract. But with all the free time that youth, especially those from underserved families have showered upon them once the final school bell rings, trouble – or at least wasted time – looms nearby.

That's especially true minus the guidance of caring adults, many of whom may be logging extra hours just to make one financial end meet the other.

So suppose you were taking in NYSP with some of those youths in the danger zone, that age when they know everything and nothing, when they want everything but have mostly nothing. Or at least it seems that way.

This is a sports camp with a twist. We're not talking about those elite athlete camps you've heard about, although some of these NYSP-ers can play. We use sports to snag attention. When we've broken down defenses with fun, we zing these children with some life and classroom lessons before they know what's hit them. Funny thing is, they seem to like it, even after they realize there's learning involved.

Once we get hold of them, that is. Sometimes that's tricky. Sometimes they come in with the wrong idea. You'll see.

First thing, though, we start with a free medical exam, which can be gold to these kids even though going to a doctor may be the last thing they want to do in the summer, next to learning that is. At least until we get them that first time.





An Email Message	
From:	billy@mycousins.net
To:	bobby@crosstown.com
Subject:	NYSP this summer
<p>Me again. Funny thing about this camp. I had to go to the doctor cept I wasn't sick. But mom said that this was part of that camp, which I don't get. Doc said I have allergies and told my mom what I have to do to get my medicine. Other than that, I'm OK, so I'm going I guess.</p>	

That first day of the actual program, those who aren't sure they want to be there, you should see them, with their tough but curious looks. All attitude. Then they see some faces they know, maybe some who've been there before. They see they're excited, as though this is fun.

Sometime that first day won't do it, although we see a hint of difference in those doubters right away. Maybe it's peer pressure in a good way. But what I really think is that suddenly they realize they are on this campus, once a foreign place to them, and now they're here.

So on the first day, we do orientation, which, we don't like to call it that, since it sounds too official, too college. We save that kind of stuff for later. This part's just the start, The Right Start, that is. Never forget that's what this is all about.

Each of the groups is 30 to 35 kids. An assigned someone ushers them around daily. "Project aides" are their official title but the youth know them best as friends. These aides, usually student-athletes or other college students, sometimes former program

participants, serve as the constant while each group visits the experts at the various stations. Some of these project aides have a profound effect on their flock.

What also has a lasting effect is when the kids get to use some of the facilities the college has that they may have only seen on TV before, like when they meet on the basketball court every morning. That's where The Right Start starts each day. That opens some eyes. So do the classrooms and the labs. They love to see where the college kids go. They love to sit in the same seats.

Before they leave, at least at this NYSP, it's lunch time. At some NYSP's the meal may come at breakfast or dinner, sometimes there's two meals. No matter what, though, food's served right where the college kids chow down. It's buffet style, with all the good stuff. It's amazing, when you put only the right foods in front of them, USDA-approved, the kids find something they like and pile it on.

An Email Message	
From:	billy@mycousins.net
To:	bobby@crosstown.com
Subject:	NYSP this summer
<p>Dude, I just left the first day of that camp. Starting out, they put us in the gym where your, what was it, uncle? He played on TV that time. The place is big. We have a leader who takes us around. Even to the pool. Get this. He's from up the street. Went to college here. Now he's going to grad school I think they call it. Wants to do business. I wonder how he pays for it. Says his parents are gone and he grew up with his sister.</p>	





The next 19 days we keep them busy. Down time? That's like running on the pool apron. Can't do it. Now the pool, that's a special place. Everyone loves the pool. Yes, there are some who aren't that sure about the water at first. We do a skills test to make sure it's safe, to see what we can have them do. But then we can't keep them out of the water. Strike that. We can. And we do. It's just that, well, attendance is always highest on pool days.

Everybody plays the other sports too. No wall flowering. Everybody wins too, so to speak. Usually we don't keep score and don't really even play the actual game. It's mostly skills school. We just teach them how to do things the right way, after giving them, well The Right Start, I guess you could say.

For some of these sports, that's all we can do. They've never done them before. Golf is one of those a lot of times. Of course with Tiger, they've all heard of him, so at least it's not too much of a stretch. Then we do at least one more sport, basketball that most of them know. We'll throw in archery this year for something different. The people who teach these sports are pros at what they do, both in coaching sports and at reaching young people.

An Email Message

How you doing? I'm doing all right here at NYSP camp but I do miss hanging out. You ever swim? Me not except when it's really hot out maybe at the center. I really didn't know much how to but I'm doing it here. Nobody else is good either but it's still fun and we're getting better

Once we've reeled in these kids with sports, they barely even notice that we do plenty of non-sports educational stuff. But we try to make it different from school. They're too savvy to just fall for that. They're still kids. They know it's summer.

Alcohol and drug education takes up about half of the hours because it's so vital they know the facts because there's so much available out there. We can't be preachy to them. We have to do fun things like skits about refusal skills, assertiveness, conflict resolution, decision-making, that sort of thing.

We dedicate a quarter of the education piece to other health issues, such as nutrition and how to stay healthy and fit. It's tough to tell if some of them ever get a balanced meal at home but we want them to know the best choices when they have options.

The other quarter of the education part is career lessons. We'll have people from town come in and tell them what they do for a living and how they got there. We try to get people who came from the same background as our campers.

Talking about higher education fits nicely at that point because a lot of these kids come from families where it's never been discussed as a possibility. A lot of times nobody they know has ever gone to college; they just don't know how. I don't mean the studying. I mean it's so far out of their frame of reference you might as well tell them to take a trip to Mars.





But then they see someone who's done it, someone who's walked the same streets. They hear that with scholarships, grants, financial aid, the right attitude and work ethic, it's possible. If they lay the proper groundwork. Once they get that, it's beautiful. You can feel their excitement.



An Email Message	
From:	billy@mycousins.net
To:	bobby@crosstown.com
Subject:	NYSP this summer
<p>Did you miss me? I can't believe this four weeks is over. The camp I mean. Sorry I didn't get back to you sooner. Mom was right about this camp. It's different. I am coming back here next year. I also need to start hitting my books if I'm going to be able to go to college like my project aide. Did you know you can go even if you can't pay them for it right away?</p> <p>We did this talent show at the end. Funny. What was really cool is that I got a trophy for, get this, having the most improved attitude or something.</p> <p>They told us at the end of the camp that they didn't get funding from the government for next year so they aren't sure they can have this next year. I hope they do. This is the best summer thing I've had.</p>	


Marching Onward

Perhaps nothing shouts more loudly about NYSP's value than the stories of those 16 schools that essentially flew solo in 2006.

Although covered under the NYSP umbrella insurance policy and following time-tested NYSP guidelines, these programs' zealots were left on their own community and institutional docket.

The stories of the lead program administrators at three of those schools – Notre Dame, Gustavus-Adolphus and Cal State Bakersfield – are so filled with NYSP attitude they echo. These ardent disciples of NYSP were pleasantly surprised to find their personal passion nearly equaled by others who refused to lose their local NYSP.





Getting the program life support, these agents of community change thought, would be a two-step dance.

First, sell the value of the program, then secure the money. As it turned out, NYSP's reputation sold itself; they could dive directly on the fund-raising trail.

Take Rebecca Pettit, NYSP project administrator at Notre Dame.

"I was initially concerned that when the funding went away, my university would say, well, we don't need (NYSP)," she said. "I thought (my) sell job was going to be selling them on why the community needs NYSP. "

Then came the first meeting with the upper brass.

"People were going around the room saying there was an outcry from the community, that people were calling the communications department (complaining they were losing NYSP), they were coming out of the woodwork."

So they wanted, make that had to have, NYSP. "The fight was the money, not getting the university to buy into why we needed NYSP – that wasn't a hard sell at all," Pettit said.

Kathryn Bode, project administrator at Gustavus-Adolphus in rural Minnesota, got a positive vote from the top right away.

"After we sent our proposal to the president and cabinet," she said, "when we walked into the meeting, he had the proposal in his hand. We had no idea how it was going to go."

Out came his thoughts.

"Looks like a slam dunk to me," he said.

Obviously, having the CEO on your side sends a powerful message, one that helped the Gustavus program successfully navigate the due diligence involved in such financial decisions. Still, there was that matter of actually finding the money.

"After everyone had made their comments, one person looked at everyone and said 'sometimes you just do things because they are the right thing to do,' and that's what sort of broke through," she said.

Lewis Neal, activity director at Cal State Bakersfield, said that when the word got out that the program wasn't going to be funded and might not happen, he got so many phone calls from parents of the local NYSP kids that it gave him the strength to work harder.

"I realized that, if we didn't run it this summer, we'd be out of there," Neal said. "I had to let the people in our district know, that if we don't pay for it, it isn't going to happen. I said that no matter what, we need to support it." Bakersfield listened. They got their NYSP.

All NYSP programs have always relied on local donors in addition to government funding. In fact, on the average, local programs historically raised three times what they were allotted by the federal government. Last year, when it was needed most, support came pouring in. Pettit said Notre Dame set a campus record for NYSP fundraising, blowing away that of previous years.

"The outpouring came because they were really concerned about the community because this is the only all-free camp like this in the county," Pettit said.

Gustavus has neither the allure nor the alumni base of Notre Dame, nor is the rural area flush with well-to-do potential donors. Yet, Bode, said, somehow the money came, even from one businessman who initially politely declined to donate.

Then one day he was on his way to work and saw some school-age kids waiting on a bus in the pre-7 a.m. hours. He noticed that they were having a good time and seemed psyched about where they were going. Funny, he thought. School's out.

He stopped and asked where they were headed. When they told him NYSP, he got out his checkbook and wrote Bode a \$15,000 check.



"This program will sell itself if you can get people to see it," Bode said.

Herself a local who grew up the youngest of five children of a single mother with a high-school education, Bode knows the struggles many of these kids face.

"I know what it's like, those long summers when parents are working and there's nothing to do," Bode said.

"(During the school year) these kids go to school every day with kids who have more than they have. At NYSP everyone is in the same boat and they can just be kids. One said to me, I'm always put down at school but here, I feel like I matter to everybody."

NYSP is one of those win-wins you hear about but rarely witness. Sure, the kids and their parents benefit. That's obvious. But the host schools also earn points with the locals by becoming a more accepted part of the community in which they are located.

Bode said NYSP itself is a teacher that gives the college students who volunteer a sense that they are a part of that extended population, rather than just being "the college on the hill".

"This program meets the college's goal of providing a service for the community, of opening the doors to students who (until attending NYSP) were unlikely to ever attend college."

Pettit is able to grant academic credit to her college students who volunteer. She builds a whole course around NYSP for students who are doing work in poverty studies, her field of teaching at Notre Dame.

"(NYSP) shows that we're being good neighbors for parents, being good civic participants, being mentors, bridging that access gap for potential first-generation young people (going to college) – all of that fits for Notre Dame. Notre Dame gets a lot out of (NYSP)."

As do the NYSP kids, when their host schools persevere and succeed under trying circumstances, a process that mirrors the struggle of the underserved who succeed. With the right attitude and hard work, the right things happen.

"What's interesting is that last year was kind of our best year ever," Pettit said. "My staff stepped up after working for pay for six years and said that if we have to work for free, we'll work for free. We really believe in what's going on here."

They've got plenty of company.

The Purdue Study

How do we know attitudes change like this? I mean, attitude is a rather nebulous thing, right?

A doctoral student in the Department of Health and Kinesiology at Purdue University, where NYSP has thrived for four years, including 2006, provided the answer.

Sara Ullrich-French surveyed 3,500 youth who participated in 39 different NYSP sites around the country in 2006. The same questions were asked of the youth before the program started and after they had completed NYSP. She found a significant increase in the students' positive attitudes toward the subjects of:

- Whether school was important
- If they want to graduate from college
- If they like the way they look and act
- If playing fair is important
- If they are responsible for their own actions

The surveys also included questions about drug use, nutrition and physical activity.

The observed changes in a relatively short time period support the usefulness of such programs with youth," said the sport and exercise psychology student.

For more information on the Purdue study, and other studies that support NYSP's work, please go to www.NYSCorp.org.

A Proud Background

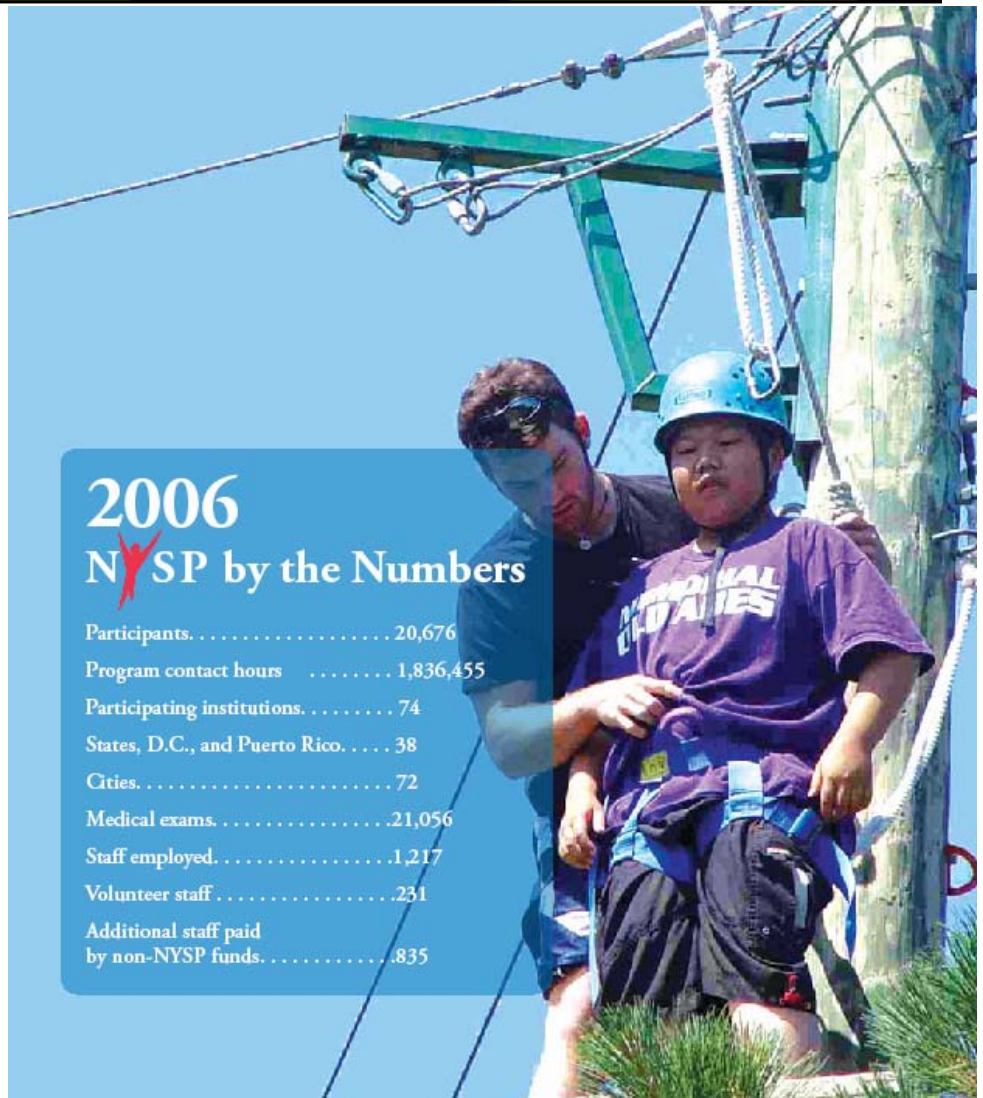
NYSP's future stars have been under non-stop construction since 1969, coincidentally the same year man walked on the moon for the first time. Until 2006, the program lived on federal money. Congressional priorities changed, so no federal money was allocated for the first time in the program's life.

As you can see from the photos in this booklet, NYSP marched on, leaner, focused and effective. NYSP did what any construction project does when budget falls short. We didn't stop. Couldn't stop. Not when the product is solid citizens for the future.

We adjusted the blueprints, and instead of just constructing stars, we reached – and grasped a few of our own. NYSP funded 74 schools, using what remained of previous years' federal money. Sixteen other schools also forged forward with their stars' development. They ran NYSP essentially on their own, with only institutional and local support.

The program was shorter everywhere this year, spanning three or four weeks instead of the five- or six-week standard. So, despite the drop in funding, NYSP still kept changing those attitudes, cranking out young individuals who come away walking, talking and standing taller, more prepared to succeed than when they entered.

We strive to continue to give underserved youth a reason to hold onto an attitude of hope that, with mixed thoroughly when maximum effort, brings results that benefit not only the NYSP participant but society as a whole.



National Youth Sports Hall of Fame



For too long, the pioneers in youth sports, those who have built more stars than a Hollywood talent agent, have gone unrecognized in the public cosmos. The spotlight's shone only on their progeny. Any recognition these visionaries received came forth only when a former athlete found fame and the accompanying soapbox.

Otherwise, youth sports leaders remained faceless and nameless.

In truth, most of these individuals probably prefer masterminding from behind the curtain. Even those who've had national or local attention for a more public previous role shun praise for their philanthropic work. Since serving others is their chosen path, private satisfaction trumps public accolades.

But we at NYSC decided enough was enough. These heavy lifters in solidifying youthful futures deserve to have their name prominently displayed and a weekend of celebrity. So last year we unveiled the National Youth Sports Hall of Fame, which honors and memorializes outstanding pioneers, leaders and other significant contributors to youth sports.

In May 2006, after months of preparation, we inducted our first-class first class of honorees – former U.S. senator from Indiana, the Honorable Birch Bayh; deceased tennis legend Arthur Ashe Jr.; former NFL star Melvin Gray Sr.; and Washington, DC area activist Lucille Hester. The ensuing weekend pomp and circumstance, featuring a white tie formal dinner, blue chip silent auction and pulsating jazz-band blowout dance, put these people on their rightful pedestal, if only for a few moments.



Fittingly, one our emcees for the occasion, Indianapolis Colts linebacker Gary Brackett, was an alumnus of our NYSP at Gloucester County College in his home state of New Jersey. He later graduated from Rutgers University, where he made the Scarlet Knights football team as a walk-on. He earned a scholarship as a sophomore. By the time he was a senior, his work ethic, belief and determination had made him a starter. Now, partially because of those who helped him as a youth, he's a key starter for one of the NFL's best teams.



Of course, youth are part of the annual inductions. At the weekend's opening luncheon, a jazz band from a local high school entertains. We also honor winners of a scholastic art competition and their teachers. The winning artwork is transferred to keepsake placemats.

In 2007, five more youth sports giants will follow the 2006 class's footsteps – and perhaps dance steps – as we 180 the limelight once more to illuminate the unsung. These dignitaries will then join the list of names that grace the plaque at the NCAA Hall of Champions, right down the street from the NYSC office. The NCAA Hall celebrates the journey of the student-athlete, a journey that usually starts with involvement in youth sports.

The National Youth Sports Hall of Fame and Recognition Gala this May will honor the contributions of another outstanding collection of individuals, an honor roll of individuals, businesses and organizations responsible for the promotion and execution of grass roots programs for youth. Just as in 2006, we'll salute their leadership, organizational arrangements, financial support, and establishment of programs or legislation on a continuous basis.

Nominations for the National Youth Sports Hall of Fame are solicited annually from the public beginning in early July with a mid-October deadline.

Nominees must fit one or more of the following descriptions:

- Have at least 10 years of continuous impacted service to youth sports.*
- Community advocates who have made a vast documented impact in the youth sports area of the community.*
- Elected officials who have championed or introduced legislation that impacted youth sports programs.*
- Organizations/businesses that have financially contributed for a period of at least 10 years to youth sports.*

The Selection Committee appointed by the National Youth Sports Corporation Board of Directors reviews the nominees, then forwards recommendations to the NYSC Board, who then publicly announces the new class each February.

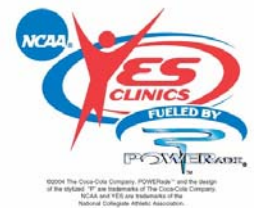
Do you know an unsung youth sports hero who makes getting youth off to The Right Start a lifetime mission?

Please consider sharing that story in the form of a nomination. For more information please visit www.NYSCorp.org and click on National Youth Sports Hall of Fame.





NCAA Youth Education Through Sports Clinics Fueled by POWERade®



Few places have more stars than an NCAA championship. So what better place to construct more of them? Hey, maybe a little of that shine might rub off.

That's been the concept behind YES for 22 years, ever since the program's modest genesis as a pilot program at two championships in 1985. Since then it's been a building project of its own. YES has taken a few twists and turns and made some adjustments to reach its current maturity and height of effectiveness.

Throughout its 21-year existence, YES has given children, ages 10-18, a priceless opportunity: a chance to learn a sport from standout collegiate student-athletes and coaches. When the program first broke ground, the idea was to give back to the hosting communities, many of whose residents would not be able to attend the feature attraction. YES also helped publicize the championship.

Thousands of kids were served, sometimes 500 per clinic. Youth of all skill levels came. Kids and parents ate it up.

But YES leadership thought the clinics could be more participants who have little experience in the sport and making sure more girls and ethnic-minority youth were involved.

"We'd rather make a difference reaching 20 new kids than just have one more program that the same 200 kids go to," said Deb Turner, director of YES. "We're looking more at effectiveness than the bottom-line numbers and at developing the relationship that the campus has with the community."

Now, with a student-to-staff ratio not to exceed 15 to 1, YES participants get two sessions of hands-on skills, one session on conditioning and one on life skills, the latter meaning leadership, sportsmanship and the like.



That's not the only change that's elevated this program. With the NCAA hoisting its 100th anniversary banner and celebrating its Year of the Student-Athlete in 2006, program leadership asked if it was time for switching volunteer duties.

The answer was YES.

"We decided to have the student-athletes serve more in the coach role and have the coaches assist them," Turner said. "It was a neat change of role playing because the coaches then had to be the go-fers."

Previously, coaches brought one of their student-athletes. That individual would help the coach and usher the participants. Now coaches bring two or three, but not just random team members. YES wants outgoing role models who are experienced with youth camps with the fire to energize youth to learn the sport.

YES leadership also realizes that many of the student-athlete volunteers, though they may be standouts in many ways, are also stars under construction.

Volunteers are paired with coaches and other student-athletes from other schools than their own. That custom also extends to rooming

arrangements, which helps the student-athletes learn to cooperate with people they did not previously know but have to work with.

Coaches are asked to bring juniors, who can pass on what they learn to the members of their team back on campus (yet another construction project). Working with YES also looks good on a resume.

"We'll continue this approach because the enthusiasm at the end of the clinic is tremendous," Turner said. "It enhances the whole student-athlete experience and that's what we're all about with the NCAA."

And it doesn't stop there. Just last year, YES developed a relationship with Special Olympics, including their special athletes. One championship partnered with Habitat for Humanity, and YES volunteers came to town a day early to help build a house.

Clearly, with support from The Coca-Cola Company and the POWERade brand, and NCAA corporate partners, under the watchful, wise eye of NYSC staff, YES makes stars of all who attend. And volunteer.

*Can youth learn the fun and fundamentals of sport and of life in the same place? **YES!***



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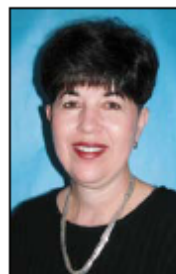
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NYSC Staff

Front Row:

Deb Turner, Rochelle Taylor, Leslie Jensen and Angela Williams.

Back Row:

Tim Clark, Gale Wiedow, Bob Marsh, Jeannie Burke, Drew Herman, Heather Krauser and Del Rogers.

Not Pictured: Christina Holifield and George Martin.





NYSP CREED

“I am a good sport at all times and conduct myself with decency and honesty.
I do my best to get along with others and have pride in myself.
I put forth my best effort in all competition and always compete fairly.
Walk Tall, Talk Tall, Stand Tall.”

NYSP, in partnership with the NCAA, higher education, governmental agencies and the community, is committed to active participation in sports and education to enable youth from underserved families to enhance the quality of their lives

NYSP, YES Clinics, the National Youth Sports Hall of Fame and Right Start Clinics are administered exclusively by:

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