

# 2022 ANNUAL REPORT



COACH  
URIAH  
HUNTER

U.S. ARMY

JULY 2022  
COACH OF  
THE MONTH



BUILDING BETTER LIVES THROUGH BETTER COACHING.

[SOLDIERSTOSIDELINES.ORG](https://soldierstosidelines.org)





# PURPOSE. COMMITMENT. COMMUNITY.

Soldiers To Sidelines promises better lives through better coaching – and we touch so very many lives! We provide resources to those in the military community seeking purposeful work and better mental health. We give youth in the community much-needed positive role models and disciplined teamwork. And everyone else gets to live in a world that's just a little bit better than it used to be.

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**Soldiers To Sidelines:  
Watch How We Develop an Army of  
Inspiring Coaches**



# A Message from Our President and Founder

Dear STS Family & Friends,

Thanks to all the support from our donors, sponsors, and partners and the hard work of the Soldiers To Sidelines Team, we experienced explosive growth in 2022. We aimed high and exceeded our goals, resulting in a tremendous impact. Here is a list of some of our accomplishments in 2022:

We hosted nine Coaching Certification Seminars over seven sports that certified 286 new Soldier Coaches and an additional 80 alumni re-certifying. In total, we processed 366 coaching certifications in 2022.

- We expanded our certifications to now include an Adaptive Sports Coaching Certification and an Endurance Sports Coaching Certification. This diversified our services to appeal to a wider group of service members and veterans.
- We helped secure paid and unpaid coaching positions at the University of Michigan, UCLA, LSU, Bucknell, the University of Cincinnati, the XFL, Mary Hardin Baylor, UTEP, and several high school and youth programs.
- We expanded our team to provide an empowered Soldier Coach experience and manage our growth. Please welcome:

- Executive Coordinator, Sarah Benedetto
- Adaptive Sports Director, Dr. Theresa Larson U.S. Marines
- Rugby Director, Jen Durant, U.S. Marines
- Soccer Director, Dr. Ben Freakley Jr., son of MG (Ret.) Benjamin Freakley Sr., U.S. Army
- Education Director, Nate Palin, U.S. Army Ranger
- Major Events, Mike Taylor
- Expanded Leigh Klein's role to STS Athletic Director as well as Basketball Director

We raised over \$1MM in 2022 on a cash accounting basis, which is different from our accrual accounting audited financials herein.

- We launched our inaugural Legacy of Leadership Fundraising Dinner honoring Nick Saban for his legacy leadership in coaching, Steve Cannon for his legacy leadership in business, and Col. (Ret.) Greg Gadson, U.S. Army, for his legacy leadership in military service.
- We constructed a Salesforce database as our foundation to track, manage, and analyze STS. We demonstrated the incredible STS impact via third-party qualitative analysis.





- We completed two in-person coaching workshops on military bases. (Ft. Carson and Ft. Bragg)
- We established a partnership with the new XFL and provided two Soldier Coach interns for 2023.
- We hosted networking events at the American Football Coaches Convention, the National Basketball Coaches Association Convention at the Final Four, the International Men's Lacrosse Coaching Association Convention and provided game tickets for Duke vs. UNC Football, Navy vs. SMU Football, and the Military Bowl.
- We hosted a series of webinars with special guests: Chad Hennings, Dick Vermeil, Ben Harrow, Patty Collins, Cedrick King, Chance Harridge, Bobby McClarin, Bryce McDonald, and Adam Silva.
- We acquired new key sponsors such as Walmart, Verizon, Dicks Sporting Goods, and Amazon Military.
- I was awarded the NFL Salute to Service nomination by the New York Jets for the second time.
- I completed the George Bush Leadership Institute Stand-To Veteran Leadership Program.

We are now in a better position than ever to provide new purpose for thousands of veterans influencing millions of athletes for future generations. I thank you for all your support thus far, and welcome any ideas, thoughts, and questions you may have to further our future goals.

With Gratitude,  
Harrison





# Board of Directors



**Harrison Bernstein**  
President and Founder

Harrison founded Soldiers To Sidelines (STS) and has served as executive director since May 2014. STS evolved from a passion project to a burgeoning nonprofit once Harrison resigned from coaching college and professional football to focus 100% on the STS mission. Harrison was able to attract key advisors and officers to help steward the mission. Since 2018, the board has grown to over 21 leaders in the military, sports, and business and has built a staff of 9 employees. Harrison led his team to develop key partners and sponsors such as USO, Team RWB, the Wounded Warrior Project, Women Veterans Alliance, Berkshire Hathaway Energy, the Randy Walker Legacy Foundation, and the NFL NY Jets. In fact, he was awarded the NFL Salute To Service Nomination by the NY Jets for the second time this past year.

Most recently, Harrison authored and published “The Everyday Coach: Harnessing the Magic of Influence.” The book is provided free to every STS Soldier Coach, and all profits from sales support Soldiers To Sidelines. Harrison also hosts “Harrison Bernstein’s Everyday Coach,” an accompanying podcast that highlights leadership lessons learned from military heroes, business executives, and coaches to steward the craft of coaching in everyday life. In the past, Harrison has coached football and sports performance for several teams in the NFL, NCAA DIV I, II, and III, and at the high school level. While coaching, Harrison taught in the Master’s Program of Exercise Science at George Washington University for seven years. Harrison graduated from Johns Hopkins University with a BA in Economics, was voted captain of the football team, and earned All American honors for three years and Conference Defensive Player of the Year in 1997. He lives with his wife, Laura Olenderski, in Denver, CO.



**Rusty Wright**  
Treasurer  
Senior Vice President and Head of Corporate Trust and Escrow Services, Truist Bank

Rusty has extensive experience working with financial institutions and advising on capital market transactions. Prior to joining Truist in 2019, he was a managing director at Promontory Interfinancial Network and a Senior Vice President at FBR & Co. He is a member of the Truist Bank Fiduciary Committee and serves on the President’s Advisory Council at Bridgewater College. An offensive skills specialist, Rusty has had successful assistant football coaching stints at Johns Hopkins University and his alma mater, Bridgewater College. In four years at JHU, he helped lead the Blue Jays to a 39-8 record, three Centennial Conference Champion titles, and two NCAA region titles, including the 2018 team that led the nation in total offense and first downs. At Bridgewater, he helped the Eagles to a 17-13 record in three years as an assistant coach, was a member of the Bridgewater football team from 2000–02, and served as a student assistant coach on the 2003 final four team. Additionally, he helped the Eagles to a 45-6 record from 2000–03 and was a member of the 2001 team that finished as the national runner-up. The Eagles claimed three ODAC titles and two NCAA South Region championships during Rusty’s career. Rusty has a JD from George Mason University School of Law and is a member of the Virginia State Bar. He is also a graduate of Bridgewater College with a BS in Economics and minors in Business Administration and Philosophy & Religion.



# Board of Directors



## **John A. O'Grady**

Military Leadership Advisor

Director, Army Futures Command, Raytheon Technologies - Missiles & Defense

John is responsible for developing relationships and understanding the capability needs of Army Futures Command in support of Army and Joint Modernization efforts.

He ensures Army Futures Command has a clear understanding of what industry can provide to help support their mission, ranging across a broad portfolio of air and missile defense systems, long-range precision weapons, radars, command and control systems, and advanced technologies. John is a retired, 30-year-career field artillery U.S. Army officer and decorated combat veteran with multiple combat tours and decades of leadership experience. He commanded at every level, up to Brigade. He has held multiple assignments in Europe and NATO, as well as in the United States. He has served as a Senior Fellow at the Center for Strategic and International Studies and a senior advisor to multiple executive-level leaders. He also brings invaluable experience from his private practice as a leadership advisor to both executives in the public and private sectors and sports team coaches at the high school through professional levels. John holds a bachelor's degree from the United States Military Academy and two master's degrees.



## **Michael Miller, CEBS**

Business & Strategy Advisor

Plan Director, NFL Player Benefits

Michael has been overseeing the NFL Player Benefits Office since 2013. This office administers the Retirement Plan and other plans that provide benefits to current and former NFL players, with total assets of over \$9.5 billion. The other plans are the

NFL Player Disability & Neurocognitive Benefit Plan, NFL Player Second Career Savings Plan, NFL Player Capital Accumulation Plan, NFL Player Annuity Program (which includes the NFL Player Tax-Qualified Annuity Plan), 88 Plan, and the Gene Upshaw NFL Player Health Reimbursement Account Plan. Previously, Michael was an associate partner at Aon Hewitt, a publicly traded Fortune 500 company. During his twelve years there, he was responsible for managing the local defined contribution record-keeping practice and providing stewardship to numerous retirement plans and investment trusts of the National Football League, its member clubs, and the collectively bargained benefits of NFL players. Michael earned his Master of Health Sciences degree from the Johns Hopkins Bloomberg School of Public Health as well as his undergraduate degree from Johns Hopkins University. He holds the Certified Employee Benefit Specialist (CEBS) designation through the Wharton School of the University of Pennsylvania and the International Foundation of Employee Benefit Plans (IFEBP). Michael is an active volunteer in his professional and local communities. As a committed member of the IFEBP, he regularly moderates and speaks at IFEBP national conferences. In his local community, Michael motivates his office staff to enhance the lives of underserved areas of Baltimore City by volunteering with Junior Achievement and Our Daily Bread.



# Board of Directors



## **Scott Urick**

Secretary & Director of Lacrosse

Assistant Athletic Director and Head Lacrosse Coach, Georgetown College Preparatory School

Prior to becoming the head coach of Prep's varsity lacrosse team, Scott was the University of the District of Columbia's first-ever head men's lacrosse coach. This followed 11 years as an assistant coach at Georgetown University, where he served as the offensive coordinator, recruiting coordinator, and man-up coach and helped 24 players earn All-American accolades. Before his time at Georgetown, Urick spent one season as an assistant coach at Cornell University. Before coaching, Scott played professionally in Major League Lacrosse (MLL) for nine seasons with the New Jersey Pride and the Chesapeake Bayhawks. He retired as the third all-time leading goal scorer in MLL history, a four-time all-star selection, and the Most Valuable Player of the 2002 MLL All-Star Game. In 2006, Scott led Team USA to a silver medal in the World Lacrosse Championships and was the team's leading scorer. Scott attended Georgetown University, where he graduated with a BA in Government and a minor in Theology and was one of the most decorated players in the school's lacrosse history. He was Georgetown's all-time leading goal scorer with 144 goals, as well as a captain and All-American selection in both his junior and senior years. Scott is a member of the Potomac Chapter of the US Lacrosse, James W. Robinson High School, and Georgetown University Athletic Halls of Fame. He was selected to the United States Intercollegiate Lacrosse Association Board of Directors in 2015. The son of coaching legend David Urick, Scott is the proud father of two sons, Parker and Ryan, and resides with them in Bethesda, MD.



## **Marnie Schneider**

Strategy Advisor

CEO, Gameday in the USA

Marnie Schneider is CEO of the nonprofit Gameday and author of the book series "Gameday in the USA." She is also an inspirational speaker and philanthropist whose activities exemplify her passion for sports and helping others achieve their own victories.

Marnie's focus on football and philanthropy is part of her family heritage. She is the granddaughter of Leonard Tose, former owner of the Philadelphia Eagles and founder of the Ronald McDonald House, and the daughter of Susan Tose Spencer, the first female GM of an NFL team as well as legal counsel and VP for the Eagles.

Marnie has received honors for her time and attention spent raising money for the Ronald McDonald House, the Alzheimer's Association, and the Keep on Playing Foundation. Besides her work with Soldiers To Sidelines, Marnie actively serves on the board of the Ronald McDonald House in Charlotte, NC, contributes to the NFL Alumni Organization, and Dog is My Copilot Animal Rescue in Jackson, WY.

A Philadelphia native, Marnie graduated from Penn State with a journalism degree and now lives in Charlotte, NC, with her three children, Jonathan, Goldie, and Leo.

# Advisory Council

**Army Gen. George W. Casey, Jr.**

Military Leadership Advisor

**Marine Corps Maj. Gen. John R. Ewers**

Military Leadership Advisor

**Justin Kamm**

Business & Strategy Advisor, CPH Partners

**John Oswald**

Business & Strategy Advisor, Capital Trust

**Navy Rear Adm. Hall Pittman**

Military Leadership Advisor

**Jimmy Reyes**

Business & Strategy Advisor, Reyes Holdings

**Martin Rooney**

Special Advisor of Strength and Conditioning

**Shawn Springs**

Sports Safety Advisor, Former NFL Pro Bowl Player and Windpact CEO

**Ashley Smith**

Communications & Marketing Advisor

**Amanda Visek, Ph.D.**

Sport Psychology Advisor,  
George Washington University

**Bill MacDonald**

Business & Strategy Advisor, Mill Creek Residential

**John Villanueva**

Business Strategy & Military Engagement

**COL (Ret.) Greg Gadson**

Military Leadership Advisor and Motivational Speaker

**Marc Lemon Ret. Army**

Legal Advisor

**John Sterling**

Military Behavioral Health Advisor

**Matthew Louis**

Military Transition Advisor





# New Team Members



**Nate Palin**  
Education Director

Nate Palin currently serves as the Director of Education for Soldiers To Sidelines, overseeing “Soldier Coach” development. He also coaches, consults, and presents both tactical and organizational insight on behalf of his company, Any Given Day LLC. Nate served as a leader in the 2nd Ranger Battalion for seven years prior to his transition to strength and conditioning. Over the course of five combat deployments in support of Operations Enduring and Iraqi Freedom, Nate experienced the military’s performance shortcomings firsthand and observed the need for enhanced physical training to better support mission-critical tasks.

He began his coaching career in 2010 as the owner of The Movement Project LLC, an entrepreneurial personal training effort, then narrowed his focus to tactical strength and conditioning as a performance specialist for EXOS in Washington, DC, in 2012. Nate coached Special Operations Forces at Joint Base Lewis-McChord from 2015 to 2018 before leading the National Strength and Conditioning Association’s (NSCA) Tactical program, where he co-authored Preparing for the Army Combat Fitness Test for Human Kinetics.

Nate was an adjunct professor for CalUPenn’s graduate program in tactical strength and conditioning and briefly served as Director of Education for the FitOps Foundation before he collaboratively launched The Initiative in 2021, a physical and psychological health and performance collective that empowers military, fire and rescue, and law enforcement professionals through in-person and remotely delivered educational platforms.



**Sarah Benedetto**  
Executive Coordinator

In June 2022, Sarah joined STS as the Executive Coordinator. She has a heart for working with soldiers and veterans and is passionate about ensuring they have the best possible experience at STS live events. Sarah also works in Contract Fulfillment and Donor Relations.

She came to STS after working nine years for a major health care organization as Lead Auditor in Internal Monitoring. Highlights of her various positions throughout her career include Human Relations Manager, Lead Graphic Illustrator with a major defense contractor in California, and Office Manager of a California Recruiting Office seeking highly qualified executives and engineers for government-awarded contracts.

Sarah has a BS in Business Administration, a BS in Ministry Leadership, and an MA in Organizational Leadership. Her professional memberships include ACFE, and she is a CSOE (Certified Sarbannes-Oxley Expert) from SOXCPA.

Sarah’s hobby as a singer-songwriter produced an independent record and several cuts on a project recorded in Nashville. Her songs have been played around the globe. She is the proud mother of three grown children and two grandchildren, and she loves to paint, write, and travel in her spare time.

# New Team Members



**Jen Durant**  
Rugby Director

A lifelong adventurer, Jen recently transitioned from naval aviation into game-changing agribusiness and nonprofit work. In addition to teaching rugby coaches for Soldiers To Sidelines, she pioneered a farm-based childcare franchise and leads the Farmer Veteran Coalition of Tennessee.

Jen is a mom, veteran, pilot, and retired rugby player. As a flanker, it was her responsibility on the rugby pitch to land the first and hardest tackle. Jen believes that the position was both a blast and a metaphor for her life and that she was a focused and fearless athlete, thinker, leader, and teammate. Her passion is the intersection of education, poverty, obesity, and sadness—and how small-scale farms can teach character, enact social change, and improve physical and mental health.

She is a careful listener and a published writer who is contagiously energetic and relentlessly curious. Jen is also a developer of top-performing teams and an individual talent with 20 years of experience gained as an enlisted sailor and Naval officer, including in nuclear engineering and as a flight instructor.

She loves to solve problems, understand others, and see the bigger picture. She cultivates a joyful flow of ideas, experiences, perspectives, and information that allows her team to quickly see through clutter and find patterns, alternatives, and solutions. Jen is a bridge builder, helping groups find common ground, and is energized by the steady and deliberate journey from ignorance to competence.



**Michael Taylor**  
Major Events Advisor

Mike Taylor is the Major Events Advisor at Soldiers To Sidelines. In this capacity, Mike oversees the annual Legacy of Leadership Dinner and other fundraising activities, working with donors and partners to enhance and grow the mission and impact of Soldiers To Sidelines.

Mike is also the co-founder of AgDiago, a sports science and technology company established in 2016. AgDiago works primarily with college and professional football teams and coaches to identify team cultures and right-fit players, with the focus on helping teams win more. Mike has worked in the sports industry for more than 25 years, beginning as a sportswriter, an intern at Illinois State University, and then for USA Wrestling and the United States Olympic Committee.

He has worked directly with the American Football Coaches Association, the American Football Coaches Foundation, the Randy Walker Legacy Foundation, the Kelly Cares Foundation, and several other national sports entities and Fortune 500 corporations. Mike was recently listed as one of ESPN's 11 biggest power brokers and advocates shaping the future of college football.



## New Team Members



### **Dr. Ben Freakley**

Soccer Director

Ben Freakley is the founder of Ready.Set.Resilient© and Head of Mental Performance for the Toronto Blue Jays. For nearly 20 years, Ben has coached individuals, athletes, teams, soldiers, and businesses on the psychology of performance, leadership, team dynamics, and well-being.

Along the way, Ben has been an NCAA Division I men's soccer coach, a mental performance coach for special operations forces, and the general manager of a sports club with over 1100 members. He is a Certified Mental Performance Coach (CMPC) and a member of the Association For Applied Sport Psychology (AASP).

Ben holds master's degrees in Sport Psychology and Sport Management from Georgia Southern University, where he was an NCAA Division I athlete. He is currently pursuing a doctoral degree in Sport and Performance Psychology with an emphasis in Clinical Mental Health Counseling.

# New Team Members



**Dr. Theresa Larson**  
Adaptive Sports Director

Dr. Theresa Larson (aka “Dr. T”) has become one of the healthcare and fitness world’s most sought-after experts on movement health and inclusive wellness. Dr. Larson earned her doctorate in physical therapy from the University of Saint Augustine in San Diego, CA. A former Marine Corps Engineer Officer and Combat Veteran, Theresa also played professional softball in Italy and the US, was an All-American Division I softball player at Villanova University, a former Body-for-Life Champion, and a 2021 Force for Good Recipient.

Dr. T believes that the meaning of life is being fully present in as many moments as possible. This is where joy, happiness, sadness, and even anger can happen, and beautiful memories are made. She is a highly introverted performer who is extremely passionate about her family and work and has an indefatigable work ethic.

She founded Movement Rx\* with her husband in 2013 in order to break free from the limitations that traditional physical therapy puts on practitioners and patients. The result was a company where skilled practitioners can authentically treat patients with the time, care, and movement education they deserve. Dr. T is determined to deliver movement and mindset health to as many people as possible with her team, including adaptive athletes, the military, veterans, business leaders, and families.

She has become an inspiring educator for individuals, companies, and military units, helping individuals and teams understand that change is possible when you lead yourself first. In 2016, she authored her first book, *Warrior*, via HarperCollins Publishing House, about her personal journey to health.

On top of founding Movement Rx and its digital health and well-being platform, Dr. T is following a passion to help foster inclusivity for those who have disabilities, also known as adaptive needs. This work includes advising organizations on how to create inclusivity in wellness as well as providing content and education for fitness organizations, health professionals, coaches, and students. Representative clients include TRX, CrossFit, Spartan Racing, the Challenged Athletes Foundation, FitOps, 4LNS’ WarriorUP, and the Veteran Administration’s Adaptive Sports Program and Whole Health Program.

Dr. T is a huge advocate for the Challenged Athletes Foundation’s military and first responder division, Operation Rebound, and serves on the Advisory Board for The Mission After, a non-profit focused on delivering digital health and wellness solutions to veterans across the globe.

While Dr. T loves her work, the reason she created such a practice was to BE more present, spend time with her husband raising their two strong and brave little boys in the mountains, and have the space to travel and experience other cultures and ways of BE-ing that are different from her own.

\*Movement Rx is a Service Disabled Veteran Owned Small Business (SDVOSB) and a Woman Owned Small Business (WOSB).



# Key Sponsors and Partners

## Sponsors



THE ARTHUR M. BLANK  
FAMILY FOUNDATION



## Partnerships



# Who We Are

Soldiers To Sidelines is a 501(c)(3) nonprofit dedicated to educating, developing, certifying, and supporting members of the military community to become expert coaches and exemplary role models for today's impressionable youth. We not only enable veterans, service members, military spouses, and gold star families to fulfill their passion for service and desire for purposeful work, but ultimately create a stronger world community that can benefit future generations.



This is all made possible by a comprehensive training and support network of top sports, military, and business professionals.



# What We Do

Potential Soldier Coaches come to STS from a variety of personal circumstances and with a wide range of goals for their future. Each follows a unique path, but there are specific steps outlined along the way, and these are the programs that guide them.

## Virtual Training Certification Seminars

This is the jumping-off point for every Soldier Coach. Our virtual certification seminars are each focused on a specific sport or line of effort, and many feature guest presenters who are renowned in their sport. These intensive, multi-day events are free to the military community and intended to inspire commitment to a lifetime of coaching mastery. The core curriculum is high human skills education—how to motivate people—and includes the sciences of biomechanics, emotional intelligence, cognitive behavioral therapy, active commitment therapy, and communication. This is complemented with sport-specific education to include developing team strategy, practice and game tactics, and ways to provide specific and technical coaching for individual athlete development.

## Continuing Education for Members

The journey to a lifetime of coaching mastery continues with our Membership Development Program (MDP), an exclusive professional development experience that provides exceptional training, resources, and networking experiences for certified Soldier Coaches. Comparable to a university master's degree program, the MDP keeps Soldier Coaches engaged and ready for new opportunities for the rest of their lives. It offers a series of online courses, one-on-one coaching, job placement services, and mentorship. It also includes discounts on lodging for our live workshops and other benefits.

## Complimentary Networking Events

Certified Soldier Coaches, and in many cases, the entire military community, are invited to a variety of complimentary networking events. These often include happy hours at major sporting events.

## In-Person Coaching Workshops

Our in-person workshops give certified Soldier Coaches the opportunity to learn strategy and leadership from the top coaches in athletics. They go a little bit deeper into several aspects of the featured sport and teach high human skills. These live workshops run from one to three days long and are usually hosted at a remote college or professional facility. Some of the events are broadcast live on Facebook, Zoom, and YouTube.

## Donor Events

Our fundraising events double as opportunities to galvanize experienced coaches. At our annual Legacy of Leadership Dinner, we honor a lifetime of leadership in coaching, a lifetime of leadership in business, and a lifetime of leadership in the military. We also host the Influence to Victory golf outing and other events that let donors experience how we're transforming lives for our Soldier Coaches.

## Mentorship/Social Connections

Soldier Coaches are ***"welcomed to the Tribe"*** with numerous opportunities for interaction with each other, STS leaders, and sports organizations. There are Facebook groups, coaching placement services, and mentoring specifically for our Soldier Coaches. We also offer a series of free webinars for continuing education and interaction that are open to the public. The Commander-in-Chief's Trophy series, for instance, consists of three webinars where we discuss leadership in coaching from alums of each of the service academies and football.

We also have a show called ***"Wednesday Night Pro Football Breakdown,"*** an analysis of the upcoming Thursday night football opponents, that is broadcast live over our social media.

## HIGHLIGHT: Power Sports Performance Coaching

STS Soldier Coaches were certified in the Power Sports Performance Coaching Certification Seminar in July 2022. The class had the opportunity to acquire skills on how to properly build a sports performance plan for a specific sport. They organized and designed workouts for an entire year while also utilizing some of the best technology in sports performance.

Marc Hoffmeister with the Wounded Warrior Project welcomed the class with an inspirational message about why service members and veterans make great sports performance coaches. Marc spent over 30 years of service in the U.S. Army and is now the National Adaptive Sports Director for WWP. This led to a formal exploration of what sports performance is and the 'STRENGTH' of strength and conditioning presented by Johannah Zabal, STS Sports Performance Director.

From this knowledge, the group learned how best to analyze and teach techniques. CSM (Ret.) Rob Lively, President of TRX Elite, shared his important and entertaining message of execution regardless of circumstance. This message was paramount to assessing exercise techniques to best fit into the coaching practice, irrespective of access to resources.

Dietician Carla Criste, who spent 27 seasons as the Head Women's Track and Field Coach at the US Naval Academy, discussed sports nutrition to prepare and recover from competition according to an individual's needs at the genetic level. We also gained an understanding of the latest science on sleep and recovery from MAJ Allison Brager, Ph.D.

## HIGHLIGHT: Adaptive Sports Coaching Seminar

Soldiers To Sidelines held the inaugural Adaptive Sports Coaching Certification Seminar. The seminar was powered by the Wounded Warrior Project and supported by the Amazon Military, which enabled the entire program to be free for service members, veterans, military spouses, and gold star families. It was an inspirational week of deep educational content that focused on how to be more accommodating to the needs of adaptive athletes.

The central themes were empathy and listening. As coaches, the approach with athletes is from an instructional position, which means instructing athletes on what to do, and then they do it. In this seminar, it was taught that in adaptive sports, it is better to listen to athletes first, let them show what they can do, and then advise based on their input and the coach's knowledge of motion and movement.

A lot of time was spent exploring many of the foundations of motion and movement guided by Soldiers To Sidelines Director of Adaptive Sports, Dr. Theresa Larson. Dr. Larson is a Doctor of Physical Therapy, former professional softball player, Villanova University All-American, and founder of Movement Rx.

Dr. Larson introduced the group to Adaptations, Inclusion, and Wounds 101, and then she took the class through fundamental training considerations for the adaptive athlete. She brought it all home by leading an adaptive training empathy workshop, where participants had the opportunity to experience the world of various adaptive athletes.

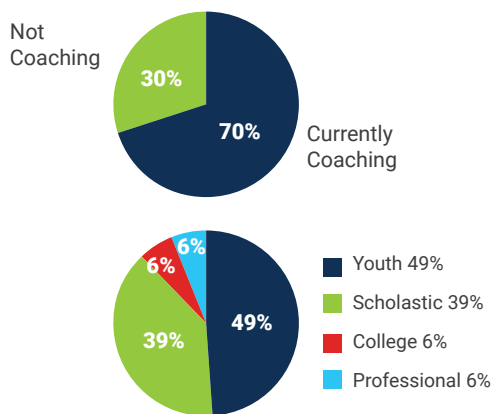
The seminar took a deep dive into a couple of adaptive sports. Coach Shawn Maloney of USA Lacrosse and USA Wheelchair Lacrosse provided an inside look into the rules, techniques, and scheme of wheelchair lacrosse. Then, Coach James Sa played a similar role in teaching about wheelchair rugby. Coach Sa delivered his profound presentation from the Warrior Games in Orlando, FL, where he competed as a player and coach. His Navy wheelchair rugby team took home a silver medal at the games.



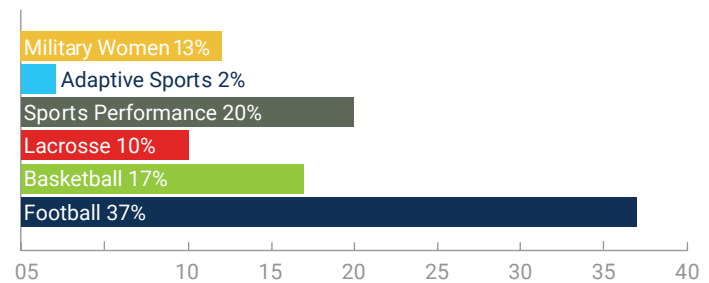
## OUR IMPACT

- Over 948 Soldier Coaches certified in over 7 sports
- Outreach to over 47,400 athletes
- Sports include football, lacrosse, basketball, sports performance, endurance sports, military women, and adaptive sports
- Reside in 49 states and 13 countries serving outside of the continental United States

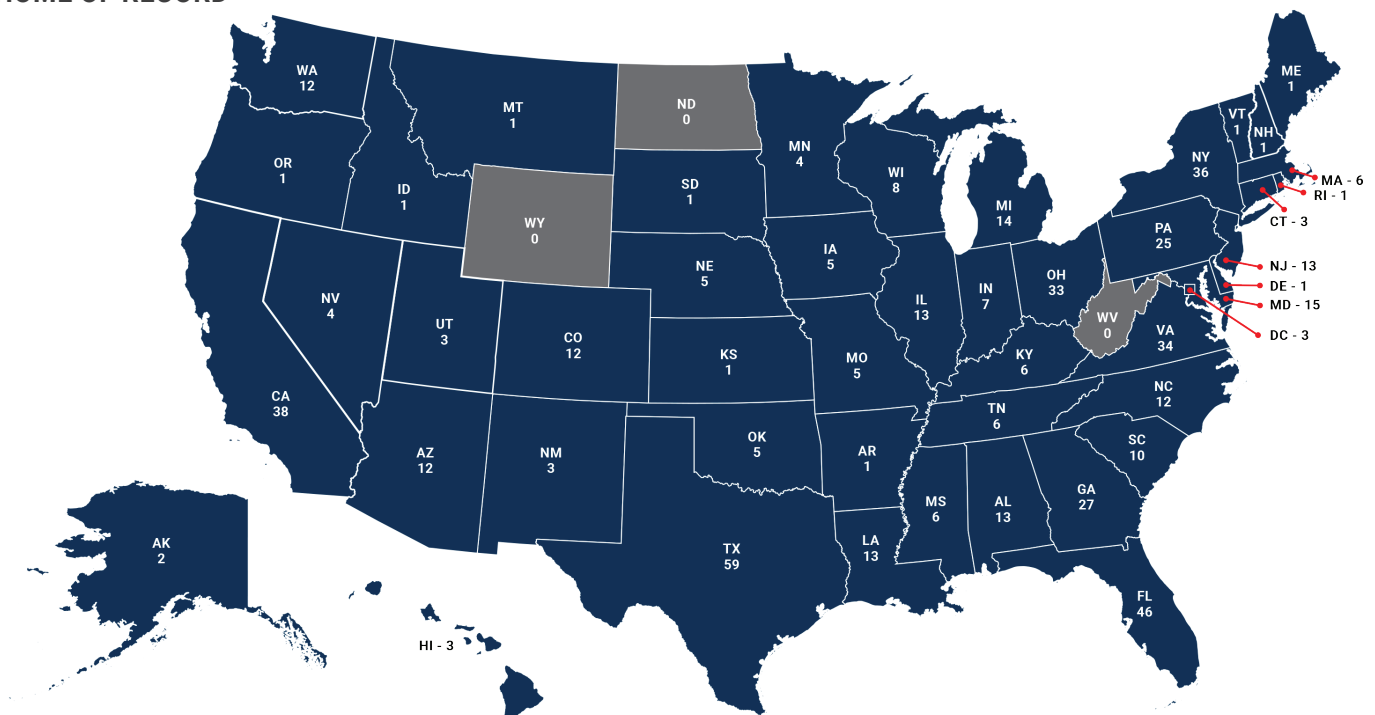
### COACHING STATUS



### CERTIFIED SOLDIER COACHES BY SPORT

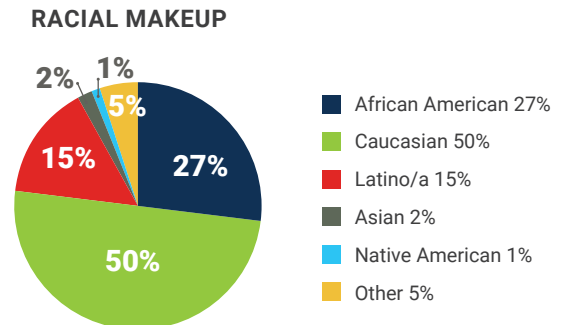
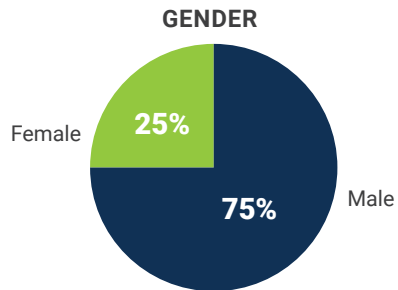


### HOME OF RECORD

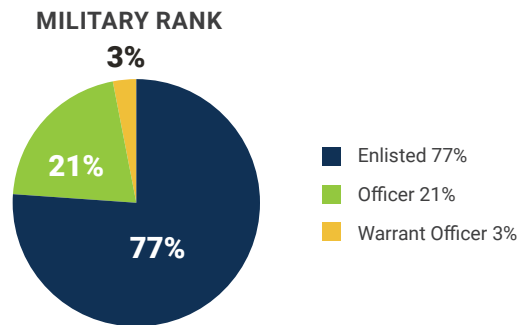
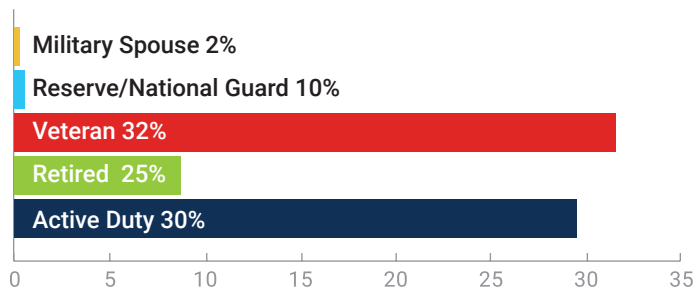




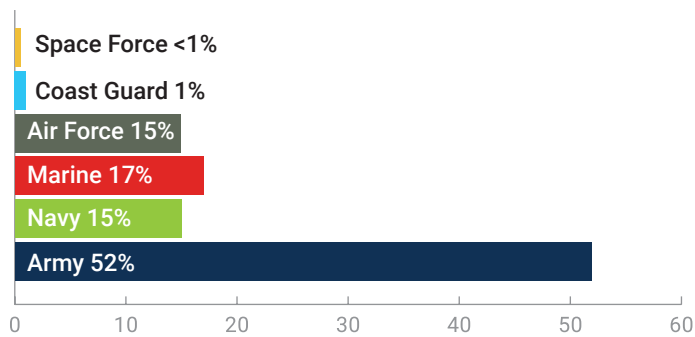
## OUR COACHES



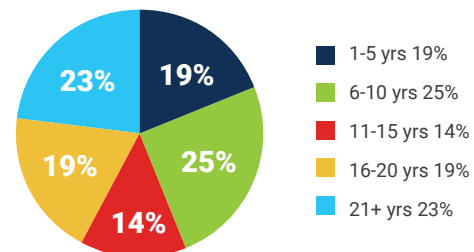
### MILITARY SERVICE



### BRANCH OF SERVICE



### YEARS IN SERVICE



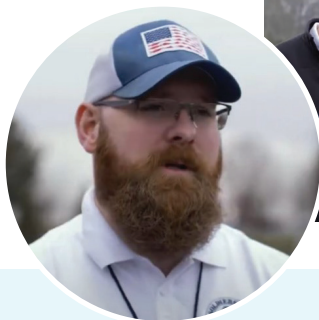
Charts are based on 2022 data

## VIDEO SPOTLIGHTS

### Steve Edson - U.S. Navy



Meet Soldier Coach  
Steve Edson



“There is always a need to help build character in children and young men and women across this nation - and we are the ones to do it.”

– Steve Edson

### Anthony Nelson, Jr. - U.S. Air Force



Meet Soldier Coach  
Anthony Nelson, Jr.



“Soldiers To Sidelines is a community where I can bring my experiences as an athlete, coach, and military professional to that next generation.”

– Anthony Nelson, Jr.

# PARRISH GAINES

U.S. Navy

## February 2022 Coach of the Month

Soldiers To Sidelines honors U.S. Navy Lieutenant Parrish Gaines for his enduring commitment to coaching. Coach Gaines realized he was a coach while attending the United States Naval Academy. He optimized his training and experience throughout his military service. Most recently, Gaines earned a graduate assistant coaching position with the University of Cincinnati. This kind of job is super competitive, and Parrish exceeded the competition. His hard work culminated in an undefeated regular season and a 4th seed in the NCAA College Football Playoff.

Coach Gaines tells us how he got into coaching football professionally and what motivates him.

*"As Captain of the Naval Academy football team, I was able to prepare my peers mentally, morally, and physically for the rigors of the Naval Academy and military service. I was able to establish strong relationships with fans and serve as a role model and ambassador to the public."*

*"After graduating from the Naval Academy, I continued to lead men and women in high-risk and stressful environments in the U.S. Navy. During my 6-year stint in the Navy, I worked in the fields of football coaching, supply chain management, human development, and talent acquisition. A common value for success in each job was character development. I learned the combination of competence, confidence, and strength of character, serving my sailors well in any capacity."*

*"My desire for character development and my love for football led me back to the field. Coaching exhilarates me, inspires me, strengthens me, and motivates me to be better than great. Extending my knowledge and love for the game to young men on a college football field while holding them to the highest moral and ethical standards will reach and inspire many, not just in the world of sports and the military."*

Coaching sports at the collegiate level is never easy. It comes with an array of challenges. Parrish explains one of his more difficult challenges.

*"The most difficult challenge I have experienced while coaching is getting players to embrace accountability. My job is to develop players, leaders, and most importantly, men. I have learned to allow players to show self-reliance by taking the initiative to deliver favorable results."*

Coach Gaines has learned how to hold players accountable from both his football and military experience. Since Gaines recognized he was a coach in every aspect of his life, including military service, he was more prepared to become a football coach. The U.S. Navy gave him the intangible tools to succeed in football coaching. He says, *"My military experience taught me to be hardworking and passionate about being a humble leader. In addition, it showed me true teamwork. I have the ability to bring together people of every flavor: seniors and subordinates, majorities and minorities, jocks, and bookworms."*

The ability to bring people together from all walks of life and hold them accountable to pursue excellence is the epitome of coaching. It inspires everyone to achieve the unimaginable. Coach Gaines was able to help the University of Cincinnati football team achieve more than the public thought was possible—a legitimate run at the NCAA National Championship.





## ANDREA LORENZ, PH.D.

U.S. Army

May 2022 Coach of the Month

Andrea has been coaching for over 20 years while educating herself in all aspects of sports. She has degrees in Engineering Technology, Computer Science, and a Ph.D. in Physical Education. In addition, she holds certifications in Strength and Conditioning, Group Fitness, Kickboxing, Cycling, Nutrition, Tai Chi, Qi Gong, and Track and Field. Her relentless pursuit of knowledge is inspirational.

Her thirst for knowledge has led to a tremendous coaching career in volleyball, softball, basketball, and fitness. Lorenz has coached at the youth, high school, and collegiate levels. She explained, ***"I got into coaching because I love playing. I still wanted to be involved in sports, so I started volunteering at the church and then branched out from there. Coaching has helped me have more grace and communicate in a way that teaches and encourages."***

There is a saying that to be a great coach, you must be a great educator. Coach Lorenz epitomizes this statement. She has taught several courses at the collegiate level, such as Exercise and Biomechanics, Adaptive PE, Sport Physiology, and Media and Communications at American Sports University, but it was her military experience that influenced her coaching philosophy the most. Coach Lorenz is equally proud of all her athletes and does not have any favorites. However, she tells us of a moment that warms her heart. "I coached a girls basketball team at Bonita Vista High School in San Diego. We were in a tournament during the preseason, and we looked like a hot mess—like we didn't have a coach. I knew I needed to get them to buy in. The next practice, I told the team I failed them and got outcoached, but it would not happen again. I wrote up a playbook. I let our players change the names of the plays. They got so into it that they used Starbucks drinks for the names of the plays. It took about two weeks to learn the playbook. We had our last preseason game, and we won 51-1. When the varsity coach showed up to play, we met outside, and he asked about the score. I answered 51-1, and



he said, ***"It's ok; it will get better." I replied, "We won!" And we never lost another game that season. That team will always have a special place in my heart."***

It can be difficult for a female coach to gain support in a male-dominated industry. Andrea's persistence and standards of excellence helped her persevere through some challenging moments. She remembers one tough situation. "My most difficult coaching position was coaching for an athletic director who did not support the women's teams. It was horrible! I couldn't get equipment, the field was never ready, and I ended up leaving the program. I learned to make sure whoever I coached respected Title IX and believed in women's sports as much as I did." This instance proved to fuel her ambition to affect change for women. She has recently accepted a role as the President of the Los Angeles Chapter of NABMW (National Association of Black Military Women). She tells us how she fell into her new position.

***"In October of last year, I went to the Women's Veterans Alliance annual meeting. It was eye-opening to learn about the trauma some women veterans have and the unique difficulties with transitioning out of the military. I wanted to help be part of the solution, so I connected with the National President of the NABMW. She assigned me to the position of Public Relations of the Los Angeles Chapter, which led me to be the Treasurer because there was a need. When the president resigned, I decided to take on this role mainly because I could see a grand vision. I believe if I do the grunt work of re-establishing the Los Angeles Chapter, we can get back to the business of helping veterans."***

Based on Andrea's experience, education, and passion, she will find a way to incorporate coaching and athletics into her new role. It is exciting to see how many military women she inspires to become impactful coaches.

## DR. KELLA PRICE

Military Spouse

March 2022 Coach of the Month

Kella has unlimited energy and dedication to coaching in every aspect of her life as a professional, as an Army mom, a 23-year Marine spouse, and as a coach in several sports. When Dr. Price wants to make an impact, she super-commits and achieves tremendous success helping others.

Dr. Price has been coaching for over 20 years. She has coached lacrosse at the youth level all the way up to the collegiate club lacrosse level. She loved lacrosse while in high school, but her school did not have a team. So, Price petitioned the school district and the recreation department to successfully launch the high school boys and girls' lacrosse teams. As a result, she was able to play high school lacrosse for two years and then eventually play at the University of Pittsburgh. Then, it was a natural decision to also begin coaching her high school alma mater as an assistant lacrosse coach. While pursuing her master's degree, Kella went on to coach lacrosse at Eastern Carolina University and started a girls lacrosse program in North Carolina for ages 2nd–12th grade.

Kella Price was bitten hard by the coaching bug and realized she could develop many coaching skills to have a greater positive impact on people from all walks of life. She says, ***“Coaching is so rewarding to me because I’m teaching people skills. I love the training aspects of empowering others and seeing their growth, their success, and the positive impact of sports on their lives.”***

The top skills Dr. Price focused on developing were mental health, well-being, fitness, and nutrition. Through these skills, she has been able to establish several initiatives and volunteer across a wide variety of organizations to coach people to be an improved version of themselves. Kella describes her inspiration for coaching from this perspective and how she activated her inspiration: ***“I’ve been***

***coaching for the last 20+ years in a variety of capacities. As a fitness nutrition life coach, I think one of my most important jobs as a coach is to help empower individuals to create positive, healthy lifestyles. This process is so rewarding because you see them create sustainable changes in their lives, building up their self-esteem and feeling better about who they are from the inside out. It’s so rewarding to help people set and reach their goals.”*** She continued to say, ***“One of the aspects of my job that I think is most important and often overlooked is mental health. I advocate for mental health and its importance to overall well-being. After the loss of my sister to a lifelong battle with cystic fibrosis, I realized the impact of mental health on one’s everyday life. I overcame depression with strategies of exercise, nutrition, mindset, peer support groups, and counseling.”***



## URIAH HUNTER

U.S. Army

July 2022 Coach of the Month

Uriah is an active-duty Chief Warrant Officer Three with 19 years of service. He is currently stationed in Fort Hood, TX. Coach Hunter has coached men's and women's basketball for three years as a head basketball coach. He has achieved great success due to his incredible passion and dedication to serving his athletes and improving his craft. All of his efforts led his team to the Military Basketball National Championship.

Serving others is embedded in Coach Hunter's DNA. His entire life has focused on serving a greater purpose. He loves to quote the famous John Wooden: ***"You can't live a perfect day without doing something for someone who will never be able to repay you."*** One day in 2019, while stationed in South Korea, Uriah's mentor in the U.S. Army, Maj. Lemija Allen, encouraged Hunter to get into coaching. She recognized his deliberate and soothing demeanor in leadership roles in the Army. Her acknowledgment and encouragement awakened a passion for coaching basketball dormant within him.

Uriah says, ***"I actually knew I wanted to be a coach when I was in high school. In 2001, I was a sophomore at John Marshall in Chicago, IL. At that time, our women's teams were always better than the men's. In fact, our JV team would often scrimmage the varsity women, and we could never beat them. My inspiration came from the legendary Coach Dorothy Gaters. Everything about her was right, from how she demanded the respect of the players to every student in the school."***

Although Uriah only began coaching in 2019, his 16 years of prior military service prepared him to have rapid success. It taught him the sacrifice and work ethic required to win. He says, ***"Being in the military for 19 years, you spend a lot of time away from your immediate family. Coaching is no different than work; you have a multitude of personalities you have to work with, and no one person is the same."***



When Coach Hunter first started coaching, he was uncertain if he could have the impact that he envisioned. However, he immediately established a

coaching relationship with one of his first players that still makes him proud. ***"Anna Beamesderfer was the first player I personally trained. Looking back, I was terrified, but she trusted me. Her drive and dedication to the game pushed me to truly develop as a coach and love the game."*** At the time, Anna was a high school student, and now she is committed to playing for Howard Payne University.

It's moments like these that continue to fuel Uriah's desire to be the best coach he can be. He tells us of another situation that holds a special place in his heart: a high school basketball player named Adriana Garcia. ***"She was a high school student attending an AAU event where she tore her ACL and MCL in a game. She is currently recovering but will be the first person in her family to graduate high school and attend college. Watching her fight through so many distractions in life and achieve her goals was inspiring."***

Coach Hunter's dedication to helping young athletes like Adriana and Anna achieve these milestones is why Soldiers To Sidelines awards Uriah the Coach of the Month honor. He attends STS seminars, is actively engaged in the STS Membership Development Program, and encourages his peers to commit to a lifetime of coaching mastery. Uriah Hunter represents the model Soldier Coach and will continue to have a positive ripple effect in his community for years to come.





# Spotlighted Donors on the Rewards of Giving

## VINCE MCBETH

### January 2022 Donor of the Month

United States Navy veteran Vince McBeth served 22 years in the U.S. Navy and was the Captain of the 1986 United States Naval Academy Football Team. Along with United States Air Force Academy Football Team Captain, Terry Maki, Vince and Terry were hosted by Harrison Bernstein in our first Commander in Chief Series, highlighting veteran players from the services academy football. McBeth stated, ***"I appreciate the opportunity to share my experiences with Navy football with the STS Tribe of Soldier Coaches, plus time with Terry was very special."***

Vince was born and raised in Camden, Arkansas, the fourth of five children of Manual and Velma McBeth. Vince was raised by teachers and coaches, both of whom were very active civic supporters in their community. Velma was a point guard on her college basketball team, and Manual was the head coach of the all-black Lafayette High School football team until 1969.

In 2019, Gartner, Inc. (NYSE: IT) acquired the consulting arm of The McBeth Group, the company Vince founded after transitioning from the military to the private sector. Today, Vince serves as Managing Partner, overseeing Gartner's Department of Defense consulting business, and resides in Arlington, Virginia, with his wife Elizabeth and daughter Madison.

Boxing was Vince's first sport, and he had over one hundred and fifty fights, from AAU to Golden Gloves. While in high school, Vince participated in football, basketball, baseball, and track and field. Captain of the football and baseball teams, Vince was also student body president.

Vince made an immediate impact on the Navy football team, lettering all four years and being elected captain of the 1986 team, where he also received Most Valuable Player recognition and All-East honors. Transitioning from a defensive back to a linebacker over his playing career, he was named to Navy Football's 50 greatest players honored in Navy-Marine Corps Memorial Stadium.



Vince's Navy service included command of two warships and service as a White House Fellow to the President of the United States. Vince spent fourteen of his twenty-two years serving at sea while also serving senior officials, including the Chief of Naval Operations. "I appreciated the opportunity to serve my country throughout the world with the amazing sailors of the United States Navy," shared McBeth.

Coaching influenced Vince from his earliest memories. With his father passing away when he was only twelve years old, Vince was mentored by others, including family members, his godfather, pastors, and coaches. Vince's father, Manual, served in World War II in the European Theater as part of an all-black transportation regiment. "My dad coached generations of boys who became men; his legacy impacted our community," stated Vince.

Vince supports STS: ***"As a veteran, I am proud to be an investor in STS because it has taken on a role supporting transitioning veterans with a direct impact on the prosperity of our great nation. I encourage others to support and invest in STS."***

# Spotlighted Donors on the Rewards of Giving

## ALLISON BRAGER

February 2022 Donor of the Month

Born and raised in Youngstown, Ohio, United States Army Major Allison Brager was active in multiple sports in her youth before focusing on Track and Field at Brown University. A true scholar-warrior-athlete, Allison completed a fourteen-year process for a Ph.D. in neuroscience and serve at several prestigious institutions, including the Walter Reed Army Institute of Research. Brager continued her athletic development by becoming an elite CrossFit athlete. In addition to her growth as a scientist and athlete, Brager wrote *"Meathead: Unraveling the Athletic Brain."*

*"While serving our nation's warriors at Walter Reed, I was offered a pathway into the United States Army with a direct commission as a Captain. Serving and leading soldiers is a life-changing experience,"* shared Major Brager. Following her assignment at Walter Reed, Allison was then selected to serve as part of the elite U.S. Army Warrior Fitness Team.

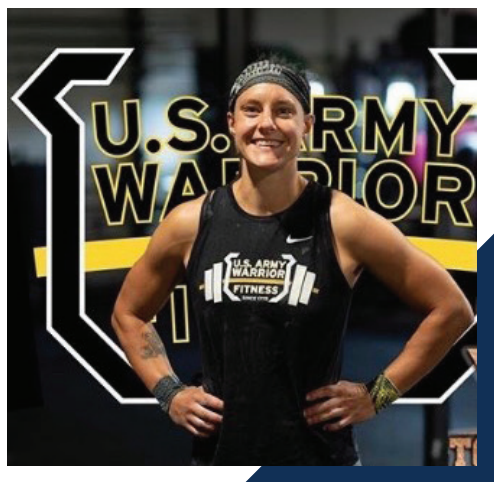
Brager has years of coaching experience at the high school and collegiate levels. *"Coaching is an incredible way to give back to the community. I was positively shaped by my coaches as a youth through the Warrior Fitness Team. Coaching continues to be my way of giving back to influence the next generation of athletes."*



After learning about Soldiers To Sidelines, Allison has supported it in multiple ways, including sharing her knowledge on sleep and recovery in support of STS's Sport Performance and Military

Women virtual seminars. STS Executive Director & Founder Harrison Bernstein stated, "Major Brager is an amazing resource for our Soldier Coaches; her practical insights on sleep and recovery are consumed by our Tribe."

*"I am grateful to be a part of an inspiring group of supporters and donors to STS and their mission. I strongly believe in the principles of "The Everyday Coach" by Harrison Bernstein and the enduring impact Soldier Coaches can have on athletes and their community."*



## MARK FRIESE

### October 2022 Donor of the Month

Mark Friese never served in the military, nor was he heavily involved in organized sports when he grew up in the suburbs of Chicago. However, Mark values the impact that coaches and veterans can have within the community. Mark stated, ***"It is crucial in life to have coaches or role models to learn from. In my career, I was fortunate enough to have my father as my mentor. We worked together for 15 years, and the lessons I learned have been invaluable in my life."***

Mark went to Michigan State for undergrad, where he got involved in competitive water skiing, which he still competes in at the national level. He is married with three children and works as a financial planner in Libertyville, IL. For many years, he served as financial advisor for the NFLPA, and now he serves many coaches as clients.



Over his time working with coaches in his financial advisor practice, he met Soldiers To Sidelines through Mike Taylor, who spearheads fundraising events for STS. Particularly, Mark is involved with the Randy Walker Foundation golf outing, which has been a supporter of STS. From his experience working with the Randy Walker Foundation, Mark got to know some of the Soldier Coaches impacted by STS. Mr. Friese says, ***"I am in awe of how the Soldier Coaches talk about STS and the impact on their lives. It is a profound statement when a Soldier Coach says that STS saved their life. Very powerful."***



# SOLDIERS TO SIDELINES

## LEGACY OF LEADERSHIP DINNER



The Legacy of Leadership Dinner is a special fundraising event by Soldiers To Sidelines that honors three influential leaders for their legacy in coaching, the military, and business. This inspiring and motivational event also celebrates our Soldier Coaches, sponsors, donors, and supporters who have created a “ripple effect” of momentum to expand the STS mission.

The funds raised from this event provide free coaching certification for more than 500 service members, veterans, military spouses, and gold star families as character-based sports coaches and secure coaching opportunities for them within their communities. Funds raised also expanded the depth of every certified STS coach by growing the STS continued coaching education platform.

STS hosted its inaugural Legacy of Leadership Dinner in Atlanta on February 23, 2022. Thanks to the generous support of our sponsors and attendees, we were able to surpass our fundraising goals for this event.

### THE THREE HONOREES

#### BUSINESS HONOREE

**STEVE CANNON**

CEO, AMB Sports and Entertainment

#### COACHING HONOREE

**NICK SABAN**

Head Football Coach,  
University of Alabama

#### MILITARY HONOREE

**COL. (RET.)**

**GREGORY GADSON**

U.S. Army

### DISTINGUISHED DAIS RECOGNIZED

#### CARLA GRANT PICKENS

VP of Leadership Learning and Inclusion/Chief Diversity and Inclusion Officer, IBM

#### KITTY CHANEY REED

VP of Marketing, IBM

#### COACH BILL CURRY

Retired NFL Player, Head Football Coach, Author, and Motivational Speaker

#### DR. CAROLYN CURRY

Author, Teacher, Founder and Executive Director of Women Alone Together

#### BILL AND RACHEL MACDONALD

CEO, Mill Creek Residential



**WATCH THIS INSPIRING VIDEO OF THE EVENING.**

Legacy of Leadership Dinner  
Soldiers to Sidelines Annual Fundraiser - YouTube.

## Financial Statements Years Ended December 31, 2022 and 2021



Audited financials by Withum

|   | 2022             | 2021              |
|---|------------------|-------------------|
| <b>REVENUE AND SUPPORT</b>                              |                  |                   |
| Contributions of cash and other financial assets        | 38,240           | 10,385            |
| Contributions of nonfinancial assets                    |                  | 52,237            |
| Government grants                                       | 305,311          | 13,251            |
| Special events, net                                     | 22,835           |                   |
| Membership dues   | 402              |                   |
| Miscellaneous income                                    | \$383,599        | \$359,555         |
| <b>Total revenue and support</b>                        | <b>\$750,387</b> | <b>\$435,428</b>  |
| <b>Expenses</b>   |                  |                   |
| Program   | \$470,931        | \$285,949         |
| Management and General                                  | 121,641          | 112,905           |
| Fundraising   | 50,865           | 107,358           |
| <b>Total expenses</b>                                   | <b>\$643,437</b> | <b>\$506,212</b>  |
| <b>Changes in net assets</b>                            | <b>\$106,950</b> | <b>\$(70,784)</b> |
| <b>Net assets (deficit), without donor restrictions</b> |                  |                   |
| Beginning of year                                       | \$(81,113)       | \$(10,329)        |
| End of year   | \$25,837         | \$(81,113)        |

## LOOKING FORWARD

Our fundraising goal in 2023 is \$1.5 MM to help us deliver 400 new coaching certifications that will improve the lives of over 20,000 more American athletes. Your contributions will help us achieve this goal and expand our total Soldier Coach population to more than 1300, impacting 65,000 athletes.

A portion of these funds will continue to be invested in the continuing education of our certified Soldier Coaches to help them advance their coaching careers. Coaching and leadership are a lifetime of mastery, and our Continuing Education Program will provide pathways to achieve unprecedented personal growth and impact. From last year's contributions, we hired Nate Palin, a former U.S. Army Ranger, to spearhead our continuing education services as our Education Director. We will use 2023 funds to offer more online courses and training, in-person coaching workshops, many other types of free educational content, and more coaching opportunities for our Soldier Coaches.

Please consider helping us reach our fundraising goal by supporting us through financial contributions and/or connections to other philanthropic opportunities interested in supporting the military community as well as diversity, equity, and inclusion through sports.

Thank You!







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