



# 2023

## ANNUAL REPORT

### CURT KLINE

U.S. Navy, Football

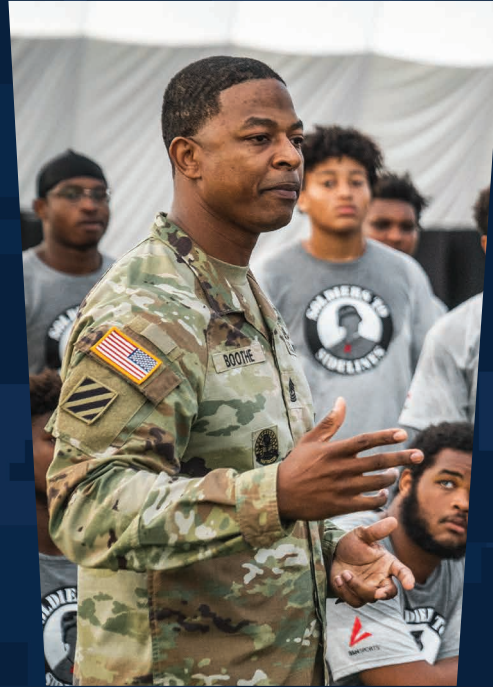
JUNE 2023,  
SOLDIER COACH  
OF THE MONTH



**BUILDING BETTER LIVES THROUGH BETTER COACHING**

[SOLDIERSTOSIDELINES.ORG](http://SOLDIERSTOSIDELINES.ORG)

**UNITED IN PURPOSE.  
IGNITED BY PROGRESS.**



**MORE PARTICIPATION.  
GREATER IMPACT.  
BIGGER DREAMS.**

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Watch how Soldiers To Sidelines provides training and opportunities for all branches of the military to be excellent coaches.

# A Message from Our President and Founder

**Continuing to provide new purpose for thousands of veterans who are influencing millions of athletes for future generations.**



Dear STS Family & Friends,

What a year it has been! We are ever so grateful for the continued encouragement, coordinated efforts, and financial contributions that have made it possible for us to not only meet, but exceed, some bold goals. Thanks to you, 2023 was our most successful year yet, and we are excited about the tremendous impact we have made together in coaching and community. Here's a quick look at what we've done:

- We hosted 10 Coaching Certification Seminars certifying 469 New Soldier Coaches with an additional 130 Repeat Certifications, giving us a total of 1,500 Soldier Coaches who have impacted an estimated 75,000 athletes.
- We expanded our certifications to include Rugby and Soccer. This further diversified our services to appeal to a wider group of service members and veterans.
- We helped secure paid and unpaid coaching positions at the NY Jets, the XFL, Tuskegee University, Georgetown University, West Virginia University, UNC, Florida Atlantic University, UCLA, Bucknell, and several high school and youth programs.
- We raised the most money we have ever raised in a single year.
- We continued our Legacy of Leadership Fundraising Dinner tradition honoring NFL Hall of Fame Coach Dick Vermeil for his legacy leadership in coaching, Jimmy Reyes of Reyes Holdings for his legacy leadership in business, and Gen. (Ret.) George Casey, 36th Chief of Staff of the U.S. Army, for his legacy leadership in military service.
- We completed three in-person coaching workshops on military bases (Ft. Carson, Ft. Sill, and Ft. Liberty).



- We established a partnership with the new XFL and provided two Soldier Coach internships.
- We hosted networking events at the American Football Coaches Convention, the National Basketball Coaches Association Convention at the Final Four, and the Military Bowl.
- We acquired new key sponsors such as National University and Ticketmaster.
- We established a new strategic partnership with the Travis Manion Foundation.

We continue to provide new purpose for thousands of veterans influencing millions of athletes for future generations. Again, I thank you for all your support thus far, and we welcome any ideas, thoughts, and questions you may have to further our goals throughout the years ahead.



With Gratitude,  
Harrison Bernstein

# 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



# WHO WE ARE



# THE SOLDIERS TO SIDELINES STORY: FROM PASSION TO PROMISE TO PURPOSE

The Soldiers To Sidelines story is about turning one person's passion project into an efficient organization that promises to achieve enormous impact for our veterans and communities for decades to come.

The STS story is just beginning, and with your help, we will provide a new purpose for thousands of veterans influencing millions of athletes for future generations.



**2000-2010:**  
A Passion for Coaching;  
Introducing  
Harrison Bernstein



*James Champagne, U.S. Army*



**2015:**  
First Coaching  
Seminar Kicks Off With  
Football



**2011:**  
Coaching Meets  
the Military  
with Veterans  
Returning Home



**2013:**  
Coaching Finds a  
New Purpose with the  
Founding of STS



**2014:**  
Veterans Find a New  
Purpose with STS



Lacrosse Joins  
the Field







**2022:**

A Big Year for Growth - Launched the Legacy of Leadership Fundraising Dinner, Expanded to Adaptive Sports and In-Person Workshops and Clinics for Students



**2020:**

Facing Adversity with Ingenuity: Adapted to Virtual Certification Seminars, Added Basketball



**2019:**

Going All In; Scaling STS for Growth



**2021:**

Staffing for Greater Impact and Inclusivity



**2023:**

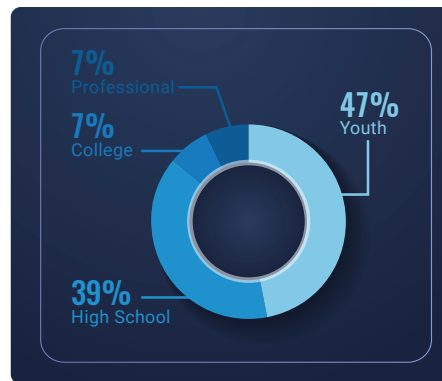
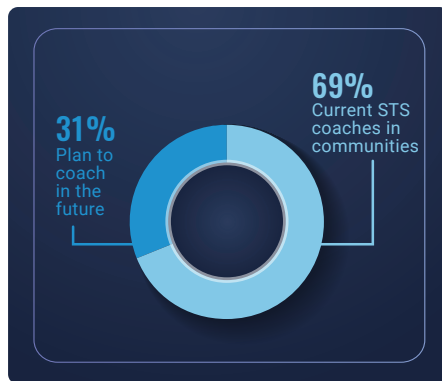
Keeping One Ball Rolling After Another; Added Soccer

### Looking Forward: Promising Ever More Purposeful Lives

Soldiers To Sidelines continues to use coaching as an effective tool for instilling purpose. Our own purpose is to educate, develop, and certify members of the military community to become expert coaches and exemplary role models for youth. STS helps develop marketable coaching and leadership skills, facilitates access to job opportunities, creates a lifetime of valuable connections, and offers the ongoing support and camaraderie of the STS tribe, all of which ultimately benefit the larger community as well.

# Audience and Impact

## MAKING AN IMPACT

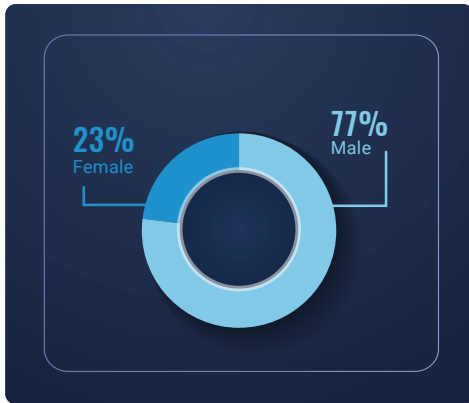


## CERTIFIED COACHES BY SPORT

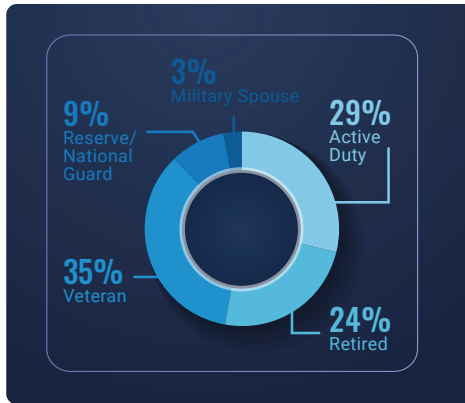


# MILITARY AND DIVERSITY

## Gender

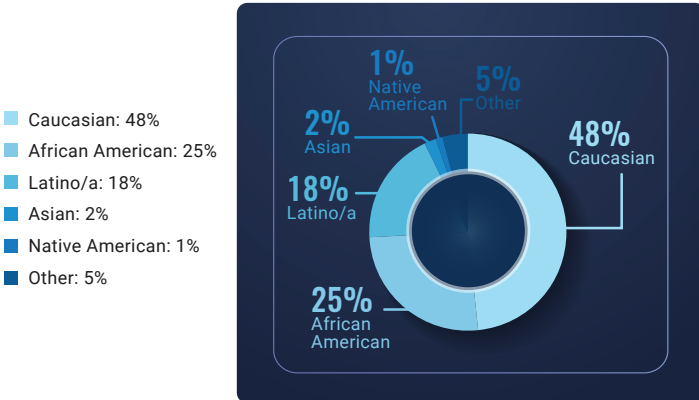


## Military Status



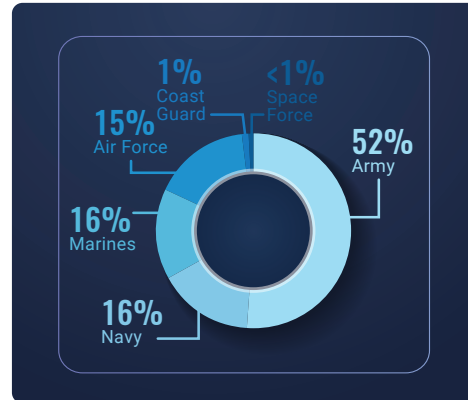
- Active Duty: 29%
- Retired: 24%
- Veteran: 35%
- Reserve/National Guard: 9%
- Military Spouse: 3%

## Racial Makeup



- Caucasian: 48%
- African American: 25%
- Latino/a: 18%
- Asian: 2%
- Native American: 1%
- Other: 5%

## Branch of Service



- Army: 52%
- Navy: 16%
- Marines: 16%
- Air Force: 15%
- Coast Guard: 1%
- Space Force: <1%



# Our Programs

## 2023 CALENDAR

### JANUARY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
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### FEBRUARY

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### MARCH

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### MAY

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### JUNE

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### JULY

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### AUGUST

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### SEPTEMBER

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### OCTOBER

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### NOVEMBER

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### DECEMBER

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30						

## IMPACT ON COACHES, KIDS AND COMMUNITY

Virtual Coaching Certification Seminars

Complimentary Networking Events

Live and In-Person Coaching Workshops

Soldier Coach Led Sports Skills Clinics

Continuing Education

Webinars

Annual Legacy of Leadership Dinner

Community Connections and Coaching Opportunities

## THE RED WHISTLE



### The red whistle. What does it stand for?

Those who successfully attain the hard-earned Soldier Coach certification also receive the iconic Soldiers To Sidelines red whistle. This distinctive whistle signifies recognition and carries the inherent responsibility that accompanies it.



- Events
- Webinars
- Workshops
- Seminars
- Clinics

# Virtual Coaching Certification Seminars

Seminars are the initial entry point for the military community to join Soldier To Sidelines. The seminars are not licensure to coach sports, but they are proof of completion of the Soldiers To Sidelines Coaching Curriculum in combination with celebrity guest presenters. Each seminar is 12 hours long over 4 days and delivered virtually through Zoom.

Past notable celebrity presenters include: Tom Coughlin (NY Giants), Joe Douglas (GM NY Jets), Ron Rivera (Head Coach Washington Commanders), Seth Greenberg (ESPN College Basketball Analyst), Tom Izzo (Michigan State Head Men's Basketball Coach), Nate Oats (Head Men's Basketball Coach U. Alabama), Dave Pietramala (Johns Hopkins Head Men's Lacrosse Coach), Jay Bilas (ESPN College Basketball Analyst), Troy Lesesne (MLS Head Soccer Coach DC United), and many more.

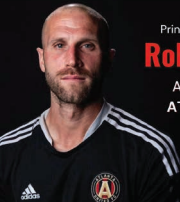
**500+**  
Attending

**OVER 75**  
Speakers



*Certification is just the first step. The red whistle inspires and motivates Soldier Coaches to always give their best.*

**SOCCER COACHING**  
VIRTUAL CERTIFICATION SEMINAR  
JUNE 25-29 2023



Principles of Defense with  
**Rob Valentino**  
Assistant Coach  
ATLANTA UNITED

SEPTEMBER 10-14 2023  
**BASKETBALL**  
VIRTUAL COACHING SEMINAR




featuring  
**Chris Spatola**  
ESPN ANALYST  
& SIRIUS XM HOST

**MARTIN ROONEY**  
Keynote Speaker



at our upcoming  
**ENDURANCE SPORTS COACHING SEMINAR**  
OCTOBER 15 - 19 VIRTUAL  
FREE FOR THE MILITARY COMMUNITY

Allison Braeger  
presents  
**Sleep for Performance**  
at our upcoming  
**Endurance Sports Coaching Seminar**



Giovani Urrutia  
presents  
**Energy System Development**  
at our upcoming  
**Endurance Sports Coaching Seminar**



**LACROSSE**  
VIRTUAL COACHING SEMINAR



DAVE PIETRAMALA | UNC Defensive Coordinator  
FREE for the military community

VIRTUAL **BASKETBALL**  
COACHING SEMINAR



featuring  
**Kimani Young**  
UCONN MEN'S BASKETBALL

Team Defense with  
**Coach Starkey**  
LSU WOMEN'S BASKETBALL  
Associate Head Coach



**BASKETBALL COACHING**  
VIRTUAL CERTIFICATION SEMINAR  
SEPTEMBER 10-14 2023

**TOM COUGHLIN**  
Keynote Speaker  
at our upcoming  
**FOOTBALL COACHING SEMINAR**



POWERED BY  
**JETS FOUNDATION**  
OCT 29 - NOV 3 VIRTUAL  
FREE FOR THE MILITARY COMMUNITY

**SOCCER COACHING**  
VIRTUAL CERTIFICATION SEMINAR

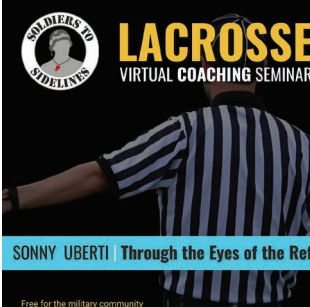


with special guest  
**Troy Lesesne**  
HEAD COACH  
Red Bull  
JULY 25-29 2023

**Eating Disorders & REDs in Endurance Athletes**  
presented by  
**Stephanie Mull**  
Registered Dietitian



**LACROSSE**  
VIRTUAL COACHING SEMINAR



**SONNY UBERTI | Through the Eyes of the Ref!**  
Free for the military community

# Complimentary Networking Events

These social events offer free refreshments and entertainment in a casual setting that hosts Certified Soldier Coaches, the military community, and professional coaches in specific sports. These networking events provide opportunities for Soldier Coaches to create authentic relationships with professionals in coaching, which could help further their coaching career. Past Networking Events occurred at the American Football Coaches Convention (AFCA), the Final Four, the National Association of Basketball Coaches Convention, the International Men's Lacrosse Coaches Association Convention, and the Military Bowl.



**JANUARY 7-10: AFCA Event**

POWERED BY



**APRIL 1-4: Final Four Event**

POWERED BY



**DECEMBER 27: Military Bowl Networking Event**

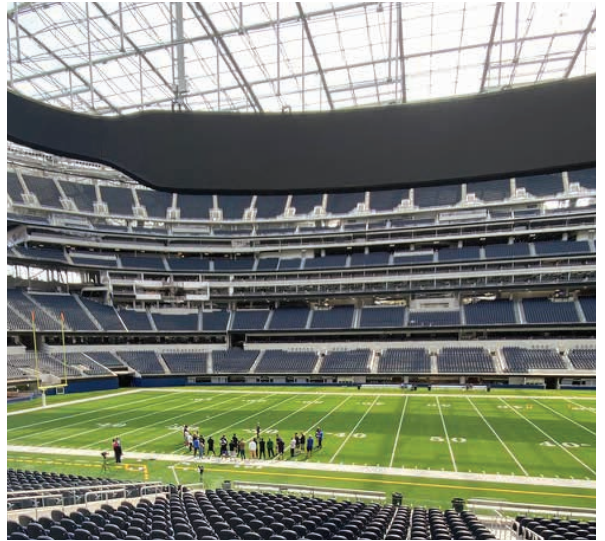


# In-Person Coaching Workshops

Workshops are live and in-person and serve as extremely entertaining and informative continuing education experiences for Soldier Coaches. Workshops can last anywhere from 4 hours to 16 hours at spectacular venues and feature celebrity guest presenters.

**MAY 3-6:** In-person Certification Seminar, Football  
SoFi Stadium, Inglewood, CA

POWERED BY



**MAY 12-13:** In-person Workshop, Basketball Coaching, Fort Sill – Fort Sill, Lawton, OK

## NFL SALUTE TO SERVICE



**NOVEMBER 17:** Football Coaching Event and Workshop, NY Jets Salute to Service  
MetLife Stadium, East Rutherford, NJ







*The red whistle is a compelling, visible reminder to improve every day and "earn your whistle" as a coach.*

# Soldier Coach-Led Sports Skills Clinics

Sports clinics serve athletes in underprivileged communities as a free developmental experience coached by STS Soldier Coaches and celebrity guest coaches. We typically host 100 kids and provide them with free transportation, free t-shirts, and free instruction. We align these three hour clinics with our partner sponsors and local military recruiting commands.

**JUNE 14-15: Football Coaching Workshop and Skills Clinic, Lake Forest College – Lake Forest, IL**

POWERED BY



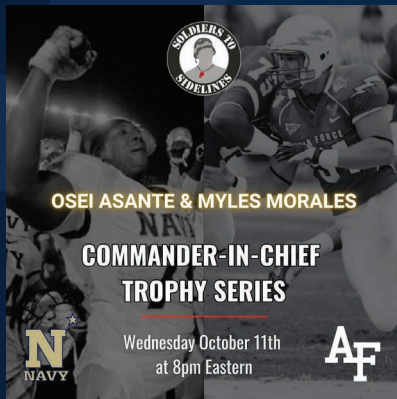


**JULY 11- 12: High School Speed and Agility Clinic at Washington Commanders**  
POWERED BY



# Webinars

Webinars are 1-hour virtual experiences in which STS moderates discussions with celebrity guest presenters on topics of leadership, military, and coaching. Some of our past Webinar presenters include: Dick Vermeil (NFL Hall of Fame Coach), Col. (Ret.) Greg Gadson U.S. Army, John Danowski (Duke Men's Lacrosse Head Coach and USA Lacrosse Head Coach), Chad Hennings (Retired NFL Player Cowboys Hall of Fame and U.S. Air Force Veteran), Rocky Bleier (NFL Superbowl Champion and U.S. Army Vet).



## Notable Webinar Series

**January 18:** Coaching Legends and American Heros Webinar

**March 22:** Coaching Legends and American Heros Webinar, Military Women *featuring Koma Gandy and Dawn Halfaker*

**October 11:** Commander-in-Chief Veteran Player Webinar, Navy vs. Air Force *featuring Osei Asante and Myles Morales*

**October 25:** Commander-in-Chief Veteran Player Webinar, Army vs. Air Force *featuring Don Smith and AJ Scott*



# Continuing Education and Online Coaching Courses

Each coach's journey is unique. STS provides a framework to help guide the personal path of every coach.

STS has a learning management system that provides continuing educational courses in high human skills, character development, sports technique, sports strategy, career development, and sports science.

## THE STS VAULT

The STS Vault is an evolving compilation of every webinar and seminar ever hosted by STS.

The STS Vault is a free service to all certified Soldier Coaches.



# Community Connections and Coaching Job Placement Services

We advocate and help place our very best college coaches with internships and coaching jobs at various levels throughout the country. Notable job placements have been internships at the NY Jets, UCLA, FAU, UNC, Ferris State, Georgetown University, Bucknell College, University of Michigan, and many others.



Marcus Carlstrom  
(University of North Carolina)



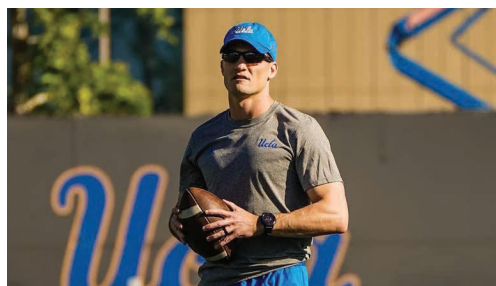
Eric Allie (New York Jets)



Curt Kline (Georgetown University)



Jarae Thurman (Georgia Southern)



Anthony Goliver (UCLA)



Bridger West (The University of Texas at El Paso)



Bryson Preddy (LSU)



Kyle Brady (Florida Atlantic University)

# 2023 Soldier Coaches of the Month



January 2023 Coach of the Month

## LORI GORDON

U.S. Army Reserves / Rowing, Fitness Training, Cross-Country

Soldiers To Sidelines honors Lori Gordon as the January 2023 Coach of the Month for her selfless dedication to her country and coaching craft. Lori currently serves as a Specialist in the U.S. Army Reserves. She is also a fitness trainer, a rowing coach, and a cross-country coach who has dedicated her life to inspiring others to be all they can be. We were impressed by her coaching journey and her positive approach to growing young athletes.



February 2023 Coach of the Month

## ANTHONY GOLIVER

U.S. Marines / Football

Soldiers To Sidelines is proud to award U.S. Marine Veteran Anthony Goliver the Coach of the Month award for February 2023. Coach Goliver earns this award for his commitment to improving himself by utilizing aspects of the STS process and translating it into a prominent coaching position where he is making a tremendous impact. He is proof that with hard work, the right attitude, and adaptability, veterans can make a successful transition into the career of their dreams.

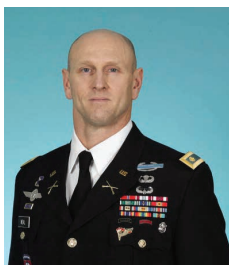


March 2023 Coach of the Month

## KIMBERLY LISZKA

U.S. Army / Volleyball, Cheerleading

Soldiers To Sidelines celebrated its 1000th Soldier Coach by honoring U.S. Army Veteran Kimberly Liszka as the Soldier Coach of the Month. Captain Kim, as she is affectionately called, has been coaching for the past 28 years in various sports. She has coached competitive cheerleading, youth volleyball, the Army's Physical Fitness program, the General's Wounded Warrior program, youth American Ninja Warrior classes, and extreme endurance athletes. She earns this award because she commits to coaching herself first so that she can better impact her athletes. She wakes up every morning and gives gratitude to herself and the people in her life. She practices meditation on positivity, passion, and prayer so that she can take that energy out into the world and into her relationships with her family, friends, athletes and partners.



April 2023 Coach of the Month

## CULLY NEAL

U.S. Army / Football

Soldiers To Sidelines proudly honors U.S. Army LTC Cully Neal as the April 2023 Coach of the Month. Cully is transitioning from the Army after 23 years of service. He has amassed troves of leadership expertise over the years, and now he is ready to share this wisdom with athletes from his hometown in Pennsylvania. Cully first got involved with STS in November 2022 at our Fall Football Coaching Certification Seminar with the NY Jets. Like many high achievers, he wanted to coach at the highest level possible and was willing to do the work to make it happen, just like his successful Army career. After certifying with STS, he participated in our Membership Development Program and excelled. He earned a volunteer sports performance coaching internship with the XFL to get his foot in the door with professional football.



May 2023 Coach of the Month

## BRENT BEADLE

U.S. Army / Track, Football, Basketball

We are proud to honor Coach Brent Beadle as the May 2023 Soldier Coach of the Month for his steadfast commitment to bring the values of his military service to multiple sports in Ingram, Texas. He has tremendous empathy and emotional intelligence skills that have helped turn around his track program, boost his football program, and develop his middle school girl's basketball team. The variety of his coaching skills over several sports is indicative of his love for helping young athletes.



June 2023 Coach of the Month

## CURT KLINE

U.S. Navy / Football

Soldiers To Sidelines is proud to honor retired U.S. Navy Veteran Curt Kline as the Soldier Coach of the Month for June 2023. Coach Kline earns this award for his intentional approach to his coaching practice and the courage to take action to achieve it. Curt excelled in our coaching certification seminars, enrolled in and performed in our Membership Development Program with humility and an open mind, and eventually earned a coaching internship at the collegiate level to pursue his dream.



July 2023 Coach of the Month

## JARAE THURMOND

U.S. Navy / Football

Soldiers To Sidelines honors Retired U.S. Navy Veteran Jarae Thurmond as the Soldiers To Sidelines Soldier Coach of the Month for July 2023. Coach Thurmond deserves this award for his incredible hard work in cultivating his passion and craft to inspire and motivate hundreds of young athletes. Jarae is currently coaching football at Georgia Southern University after years of coaching high school football and climbing the coaching ladder. His story is an inspiration for all service members who want to pursue their passion for coaching sports at the highest level.



August 2023 Coach of the Month

## ERIC STELZEL

U.S. Navy / Basketball, Lacrosse

Soldiers To Sidelines honors U.S. Navy Veteran Eric Stelzel with the August 2023 Soldier Coach of the Month Award for his absolute selflessness and laser focus on improving the lives of young athletes in his community. Eric started coaching 10 years ago and has committed to improving his life so that he can improve the lives of others. He currently teaches 5th grade social studies at Gateway College Prep in Texas. He serves as the 7th Grade Basketball Head Coach, 7/8th Grade Lacrosse Head Coach, JV Lacrosse Assistant Coach, and Varsity Lacrosse Assistant Coach. For Eric, coaching is not about wins or losses or even the level he coaches. For him, it is all about positively influencing the kids, and that brings him sheer joy.



September 2023 Coach of the Month

## DONTELE PINDER

U.S. Navy / Basketball

Soldiers To Sidelines is proud to honor U.S. Navy Veteran Donteale Pinder as Soldier Coach of the Month for September 2023. Coach Pinder served 11 years in the Navy as a hospital corpsman and now serves his country as a Varsity Assistant Girls Basketball Coach, Head Boys Basketball Coach for a 16U AAU Basketball Team, and as Assistant Athletic Director for his AAU league. He caught the coaching bug when his daughter implored him to coach her basketball team. Often, coaches begin their coaching journey with their own children, only to realize their purpose is to positively affect many other young athletes. Donteale has always answered the call to serve, and now he is serving his community as a basketball coach on several levels. His impact creates a ripple effect far and wide. He is committed to constant improvement, and it shows in his engagement with STS and his community.



October 2023 Coach of the Month

## ROGER WRIGHT-LESTER

U.S. Army / Football, Strength and Conditioning

Soldiers To Sidelines is proud to honor U.S. Army Veteran Roger Wright-Lester as the Soldier Coach of the Month for October 2023 for his passion, his perseverance, and commitment to coaching mastery. Roger is a football coach, a strength and conditioning coach, a husband, and a father of six. He has found a way to overcome unimaginable obstacles in pursuit of his passion to serve others.



November 2023 Coach of the Month

## MARCUS CARLSTROM

U.S. Marines / Football

Soldiers To Sidelines is excited to award Marcus Carlstrom the Soldier Coach of the Month honor for his steadfast patience and persistence to master the art of coaching. Coach Carlstrom is in the very beginning of his coaching journey yet growing rapidly. He recently transitioned from the U.S. Marine Corps but began honing his coaching skills while on active duty to prepare for his transition. He found Soldiers To Sidelines and executed the system exactly as intended. He quickly demonstrated tremendous aptitude and earned a volunteer coaching position with the UNC football team.



December 2023 Coach of the Month

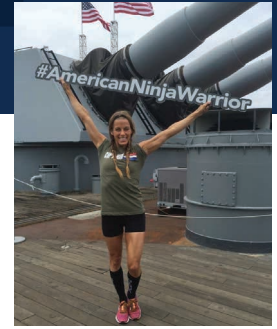
## KYLE BRADY

U.S. Army / Football

Soldiers To Sidelines presents Kyle Brady the December 2023 Soldier Coach of the Month Award for his incredible commitment to pursuing his passion for coaching football. Coaching collegiate sports is extremely difficult and requires tremendous sacrifice that most folks are unwilling to endure. To date, Coach Kyle Brady has sacrificed tons of time and money to establish an entry into college football, which has paid off thus far. Kyle recently transitioned out of the U.S. Army and was stationed in Hawaii. Through STS, he educated himself to prepare for a move mainland to coach football. Kyle excelled in his preparation through STS seminars and the Membership Development Program which earned him an unpaid internship with the XFL. His incredible work ethic made it possible for STS to help him become a volunteer coach for the Florida Atlantic University football team. He has only been coaching for one year with a bright future ahead.



# SPOTLIGHT ON SOLDIER COACHES



March 2023 Soldier Coach of the Month

## KIMBERLY LISZKA

U.S. Army / Volleyball, Cheerleading

Soldiers To Sidelines celebrated its 1000th Soldier Coach by honoring U.S. Army Veteran Kimberly Liszka as the Soldier Coach of the Month. Captain Kim, as she is affectionately called, has been coaching for the past 28 years in various sports. She has coached competitive cheerleading, youth volleyball, the Army's Physical Fitness program, the General's Wounded Warrior program, youth American Ninja Warrior classes, and extreme endurance athletes. She earns this award because she commits to coaching herself first so that she can better impact her athletes. She wakes up every morning and gives gratitude to herself and the people in her life. She practices meditation on positivity, passion, and prayer so that she can take that energy out into the world and into her relationships with her family, friends, athletes and partners.

**STS:** Tell your story about how and why you got into coaching. Discuss how coaching has impacted you as a person.

**Captain Kim:** I got into coaching because of my experiences as an athlete! I was able to see the success of the physical and mental preparation and transformation through the years. I learned how to compete as an individual and with a team. I learned unique strategies that I was able to implement on the field and in my personal life. I formed lasting friendships with my fellow athletes and my coaches. I learned skills from my coaches that helped elevate me in my coaching career. I felt so alive and elevated when I performed, and I wanted to provide that to other athletes. I wanted to provide my athletes with similar experiences, successes, and friendships! I wanted to teach them that they are unique and have unforeseen talents that they are going to discover through this process. I wanted to show them that they can become what they dream of.

**STS:** How has your military experience influenced you as a coach?

**Captain Kim:** The military taught me disciplines like leadership, resilience, and perseverance, which are key attributes to being a successful coach. I was able to watch firsthand how humans react under pressure and how to guide them to a more positive outcome. Basic training was a perfect model of how to unify a team. They were able to take soldiers from different backgrounds, cultures, and dispositions and unify them to perform as a successful team. The drill sergeants led by example and demanded greatness because they knew we were capable of it. The military set the example for my coaching career.

**STS:** Describe a coaching interaction with a player, or group of players, that has a special place in your heart.

**Captain Kim:** I remember this like it was yesterday. I walked into the athlete room and asked the High School athletes what they were here for. What was their mission? What were they trying to achieve? Who was here to be National Champions? I had responses that ranged from, I'm here for interim training, I want to be out of the house, I want to hang out with my friends, and I want to be a national champ. Two of my athletes, whom I nicknamed Army and Tank, raised their hands to be National Champions.

We invested in that topic, National Champions, why that was their mission, what that looked like to bring to fruition, and how were we going to accomplish that goal.

We developed a solid coach-athlete relationship through invested conversations, frustrations, disappointments, gains, and successes! We went to compete in the Nationals in San Diego and celebrated their success with tears and smiles! Years later, I was picked to be on the military edition of American Ninja Warrior, and their support was amazing! They submitted a video for me on why I should be a competitor on the show and asked me the same questions I asked them to motivate me on my journey on ANW. It was amazing to watch them coach their former coach! It's a true testament to what happens when you wholeheartedly invest in your athletes.

I'm so proud of them, and we still keep in touch and encourage and inspire each other years later!

**STS:** What was the most difficult challenge you have experienced in coaching, and what have you learned from that experience?

**Captain Kim:** I've learned that when you teach team sports, you can't treat everyone the same.

I've learned that we all are products of our environment, and sometimes that means growing up in difficult situations and unwarranted circumstances. With that comes different personalities, different dispositions, and different talents. One of the biggest lessons I've learned is that all humans do things for a reason, and it's important to uncover those reasons. When an athlete isn't performing to their level, you need to have conversations and invest in that athlete's physical and mental health. It takes time and patience, but the outcome is worth it. I've learned that if you start with the athlete and wholeheartedly invest in them, let them have a voice, let them be seen, and give them a purpose, everything else falls into place. When you provide security, morality, and belonging to your athlete, the rest builds upon itself.

## June 2023 Soldier Coach of the Month

# CURT KLINE

U.S. Navy / Football

Soldiers To Sidelines is proud to honor retired U.S. Navy Veteran Curt Kline as the Soldier Coach of the Month for June 2023. Coach Kline earns this award for his intentional approach to his coaching practice and the courage to take action to achieve it. Curt excelled in our coaching certification seminars, enrolled in and performed in our Membership Development Program with humility and an open mind, and eventually earned a coaching internship at the collegiate level to pursue his dream.

**STS: Tell your story about how and why you go into coaching. Discuss how coaching has impacted you as a person.**

**Coach Kline:** As a boy, I played football because it helped me overcome so many challenges I was going through. Aside from the immense pressure of learning how to become an adult without a father present, my family was poor and abusive, and we moved a lot. My coaches were like father figures to me, and that's how I knew I wanted to someday give back the way my football coaches did. The Navy helped me develop leadership experience, patience, and candor. When I retired, I really struggled to find purpose and figured coaching wasn't a realistic endeavor. After hiking over 1,000 miles on the Appalachian Trail, I concluded that outcome was more important than income, so I left the trail and just went for it. A few interviews later, I started coaching at Alexandria City High School, formerly TC Williams. One of the coaches there told me about Soldiers To Sidelines, and in a very short time, here we are. I consider myself extremely blessed. STS is an amazing organization that I believe will help many others find a way to their coaching path more efficiently than I did.

**STS: How has your military experience influenced you as a coach?**

**Coach Kline:** Military service is so important because nobody starts as a leader, regardless of branch; you must first learn to follow and follow well. I believe the best leadership is servant leadership, and to be a good servant leader, again, you must know how to follow. The military has this 'perfect recipe' for building great servant leaders, and that's an advantage I think is hard to replicate.

**STS: Describe a coaching interaction with a player, or group of players, that has a special place in your heart.**

**Coach Kline:** When former players or colleagues reach out for advice or opinion, it makes me feel like I did something right, and that's very special to me.

**STS: What are your aspirations in coaching?**

**Coach Kline:** Like many others, my ultimate goal is to add three letters to my resume that will forever be a positive example to others that your dreams and your purpose can be the same. For some, those letters are PhD or MBA, which are very worthy! The letters I'm chasing are N, F, and L. My goal is to never reply to someone who asks for advice on how to follow their dreams by saying, "I don't know."

**STS: What was the most difficult challenge you have experienced in coaching, and what have you learned from that experience?**

**Coach Kline:** The most difficult challenge I experienced was thinking that I couldn't do coaching as a profession. Overcoming that feeling is very satisfying. "If you think you can or cannot, you're right."



# DONOR SPOTLIGHT

## THE RANDY WALKER LEGACY FOUNDATION

The Randy Walker Legacy Foundation (RWLF) was created to recognize and support organizations and causes that connect with the beliefs and values of the Randy Walker family, with particular focus on assisting football coaches and the coaching profession, education initiatives and the support of our veterans.

RWLF is a proud supporter of Soldiers To Sidelines and its mission of creating character based coaches in football and many other sports.

RWLF hosts an annual golf outing and many of the proceeds go to STS to support the military and coaching. In June 2023, the outing was held at The Club at Wynstone, North Barrington, IL.





# The 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 service members, veterans, military spouses, and gold star families. Funds raised also expand the depth of every certified STS coach by growing the STS continued coaching education platform.

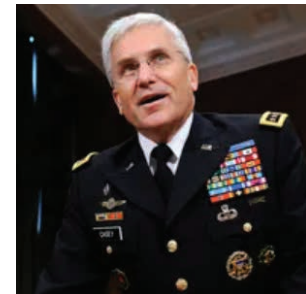
## OUR 2023 HONOREES



BUSINESS HONOREE  
**JIMMY REYES**  
Reyes Holdings



COACHING HONOREE  
**DICK VERMEIL**  
Head Coach, NFL Hall of Fame,  
Super Bowl Champion



MILITARY HONOREE  
**GENERAL GEORGE CASEY**  
U.S. Army, Retired,  
36th Chief of Staff



**SOLDIERS TO SIDELINES**  
LEGACY OF LEADERSHIP DINNER





# 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. (RET.)  
GEORGE W. CASEY, JR.**  
Military Leadership Advisor



**JOHN OSWALD**  
Business & Strategy Advisor,  
Capital Trust



**VINCE MCBETH**  
Business Strategy &  
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**JIMMY REYES**  
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Reyes Holdings



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**ARMY COL. (RET.)  
GREG GADSON**  
Military Leadership Advisor and  
Motivational Speaker



**ROB LIVELY**  
Business Strategy &  
Military Engagement

# Team Members



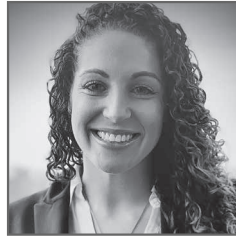
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Education Director



**BRADY NIX**  
Community Engagement Director



**SARAH BENEDETTO**  
Executive Coordinator



**ALEXANDRA KEMP**  
Membership Development  
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**DEL SMITH**  
Football Director



**DR. BEN FREAKLEY**  
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**DR. THERESA LARSON**  
Adaptive Sports Director



**JOHANNAH ZABAL**  
Sports Performance Director



**MICHAEL TAYLOR**  
Major Events Advisor



**ARMY COL. (RET.) WILL HUFF**  
Partnership Director

# Key Sponsors and Partners

## Sponsors



## Partnerships



# Financial Stewardship

## Financial Statements Years Ended December 31, 2023 and 2022

**withum**<sup>+</sup>

Audited financials by Withum

	2023	2022
<b>REVENUE AND SUPPORT</b>		
Contributions of cash and other financial assets	540,025	383,599
Contributions of nonfinancial assets	59,383	38,240
Special events, net	240,943	305,311
Membership dues	4,068	22,835
Miscellaneous income	274	402
<b>Total revenue and support</b>	<b>844,693</b>	<b>750,387</b>
<b>Expenses</b>		
Program	725,407	470,931
Management and General	180,694	121,641
Fundraising	38,981	50,865
<b>Total expenses</b>	<b>945,082</b>	<b>643,437</b>
<b>Changes in net assets</b>	<b>(100,389)</b>	<b>106,950</b>
<b>Net assets (deficit), without donor restrictions</b>		
Beginning of year	25,837	(81,113)
End of year	(74,552)	25,837

# Looking Forward

Our fundraising goal in 2024 is \$1.5 MM to help us deliver 500 new coaching certifications that will improve the lives of over 25,000 more American athletes. Your contributions will help us achieve this goal and expand our total Soldier Coach population to more than 2000, impacting 100,000 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. We will use 2024 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 to thrive while building the future leaders of our country and ensuring the future of the all-volunteer force.

Thank You!





To stay connected with us, please visit  
**[soldierstosidelines.org](https://soldierstosidelines.org)**

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