NWCA
MISSION • VISION • VALUES:

Mission
The NWCA brings the wrestling coaching community together to advance the sport and ensure that current and future generations have the opportunity to engage in a safe and educationally based wrestling experience. This is primarily done by strengthening existing programs, creating new programs, and providing coaches with progressive educational opportunities.

Vision
To be the premier provider in all aspects of scholastic and collegiate wrestling, inspiring universities, coaches, governing bodies, participants and spectators to have a passion for the positive benefits wrestling provides in this nation.

Values
• **Intentional Culture** provides the style and form needed to articulate goals in terms of expectation and aspiration. It prescribes the process for how we will agree and disagree without compromising the balance of our core values.

• **Trust** allows us to be open and forward thinking. It frees us to bypass political correctness and suspicions that undermine the intellectual freedom to make progress and good decisions.

• **Commitment** allows us to see who is on the team and who is committed to the team to help us understand who we need to allocate our resources.

• **Integrity** is the cornerstone for our behavior and treatment of all of the stakeholders in the sport of wrestling. It makes clear the path to take for understanding the difference between right and wrong and following through. It is tested by the filter “Do the right thing.”

• **Duty** brings NWCA to completion of the task when conditions on the ground might want to cut us short.
EXECUTIVE SUMMARY

On behalf of the NWCA Board of Directors and our President, Coach Tom Ryan at The Ohio State University, I want to take a moment to celebrate some notable accomplishments of the National Wrestling Coaches Association (NWCA) as we close out the 2015/16 fiscal year.

We continue to make phenomenal progress with new college wrestling program growth as evidenced by the fact that 24 new college teams have been established at all collegiate levels. The NWCA has now helped to establish over 160 new college teams just since 2001.

We are also thrilled to promote that there are now 31 intercollegiate women’s teams, nine of which are at NCAA member institutions. The ultimate goal is to establish enough programs for the NAIA and NCAA to both establish national championships.

While we are excited to have so many new college programs being established, the real “win” is achieved by sustaining them. This can only be accomplished by having an ample number of well-trained coaches to lead them. Our primary strategy to meet this goal is through the implementation of our CEO Leadership Academy. We provide 100 full scholarships annually to deserving head/assistant college wrestling coaches to complete this comprehensive training program which is designed to sharpen our coach’s CEO/entrepreneurial skills as well as to strengthen the alignment of our programs with educational values.

At the scholastic level, we are at an all-time high of 10,685 boys’ programs and 1,941 girls’ programs. We are proud to say that seven states now sponsor state championships for girls wrestling with several more that are interested. Our primary strategy to foster the continued growth of boys and girls participation at the scholastic level is through an NFHS Level 1 Certification delivered jointly by the NWCA and National Federation of State High School Associations. The NWCA also offers advanced training through a modified (for scholastic coaches) version of our CEO Leadership Academy.

In summary, nobody plays a more important role in future growth of amateur wrestling than the head coach at every level. For this reason, the NWCA remains committed to investing heavily into the development of the coach specifically in the educational environment.
WRESTLING HEALTH IN THE USA

Amateur wrestling has some terrific vital signs that should be celebrated and at the same time, there are some significant challenges that need to be addressed:
Healthy Vital Signs for High School Boy’s & Girl’s Wrestling

• The number of high school boy’s wrestling teams is at an all time high of 10,685.

• Since 1999, boy’s high school wrestling participation has increased by 14,000 and there are now 250,653 participants nationwide.

• High school girl’s wrestling is one of the fastest growing sports with over 13,500 participants.

• There are now 1,941 girl’s teams across the nation and high school state championships in HI, AK, WA, OR, CA, TX, and TN.

Healthy Vital Signs for Men’s & Women’s College Wrestling

• The NCAA Division I Wrestling Championships rank among the Top 5 in revenue as compared to all other NCAA men’s sports. This is a flagship event for ESPN.

• 24 collegiate men’s and women’s teams were established for 2016/17 which now brings our total of new teams to 160 since 2001.

• There are now 31 women’s intercollegiate teams supported by various NCAA, NAIA, and NJCAA member institutions.
COACHING DEVELOPMENT

The NWCA resolutely believes that the head coach at all levels plays a pivotal and vital role in the future of wrestling. Our core scholastic and collegiate coaching development programs are delivered in collaboration with the National Federation of State High School Associations (NFHS) and the NCAA Wrestling Committee. It is our hope that completion of these courses (and/or demonstrate the equivalent in experience) will eventually be a prerequisite for employment as a wrestling coach. With consistency and professionalism, we believe we can increase the number of wrestlers, wrestling coaches, and wrestling programs (mens and womens) at every level.

NWCA Coaches Development Resources for High School/Middle School

- Convention/State Chairmen: 50% of all fifty state chairmen (elite high school coaches) attended the annual 2016 NWCA Convention to evaluate and improve NWCA coaching development tools and resources.

- Scholastic Coaches Portal: a “members only” portal has been uniquely designed to facilitate collaboration among all 10,000 member high school coaches.

- The NWCA is the coaching education partner (for scholastic wrestling) of the NFHS and together, we offer an NFHS Level 1 Coaching Certification to approximately 750 high school and middle school wrestling coaches each year.

- Annual Convention: Grew high school attendance at the NWCA Convention by 10%. Critical coaching development seminars are offered at the annual convention.

NWCA Coaching Development Resources for College Coaches

- Annual Convention: over 400 attendees including coaches vendors and presenters convened to access professional development presentations, share ideas, and problem-solve without the distraction of competition.

- College Coaches Portal: a newly developed “members only” portal has been designed to facilitate collaboration among college coaches and/or to deliver coaching development tools and resources to all 350 college programs.
Organizational Development

As responsibility for “the business of sports” becomes an increasingly significant part of the coaches’ roles, the NWCA believes that it is no longer acceptable for a coach to simply be a technician of the sport. The coach must now function as the de-facto “Chief Executive Officer” of their program, report to a “board” (e.g. Athletic Director, Superintendent, School Board), and maintain responsibility and accountability for the health of the program. To this end, the NWCA exists to support coaches in the development of these skills for the sustainability and growth of their programs.

NWCA Coaching Organizational Resources for High School Coaches

- CEO Leadership Academy for High School/Middle School Coaches (men/women) – available in January 2017 for all coaches to receive CEO and leadership training.
- Practice Planner – New web-based tool designed to standardize what is being taught at each age group level.
- High School Coaches Resource Guide: piloted high school resource guide to 10 coaches to assist with the organizational aspects of being a high school coach.

NWCA Coaching Organizational Resources for College Coaches

- CEO Leadership Academy: NWCA provides 100 full scholarships each year for deserving head/assistant coaches (men’s/women’s programs) to receive CEO and leadership training.
- College Coaches Resource Manual: NWCA provides all coaches with a standard code of operating procedure manual to assist with the administration of their program.
ADVOCACY

Through public relations, event creation, management, execution, and various governing body interaction, the NWCA seeks to be a strong, consistent voice beyond the wrestling community. In an effort to grow the sport by the explanation of its virtues, the NWCA seeks to establish and sustain relationships with media outlets to promote the sport. Events will be held as catalysts for wrestling advancement while governing body interaction assists in our efforts to keep wrestling relevant in the athletic landscape across the nation.

- Twenty four new college teams have been established for next year (160 since 2001).
- Restructured NWCA Board to efficiently address NCAA legislation.
- The NWCA is a trusted entity for being the voice of high school and college coaches with governing bodies.
- The NWCA provides the college governing bodies with critical subcontractor services including NCAA Qualifier Allocation consultation, weight management oversight, and post season tournament seeding.
- NWCA has formed a Blue Ribbon Wrestling Task Force designed to develop a strategic plan for DI Wrestling.
- The NWCA executive director helped to form the Action Coalition to Strengthen Olympic Sports (ACT-SOS) for the purposes of strengthening Olympic sports on college campuses.
- The NWCA takes an prominent role in saving threatened programs (high school and college).
- Awards & Recognition Program: Automated and standardized all NWCA award/recognition programs across all collegiate divisions in an effort to recognize more individuals in a more prominent way.
CLASSROOM PERFORMANCE

The NWCA firmly believes in and takes literally the term “student-athlete” in its complete form. As regulations and mandates are instituted to make this concept exceedingly clear to sports programs across the country, the NWCA desires to equip coaches with the skills and tools necessary to help their student-athletes in both their academic and athletic endeavors.

- Across all three NCAA Divisions, wrestling has the largest percentage of first generation college bound students.
- While providing our First Generation College Bound wrestlers with this educational opportunity, we must also couch this with effective measures that lead to successful retention and graduation.
- NWCA provides comprehensive training for all coaches at the annual convention specific to “best practices” for improving eligibility and graduation rates.
- At the completion of the 2015/16 academic year, Division I wrestling enjoyed the 2nd best “single year” improvement for eligibility and retention rates of all NCAA Division I men’s sports.
- The NWCA’s goal going forward is to work with wrestling programs to continue the recent success in eligibility/retention.
- The NWCA is working with NCAA Division II wrestling programs in establishing strategies to move eligibility and retention rates upwards.
- NWCA provides an Academic Best Practices Manual free to all college programs designed to improve eligibility and retention rates.
HEALTH & SAFETY

The #1 responsibility of every coach is the health and safety of every wrestler and this must be a priority in all coaching development activities. The NWCA provides tools and training to assist coaches in the proactive health and safety measures necessary to maintain a stable program.

Through a partnership with internationally renowned sports medicine experts at The Andrews Institute, we are able to provide the latest research and “best practices” on important threats to amateur wrestling such as concussion, skin infection prevention, overuse injuries, and much more.

- Our flagship NWCA Optimal Performance Calculator (OPC) powered by TrackWrestling is utilized by over 230,000 middle school, high school, and college wrestlers each year to establish an ideal competition weight class.

- The NWCA/MySportsDietitian partnership has resulted in an integrated sports nutrition component within the OPC so wrestlers can now design a customized diet that honors their weight loss, weight maintenance, or weight gain plan.

- Through our weight management efforts, wrestling in the educational environment has emerged as the ultimate physical fitness sport and is now playing a major role in “pinning” childhood obesity.

- Our Avadim Technologies (Theraworx) partnership provides gold standard skin infection prevention products to the wrestling community.

- The Fusionetics Injury Prevention System provides all coaches, athletic trainers, and wrestlers with simple and sustainable strategies for minimizing injuries.

- The NWCA has raised considerable funds to validate various body composition testing devices to insure accurate measurements for all student-wrestlers.
ENSURING FINANCIAL STABILITY

In order for the NWCA to be able to serve the wrestling community, it must remain a financially viable organization. We seek to establish symbiotic, mutually beneficial relationships between our organization and the communities and programs we assist.

- Through our partnership with TrackWrestling/NBC Sports, the NWCA has been able to substantially reduce its dependency on donations by creating recurring revenue through the marketing of the event management platform.

- The trust bestowed on the NWCA by the collegiate and scholastic governing bodies has been invaluable in our efforts to successfully secure in excess of $1 million annually from corporate sponsors and donors.

- The NWCA is fortunate to have ongoing and deep rooted partnerships with government agencies and Fortune 500 Companies such as The United States Marine Corps, Michigan State University, and The Hershey Company that have substantially helped to fund our mission.

- The NWCA’s success in forging strong relationships with prominent wrestling organizations has been key to maximizing revenue from our events.

- Deep rooted relationships with major television networks such as NBC Sports, ESPN, Fox College Sports, and BTN has substantially helped to maximize revenue from our signature events.
SUSTAINABLE PROGRAMS

The NWCA stands firmly committed to ensuring that all wrestling programs in the educational space – scholastic and collegiate – are relevant in their schools and communities in an effort to protect our existing programs and sustain future growth.

• Best of Brand Competition – The NWCA provides a FREE marketing promotion kit to all high school and college wrestling programs designed to make their programs more relevant in each school and community.

• To incentivize coaches to market/promote their programs, 160 college and 235 high school coaches entered their videos, graphics, posters, etc. into a national Best of Brand Competition where fans, media, etc. voted and winners were celebrated at the completion of each season.

• The NWCA is collaborating with Wrestlers in Business Network (WIBN) to provide a network of local support for our college programs.

• The NWCA hosts National Dual Championships for all collegiate divisions in an effort to place more emphasis on the outcome of regular season dual meets.

• The NWCA is collaborating with state high school athletic associations to mandate more home dual meets that culminate with a post season dual meet champion as a primary strategy to build a regular season fan base which will make wrestling more relevant in schools and communities.

• The NWCA has dedicated one entire section of its CEO Leadership Academy to promote “best practices” for making wrestling more relevant in schools and communities.
SOCIAL MEDIA

- The NWCA’s Instagram following has grown to include 7,400 followers.
- The NWCA’s Facebook following has grown to include 11,389 followers.
- The NWCA’s Twitter following has grown to include 26,125.
The NWCA conducts a few signature events designed to celebrate our sport’s heroes and champions. These events are nationally televised and/or web-streamed with the goal of substantially growing our fan base.

- The NWCA’s signature events, the All Star Classic, Multi Divisional National Duals, and Division I National Duals have all been nationally televised on one of the following networks: BTN, ESPN, Fox College Sports, and NBC Sports.

- Through the NWCA’s event management partner, TrackWrestling/NBC Sports, all events are web-streamed and a national result/statistic repository has been established.

### 2015 NWCA All Star Classic

The 2015 NWCA All Star Classic was hosted by Wrestlers in Business Network/Atlanta on November 1, 2015 and was nationally televised “live” on ESPNU.

### 2016 NWCA Multi-Divisional National Duals

The 2016 Multi Divisional National Duals, hosted by United Wrestling Group in Ft. Wayne Indiana on January 2016, featured many of the top 16 teams in each collegiate division (NCAA DII, NCAA DIII, NAIA, NJCAA, Women). An astonishing 46 of the 85 participating teams have been established just since 2001. One exciting dual meet from each collegiate division was nationally televised on Fox College Sports.

### 2016 NWCA Division I National Duals

The 2016 NWCA Division I National Duals was hosted by eight BigTen schools on the weekend of Feb. 18. Each was paired with the dual meet champion from a Non BigTen Conference. The national championship dual meet between Penn State and Oklahoma State was nationally televised on BTN.

### 2016 Pittsburgh Classic

In March 2016, the NWCA partnered with the Pittsburgh based local organizing committee to conduct the 51st Annual Pittsburgh Classic featuring the top PA high school seniors versus the top seniors from across America.

### 2016 Beast of the East

In May 2016, the NWCA officially entered into a partnership with the Beast of the East, a premier scholastic tournament featuring 115 of the top high school wrestling teams in America.
The ongoing challenge for the NWCA is to balance our fundraising efforts to cover general NWCA operating expenses with our ongoing commitment to fund new program startup costs.

Our long term strategy to cover startup costs for new college programs is to secure a $2 million endowment so the interest yielded each year would cover the startup costs. We currently have three pledges for a total of $300,000.

The NWCA has facilitated a National Wrestlers in Business Network to reconnect with wrestling alumni who have been disconnected. The goal is to get wrestlers to hire wrestlers and to inspire wrestlers to do business with wrestlers. As their companies benefit, they will have more discretionary income to donate back to wrestling.

The NWCA is challenged in that we try to steer clear of donors who are doing everything possible to support the program at their alma mater. Fortunately, we do have some donors who support the NWCA as a strategy to protect their investment at their alma mater (i.e. what would a national championship mean if there were only 25 teams, etc.).

As a primary strategy, the NWCA makes its best efforts to connect with alumni groups of discontinued collegiate programs so we don’t inadvertently redirect any monies away from our existing collegiate programs.

During the 2015/16 fiscal year, the NWCA benefitted from well over $50,000 of pro bono legal services specific to sponsorship agreements, patent and general counsel services.

DONORS

The NWCA is eternally grateful for the 600 donors who collectively contribute approximately $700,000 annually in support of NWCA programs and services.

Additionally, the NWCA raised an extra $90,000 during the 2015/16 year to purchase a wrestling mat and uniforms for seven new college programs. Most of these funds do not flow through our books and instead, payments are made directly from our funding sources directly to the university.
## FINANCIAL SUMMARY

### Revenue

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<td>General Donors</td>
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<td>Coaching Development Donors</td>
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<td>Starting New Programs Donors</td>
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<td>Event/Program Sponsors</td>
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<td>Event Income</td>
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<td>Coaching Development and Student Athlete Welfare</td>
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### Expenses

#### Coaching Development

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#### Program Advocacy

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#### Student-Athlete Welfare

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<td><strong>Total Student-Athlete Well-Being</strong></td>
<td><strong>$406,442</strong></td>
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**Total Expense**                        **$1,688,765**
BOARD OF DIRECTORS

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NWHOF
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