



RESPECT ★ RESPONSIBILITY ★ INTEGRITY ★ SERVANT LEADERSHIP ★ SPORTSMANSHIP

AUGUST / SEPTEMBER 2005

Official Sponsor of  
*Champions of Character:*



### NAIA BRUCE BROWN'S TIPS FOR PARENTS

- ♦ Attend as many games as possible.
- ♦ Do everything possible to make the athletic experience positive for your child.
- ♦ View the game with team goals.
- ♦ Attempt to relieve competitive pressure, not increase it.
- ♦ Encourage multiple-sport participation.
- ♦ Release your child to the coach and the team.
- ♦ Look upon opponents as friends involved in the same experience.
- ♦ Accept the judgment of the officials and coaches.
- ♦ Accept the results of each game, do not make excuses.
- ♦ Demonstrate winning and losing with dignity.
- ♦ Dignify mistakes made by athletes who are giving their best effort and concentration.
- ♦ Be an encourager and listener.
- ♦ Accept the goals, roles and achievements of your child.

"One athlete of character will improve a team. One team of character will improve a school. One school of character can impact an entire community."



- Bruce Brown  
NAIA *Champions of Character* Special Presenter

## CHAMPIONS OF CHARACTER - CHANGING THE CULTURE OF SPORT

All great visions have small beginnings. Founded in 1937, the National Association of Intercollegiate Athletics (NAIA) has approached sport as a powerful factor in developing character. The arena of athletic competition continues to become an imitated model for society. The NAIA sees this as an opportunity to bring more formal emphasis to character development on every level, using sport as a centerpiece. This commitment has led to the creation of the NAIA *Champions of Character*. This unique and actionable program supports awareness, education and community involvement to promote and implement an atmosphere that fosters excellence of integrity in sport. The NAIA *Champions of Character* program is an educational outreach initiative which emphasizes respect, responsibility, integrity, servant leadership and sportsmanship, not only for college students, but for youth, coaches and parents in ALL communities.

### NAIA LAUNCHES NEW CHAMPIONS OF CHARACTER WEB SITE - [WWW.CHAMPIONSOFCCHARACTER.ORG](http://WWW.CHAMPIONSOFCCHARACTER.ORG)

Everyday the NAIA is working to change the culture of sport. Now the NAIA is changing the *Champions of Character* Web site. The site will feature information about the program, upcoming events, resources, feature stories, Buffalo Funds, student-athletes and more. This site is the first phase of redevelopment for the NAIA Web presence.

### THE EWING MARION KAUFFMAN FOUNDATION AWARDS GRANT TO THE NAIA

The Ewing Marion Kauffman Foundation has awarded the Association a charitable grant to support the NAIA *Champions of Character* program that connects integrity, respect, responsibility, servant leadership and sportsmanship with athletic programming. The NAIA strongly believes that athletic talent is a gift and that character must be taught. With financial assistance provided by this grant the NAIA's *Champions of Character* program will continue to change the culture of sport. For additional information on The Ewing Marion Kauffman Foundation please visit [www.kauffman.org](http://www.kauffman.org).

### NAIA RECOGNIZED BY MAYOR KAY BARNES

Mayor Kay Barnes and the City Council commended NAIA President and CEO Steve Baker and the NAIA organization on the *Champions of Character* program and on the 68th Annual NAIA Division I Men's Basketball National Championship held last March. Over 3,000 Kansas City, Missouri students learned about the *Champions of Character* program during the tournament and over 400,000 students have heard the message nationwide since the program's inception in 2000.



Pictured with Mayor Barnes is NAIA President and CEO Steve Baker and Director of *Champions of Character* Initiatives, Rob Miller.

## NAIA CHAMPIONS OF CHARACTER PRESENTATIONS & EVENTS

As the school year approaches, the *Champions of Character* message will be heard across the country. In August and September of 2005, over 40 *Champions of Character* presentations are scheduled. Special Presenter Bruce Brown and NAIA Director of *Champions of Character* Initiatives Rob Miller will be busy spreading the message of character and how individual actions can and will change the culture of sport. *Champions of Character* presentations include:

Date	Presentation/Event	Location
Aug. 16	Kearney Schools	Kearney, Mo.
Aug. 16	Kaw Valley League Summit	Basehor, Kan.
Aug. 17	North Kansas City Schools	Kansas City, Mo.
Aug. 18	North Kansas City Schools	Kansas City, Mo.
Aug. 25	Central Methodist University	Fayette, Mo.
Aug. 25	Olathe Junior High Summit	Olathe, Kan.
Aug. 25	Olympia Schools	Olympia, Wash.
Aug. 30	Philomath Schools	Philomath, Ore.
Aug. 31	Vancouver Schools	Vancouver, Wash.
Sept. 2	U.S. Military Academy	West Point, New York
Sept. 8	Winnetonka High School	Kansas City, Mo.
Sept. 12	Quincy Community Sports	Quincy, Ill.
Sept. 14	Union College	Barberton, Ky.
Sept. 16	Oak Park High School	Kansas City, Mo.
Sept. 22	College of St. Mary	Omaha, Neb.

The entire *Champions of Character* presentation schedule can be found on [www.championsofcharacter.org](http://www.championsofcharacter.org).

## NUMBER OF NAIA CHAMPIONS OF CHARACTER PROGRAM CENTERS ON THE RISE

Currently, the NAIA has 24 *Champions of Character* Program Centers across the country. Program Centers will develop community outreach activities that integrate with existing institutional initiatives and fit the specific needs of the local community. In developing local outreach efforts, each Program Center will have at its disposal a range of educational publications, programs and resources available. For a list of Program Centers visit [www.championsofcharacter.org](http://www.championsofcharacter.org).

## MEET THE NRCCUA CHAMPIONS OF CHARACTER SCHOLARSHIP RECIPIENTS

The National Research Center for College University Admissions (NRCCUA) recently awarded *Champions of Character* \$1000 scholarships to five graduating high school seniors throughout the country who will be attending NAIA institutions during the 2005-06 academic year. "This scholarship honor is both a tribute and reward to the seniors for how they have lived their lives and the character values they possess," said Larry Erenberger, NRCCUA Vice President for National Projects.



"NRCCUA is proud to support young people with the core values of a Champion of Character." **Scholarship recipients are Aric Cherry (Southwestern College, Kan.), Melissa Gardner (Park University, Mo.), Jenna Plewes (Cornerstone University, Mich.), Katie Dugan (Avila University, Mo.) and Lauren Akkerman (Walsh University, Ohio).**

## NORTH KANSAS CITY SCHOOL DISTRICT SUPERINTENDENT DR. CUMMINGS ON CHARACTER

In August and September 2005, the North Kansas City School District and the NAIA will partner together to present the *Champions of Character* message to all district high school coaches, parents and student-athletes. The objective is to change the culture of sport and develop an atmosphere that intentionally teaches integrity, respect, responsibility, servant leadership and sportsmanship. The goal is to provide opportunities for personal growth and development that go beyond the classroom or athletic field. Currently the North Kansas City School District's three high schools are home to 120 coaches and 1500 student-athletes. The NAIA sat down with North Kansas City School District Superintendent Dr. Thomas P. Cummings and talked with him about the importance of teaching character to coaches, parents and student-athletes.



**Dr. Thomas P. Cummings, North Kansas City School District Superintendent**  
(photo courtesy of the North Kansas City School District Web site)

**NAIA:** North Kansas City School District is known for its tradition and student achievement. Why is the district going to participate in the NAIA *Champions of Character* program this August?

**TC:** Because of the importance of character development in young people as an integral part of overall achievement, the NAIA *Champions of Character* initiative provides our schools a systematic approach to character development through one of the greatest means of teaching character, our athletic programs.

**NAIA:** The North Kansas City School District's mission is to establish successful learning experiences for all and create responsible citizens capable of lifelong achievements. Why is it so important to teach character values?

**TC:** At the heart of our Mission are three questions, what do we want students to know, what do we want them to be able to do, and what kind of people do we want them to be? In response, teaching character values is an important part of our task and contributes to the overall success of our Mission. In my judgment, people with character are much more likely to be responsible citizens and achieve lifelong success.

**NAIA:** Why is the *Champions of Character* message and training fundamental for the coaching staff?

**TC:** The relationships between coaches and student-athletes have always been, and will continue to be, a special influence on young people and their development. It is critically important that coaches provide evidence of the strength of character through both competition and personal integrity. The values learned as a student-athlete, even with the character of their coaches. The NAIA *Champions of Character* initiative provides the common elements to help coaches, "walk the talk" of competition and character.

**NAIA:** What do you view as the biggest challenge in sports? How do you overcome that challenge?

**TC:** At the high school level the challenge, in my judgment, continues to be the development and understanding of the values of competition balanced with the development and understanding of the values of sportsmanship. To overcome this challenge, student-athletes must be exposed and experience the positive aspects of that balance. That is why NKC School District is very supportive of the NAIA *Champions of Character* Program and anticipates its positive impact in our schools.

*North Kansas City School District serves nearly 17,000 students in suburban Kansas City-North and is fully accredited by the state of Missouri. In August and September, coaches, parents and student-athletes from Winnetonka, Oak Park and North Kansas City High School will participate in character events sponsored by the NAIA and Buffalo Funds. For more information on the North Kansas City School District, please visit [www.nkcsd.k12.mo.us](http://www.nkcsd.k12.mo.us).*

# PAST, PRESENT AND FUTURE - BUFFALO FUNDS AND THE NAIA

Financial Services leader Buffalo Funds remains a solid supporter of the NAIA, championships, student-athletes and the *Champions of Character* program.

Buffalo Funds, a national sponsor of the *Champions of Character* initiative, assists the program's rapid growth with significant financial support and recognizes the potential for the program to change the culture of sport by teaching respect, responsibility, integrity, servant leadership and sportsmanship in communities across the country. Buffalo Funds hopes that its sponsorship of the program will reveal a fresh look at the way an athlete is defined and the ethics that America's youth adopts. Buffalo Funds will award two grants to *Champions of Character* Program Centers prior to the start of the 2005-2006 academic year and is the title sponsor for all NAIA *Champions of Character* events recognized at all 23 NAIA National Championships.



Buffalo Funds, a mutual fund lender based in Mission, Kansas, is the title sponsor of the NAIA Division I Men's Basketball National Championship through 2010. In addition, Buffalo Funds will continue to provide a \$1,000 scholarship to the institution of the tournament's MVP in the player's name. The tournament, scheduled for March 15-21, 2006, at Municipal Auditorium in downtown Kansas City, will continue to be named the Buffalo Funds-NAIA Division I Men's Basketball National Championship.

Buffalo Funds continues to be the NAIA's leading corporate partner. President and Portfolio Manager John Kornitzer and his team have completely embraced the Association's goal to change and impact sport and are true assets to the growth and development of the NAIA. For additional information, please visit [www.buffalofunds.com](http://www.buffalofunds.com).

**NEWSWORTHY** Be sure to catch *Kids Sports News* for a feature NAIA *Champions of Character* article in every issue. Complimentary Kids Sports News magazines can be picked up at all Price Chopper store locations. Kids Sports News is one of the top sports magazines for Kansas City's young athletes and their families.

## NAIA CHAMPIONS OF CHARACTER - DONOR EDGE

The NAIA *Champions of Character* program is featured on the Greater Kansas City Community Foundation Donor Edge Web page. To learn more, please visit [www.gkccf.org](http://www.gkccf.org). If you are interested in becoming a donor of the NAIA and *Champions of Character* please contact NAIA Director of Development Gregory Glore at [gglore@naia.org](mailto:gglore@naia.org) or by phone at 913-791-0044 ext. 189.



## NAIA BY THE NUMBERS

- **45,000** Athletics Administrators, Coaches and Student-Athletes on approximately **300** college and university campuses in the United States and Canada have been challenged to actively pursue and reflect the *Champions of Character* ideal.
- **19** NAIA member institutions and **29** individuals attended the 2nd *Champions of Character* Instructor training sponsored by NAIA National Sponsor, Buffalo Funds. The NAIA currently has a total of **24** Program Centers across the country.
- The NAIA spreads the messages of *Champions of Character* at **23** championship events. The NAIA reaches large audiences and provides character training sessions for thousands of elementary, middle and high school students.
- **2** representatives from the NAIA were recognized at the Citizenship Through Sports Alliance Awards Dinner in June 2005. Grace College (Ind.) Men's Basketball Coach Jim Kessler and Concordia University (Ore.) student-athlete Amanda Larsen were **2** of the **17** athletes or sport administrators honored for their character values.
- There are NAIA championship events held in **12** men's and **11** women's sports, that offer corporations and community groups a unique opportunity to interact with NAIA institutions and student-athletes.
- The NAIA has nearly **300** member institutions and **650,000** students.
- The NAIA and the National Research Center for College and University Admissions (NRCCUA) awarded **5** *Champions of Character* scholarships in 2005.

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## THE PRESIDENT'S PERSPECTIVE



The NAIA views a playing field as a classroom to intentionally teach character. A win or loss is recorded in the statistical book, however student-athletes, coaches, parents and fans have the ability to learn character when involved in an athletic experience and take with them much more than the final score. I will use the word athletic experience because that is exactly what it is. It is an opportunity to experience and intentionally display the NAIA *Champions of Character* five core values: integrity, respect, responsibility, servant leadership and sportsmanship.

The NAIA strongly believes that athletic talent is a gift but character has to be developed. Created in 2000, the NAIA *Champions of Character* program serves as an educational outreach initiative that emphasizes the tenets of character and integrity, not only for college students, but for youth, coaches and parents in all communities and on all playing fields.

The NAIA has incorporated a comprehensive program of character training and has challenged athletic administrators, coaches and student-athletes, on all levels, to pursue and reflect the NAIA *Champions of Character* ideal. Currently, the NAIA is working with local school districts, sports clubs, businesses and NAIA institutions and intentionally teaching character values across the country.

If you are an individual involved with a team, I encourage you to visit [www.championsofcharacter.org](http://www.championsofcharacter.org) to learn more about the NAIA *Champions of Character* program, how athletes are portraying character values in competition, how your community is helping and how you play a vital role in changing the culture of sport.

Sincerely,  
Steve Baker  
President and Chief Executive Officer  
National Association of Intercollegiate Athletics

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