

## *Fundamentally Driven!!*

Message for 2017 ITZ AAU players.

Earlier today I announced a Mental Toughness collaboration between ITZ and Mind of the Athlete. Here are the details of that agreement:

Bobby Knight used to say that "Mental is to Physical as 4 is to 1." Or put another way, the mental side of sports is 4 times as important as the physical side. Many other renowned athletes and coaches agree. Yet we spend all this time in practice working on the physical and very little time dedicated to the mental. This program is intended to work on the mental side of our kids training.

MotA will conduct a series of 30-45 minute workshops at In the Zone (in our party room) to help our kids with common mental issues they may face; issues such as confidence, performance anxiety and goal setting.

Space will be limited to about 25 attendees.

Cost is \$10/participant/session (cash or check only, paid directly to MotA)

These workshops are designed for the athlete but parents may attend (for example if you really want your kid to attend a session but they are practicing at that time, the parent can attend).

The initial schedule is (more sessions may be added):

THURSDAY, MARCH 16, 6:00-6:45.

Topic: Positive Thinking

Counselor: Dr Julie Amato

Wednesday, April 12, 6:30-7:15

Topic: Goal Setting

Counselor Dr. Megan Cannon

Wednesday, April 19, 6:30-7:15

Topic: Performance Anxiety

Counselor: Dr. Megan Cannon

Wednesday, April 26, 5:00-5:45

Topic: Visualization and Confidence

Conounselor: Dr Julie Amato

Register on In the Zone's website.

Mind of the Athlete is a sports psychology group located in Bethlehem just off Routes 512 and 22. They have a long list of clients including Syracuse, Old Dominion, U Mass, Pitt and other top collegiate programs up and down the east coast. They have been on ESPN and featured in USA Today and NY Daily News.

Dr Julie Amato earned her undergraduate degree at Brown University while starring as a record setting point guard. She received her Doctorate degree from U of Virginia. She was a 2000 point scorer and 4 sport athlete at Notre Dame Green Pond.

Dr. Megan Cannon graduated from Central Catholic HS and played basketball, softball and swimming. She attended Wilkes University as an undergraduate and did her doctorate work

at Nova Southeastern University.

*I am very excited to offer this program to our kids. I can't tell you how many kids I've known over the years that were amazing players but were never able to reach their potential--especially at the high school level. In almost every case the issue was mental not physical. Mind of the Athlete does a great job giving athletes the tools they need to be mentally tough.*

Regards,

*Steve Turpening*

