

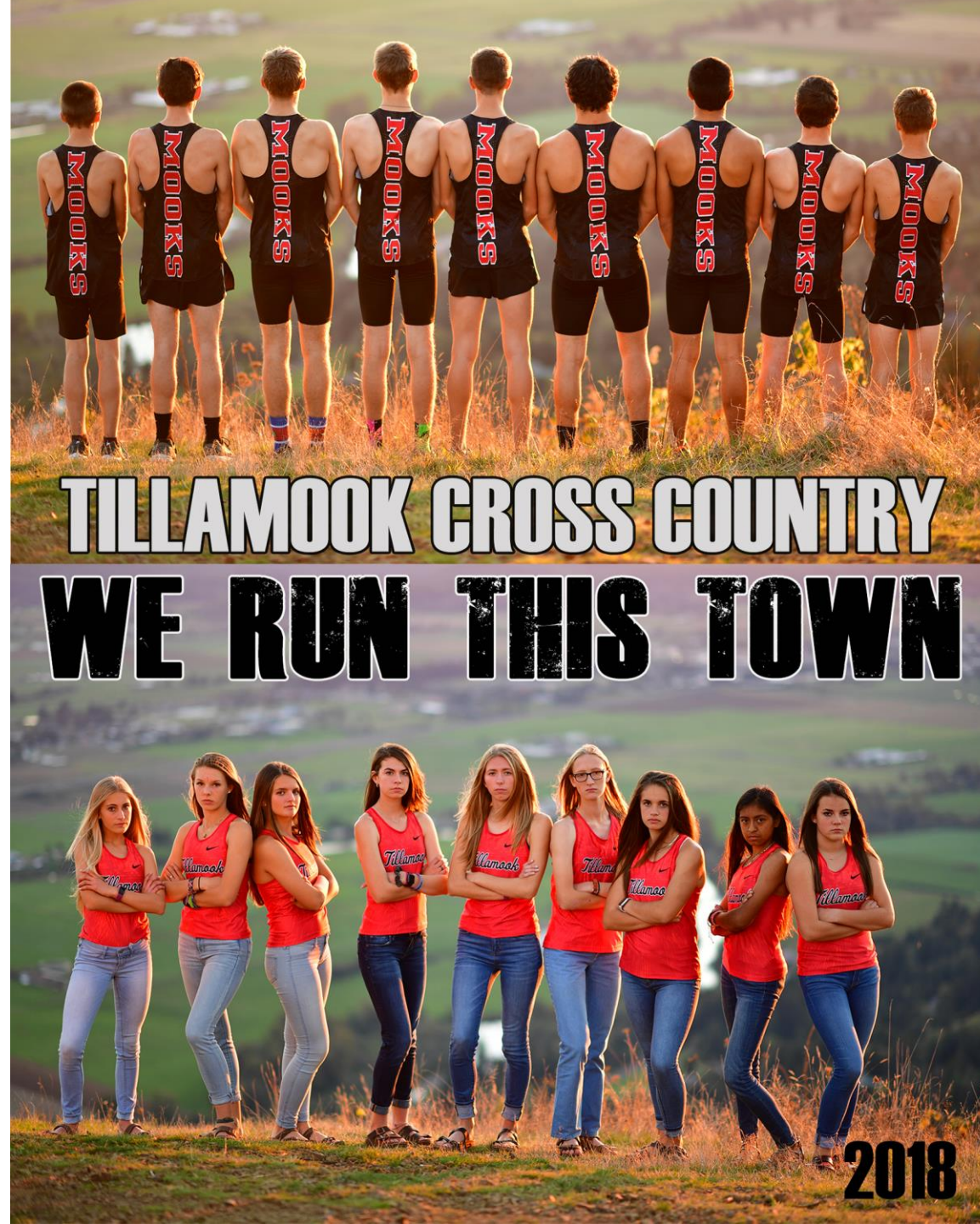
Building the
Ultimook
winning
culture on a
small school
distance
program.

--Patrick Zweifel

Tillamook XC & Track Coach

Founder Ultimook Race

Founder Ultimook Running
Camp

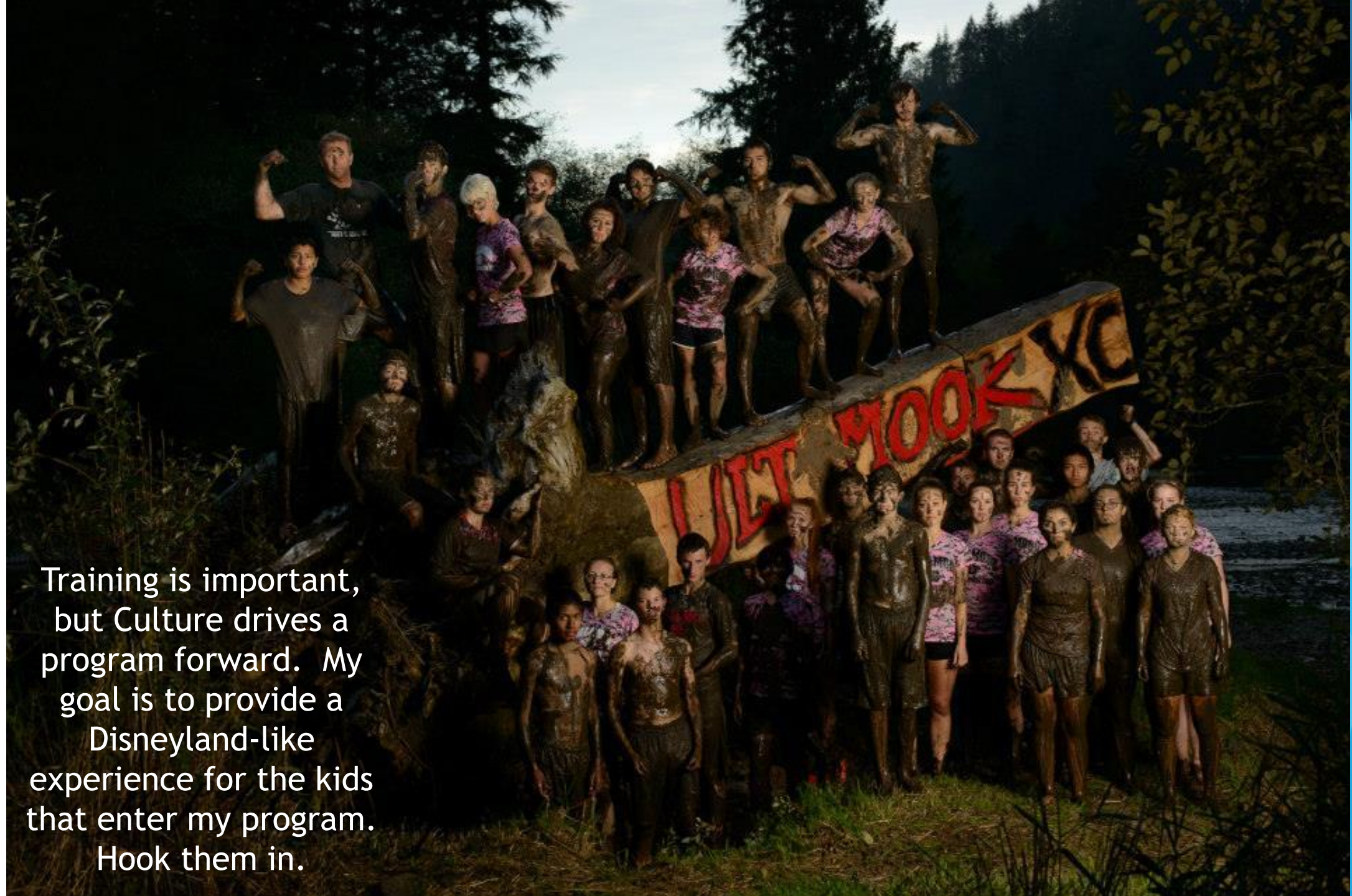


Follow along at:
www.ultimookrunningcamp.com/blog/nikeclinic.com

Coaching Started Here



Training is important,
but Culture drives a
program forward. My
goal is to provide a
Disneyland-like
experience for the kids
that enter my program.
Hook them in.



Outline

1. Chronological order of building my program - philosophical
 1. Tell a story - develop a narrative they can relate to -- use history
 2. Develop a mission
 3. Breaking out of a losing mentality
2. History of how I got started coaching.
3. Keys to building culture.
4. Ultimook Race
5. Ultimook Running Camp
6. Success is in the details.



History:

The past ties to the future.

1. Tillamook competes largest division
 1. 1977, 2 guys run 1:57, 3:56
 2. 1985/86 State Champion girl, XC, 1500
 3. Rich history for small school (with a gap)
 4. My defining moment
 1. Every successful runner has a defining moment.
 2. Every runner who reaches success has a moment
 1. Bush = David Ribich



Mark Webber - Canby - 1986
3A State Champion
Karl Zweifel - Tillamook
1986 - 3rd in 2A



Rhonda Groshong
State Champion 1500, XC

Share my experiences

- 5th team as freshmen
 - 3 Zweifel's
- Win in '87 as soph
 - Drop from 3 to 22nd
- Win in '88
 - 2-3-7
- Win in '89
 - 3rd in a row
 - 1-2-3 finish, 7
- 2 main points that lead into teaching points
 - Leadership
 - Trio
 - Std. of Excellence
 - Follow
 - Chip on our shoulder
 - Work harder
 - Less privileged
 - Flat Landers



Mark Zweifel

Toby Wagner

Chris Johnson

Pat Zweifel

- Culture of the TEAM will suck kids into a program and make them far better than they could dream of as an individual
 - *synergistic effect
 - *sacrifice for the team
 - my proudest moment
 - *at beginning, I told them a lot of stories
 - *make them feel apart of something special
 - find a niche



Toby Wagner
Mark Zweifel

Darin Rabb - Sprague (behind) 3A State Champion 1989

RUNNING MOOK & MOOK – Tillamook team-mate's Toby Wagner (far left) and Mark Zweifel run side by side as they head back to the beach during the varsity boys' race of the Tillamook Invitational Cross Country Meet, held Sept. 10, at Camp

Magruder. Mark Zweifel was the second AA-A runner to finish – behind his twin brother Pat – Wagner was the fourth. Tillamook boys won the AA-A trophy; Tillamook girls' placed second.

(H-H photo by Terry Hendrickson)

*Host Cheesemakers capture trophies at
Tillamook Invitational Cross Country Meet*

Develop a Mission.

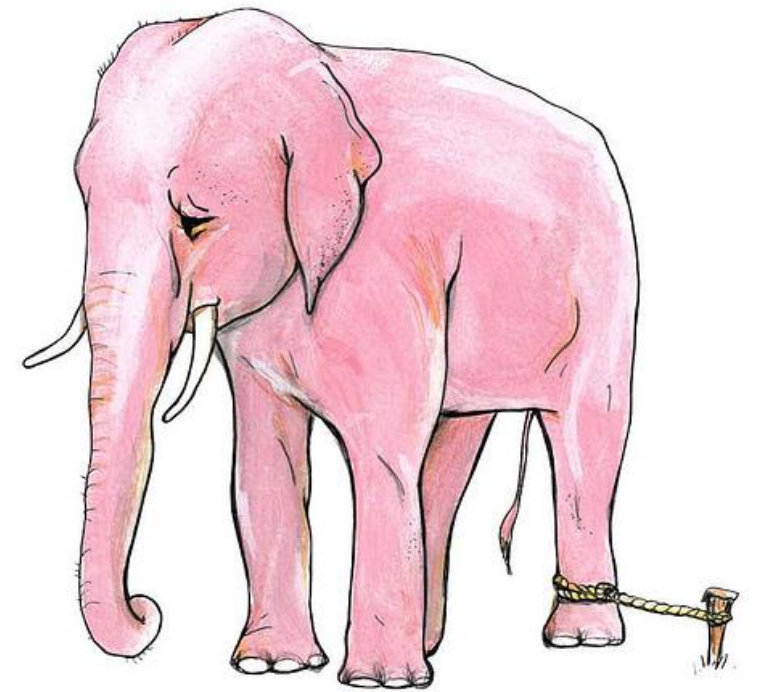
1. Develop kids in Mind & Body
 1. Get kids running year round
 2. Emphasis on:
 1. Character
 2. Teamwork
 3. Leadership
 4. Goal Setting
2. How do I teach about character, goal setting, teamwork?
 1. Illustrations
 2. Tell a story (again)
 3. Goal Setting
 1. Hill
 2. Switzerland
3. Secondary Mission
 1. Make the less advantaged kids feel like they are special
4. Parents are pushing kids to my program.



@Ultimook Running Camp

Conditioned to Lose Conditioned to Win Both are extremely POWERFUL

1. Bridging the Gap - I knew how to do it and what it would take
-3 trips to State in 23 years
2. Find ways for them to become successful....
 1. Ultra big meets, Nike, adidas, our best kids were finishing 80th in the race, how does that build confidence?
3. Find ways for them to be successful in practice....
 1. Can only take it in steps. Morning runs, etc.
4. Success leads to more success.
5. Find a leader -state championships don't happen without great leadership
 1. Find someone that people will follow
6. Inspire them to believe there is something more
7. Setting new standard of excellence - the small things matter
 1. 4:30 am run, pulling the team along
 2. "I'll try" - kids leaving on vacation



How I got started coaching

1. 20 years focused solely on my business -- asked to coach right away
2. 2008 met Andrew Jenck - autistic boy
 1. “You better watch out, I’m going to break your records”
 2. Over next 3 years ran with him 2-3 times/week. ----now Senior at University of Portland - running
3. 2011 asked to workout with team
 1. District Meet -- Defining Moment as a Coach
4. Tillamook Distance Project - AD’s office - Spring of 2012 - 20/20
 1. Increase Expectations for Running Programs at THS - very frustrated
 1. Year round running
 2. Recruitment of good quality kids
 3. Community Involvement
5. Balance in life - now head XC & track & field coach.
 1. My Deal
 2. Nov.-Dec.



Andrew Jenck

Summer Running

1. Largest single factor in Cross Country Success
2. How to get kids running?
 1. Run across America & back - 1st year
 1. Made it to London - bought sweats
 2. Things have evolved --What works best for me?
 1. Summer Retreat - right after school
 2. Team goal setting/Personal/Team bonding
 3. Not a heavy training trip
 4. Caterer who will follow me across the country and serves meals for \$6.00/person. Includes driving to Redwood Forest!
 5. Cost is \$100, I supplement the rest, camping at RV Resorts
 1. Incoming freshman, key 7th graders, free to those who can't afford
3. 2015 Bend/Sisters
4. 2016 Redwood Forest
5. 2017 East Lake Crater National monument (near Crater Lake)
6. 2018 Redwood Forest
 1. Fishing hole - jumping off rocks -- of course the redwoods
7. 2019 Star Valley Wyoming, coach of Star Valley - partnership
8. Summer Retreat at beginning of the summer is best way to get them all motivated to go home and run
 1. Consistent with time, don't schedule around bb or vacations



Summer Running Cont.

1. Practice M, W, & Friday 5:00 pm after work - most work
 1. Logging Roads, Hills, Trails
2. Steen's Mountain Running Camp
 1. 10 kids signed up-- I pay half
 2. Conditions to be met- Must run & log miles, 8 hours of service, Ultimook race
 1. Keep your word!!!
3. Ultimook Running Camp
 1. Free (w/conditions) to Tillamook kids - Tillamook kids really look forward to the Ultimook - 35-40 kids
 2. Incredible recruiting tool. "Hey come to camp for free—see if you like cross country."
 3. Community knows how big a deal it is and kids want to be apart of it.
4. Raffle a Pig at the Fair (\$3k net)
5. Start of practice
6. Ultimook Race
7. **Keep them engaged all summer**—more than just training.



Recruiting

1. Only need 5 guys/gals, nice to have 7-9
 1. Started a Junior High Program in 2nd year (2013), great coach
 2. Get to know the junior high kids, get to know good runners
 1. Recruit very heavily in junior high and below
 2. Send letters to individuals of interest, send out Christmas cards, send invitations
 1. Personal notes go a long way
 3. Go to a lot of junior high meets, give free shirts, invite to camp
 3. Recruitment videos - highlighting program
 4. Spend all day at Junior High, PE, speak, kids, video
 5. Communication with parents, community, & runner types
 1. People really like what I'm doing and increasingly more & more parents are sending their kids to me.
 6. Hit the halls- a lot of kids go running
 7. Soccer kids taught not to get within 10 feet of me
 1. Do not actively go after kids from other sports, but do passively (track)
 8. I don't need to have the best runners to get trophies, I just need good quality kids

Recruitment video shown in spring of 2018 at all PE classes at Junior high. Best recruiting class of freshmen ever (motivating music).

Challenges of Small Rural School

1. Population - all relative - the bar rises - OR vs WA
 1. Kids I coached 7 years ago versus now - wouldn't stand a chance.
2. Large enough to be dynamic & competitive?
3. Dual Sport?
4. Minorities (different cultural emphasis)
 1. Soccer
 2. "McFarland Effect" -- 2 year syndrome
5. Free School lunch program - 65%
 1. Level of support ---10%, 30%, 30%, 30%
 2. Ernie Chacon, Sarah Pullen
6. Keeping kids eligible that count
 1. Kids have to want it as much as you want it.
 2. Visit teachers twice a day - not so much any more.
 3. I'll pay for tutors if it would be helpful.

Create Great Experiences (training focus each week)

- Final Surge calendar - online log
 - 2 workouts, long run, speed development, recovery runs.
- “Special Workout.” - “Culture Training”
- Almost all-very challenging
- Goal is to hide really challenging workouts inside a great experience.
- Our geographic location close to the beach, but have the coast range within a 1-2 miles
 - Endless logging roads, trails, beaches, & amazing scenery.
- Grade 1, Grade 2, Grade, 3, Grade 4
 - Progression in training
- Speed Development
 - Kids need to run fast when you tell them its time. --- you need to Deliver on your promises

Run - Aerobic Run: Aerobic Run Grade 4	Run - Warmup: 1 Mile Warmup	Run - Aerobic Run: Aerobic Run Grade 2	Run - Lactate Threshold: Mile Repeats - Grade 2	Run - Special: Cape Lookout Fun Run	Run - Long Run: Beginner's Long Run	Run - Recovery Run: Easy Day Grade 1
Run - Speed: Strides	Run - VO2 Max: 2 person relay 450 meter...	Run - Speed: Strides		Run - Speed: Traditional Speed Development	Run - or: or	Run - or: Cross Training/Off
	Run - Cooldown: 1 Mile Cooldown	Run - or: or	Run - Speed: 4X200 (0.5 mi)		Run - Long Run: Long Run 60-90", Progressive...	
Run: (0.5 mi)						
10	11	12	13	14	15	16
Run - Aerobic Run: Aerobic Run Grade 3	Run - Special: Top of the World	Run - Aerobic Run: Aerobic Run Grade 3	Run - Lactate Threshold: Kilchis 800 Grade 2	Run - Aerobic Run: Aerobic Run Grade 1	Race Run: NW Classic	Run - Long Run: Beginner's Long Run
Run - Speed: Strides		Run - Speed: Strides		Run - Speed: Traditional Speed Development		Run - or: or
		Run - or: or	Run - Speed: 4X200 (0.5 mi)			Run - Long Run: Long Run 60-90", Recovery
Run: (0.5 mi)						
17	18	19	20	21	22	23
Run - Lactate Threshold: Mile Repeats - Grade 3	Run - Special: Scavenger Hunt	Run - Warmup: 2 Mile Loop (2 mi)	Run - Aerobic Run: Aerobic Run Grade 1	Race Run: Meriwether Invite	Run - Recovery Run: Easy Day Grade 2	Run - Long Run: Beginner's Long Run
	Run - Speed: Strides	Run - VO2 Max: 12 x 400m, 50s rest	Run - Speed: Traditional Speed Development		Run - or: Cross Training/Off	Run - or: or
	Run - or: or	Run - Cooldown: 2 Laps Cooldown				Run - Long Run: Long Run 60-90", Progressive...
Run: (0.5 mi)						
24	25	26	27	28	29	30
Run - Aerobic Run: Aerobic Run Grade 3	Run - Special: Kilchis 10 Mile Run	Run - Aerobic Run: Aerobic Run Grade 2	Run - Lactate Threshold: Kilchis 800 Grade 3	Run - Aerobic Run: Aerobic Run Grade 1	Run - Long Run: Beginner's Long Run	Run - Recovery Run: Easy Day Grade 2
Run - Speed: Strides		Run - Speed: Strides		Run - Speed: Traditional Speed Development	Run - or: or	Run - or: Cross Training/Off
					Run - Long Run: Long Run 60-90", Progressive...	
Run: (2.5 mi)						
October						
1	2	3	4	5	6	7
Run - Special: Cape Lookout Hill Challenge	Run - Aerobic Run: Aerobic Run Grade 2	Run - Lactate Threshold: 1k Repeats - Grade 1	Run - Aerobic Run: Aerobic Run Grade 1	Race Run: Camp Magruder Invite	Run - Recovery Run: Easy Day Grade 2	Run - Long Run: Beginner's Long Run
	Run - Speed: Strides		Run - Speed: Traditional Speed Development		Run - or: Cross Training/Off	Run - or: or
	Run - or: or					Run - Long Run: Long Run 60-90", Progressive...
Run: (0.5 mi)						
8	9	10	11	12	13	14
Run - Warmup: 2 Mile Loop (2 mi)	Run - Aerobic Run: Aerobic run grade 3	Run - Special: Lighthouse Tempo + Team...	Run - Aerobic Run: Aerobic Run Grade 1	Race Run: Champoeig Invitational	Run - Recovery Run: Easy Day Grade 3	Run - Long Run: Beginner's Long Run
Run - VO2 Max: 12 x 400m, 70s rest	Run - Speed: Strides	Run - Hills: Cemetery Hill Repeats	Run - Speed: Traditional Speed Development		Run - or: Cross Training/Off	Run - or: or
Run - Cooldown: 2 Laps Cooldown						Run - Long Run: Long Run 60-90", Progressive...
Run: (2.0 mi)						
15	16	17	18	19	20	21
Run - Aerobic Run: Aerobic run grade 3	Run - Lactate Threshold: Kilchis 800 Grade 4	Run - Aerobic Run: Aerobic Run Grade 2	Run - Tempo Run: Carter Kunert Lighthouse Tempo	Run - Aerobic Run: Aerobic Run Grade 1	Run - Special: Handicap Mile	Run - Recovery Run: Easy Day Grade 3
Run - Speed: Strides		Run - Speed: Strides		Run - Speed: Traditional Speed Development	Run - Long Run: Long Run B (9 mi)	Run - or: Cross Training/Off
		Run - or: or				
		Run - Speed: 4X200 (0.5 mi)				

Top of the World

- ▶ Adventure Run -
 - ▶ Primal fears take over. Concerned about getting lost - concerned about making it.
 - ▶ Photo doesn't show the ruggedness.
 - ▶ Climb 3,000 feet over 3.5 miles (2 miles hard tempo), then spend 5 more miles summiting 2 peaks in team groups (social media), and back down to the river for icing and chocolate milk. 8.5-11 miles, much "longer" than that.
 - ▶ Team bonding
 - ▶ Social media—let kids do the marketing
 - ▶ Does it follow Daniel's Principles?
 - ▶ Resiliency
 - ▶ Endurance
 - ▶ Team Bonding
 - ▶ Rain or shine (chip)



Social Media - what does a photo like this do for your program?



 **STEALTH CAM**

08:55 AM 10/12/18 37 F)

CAM3



 **STEALTH CAM**

01:03 AM 10/31/18 41 °F)

CAM 7



 **STEALTH CAM**

08:55 PM 12/25/18 25 °F ●

CAM 7



 **STEALTH CAM**

07:44 AM 06/17/18 44 F)

GAME CAM2

Kilchis River 10 Mile Run

Phoebe Brown 10 mile run

1. Kilchis 10 mile run - historical run
 1. Phoebe Brown 10 Mile Run
 2. Name workouts after “Difference Makers”
 3. Drop them off, fall is in the air, photos, opportunity to say what cross country means to them.
 4. Progressive, hard run, timed
 1. A little downhill, a little short - find ways to make them successful
 5. End with river icing and chocolate milk
 6. Some run 10+ miles every week, for some this will be the longest run of the year.
2. Again, challenging, very fast, very productive





© Tillamook Distance Project

“If you can’t make it across this field in less than 10 seconds, don’t try,
because the bull can. --2017 put that to the test --folklore status

More Special workouts

1. Lighthouse tempo and team run - Carter Kunert workout

1. Combine aerobic strength workout, follow up with team exercises
2. I coach a team, not individuals -
3. 2017 mid October—storm of the year coming in
 1. Road is closed, coming down the hill
 2. Special moment

2. Cape Lookout Trail

1. Hill Challenge 2k

3. Handicap Miles

1. Saturday before district meet
2. In uniform
3. Find ways for them to be successful
 1. 7 years of coaching, maybe 1 kids who didn't set a pr for the year
 2. Take fastest repeat time for the year as base time

4. Doughty Rd. Time Trial

1. Varsity at Ultimook



Hydrangea Ranch 1 Mile Course Records
since 2012 (did not run in 2017)

Boys					
Name	Time	Year			
Carter Kunert	4:25	2018			
Arty Ledesma	4:28	2015			
Eulises Cruz	4:32	2015			
Seth Martin	4:32	2016			
Dylan Dickson	4:35	2018			
Gabe Lachenmeier	4:35	2016			
Fabian Niemi	4:40	2018			
Marshall Bush	4:42	2018			
Hector Rojo	4:42	2013			
Gabe Lachenmeier	4:45	2015			
Dexter Patching	4:46	2018			
Andrew Jenck	4:46	2014			
Paulo Valez	4:50	2012			
Aaron Josi	4:51	2012			
Girls					
Solace Bergeron	5:10	2018			
Sarah Pullen	5:16	2018			
Kara Putman	5:33	2016			
Phoebe Brown	5:33	2016			
Whitney Averill	5:38	2018			
Allison Wilkes	5:40	2016			
Nina Zweifel	5:47	2018			
Chloe Pampush	5:53	2015			
Kestrel Bailey	5:53	2014			
Autumn Patching	5:54	2018			
Sabrina Polman	6:00	2013			
McKenzie Richards	6:07	2015			

2018 Boys		
Carter Kunert	4:25	
Dylan Dickson	4:35	
Fabian Niemi	4:40	
Marshall Bush	4:42	
Dexter Patching	4:46	
Justis Hyde	4:59	
Riley Cloyd	4:59	
Devon Franske	5:03	
Preston Bradeen	5:58	
Spencer Wehinger	6:29	

2018 Girls		
Solace Bergeron	5:10	
Sarah Pullen	5:16	
Whitney Averill	5:38	
Nina Zweifel	5:47	
Autumn Patching	5:54	
Allison Wilkes	6:00	
Paige Ross	6:10	
Lily Prince	6:43	
Lele Dominquez	7:14	
Rose Franke	7:37	

XC Uphill Challenge Records
(records kept since 2016)

Boys					
Carter Kunert	7:45	2018			
Seth Martin	8:00	2016			
Dylan Dickson	8:02	2018			
Marshall Bush	8:20	2018			
Devon Franske	8:21	2018			
Gabe Lachenmeier	8:28	2017			
Josh Richards	8:38	2017			
Fabian Niemi	9:10	2018			
Logan Dorland	9:13	2016			
Riley Cloyd	9:45	2018			
Quintin Metcalfe	9:55	2018			
Arlo Bannon	10:27	2016			
Justis Hyde	10:47	2018			
Girls					
Solace Bergeron	9:00	2018			
Sara Pullen	9:16	2018			
Phoebe Brown	10:19	2017			
Whitney Averill	10:48	2018			
Kara Putman	11:04	2017			
Allison Wilkes	11:10	2018			
Nina Zweifel	12:17	2018			
Itzel Vazquez	12:48	2018			
Paige Ross	13:45	2018			
Sage Bailey	13:53	2016			

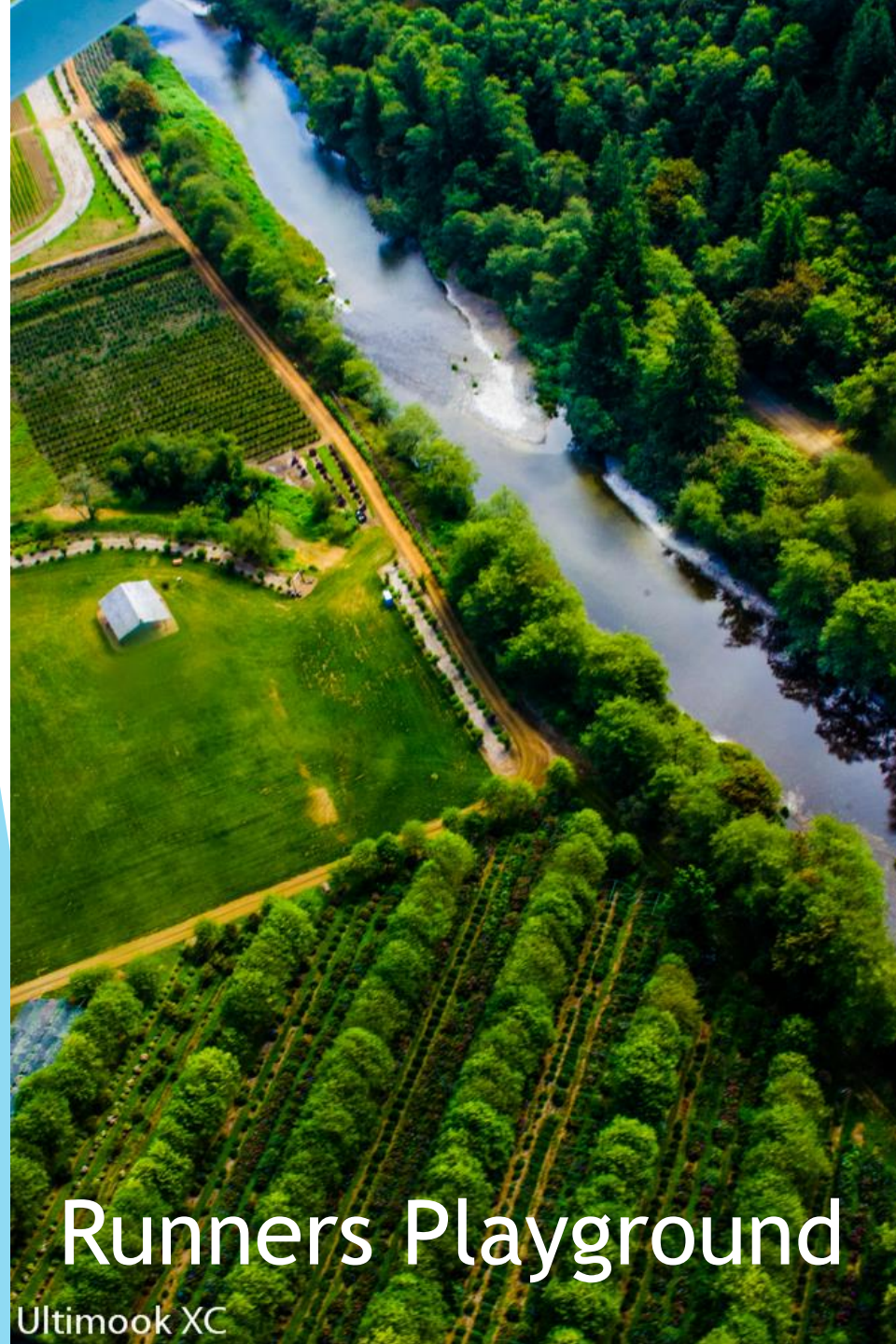


Geographically, what more could you ask for?

Hydrangea Ranch

1. Farm Training - Oregon Coastal Flowers
 1. Hydrangea Ranch
 2. At least 1X/week at ranch for hard workouts
 1. Mile repeats - Main loop
 2. 1,000's
 3. 800 m - State like hill
 1. 2"-1.5"-1"-3"
 2. we're on the track twice in xc season.
 4. 450m relay - emphasis on cheering & support for everyone.
2. I would not have a viable program if we were just running loops around the school
 1. Requires transportation
 1. Bussette became a problem
 2. Admissions for Ultimook Race = Bought a van





Runners Playground

Ultimook XC

- Runner's Playground
- Painter's Canvas
- Used as a base
 - Park 2.5 miles up the road
 - Across the river 100's of miles of gravel roads
 - Top of the World
 - 30k & 50k trail race (Ultramook 50k)
- Camp/Race/
 - Grant
 - Cleveland





Cultural/Training Principles

1. Create competition in practice
2. 1st step in building program is to have enough kids come out to challenge for varsity spots
 1. Until then you have a real challenge having them compete in practice
 2. I had 2 girls the 1st year I coached track - I was embarrassed.
3. 2nd step is really working hard in hard workouts
 1. Kids can run too hard in practice with “being jacked up”
4. Hard/easy
 1. Hard days very hard
 2. Easy days very easy
5. Keeping times of almost all workouts (show excel from the past)
 1. Miles, 800's, 1000's, hill challenge, Kilchis River 10 miles, Doughty Rd.
 2. Want repeats to get faster on each repeat -- With the smallest gap -award given
 3. Compare to teams in the past - needle continues to rise
 1. Amazingly the needle is always getting better - bar continues to rise

9.28.17	avg	9.28.18	avg	10.16.18	6X800 with 3" rest						avg.
Gabe	2:46	Carter	2:34	Carter	2:34	2:32	2:26	2:24	2:22	2:18	2:26
Dickson	2:52	Marshall	2:40	Dylan	2:38	2:36	2:32	2:29	2:30	2:31	2:32
Ernie	2:54	Dylan	2:41	Marshall	2:37	2:40	2:36	2:37	2:34	2:32	2:36
Quintin	2:58	Fabian	2:49	Fabian	2:39	2:40	2:36	2:37	2:34	2:32	2:36
Fabian	2:59	Quinton	3:01	Dexter	2:45	2:45	2:43	2:40	2:38	2:40	2:41
Carter	3:00	Dexter	2:56	Riley	2:54		2:42	2:44	2:43	2:33	2:43
Pat	3:01	Edger	3:01	Devon	2:51	2:50	2:46	2:42	2:40	2:37	2:44
Dexter	3:03	Justis	3:10	Solace	2:53	2:49	2:46	2:44	2:41	2:38	2:45
Josh	3:03	Auggie	3:08	Quintin	2:47	2:47	2:49	2:46	2:49	2:41	2:46
Marshall	3:04	Austin	3:29	Justis	2:54	2:55	2:51	2:55	2:51	2:45	2:51
Devin	3:08	Preston	3:40	Edger	2:58	2:56	2:58	2:56	2:51	2:46	2:54
River	3:13	Spencer	3:13	Sarah	2:58	2:53	2:53	2:55	2:57	2:50	2:54
Solace	3:14	Sherva	3:21	Whitney	3:04	2:57	2:56	3:03	3:03	2:56	2:59
Phoebe	3:16	Isaac	4:09	Nina	3:12	3;10	3:13	3:13	3:13	3:10	3:12
Whitney	3:19	Joshua	3:36	Allison	3:12	3:10	3:13	3:13	3:13	3:13	3:12
Kara	3:24	Solace	3:03	Autumn	3:15	3:12	3:14	3:13	3:15	3:13	3:13
Joel	3:27	Sarah	3:05	Preston	3:25	3:20	3:15	3:12	3:06		3:15
Sara	3:27	Allison	3:33	Sherva	3:28	3:26	3:24	3:24	3:20	3:15	3:22
Tony	3:33	Nina	3:40	Austin	3:24	3:31	3:33	3:22	3:10		3:24
Marissa	3:35	Paige	3:53	Spencer	3:28	3:23	3:26	3:24			3:25
Grace	3:36	Lele	3:52	Cody	3:27	3:32	3:40	3:40	3:35		3:34
Allison	3:36	Lily	3:48	Paige	3:40	3:32	3:35	3:42	3:55	3:45	3:41
Cody	3:37	Rose	4:01	Rose	3:56	4:03	4:06	4:04	4:10		4:03
Katie	3:41	Ezry	4:47	Lily	4:29	4:33	4:24	4:50			4:34
Paige	3:49	Lily	4:47	Ezry	4:36	4:33	4:22	4:50			4:36
Itzel	3:56										

		boys	girls
3rd	2015	2:46	3:42
	2016	2:43	3:16 1st
4th	2017	2:43	3:05 1st
	2018	2:34	3:00

Find ways for them to be successful →
Have I said that before?

8s f last time, 34s f last year
9s f last time, 20s f last year
4s f last time, 28s f last year
13s f last time, 23s f last year
15s f last time, 22s f last year

18s f last time, 29s f last year
15s f last time, 12s f last year
19s f last time, 13s f 2 years ago
7s f last time (only 3)
11s f last time, 33s f last year
20s f last year
28s f last time,
21s f last time, 24s f last year

*25s f last time
1 s slower than last time
5s f last time
12 s slower last time

12s f last time
12 s f last time
13s f last time,
11s f last time,

Ultimook Race

1. AD Interview - 2012 -Ultimook has grown to one of Oregon's most popular early season meets
 1. 46 teams the 1st year?
 2. 105 teams this year, over 2,500 participants
 3. Small school heavy (opposite of other large invites) - very happy about that
2. Planted my farm around this Cross Country Course (literally)
 1. All my favorite elements --Mud, chips, river crossings, fields of flowers, Monster Hill (1st 4 years)
 2. Farm theme: flower bouquets as awards, wood slabs
 3. 400 kids camping the night before, show a movie, dinner
3. Culture of Cross Country - "Rugged Beauty, Old School Grit" -- get back to the basics
 1. I believe this race has a HUGE impact on this sport
 1. Recruiting tool --- the "favorite" of the year
 2. I love Cross Country & I want to be involved in making it better.



Building Culture?

- THS Cross Country kids
 - Make awards
 - Make flower arrangements
 - Course setup - laying out straw bales
 - Test the mud pit (4X4 truck)
 - Army of parents/volunteers
 - Largest sporting event in Tillamook County
 - Football team parks cars
 - Exposure to your program is good for culture.



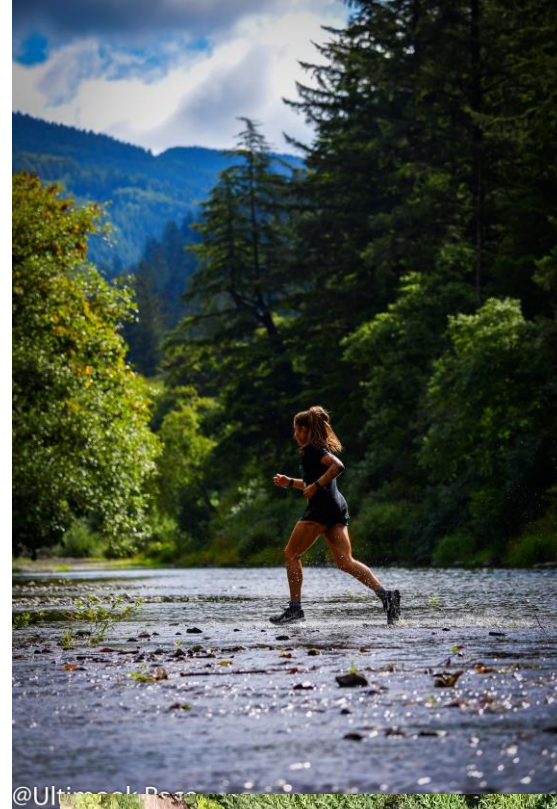
Sarah Sai & Erin Clark



www.UltimookRace.com



@Ultimook Race



@Ultimook Race



Ultimook Running Camp

1. My obligation, My passion for XC extends far beyond coaching at Tillamook High School --
2. Born out of desire to give my Tillamook kids a world class experience.
 1. Harvesting deep in the forest
3. Not a Nike guy - not an Oregon guy - Real World guy with a lot of passion, resources, & ability to help a lot of youth outside of THS
4. Small school advantage - they're the ones that need the help the most
 1. Price is ½ that of most camps. (farm)



@Ultimook Running Camp



My Goals - Create Unique Experience

1. Unique Setting

1. 6 acres of hydrangeas + 4 acres of grass field -- inside one of Oregon's largest flower farms - 64 acres. Wedding Pavilion

2. Unique Speakers

1. Jim & Cheryl White from McFarland, McFarland team
2. Alan Webb running the Chocolate milk mile

3. Camping, but more glamorous than most

1. Large greenhouses
2. Hot showers
3. River
4. Weather is mild



Jim White - McFarland USA

@Ultimook Running Camp



My Goals - Create Unique Experience

1. The best places to run on the N. OR Coast --
WOW
 1. Places you're not going to find in a book
 2. Adventure run - Top of the World
2. Character emphasis
 1. Character development, leadership training, teamwork, goal setting - every morning.
3. Sasquatch Games- unique team building challenges
 1. Log Carry Relay
 2. Glow Stick Relays
 3. Sand Sculpture Contest
 4. Tug-of-War in mud pit
 5. Biathlon
4. Challenging for all/ Confidence boosting for all
5. 2 session in 2019
 1. July 28 to Aug. 3 and Aug 3 to Aug 10



www.ultimookrunningcamp.com

Team Culture is all about the details

1. Stress to my team - it's all about the details - coaching too!
 1. Maintain certain level of excellence - e.g. dynamic warmup, core exercises, shaking hands, parking cars
 2. Accupressure - Deep Tissue Massage --- Wow!!!
 3. Shoes for kids that can't afford them
 1. Mostly to kids who won't really make a difference in my program
 2. Team retreat, team apparel, camps
 4. Flowers to all your support staff
 1. 2 secretaries in the office, athletic secretary, dispatch person in bus garage after XC & track!!!
 5. Iron supplementation
 1. Rare that an athlete goes after it in my program and would not be low in iron after some time
 1. Doesn't happen due to financial constraints
 2. I give recommendations

2017 State Champions



Team Culture is all about the details

1. Take extra kids to State
 1. Need to take the future - get them to dream
2. Photography
 1. Hobby of mine
 1. Professional photos at the meets
 2. Team photos - work to create epic photo—scout out areas, scout lighting
 3. State
3. Awards Ceremony + Guest Speakers + photo books
 1. Runner's log - Photo book - Black Friday coupon codes -see samples
4. Records Book - have 50 on hand
5. Leadership scholarship -- \$1,000 college scholarship to top senior boy and top senior girl
 1. Boosters Athletic Awards (all sports)
6. District XC meet Junior High
 1. 1-2 day prior to districts

**Favorite all-time
photo** → step in step
Mentorship



COWAPA LEAGUE

1ST TIME EVER IN TILLAMOOK



BOYS & GIRLS
RANKED #1
IN THE STATE

OCT 26TH
2PM @ ALDERBROOK GOLF COURSE

CROSS COUNTRY CHAMPIONSHIPS

More Auxillary Events

1. To benefit your program
 1. Transition from directly to program to non-profit (larger field)
 2. To get kids involved - if they want something they have to work for it.
2. Three Capes Marathon Relay -2014
 1. Last Saturday in Feb. - grown to over 500+ participants --
 2. Cape Meares to Pacific City - www.ThreeCapesRelay.com
3. Ultramook 50k & 30k Trail Race on the Tillamook Ridge
 1. 30k + 20k=50k Top of the World - OR Coast's best kept secret
4. Next project - 2020 debut - Cape Meares Triathlon
 1. Partnerships?



3 Capes Relay Route



Learning & Mentorship

1. Read as much as possible
2. Coaching clinics
3. Online resources
4. Mentors - Coach David Harley of Scappoose
5. Fred Berkey Camp Magruder Invite - honor those from the past.
6. Not going to happen overnight



Fred Berkey



David Harley

Conclusion

- ▶ My job in coaching
 - ▶ make kids feel special about themselves and
 - ▶ work to create the best experiences as possible
- ▶ New to coaching:
 - ▶ Discover ways to give them unique experiences
 - ▶ Find ways to make them feel successful.
- ▶ “They don’t care what you know until they know that you care.”

--Joe Newton



Patrick Zweifel

pat@ultimookrace.com

503.812.9190

www.ultimookrace.com

www.ultimookrunningcamp.com

www.ultramook50k.com

www.threecapesrelay.com