

Cover Page

Sports Manager & Entrepreneur Camp

A proposal for Pittsburgh Public Schools for the Summer Enrichment in 2010

Organizational name: CLOH.Org
Creating Literate Olympians Here dot Org

Mark Rauterkus

Mark@Rauterkus.com

412 298 3432 = cell

108 South 12th Street
Pittsburgh, PA, USA 15203-1226

October 2, 2009

Cover Letter from Mark Rauterkus, founder & coach, CLOH.Org

October 1, 2009

Dear Coordinators for Pittsburgh Public Schools 2010 Summer Enrichment,

Everyone can't be an athlete all the time. Consider the kid who is hurt with a broken leg, but he still wants to be in sports. A 9th grader, R.W., enjoys running the scoreboard for games. He loves to travel with the team, but he doesn't want to suit up in most situations. **Sports Manager & Entrepreneur Camp** would be perfect for R.W. This RFP proposal was made with him in mind.

Pittsburgh is blessed with plenty of sports teams. We've got plenty of businesses that function in the realm of sports as well. Sports is big business. Sports is an industry. Nearly every newspaper in the country has a sports section.

In the Sports Management and Entrepreneur Camp the campers discover and document two big questions:

First, **How do Sports Business operate?**

Questions about general principals of business will be asked. Advertising, Marketing, Social Marketing, Media Relations, Investments, Customer Service, Sales, Expenses, Profits, and so on.

Second, **As sports matches are played, what is happening beyond the field of play in a second to second and minute to minute basis?**

Who is operating the scoreboard? How does it work? What is the announcer doing? What do the coaches in the press box do? How are stats recorded? How do game-day statistics get generated? Who is helping the coach and managers? What are they doing?

Finally, those in the Sports Management and Entrepreneur Camp can devote some time and energy in helping with the competitive events at our various camp venues including the concluding carnival.

Sincerely yours,

Mark Rauterkus
Coach & Retired Publisher

Implementation Plan

1. Program Vision

The Sports Management and Entrepreneur Camp presents an opportunity to get more aware of business, especially sports-related businesses.

Campers ask about income, expenses and how to grow a business.

Campers also will discover what goes on in sports behind the scenes as the games are happening.

Our campers will go to a wide range of sports businesses and conduct interviews with those that work there. Visits with the profession and college teams are expected. Other sports managers are going to be visited and interviewed too including friends who run the parks, road races and smaller recreational businesses.

Goals

To become aware of basic business terms.

To tour at least five sports business settings.

To interview five or more sports business people.

To report the findings of interviews to others in the camp.

To report the observations of others within wiki pages with A for Athlete.

To understand more than one-hundred sports and business vocabulary terms and concepts.

To gain awareness of the greater sports world.

To document statements from others with the help of small groups of fellow campers.

To begin to watch sports as a consumer with a buyer beware awareness.

To examine various sports contest in terms of recording stats, play calling, and other fine details of the game from those who are NOT part of the action: coaches, managers, assistant coaches, announcer, equipment operators, grounds crew, interns, video producers, press box media, etc.

Activities

Research comes first. Campers learn of some of the basic principals of business.

Educational text books and Entrepreneur Agendas are delivered to the campers so as to teach them the background and terms.

Each student in the camp gets a focus area: customer satisfaction, expenses, incomes, etc. Then the students present their insights and others record the interview and ask follow-up questions. The interview process is understood and practiced.

Campers then go to the sports business settings and get tours and conduct interviews of various business people.

Other campers also interview those who help coaches and keep stats.

The content is edited and put into wiki pages for others to see and discuss.

Campers also assist with the other CLOH.Org sports camps in record keeping, stats gathering, video taping, and management duties – such as keeping score books, scoreboards, etc.

Finally, campers take ownership of the end of camp community carnival. The campers run an info table, snack stand, prepare, promote, record, and manage the overall experience.

How Campers Highlight Accomplishments
Sports Management and Entrepreneur Campers author wiki pages.

Campers manage the end of season carnival.

Deliverables Campers Produce
Sports carnival.
Wiki pages.

Uniqueness
Getting behind the scenes views of Penguins, Pirates, Pitt and other city sports teams is exciting.
Most business operations in sports are unique. Different leagues, different challenges.
Business is often a college or high school subject.

Creative Ways
The carnival has to be created from scratch.

Interesting for middle-grade Campers
Middle grade campers can help a great deal with their sports teams at schools. This camp will give the students confidence to do more with their local teams and coaches.

2. Link to Outcome Goals

Passion throughout the year can occur with the campers school based teams. Campers can follow the games and teams and visit the venues with different sets of focus points other than the ball.

Links to High School and College-Readiness

Being aware of business is important if one wants to go to college.
If you can't understand money, you can't go far in life.

A sports manager can get a varsity letter in high school and be a valued part of the team.

Links to 21st Century Skills

Interviewing is perhaps the top skill the students will improve upon.

Application of Technology happens as the interviews are posted onto the wiki pages. Cameras, editing, computers and text descriptions are all necessary.

Career Flexibility

This camp has a career focus of finding an interest in business.

Code-Switching (fitting your demeanor to the situation)

There is no cheering in the press box.

Communication

Media and sports always are connected.

Managing Information

Those in business have to manage information. Even coaches and stats keeper have to record pitches, shots, assists and so much more.

Media Analysis

Before the interviews, media research is necessary for background information and to prepare the questions.

Public Speaking

Campers present to each other on a regular basis. Then they report via the wiki pages.

Social Interaction

Campers are going to be invited guests to business settings – not hanging out at a wave pool. They will need to dress up and be mature and interested observers that interact with a polite manner.

3. Schedule

The first week, background insights of business need to be examined. Guest entrepreneurs and programmed lessons from the business / education sector fill the time. Self study and interview prep also occurs as well as class interviews so everyone becomes familiar with their various roles with people later in the camp.

Every Tuesday and Thursday for the next four weeks, the campers will take field trips to various sports settings to get a tour and conduct interviews on both the business side as well as backstage proceedings while the game is unfolding.

On Mondays, Wednesdays and Fridays the campers meet in the schools to do a few different tasks:

- prepare for the next interview
- document the results and findings from the past interview
- review and recap what went well and what didn't in the last visit(s)

Another segment of the afternoon sessions on M,W,F is devoted to the planning and creation of the year end carnival.

The third segment of the afternoon sessions on M,W,F is devoted to visiting with the various sports camp settings and helping to manage the play there with the help of the coaches and executive coach. Examples: Operate the scoreboard for an in-house game. Record times from a challenge set into a spreadsheet. Chart shooting stats in a water polo game.

General Description

Campers are to work in a business setting.

Sample day:

Travel days are for tours and interviews. Campers won't go to PNC Park when the Pirates are in town. The campers in the Sports Management and Entrepreneur Camp want to visit in the office.

A bus is needed by 1 pm to take the 16 campers and three adults (teacher, college student, high school student) to the various settings (Mellon Arena, PNC Park, Heinz Field, Pitt's AD Department, Duquesne AD, Great Race office, etc. They will try to stay at the site until 3:30 and return to the school / office before 4 pm.

On home days, the campers in Sports Management and Entrepreneur go with the athlete campers but serve in support roles – working scoreboard, taking film, etc.

At other times the campers prep for future interviews and visits. Plus, campers post interviews for others to see.

Part of the day also is spent to prepare for the Carnival.

Weekly Objectives

Week 1:

Understand business terms.

Understand some sports business terms and situations.

Establish interview process among fellow campers.

Weeks 2, 3, 4, 5

Visit, tour, interview and report upon your discussions with people in the sports business.

Launch the sports carnival.

Assist at various sports settings.

Line up of possible visits for the eight field trips and interviews:

Sandcastle

Pirates

Penguins

Steelers

Pitt Athletics

Duquesne AD

Robert Morris AD

Citiparks Director

County Parks Director

Skate Rink Manager

Great Race Director

Pgh Marathon Race Director

Penn State McKeesport Coach / AD

Chatham Univ Coaches

Green Tree Sports Plex Managers

Venture Outdoors Managers

Consol Energy Park

Peterson Event Center

Mellon Arena

UPMC Sports Performance Center

Bob O'Connor Golf Course at Schenley Park

4. Camper and Staffing

Camper Registration Range:

Minimum = 8 and

Maximum = 16.

Why and How for the camper registration numbers

Campers work in groups of four. The small groups are common in business settings. On the tours and visits the four have roles. One does the bulk of the interview by asking the questions. Another operates the video camera. The third takes photos with a digital camera and helps with the conversation. The fourth assists as necessary with the conversation and questions.

Staff positions, roles and responsibilities

Main teacher is the adult that has control of the class and delivers the bulk of the content.

Vising Entrepreneur as per our advanced plans.

College student teacher

High school supervisor to help guide the class.

Staffing Model and Structure

Teachers can be hired. Perhaps a position could be filled by one of the teachers in the morning literacy schedule.

Others can be found in the network of Entrepreneurs.

Staffing Model and Structure

Total number of staffer members, at least 3. Up to 10 as we have guests.

Staff has not yet been hired for the various roles in the camp.

+ The assistant teachers can be hired among the college students and high school students in the programs offered with CLOH.Org. In the summer of 2010, we expect to have a number of morning programs until noon. Then those individuals would be available for afternoon work.

+ I feel confident that there are plenty of teachers that would come to work with the camp provided that they are paid.

The campers in this Sports Management and Entrepreneur Camp would work three

hours or so per week with the other sports camps. In the following years, the former campers might make excellent assistant coaches.

The interviews for the campers on the T & Th afternoon schedule is going to take plenty of time to establish the interview schedule. All of this prep work is done by Mark Rauterkus.

5. Facilities and Materials

Facility requirements and constraints

A library computer lab next to a classroom would be best. At times the camper will need to discuss and at other times they will need to use the computers.

This camp should be placed in the same building as one of the other sports camps from CLOH.Org.

On-Site Provider or Off-Site Provider

This is an on-site activity, beyond the field trips.

Transportation of students to off-site locations

Students will need to take 8 bus trips. Every Tuesday & Thursday in weeks 2 to 5. All the trips stay within Allegheny County and occur between 1 pm and 4 pm.

Required Forms

The standard health form from Penn State University / Allegheny County Extension will be used by 4H.CLOH.Org. It has a photo release, medical mentions and even a code of conduct, as well as the other basics such as contact information in case of emergency or other coaches need to talk with the parents / guardians. Copies of this multi-page form are enclosed. All campers are going to get a 4H membership, cost is \$10.

Each camper is also going to get one buddy pass to 4H membership as well. Then a friend, not in the full PPS enrichment camp, could join with the optional activities such as the Early Birds and final Carnival.

Parent volunteer forms are available from Penn State University for the 4H.Cloh.Org effort as well. They are attached. Cost for adult volunteers is \$0. But, they must be registered.

Plenty of paperwork and score sheets will be part of the regular operation of the campers day so as to mark performances. But these are not 'required.'

Equipment and Supplies

Campers need office supplies, printer, paper, ink. This group has some paperwork!

Four digital cameras are needed. Four video cameras are needed

Equipment and Supplies are needed to host the Carnival. What can't be found for free will need to be paid for. The budget for the carnival can be understood and enhanced by this camp.

Plans to Procure Equipment and Supplies

Supplies can be purchased with the help of PPS Purchasing or else with a PPS Credit Card, or else with the camp's executive, Mark Rauterkus.

Budget and Budget Narrative

Assumptions of Proposed Costs

Use of the computer lab and classroom at a PPS school is not in the budget.

Personnel Budget

Lead teacher: 25 days x 4 hours x \$25 per hour = \$2,500

College-aged teacher: 25 days x 4 hours x \$15 per hour = \$1500

HS-aged assistant teacher: 25 days x 4 hours x \$12 per hour = \$1200

Entrepreneur Teaching: 5 days x \$75 per hour x 5 hours = \$1875

Entrepreneur Partners / Consulting = \$2,000

Executive Director, Mark Rauterkus = \$2,000

Total = \$11,075

Role	days	hour	\$ per hour	Sub \$
lead teacher	25	4	25	2500
colleg teach	25	4	15	1500
HS assist	25	4	12	1200
Entrep.	5	5	75	1875
E consult		1	2000	2000
Mark Rauterkus		1	2000	2000
				11075

Travel and Transportation Budget

2 trips per week x 4 weeks = 8 total trips = \$

Yellow school buses should provide the transportation.

Materials Budget

Office supplies = \$500

Digital cameras = \$250 x 4 cameras = \$1,000

Video cameras = \$400 x 4 cameras = \$1,600

4H Insurance = \$10 per camper = \$180

Buddy pass for 4H = \$180

Carnival Costs \$2,000

Uniforms = \$35 x 18 campers = \$630

Camp expenses = \$19,789

Bus trip cost is unsure. Estimate \$200 per afternoon x 8 visits = \$1,600

Cost per camper = \$1,181.61

Transparent Nature of Budget = yes

Proposed costs explained and assumptions described

No cost for build at PPS.

Cost for bus = \$200 per trip.

Role	days	hour	\$ per hour	Sub \$
lead teacher	25	4	25	2500
colleg teach	25	4	15	1500
HS assist	25	4	12	1200
Entrep.	5	5	75	1875
E consult		1	2000	2000
Mark Rauterkus		1	2000	2000
		18	\$1000	\$18000
		18	\$1000	\$18000
		18	35	630
			carnival	2000
			office	500
digital camera		4	250	1000
vid camera		4	400	1600
			uniforms	630
			carnival	2000
			sub total	19795
bus travel		8	\$200000	\$1,60000
			real total	21395

21395 / 18

1188.61

Qualifications and Experiences

Rely upon NFTE.Org for help.

Olympicpedia, a summer day camp, was created and conducted by Mark Rauterkus in 2008. See enclosed handout.

Mark Rauterkus has a sports publishing company. SSS catalog enclosed. This small business worked with many Olympic coaches and top athletes. Visited Olympics and many Olympic Training Centers.

Qualifications, experiences, accomplishments, achievements, awards
None in business.

Highlighted K-12 Experiences

I've coached masters, college, high school, club, age group and beginners. Throughout my career, I've always been most dedicated to the age group kids that include the middle school years. It is so important to have great coaching when younger. Often our sports system in the US gets it wrong by putting the best coaches in college settings. The younger kids need the insightful guidance and coaching the most.

Work History with Pittsburgh Public Schools, listed and described

Mark Rauterkus has helped with many PPS groups in the past 20 years including the PERC (Parent Education Resource Center) steering group, Phillips Elementary Swim Team and Track Team. Presently, I'm coaching water polo as a volunteer with Schenley High School (accepting interested players from other PPS too) and IB Middle School.

Legal Actions in the past 3 years: None.

Financial Statements

This is a start-up organization without any finance history nor liabilities. The organization is debt free.

Insurance Requirements

A typical certificate of insurance from 4H of PA is enclosed in the end section. PW Wood & Sons Inc can underwrite the 4H events and special events, such as the carnival. USA Swimming has an insurance option for swim activities.

Other than the insurance now in process from American Water Polo and 4H, as part of Penn State University and Allegheny County Extension, no existing insurance exists as this is a start-up. If the RFP application is a success, then CLOH.Org and Mark Rauterkus will secure all the necessary insurance coverage as negotiated with the PPS.

Trust that there is a commitment to acquire the required coverage should the proposal be awarded a contract.

The workers compensation insurance will be obtained and it will contain a waiver of subrogation clause.

Commercial and General Liability insurance will be obtained by CLOH.Org and Mark Rauterkus should the proposal be awarded a contract.

Licenses

None at present. Not certain that any are necessary.

Joint Venture

This camp proposal is from CLOH.Org and Mark Rauterkus. No joint ventures are implied nor hidden.

4H.CLOH.Org and Early Birds, Extra Birds, Carnivals and Sustainability

These camps happen in the summer so as to extend the school year and offer enrichment. That is a great direction and the RFPs under the umbrella of CLOH.Org go additional steps beyond the 25 afternoon activity periods of 1 pm to 4 pm.

The merits of the camps should stand on their own. Each camp is its own entity and concerns the afternoons as directed in the RFP. However, all the camps have shared opportunities that we address with a 4H mega chapter.

Extras are normal in the course of an overnight camp experience because the day is much longer. To offer a world class experience for the kids in a day-camp setting, extras are needed. I coached in Canada at Camp Chikopi, and our campers swam, paddled or ran before breakfast.

These extras are normal for school days, weekends and summer for competitive swimmers. Children dive into the outdoor, 50-meter swim pool 6 days per week at 7 am at the JCC Monroeville. Dozens of teams in the area are doing the same. High school swimmers and the middle school swimmers at Frick swim at 5:45 AM.

These are valuable times and they can be leveraged within the lives of the campers and community with these plans.

4H stands for Head, Heart, Hands and Health. Head for clear thinking and decision making, understanding and growing. Heart for loyalty, concern, responsibility and cooperation. Hands for skills, service, usefulness. Health for better living.

In Pennsylvania, 4H operates by Penn State University. Allegheny County has Penn State Extension, much like a branch campus. 4H is a community of young people across America learning leadership, citizenship, and life skills. 4H enables kids to have fun, meet new people, learn new life skills, build self-confidence, learn responsibility, and set and achieve goals. Kids learn by doing things. 4H is the youth development education program administered through Penn State Cooperative Extension office.

4H has deep roots (pun) in the rural areas and has only had modest success in Pittsburgh and some other urban areas. 4H is great with State Fairs, farmers, animals, horse shows, etc. But, 4H has expanded greatly into technology, leadership, fitness and other areas that offer fertile common ground with our mission in Pittsburgh.

The early morning, evening and weekend activities are all optional for the campers. These extras are for fun and they are organized and operated under the umbrella of a 4H Chapter, 4H.CLOH.Org. This bonus organization and these extra activities are similar to a PTA/PTO, a Booster Group, or a Girl Scout Troupe.

Campers will need to buy into the concepts. Some will be easy, others impossible. Parents, guardians, siblings and sport-specific volunteers will also buy-in or not to these activities. An online Google calendar, Facebook group, handouts/newsletter, phone call alters, email blasts and announcements at daily practices and other 4H.CLOH.Org events will get the word out. Word of mouth will make or break the programs.

A proud camper might like to go to the pool one morning at 7 am to show his dad or uncle how he is able to roll the kayak.

A swimmer might like to show off her new mastery in butterfly to an older brother and challenge him to a race at a morning lap session / workout.

The computer lab might be buzzing at 7:30 am as campers update video content from visits to a county pool the prior day.

Part of the resource catalog from 4H is enclosed in this RFP proposal. The resources guide volunteers. Community leaders can step up here – and the step isn't such a giant leap with the help of 4H and a dynamic network of coaches, campers, athletes, and concerned citizens. 4H roles: Volunteer, community club leader, project leader, short-term volunteer, chaperone, supportive parent or guardian.

We'll have bikes, kayaks, access to parks, pools, gyms and whatever else someone wants to dream and implement. Rather than use the bikes only for the 1 pm to 4 pm class, we

can hit a trail from 7 am to 8:15 with dad and buddies, and still make it to the literacy classrooms by 9 am. We'll play an early couple of holes of golf – or play to dusk to sharpen the game with a grandparent watching.

We'll be creative. We'll be flexible. Some events can be set in stone now. For example, the bike community gathers for Critical Mass on July 30, 2010, at 5:30ish, as it is the last Friday of the month. That date is on the Google calendar already. A preview to Run Around the Square 5K can happen the day before the race.

4H.CLOH.Org is glue between the afternoon activities and after school. It glues among friends and fitness. It glues summer to a lifestyle.

W-9 Form

Enclosed: W-9 of Mark Rauterkus.

9. Organization Information / Equal Opportunity Employment

9A. Describe Organizations Equal Opportunity Employment Policies and Program
The CLOH.Org Equal Opportunity statement is slightly more expansive than the one of Pittsburgh Public Schools as CLOH.Org includes the stipulation of political party to the list of areas where discrimination should not occur.

The full statement is at:

http://aforathlete.wikia.com/wiki/CLOH.Org_Equal_Opportunity_Policy

9B. Any crimes or offense with employees or financial fraud or misconduct?

Mark Rauterkus nor anyone associated with CLOH.Org have any criminal record nor offenses with financial fraud nor misconduct.

9C. Anyone charged with a criminal matter?

None have been charged with a criminal matter.

9D. Financial relationships with the school district and conflicts of interest

There are no present financial relationships with PPS and Mark Rauterkus nor CLOH.Org, other than as a resident, taxpayer, parent of PPS student and volunteer coach.

10. Intellectual Property

10A. Copyright can be reserved by the PPS for all of its written and electronic materials developed by the district. All written and electronic materials developed by Mark

Rauterkus, CLOH.Org, its employees, its volunteers and even associated campers are put into the public domain. These elements are considered content contributions. The wiki, CLOH.wikia.org, deploys an educational and institutional standard license that matches that used at Wikipedia.org. Derivative works of other copyright materials are expected to be handled by staff and campers, and those work products and outcomes are exempt from the over-reaching claim of copyright ownership of PPS. Likewise, derivative works of open-source materials also skirt the PPS prior assertion of copyright ownership within the RFP.

PPS can access for re-use and re-mix CLOH.org content creations without attribution, without share-alike clauses, for any commercial and non-commercial use. In the future, PPS is encouraged to deploy a philosophy that matches that details at learn.creativecommons.org.

Elements 10B, Trademark and Trade Name; 10C, Use of Name; and 10D, Ownership; do not present problems. Upon contract approval, specific ownership details and permissions will be obtained through proper channels with the PPS Solicitor and Board.

In June, 2009, the Wikimedia Foundation board approved the adoption of the Creative Commons Attribution-ShareAlike (CC BY-SA) license as the main content license for Wikipedia and other Wikimedia sites. More than 700 sites in more than 250 languages deploy this license, including Wikia.com and CLOH.wikia.com. Mark Rauterkus is a strong advocate for the unification of free culture licensing.

All modern, literacy themed, camp experience with public school students should have stated goals and lessons that are committed to the free dissemination of information. This open-source philosophy is woven into the day-to-day efforts at this camp, and perhaps, with coordination at higher levels, it can be made universal throughout the PPS and interjected into the other camps in the future.