

Character Council of Western New York
4th Annual "Creating a Culture of Character" Conference

March 17 & 19, 2012

Check-in: 7:30 AM ~ Program 8:00AM-3:00PM

Michael's Banquet Facility ~ 4885 Southwestern Blvd. ~ Hamburg, New York 14075

Registration Includes: Educational Materials, Full-Day Training, Lunch, Refreshments and Certificate

Joe Ehrmann's InSideOut® Coaching Seminar-Day 1
Saturday, March 17, 2012

A life-changing in-service training that challenges the way we look at ourselves as educators, administrators, coaches, mentors and parents of young men and women

Registration includes a copy of Joe's latest book, [InSideOut Coaching: How Sports Can Transform Lives](#).

This program featuring **Joe Ehrmann** will encompass a full-day character education training appropriate for PreK-16 educators; coaches; district/school administrators; athletic directors; recreation department personnel; college students majoring in education or recreation programs; and any other adults serving in mentorship capacities for youth.

Joe Ehrmann's *InSideOut® Coaching Seminar* is a life-changing in-service training that challenges the way we look at ourselves as educators, coaches, administrators, mentors and parents of young men and women. It is part of a multi-system prevention and intervention model that teaches and supports the philosophy that physical, academic, social, emotional, moral and civic competencies are no longer beyond the scope of what sports and coaches can accomplish.

Joe, who grew up in Buffalo's Riverside neighborhood, was an All-American football player at Syracuse University and has been named to SU's All-Century Football Team. Joe is also the recipient of Syracuse University's most distinguished alumni honor for his contributions to society. A professional football player for thirteen years, Joe was selected as the Colts Man of the Year and NFL's first Ed Block Courage Award Winner. Joe attended Dallas Theological Seminary and Westminster Theological Seminary and was ordained in 1985.

Named one of the 100 Most Influential Sports Educators in America, Joe was featured in Parade Magazine in recognition of his tireless efforts to transform the culture of sports by reframing and redefining the social responsibility of coaches, parents and players. Most recently, Joe has authored [InSideOut Coaching: How Sports Can Transform Lives](#).

The Character Council of Western New York is pleased to bring you one of the most talked about seminars in the country. The day-long in-service will cover several important topics and you will walk away impassioned and equipped with tools and skills that will enable you to make a difference in your family, your team, your school, and your community.

More information about Joe Ehrmann and the *InSideOut®* Seminar can be found at: www.CoachForAmerica.com

InSideOut® Coaching: Follow-up Seminar-Day 2
Monday, March 19, 2012

Registration includes a copy of [Season of Life](#) by Jeffrey Marx, a inspiring book about Joe Ehrmann's life.

Day 2 will feature **Joe Ehrmann** for the morning session. Presenting the afternoon session, "Training the Heart of a Champion from the Inside Out," will be **Mike Masters** from **Cross Training Football**, providing practical applications for intentionally integrating character into your everyday practice.

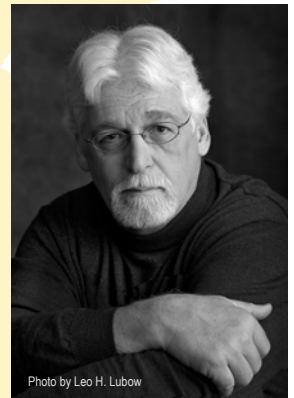


Photo by Leo H. Lubow

CoachFOR**America**
Winning in Life is Everything



*****Please note:** These programs are ***not*** suitable for students still in high school or younger and thus their attendance is ***strongly*** discouraged by the presenter.

Register for both seminars and receive \$25 off you total registration fee

REGISTRATION FORMS CAN ALSO BE FOUND ON OUR WEBSITE



Character Council of Western New York

4th Annual "Creating a Culture of Character" Conference

March 17-22, 2012 ~ Check-in: 7:30 AM ~ Program: 8:00AM - 3:00 PM

Michael's Banquet Facility ~ 4885 Southwestern Blvd. ~ Hamburg, New York 14075

Limited availability requires registration to be filled on a first come, first served basis

Fee Includes: Registration, Educational Materials, Full-Day Training, Lunch, Refreshments and Certificate

Registrations postmarked after the deadline date will be charged at the full price of \$114.

Bonus Registration... Register 4 for any one session and get the fifth registration for **FREE!**

To receive bonus registration, all 5 registration forms must be received together in one envelope.

Prices below are per seminar. Please indicate your pricing option:

___ **\$114**/Registration per session: Registration form and payment/purchase order *postmarked after March 1, 2012*

___ **\$99**/Early Bird Registration per session: Registration form and payment/purchase order *postmarked by March 1, 2012* to receive discount.

___ **\$75**/Member School Registration per session: Registration form and payment/purchase order must be *postmarked by March 1, 2012* to receive discount.

To check if your school is a member school of the CCWNY, go to www.charactercouncilwny.org/edcommittee.html

___ **\$25**/College Student Registration (up to age 25) per session: Registration form and payment postmarked by **March 1, 2012** to receive discount.

This scholarship price is made possible through the courtesy of the Character Council of WNY. Please include a photocopy of your current student ID to qualify.

Registrant Information:

School and District/Organization: _____

Name: _____

Job Title: _____

Email: _____ Phone #: _____

Amount Enclosed \$ _____ Check or Purchase Order # _____

For All Seminars: Check-in: 7:30 AM ~ Program: 8:00AM - 3:00 PM Please specify seminar(s) attending:

InSideOut® Coaching: How Sports Can Transform Lives Seminar with Joe Ehrmann - Day 1 Saturday, March 17, 2012

Registration includes a copy of Joe's latest book, [InSideOut Coaching: How Sports Can Transform Lives](#).

★ MULTIPLE SESSION DISCOUNT- Register for both Day 1 & Day 2 sessions and receive an additional discount of \$ 25 per person ★

InSideOut® Coaching: Follow-up Seminar - Day 2 Monday, March 19, 2012

To attend this seminar requires previous attendance at the *InSideOut® Coaching: How Sports Can Transform Lives Seminar*.
Registration includes a copy of [Season of Life](#) by Jeffrey Marx, a inspiring book about Joe's life.

Dignity for All Seminar Wednesday, March 21, 2012

Includes educational materials and handouts.

Questions may be directed to: Suzanne McKenney, Conference Director, at (716-646-5569). Visit www.charactercouncilwny.org for additional information about this conference. Please make checks, money orders or purchase orders payable to:

Character Council of Western New York and mail with registration form to: P.O. Box 613, Hamburg, New York 14075